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Broadcasting Jan 14

a newsweekly of broadcasting and allied arts

Our 49th Year 1980

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IX

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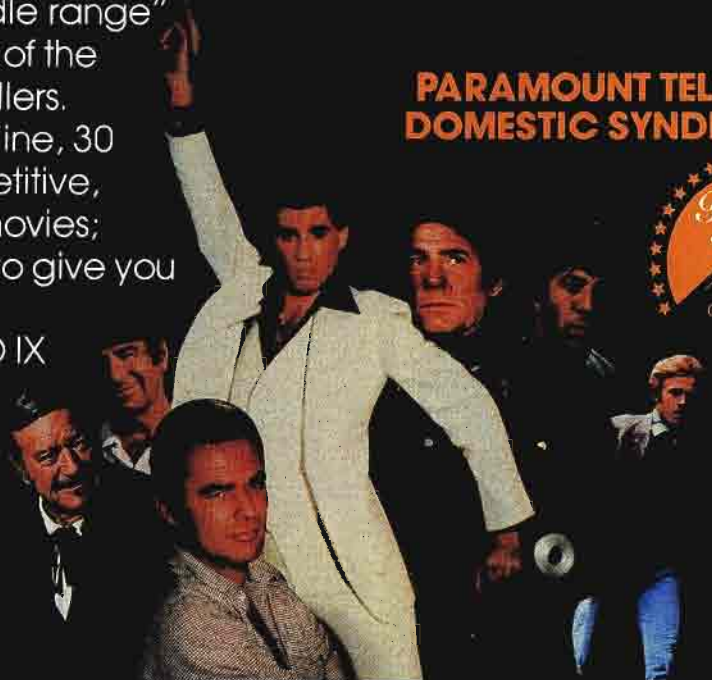
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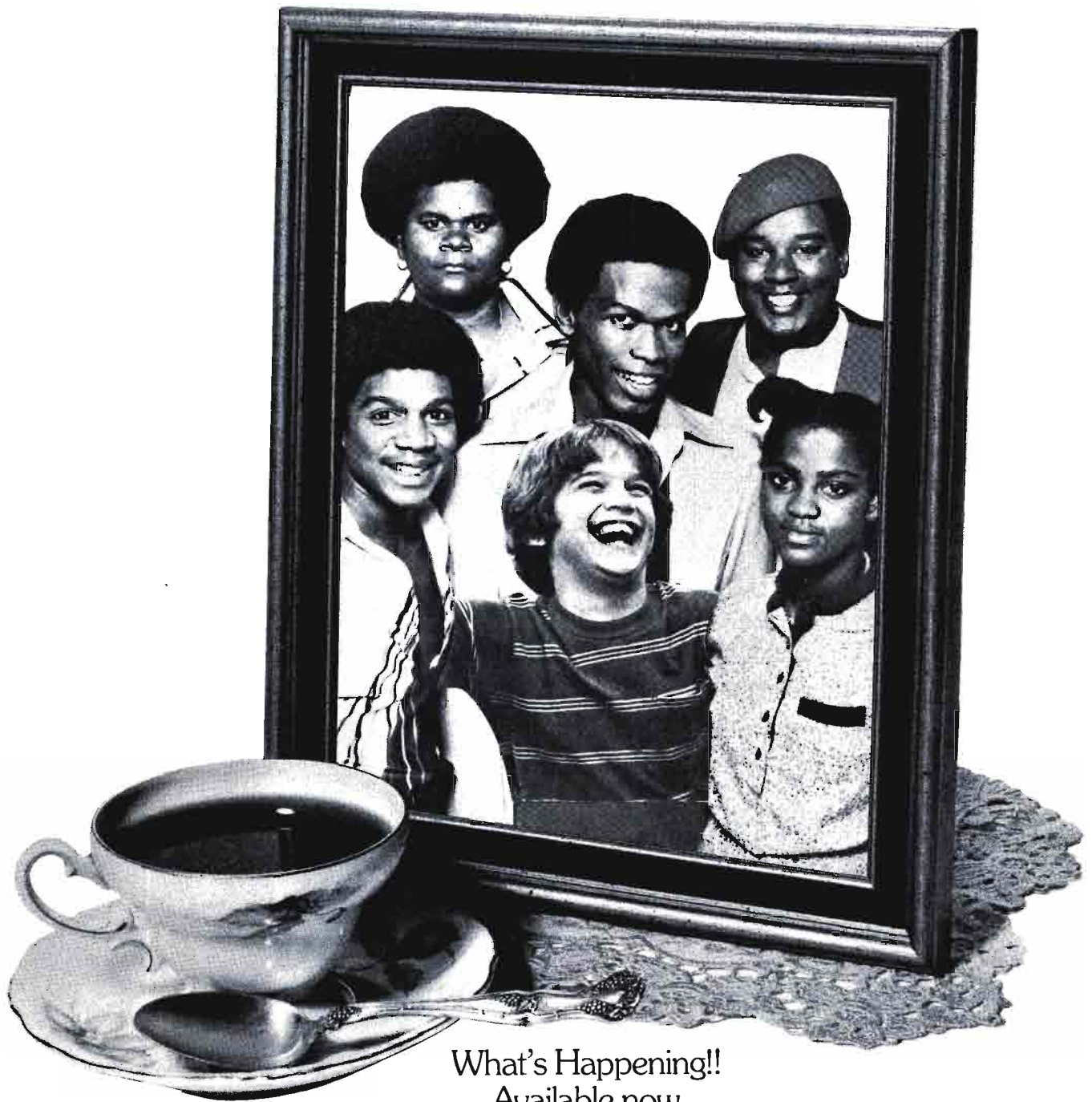


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GUESS WHO'S COMING TO DINNER!



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Available now.

a TOY Production



in association with

Columbia Pictures Television

The Week in Brief

IOWA: POLITICAL BATTLEGROUND □ The presidential hopefuls count heavily on broadcasting there in one of the first major tests of media strategy in this election year. **PAGE 27.**

OLYMPIC JITTERS □ The possibility of U.S. withdrawal from the summer games in Moscow has NBC-TV concerned about its master plan for recovery in the ratings race. **PAGE 30.**

CBS TO MAKE VIDEODISKS □ Decision is major coup for RCA, which is licensor of SelectaVision system that will be used. **PAGE 32.**

MIXED BAG FOR INDEPENDENTS □ On the eve of the INTV convention in Houston, some member-station operators review the gains that they made in the 1970's. They also envision possible setbacks, such as those that might come from cable and the elimination of limits on distant signal importation. **PAGE 34.** Here's a rundown on the agenda for that Houston meeting. **PAGE 35.**

NRB HEADS FOR WASHINGTON □ The National Religious Broadcasters will examine the expanding world of communications at its four-day convention next week. **PAGE 38.**

CABLE IN CHICAGO □ A test last week in suburban Oak Park offers the first taste of CATV in the area. **PAGE 43.**

NAB IN PALM SPRINGS □ Among items on the board agenda next week is the question of a Zeifang successor, budget refinements, foreign ownership in U.S. facilities and performer royalties. **PAGE 43.**

INSTITUTIONAL INVESTORS □ The composition of broadcasting shareholders is changing with private individuals becoming less of a factor. **PAGE 52.**

BROADCAST MOMENTUM □ An annual Commerce survey and analysis produce cheerful expectations for broadcasting for the next five years. **PAGE 52.**

OFF ON RIGHT FOOT □ CBS-TV starts 1980 with a ratings win in the first week. **PAGE 60.**

PTV'S IMAGE □ A new survey finds people are increasingly critical of commercial TV with the chance for public television to become the source of alternative programming. **PAGE 60.**

WATSON TO TURNER □ The Washington bureau chief for ABC News joins the incipient Cable News Network. **PAGE 71.**

UPHILL FIGHT □ The U.S. hopes that it will draw support for reduced AM channel separation during a March meeting of western hemisphere countries. Right now, however, other countries are not backing the idea. **PAGE 76.**

LIFE AFTER WARC □ The FCC is briefed on what happened at the Geneva conference last fall. The report is that things went "rather well." **PAGE 81.**

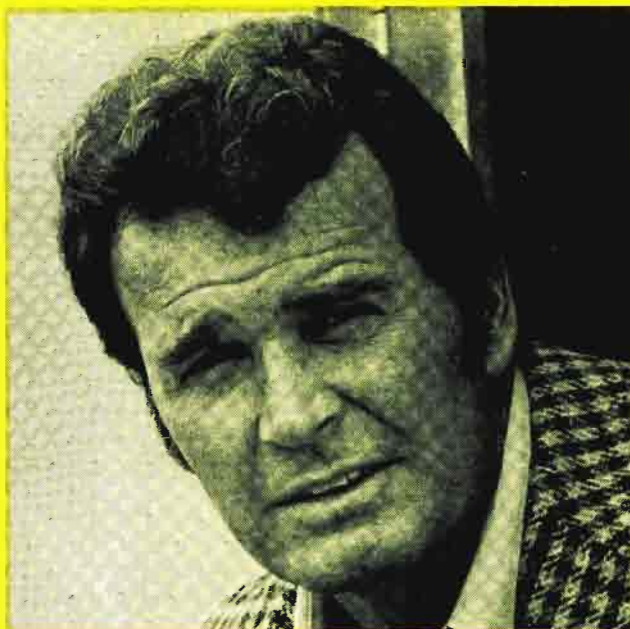
PERTSCHUK SENDS REGRETS □ Shortly after the appeals court upholds his right to participate in the children's advertising proceeding, the FTC chairman rules himself out. **PAGE 86.**

AN INDEPENDENT VOICE AT THE FCC □ Nearly 12 years ago, Anne Jones joined the Securities and Exchange Commission with the intention of staying just two years in Washington. But she's still in government there, now an FCC commissioner with a well earned reputation as an independent thinker determined to do a good job. **PAGE 113.**

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**71% more in Atlanta
30% more in Baltimore
107% more in Boston
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81% more in Phoenix
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Stake your claim today.

THE ROCKFORD FILES

MCA TV

Closed Circuit®

Insider report behind the scene, before the fact

First what?

Seven out of 10 Americans draw blank on defining what First Amendment is and does, and majority feels not enough governmental curbs are placed on press. These are results of some key questions put to about 1,500 individuals by pollster George Gallup, who will unveil complete results at First Amendment Congress slated for Jan. 16-17 in Philadelphia's Hall of Congress. Gallup says he will push for immediate start of educational programs in schools, "to make young people more aware of the long struggle it took to gain freedom of the press."

Congress is first of two sponsored by principal associations and societies in journalism. Second will be March 16-18 in Williamsburg, Va.

Profit center

If next Sunday's Super Bowl game is sold out at list prices, CBS will recoup its \$6-million rights investment before middle of third quarter. Thirty-second spots are pegged at \$234,000 (BROADCASTING, Aug. 13, 1979) and there are expected to be 44 of them. That works out to almost \$10.3 million—without taking into account 85-minute pregame show or postgame wrap-up. There'll be 30-35 thirties in pregame show, priced around \$90,000 and thus producing—if all are sold at that price—another \$2.5-\$3 million. Thirties in postgame show, length to be determined, will also be pegged at about \$90,000.

These calculations overlook several debit factors, including—aside from \$6-million rights cost—expensive but unspecified production and related costs, and fact that many spots were sold as parts of seasonal packages that brought individual prices below basic prices of Olympic thirties.

In-house lobbyist?

Extent to which FCC Chairman Charles D. Ferris has manipulated professional staff to foster his regulatory philosophy is hot conversational topic—even at level of commissioners. Having replaced all department heads with his own appointees, Ferris is now deploying veteran attorney—Max Paglin—as his emissary to commissioners he wants to persuade to vote his way.

Paglin, 65, who retired as general counsel in 1964 to enter private law practice, has rolled in clover since Ferris took over in late 1977. Aside from his government retirement pay, Paglin has been virtually full-time consultant at FCC

since Dec. 2, 1977, six weeks after Ferris took office. He drew \$56,867.24 from that date until June 6, 1979, "to assess the implementation of revised adjudicatory procedures," another \$12,375 for next three months "to evaluate the commission's adjudicatory opinion-writing function under the 1976 regulation procedures" and another \$43,200 for consultant services "to investigate and evaluate the commission's discovery procedure in adjudicatory proceedings" under contract that runs to next Sept. 30.

The bite

Pattern may be developing for doing business at FCC on group transfers of stations if parties are to avoid obstructions from minorities. Lawyers say that in substantial deals increment may run as high as 10% of purchase price in form of contingent sales to minorities and underwriting of specified projects. To some extent offsetting under-market prices of stations spun off to minority buyers are tax breaks that can accompany such deals.

Science friction

Major item on agenda of National Association of Broadcasters board meeting in Palm Springs, Calif., Jan. 20-25 will be development of strategy to queer satellite-to-home pay television system Comsat has proposed. NAB will oppose venture as contrary to public policy as well as outside Comsat charter as carrier's carrier.

Shared perils

There are differences of opinion over whether NBC-TV or its affiliates will be hurt worse financially if Moscow Olympics don't come off (see page 30). Best guess now is that, after giving affiliates perhaps 20% of Olympic availabilities for local sale, network sales will reach \$170-million range. (NBC officials say only that games are 96% sold and sales have passed \$150 million, with prices up 40% since selling started.)

Some affiliates, however, believe that coverage costs—if games are played—will be much heavier than originally estimated, leaving less profit from advertising than is expected now. They say that if games are scrubbed, biggest blow to network would be in loss of expected huge audiences and opportunities for promoting fall schedule (especially with

insurance covering much of payment for rights). Affiliates, on other hand, received what one called "very good deal" in availabilities for local sale—and have been selling them in some cases at double their normal rates. One major-market affiliate estimated his Olympic sales alone come to about \$2 million. NBC O&O's would suffer similarly: Some estimates put their Olympic sales at \$15-\$20 million.

Old broom

David Weston, who has headed FCC Broadcast Bureau's license division since October 1977, has been transferred to bureau's EEO branch. License division has been plagued with morale problems. And division's public reference room is sorely in need of personnel willing to deal with abundance of files. Guess is that bureau chief, Richard Shiben, will place heavy hitter in spot to administer "shape up or ship out" policy.

Same boat

Public Broadcasting Service's apparent success as "fourth network" is generating special-interest pressures for program quotas, fixed percentages and other demands that have plagued commercial networks over years. Lawrence K. Grossman, who in his three years as PBS president has welded it into cohesive entity, is expected this week to take off on efforts to politicize public TV by such groups as independent producers (who want half of budgets), minority task forces, women's groups and children's programmers. He will be keynoter at 1980 PBS Program Fair, Public Information Conference and Festival '80 Workshop in San Francisco, Jan. 16.

Surprise ally

Representative Lionel Van Deerlin (D-Calif.) has received welcome and unexpected support for his bill (H.R. 6103) that would partially repeal Section 315 of Communications Act (BROADCASTING, Dec. 17, 1979). Legislation, which would eliminate equal-time requirements for broadcasters when they offer unpaid time for presidential and vice presidential candidates, has been endorsed by Everett C. Parker of United Church of Christ—although with one reservation. UCC took issue with provision that says licensee should have no editorial control. Church thinks that's appropriate when candidate is buying time or getting free time by compulsion of law. But when licensee is offering time voluntarily, UCC says it should have editorial control.

Business Briefly

TV ONLY

Shane Co. □ First-quarter campaign for jewelry stores begins Jan. 15 and runs through March 30 in eight markets including Washington. Agency: Kelly, Scott & Madison, Chicago. Target: adults, 25-54.

Olympus Camera □ Second-quarter campaign for Olympus OM 10 camera featuring model Cheryl Tiegs and "Italian bicycle racers" begins in April in about 20 markets. EUE/Screen Gems' Stan Dragoti shot the 60 spot which was written and produced by Wells, Rich, Greene, New York. Target: total adults.

SBLI □ Seven-week campaign for insurance begins in mid-January in New York and Albany-Schenectady-Troy, N.Y. Spots will run during fringe, prime, news and sports time. Agency: Van Leeuwen & Partners, New York. Target: adults, 25-49.

SCM □ Six-to-seven-week campaign for Glidden paint begins Feb. 2 in 103 markets including San Francisco, Los Angeles, Denver, St. Louis, Atlanta, New Orleans, Washington and New York.

Spots are placed in day, fringe, prime and weekend programming. Agency: Meldrum & Fewsmith, Cleveland. Target: adults, 25-49.

Pizza Hut □ Five-week campaign for pizza restaurant chain begins Feb. 11 in 12 markets. Spots will be placed in prime times. Agency: Foote, Cone & Belding, Chicago. Target: adults, 18-34.

GrandMa's Foods □ Four-week campaign for Fruit 'n' Oatmeal bars begins Jan. 28 in Dallas-Fort Worth area. Spots will run in fringe and daytimes. Agency: Gerber Advertising, Portland, Ore. Target: women: 25-49.

Luzianne □ Four-week campaign for tea begins in mid-February in about 10 markets including New Orleans and Atlanta. Spots will run in day, fringe and news times. Agency: Rosenfeld, Sirowitz & Lawson, New York. Target: women, 25-54.

Carnation □ Four-week campaign for Slender diet bars begins March 3, in 51 markets including Minneapolis-St. Paul,

Dallas-Fort Worth, Oklahoma City and Charlotte, N.C. Spots are placed in fringe and prime times. Agency: SSC&B, Los Angeles. Target: women, 25-49.

Winchell's □ Four-week campaign for doughnuts begins late this month in six markets. Agency: Foote, Cone & Belding/Honig, Los Angeles. Target: men, 18-49; women, 18-49.

Magnavox □ Three-week campaign for Video Disc begins Feb. 11 in Dallas, Atlanta and Seattle. Spots will run during early fringe, prime and sports times. Agency: William Esty, New York. Target: adults, 25-54.

RADIO ONLY

Nissan Motors □ Eight-week campaign for Datsun cars begins late this month in over 50 markets including Denver, Salt Lake City, Los Angeles, San Francisco, San Diego, Phoenix and Tucson, Ariz. Agency: William Esty, New York. Target: men, 18-49.

Fort Dodge Labs □ Six-week campaign for Anaplaz farm product begins Feb. 4 in 32 markets concentrating on Midwest and Southwest. Agency: Sander Allen Advertising, Chicago. Target: men, 18 plus.

Creamettes □ Six-week campaign for macaroni begins Feb. 5 in Philadelphia, Minneapolis and Los Angeles. Spots will be placed in daytimes and drive times. Agency: Martin-Williams, Minneapolis. Target: men, 25-49.

Pan Am □ Four-to-five-week campaign for air travel begins this month in six markets including Los Angeles, San Francisco and Seattle. Agency: N.W. Ayer, New York. Target: men, 25-54.

U.S. Air □ Four-week campaign for airline begins late this month in 10-15 markets. Spots will run during morning and afternoon drive times. Agency: J. Walter Thompson, Washington. Target: adults, 18 plus.

RADIO AND TV

Mobil Oil □ Five one-week campaigns plus radio spots for Mobil One motor oil begin Jan. 21 in 28 TV markets including Los Angeles, Minneapolis-St. Paul, Philadelphia and Washington. TV spots will run during news, fringe and prime times. Agency: Doyle, Dane, Bernbach, New York. Target: men, 25 plus.

Beechnut □ Four-week campaign for

TOTAL MUSIC PROGRAMMING

The *Tanner Musical Spectrum* offers the broadcaster complete music programming and formatting for any station in any market. Name your need—Beautiful Music, Middle of the Road in three distinct personalities, Contemporary Rock for the 18 to 34 demographic, and Contemporary Country with the greatest hits of all time.

Announced or Unannounced . . . for automated or live-assist operations, the *Tanner Musical Spectrum* programming is good listening and most important, *profitable*. Call for a demonstration of the *Tanner Musical Spectrum*. Call Dick Denham collect at (901) 320-4433. Tell him you want the very best for your station . . . today!



2714 Union Extended • Memphis • TN 38112 • TELEX 5-3903
BOSTON • NEW YORK • PHILADELPHIA • CHICAGO • DALLAS • LOS ANGELES • SAN FRANCISCO



How to create an image.

An image is only what happens on the screen.

And that's exactly how Metromedia Television has come to be identified with quality programming. Some of our recent image-makers?

Well, there's Metromedia Producers Corporation's new Golden Circle project. Starting with the adaptation of Brian Garfield's novel, "Wild Times," this exciting, prime-time drama venture includes four major four-hour productions this year...

The enthusiastically received *Against the Wind*, a powerful, 13-hour drama series underscoring man's inhumanity to man...

Scared Straight, the documentary that rocked the nation with its unorthodox prescription for scaring the crime out of defiant youngsters...

From London via satellite—the Royal Ballet's *Sleeping Beauty*, a fitting follow-up to earlier telecasts (also via satellite) of *The Royal Ballet Salutes the U.S.A.* and *Die Fledermaus*.

Our regular attractions are great for image-making, too. Like *The Merv Griffin Show*, *The Carol Burnett Show* and Metromedia's prime-time news in New York and Washington. Other quality offerings cover a wide gamut—from *Angel Death*, a chilling drug documentary narrated by Paul Newman and Joanne Woodward, to *All in the Family* and *M.A.S.H.*, two of television's most popular and most honored comedy series.

There's nothing mysterious about an image. It's on that screen—all season long.

Metromedia Television

New York, Ch. 5, WNEW-TV
 Los Angeles, Ch. 11, KTTV
 Washington, D.C., Ch. 5, WTTG
 Houston, Ch. 26, KRIV-TV
 Minneapolis/St. Paul, Ch. 11, WTCN-TV
 Cincinnati, Ch. 19, WXIX-TV
 Kansas City, Ch. 9, KMBC-TV

Represented by Metro TV Sales

chewing tobacco begins Jan. 14 in 80 markets including Indianapolis, Cincinnati, Harrisburg, Pa., Atlanta,

Memphis and Nashville. Agency: D'Arcy-MacManus & Masius, St. Louis. Target: men, 18-24.

November numbers. Network television billings for November exceeded \$525.9 million, carrying the 1979 total a quarter of a billion dollars past the \$4-billion mark, according to estimates compiled by Broadcast Advertisers Reports for the Television Bureau of Advertising. The November total represented a gain of 18.1% over November 1978. The January-November total, \$4.25 billion, was up 14.4% from the same period of 1978. Of the 1979 eleven-month total, ABC-TV has 37%, CBS-TV 33% and NBC-TV 30%.

	November			January-November		
	1978	1979	% change	1978	1979	% change
Daytime	\$156,955,700	\$179,770,500	+14.5	\$1,278,750,400	\$1,442,089,700	+12.8
Mon.-Fri.	101,012,500	116,256,800	+15.1	854,780,900	950,098,700	+11.2
Sat.-Sun.	55,943,200	63,513,700	+13.5	423,969,500	491,991,000	+16.0
Nighttime	288,253,400	346,148,200	+20.1	2,437,173,900	2,809,229,600	+15.3
Total	\$445,209,100	\$525,918,700	+18.1	\$3,715,924,300	\$4,251,319,300	+14.4

	ABC	CBS	NBC	Total
January	\$118,635,300	\$113,706,300	\$127,126,300*	\$359,467,900*
February	131,387,400	118,562,200	103,456,700	353,416,300
March	138,522,600	118,101,100	113,657,600	370,281,300
April	143,151,700	127,959,800	114,959,300	386,070,800
May	146,483,100	133,350,900	118,907,200	398,741,200
June	116,572,300	108,053,600	99,193,000	323,818,900
July	104,002,000	101,583,300	90,992,000	296,577,300
August	110,302,400	102,620,500	90,707,900	303,630,800
September	151,545,300	134,645,600*	119,251,900*	405,442,800*
October	214,290,300*	162,708,300	150,954,700	527,953,300*
November	197,165,200	175,539,700	153,213,800	525,918,700
Year-to-date	\$1,572,067,600	\$1,396,831,300	\$1,282,420,400	\$4,251,319,300

*Revised

SEND MY FREE SAMPLE

Get my free brochure and sample tape of Trendsetter to me today. I need to hear Trendsetter because it's the Production Music Service that has the same sound as the chart music I play every day. I know Trendsetter will keep my commercial music contemporary because *new Trendsetter tracks are cut every month*. I want to hear examples of specialty and seasonal tracks. Trailer Hitches. Wild Work Parts. Set Effects. And much more.

Send my Trendsetter brochure and free tape NOW. That's an order.

On second thought, I'll just call David Tyler or Keith Lee collect at 901-320-4340.

Name _____

Station _____ Title _____

Address _____

City _____ State _____ Zip _____

The William B. Tanner Co., Inc., 2714 Union Extended, Memphis, TN 38112.

AdVantage

Acquired. D'Arcy-MacManus & Masius, St. Louis, has reached agreement in principle to acquire de Garmo Inc., New York. Latter agency will be integrated into D'Arcy's New York operation, with new name of D'Arcy-MacManus & Masius/de Garmo. John de Garmo will become board chairman of newly reconstituted New York agency. In 1979 D'Arcy had worldwide billings of about \$820 million and domestic U.S. broadcast billings of more than \$275 million. Last year de Garmo had billings of approximately \$60 million, with more than \$20 million in television and radio.

Demographic data. Eastman Radio's analysis of availability requests for six-month period between April and September 1979 shows that the 18-34 age group moved into a tie at 18% with 18-49. The 18-34 segment climbed from 16% in the October 1978-March 1979 period largely because of an upsurge in movie and record advertising, Eastman said. The 18-49 category declined from 22% of availability requests in the October 1978-March 1979 span. Eastman noted that the 25-54 grouping continues to increase and now accounts for 17% of all sales opportunities. Eastman's study, based on 2,600 availabilities during the latest six-month period, shows that spot radio continues to be used primarily for campaigns of relatively short duration. The one-to-four-week flights dominate at 68%, followed by five-to-nine, 19%; 10-14 weeks, 4% and 15-29, 2%. More than 75% of all campaigns were bought on the basis of metro ratings, followed by total survey area, 9%. Eastman said ADI continues to be ignored by advertisers.

Rechristened. Christian Ministries Advertising, Bellingham, Wash.-based firm involved in development and syndication of Christian radio and TV programming, has changed name to Michael R. Ellison Advertising after its founder and president. Agency's annual billings are near \$12 million.

RepReport

WDVR(FM) Philadelphia: To Eastman Radio from Torbet Radio.

KORK-AM-FM Las Vegas; KOLO(AM) Reno; KWTO-AM-FM Springfield, Mo.: To Eastman Radio from McGavren Guild.

WIBR(AM) Baton Rouge, La.: To Blair Radio from H/R Stone.

WAFB-FM Baton Rouge, La.: To Katz Radio from Pro Radio.

ONCE A YEAR, WE WORK OUR CANS OFF.

At WBT and WBCY radio, we work all year long for our community. But once a year, we work our cans off with our annual Penny Pitch Children's Christmas Fund. By placing special collection

cans in retail outlets all over the area, we raise thousands and thousands of dollars for local children's charities. The Penny Pitch takes a lot of extra time and effort on the part of our staff.

But that's okay. Because at WBT and WBCY, we believe that working our cans off for our community insures that we will not end up flat on our own.



Jefferson Pilot Broadcasting

Charlotte: WBT, WBCY, WBTW, Jeffersonics, Jefferson Productions, Jefferson Data Systems. Richmond: WWBT.
Atlanta: WQXL, WQXI-FM. Denver: KIMN, KYGO-FM. Greensboro: WBIG. Wilmington: WWIL, WHSL.

Viacom!

Out in front with the biggest movies for 1980!





Viacom Features VII

First sales: WNEW-TV New York, KTTV Los Angeles,
WTTG Washington, D.C., WXIX-TV Cincinnati, KRIV-TV Houston,
KMBC-TV Kansas City, KTXL Sacramento



The Professional

She Works For You: Solange De Santis

Solange has enough to keep her busy. She's the Business and Consumer Writer for AP Broadcast.

Solange writes your Wall Street coverage...your Consumer's Business...and your Energy Scan. She tells your listeners why gold is up and the dollar is down.

In her spare time, she tells people how to pronounce her name. (It's soh-lanj').

We like that. We're like Solange De Santis.

Professional.

AP

Associated Press
Broadcast Services
(212) 262-4011



Datebook

■ indicates new or revised listing

This week

Jan. 13-16—*Association of Independent Television Stations (INTV)* convention. Galleria Plaza, Houston.

Jan. 14—Deadline for entries in 40th annual George Foster Peabody radio and television awards sponsored by *Henry W. Grady School of Journalism and Mass Communication, University of Georgia*, Athens, Ga. 30602.

Jan. 14—FCC deadline for comments on six preliminary reports released by network inquiry special staff. Replies due Jan. 29 (Docket 21049). FCC, Washington.

Jan. 14—*Television Critics Association* seminar on advertising. Century Plaza hotel, Los Angeles.

Jan. 14-15—*Society of Cable Television Engineers* regional meeting and technical workshop. Tallahassee, Fla.

Jan. 15-17—*Georgia Association of Broadcasters* 35th annual Radio/TV Institute. Georgia Center for Continuing Education, Athens. Speakers include Charles Kuralt, CBS News; Senators Barry Goldwater (R-Ariz.) and Herman Talmadge (D-Ga.), and Zell Miller, Georgia lieutenant governor.

Jan. 16-17—First Amendment Congress, sponsored by 12 organizations including *National Association of Broadcasters, Radio-Television News Directors Association* and *Society of Professional Journalists, Sigma Delta Chi*. Hall of Congress, Philadelphia.

Jan. 16-18—Meeting of *South Carolina Broadcasters Association*. Carolina Inn, Columbia.

Jan. 17—*International Radio and Television Society* newsmaker luncheon featuring NBC President Fred Silverman. Waldorf-Astoria hotel, New York.

Jan. 17-18—*Florida Cable Television Association* annual winter management conference. Quality Inn-Cypress Gardens, Winter Haven. Information: Tom Gilchrist, (305) 842-5261.

Jan. 17-18—National conference on news media access to criminal justice information sponsored by *Search Group Inc.* International hotel, New Orleans. Keynote speaker: Ford Rowan, NBC News. Information: Gary Cooper, Search, 1620 135th Avenue, Sacramento, Calif. 95822; (916) 392-2550.

Jan. 17-19—*Alabama Broadcasters Association* winter conference. Plaza Hotel South, Birmingham. Keynote speaker: Tom O'Brien, vice president, news and special programing, Mutual Broadcasting System.

Jan. 18-19—Annual convention of *Utah Broadcasters Association*. Little America, Salt Lake City.

Jan. 18-20—National Television Workshop for local daytime programmers and producers sponsored by *Meredith Broadcasting* and *Roger B. Fransecky & Associates*. Halloran House, New York. Information: Valerie Fischel, Roger B. Fransecky & Associates, Suite 700, 515 Madison Avenue, New York 10022.

Also in January

Jan. 20-23—*National Religious Broadcasters* annual convention. Washington Hilton, Washington.

Jan. 20-25—Joint board meeting of *National Association of Broadcasters*. Canyon hotel, Palm Springs, Calif.

Jan. 23-25—*Colorado Broadcasters Association* winter convention. Stouffer's Denver Inn.

Jan. 24—*Illinois-Indiana Cable Television Association* management session. Columbia Club, Indianapolis.

Jan. 25—Comments due on FCC inquiry and proposed rulemaking on radio deregulation. Replies due April 25 (Docket 79-219). FCC, Washington.

Jan. 25-26—*Broadcasters Promotion Association* board meeting. St. Francis hotel, San Francisco.

Jan. 29—*Association of National Advertisers*, new product marketing workshop, Hotel Fairmont, San Francisco.

Jan. 30-31—*New Jersey Broadcasters Association* midwinter managers meeting. Woodrow Wilson School of Princeton University.

Jan. 31—Deadline for entries in 12th annual *Robert F. Kennedy Journalism Awards* for coverage of the disadvantaged by radio, television, print and photo-journalism. First prize of \$1,000 in each category. Grand prize of \$2,000. Students in same categories compete for three-month journalism internships in Washington. Information: Coates Redmon, executive director, 1035 30th Street, N.W., Washington 20007; (202) 337-3414.

■ **Jan. 31**—Deadline for entries in *National Press Photographers Association* annual television news photography competition. Information: Sheila Keyes, Television News Photography Competition, NPPA, 23918 Via Copeta, Valencia, Calif. 91355; (805) 259-1136.

■ **Jan. 31-Feb. 2**—*National Association of Educational Broadcasters* second annual public television production manager's workshop. Monteleone hotel, New Orleans.

February

Feb. 1-2—*Society of Motion Picture and Television Engineers* 14th annual television conference. Sheraton Center hotel, Toronto.

Feb. 1-3—*Florida Association of Broadcasters* meeting. Sheraton River House-Airport, Miami.

Feb. 3-5—*Louisiana Association of Broadcasters* convention. Baton Rouge Hilton.

Feb. 4-5—*Ohio Association of Broadcasters/Ohio Sportscasters* state meeting. Galbreath Darby Dan Farm, Columbus.

Feb. 5—Mike Award dinner of *Broadcast Pioneers*. Hotel Pierre, New York.

Feb. 5—*Television Bureau of Advertising* regional sales seminar, Hyatt Regency, Atlanta.

Feb. 5-6—*Society of Cable Television Engineers* fifth annual conference on CATV reliability. Adams hotel, Phoenix.

Feb. 5-6—*Wisconsin Broadcasters Association* annual winter meeting and legislative reception and dinner. Concourse hotel, Madison.

Feb. 6-11—*International Radio and Television Society* faculty/industry seminar and college conference. Harrison Conference Center, Glen Cove, N.Y.

Feb. 7—*American Advertising Federation/Federal Bar Association* Advertising Law Conference. Hyatt Regency hotel, Washington.

Feb. 7—*Television Bureau of Advertising* regional sales seminar. Galleria hotel, Houston.

Feb. 7-8—*National Association of Broadcasters* television conference. Century Plaza hotel, Los Angeles.

Feb. 8—Deadline for submitting entries for *Corporation for Public Broadcasting's* local program awards and nominations for Edward R. Murrow award. Information: Diana Calland, director of radio activities, CPB, 1111 16th Street, N.W., Washington 20036.

Feb. 8-10—Third annual *Florida Agricultural and Mechanical University-Florida Association of Broadcasters* radio news minicourse. Hillsborough Com-

On election night, Bay Area viewers knew where to turn.

There's Only One



represented by TeleRep

Television

Friday, November 9, 1979

Channel 2 is a winner

Earlier this week I wrote about KTVU's impressive 10 p.m. newscast. More proof of its popularity and prowess comes via this week's local Nielsen ratings.

TV news flooded the airwaves Tuesday with election results. Since the most interesting races took place in San Francisco — mayor, sheriff, district attorney and all — you'd think KGO, KPIX and KRON would easily topple little KTVU.

Turns out Channel 2 placed second with a 11 rating. Channel 7 led the pack with a 14.5, Channel 5 had a 6 rating and Channel 4 trailed with a 4.8. Channel 2 has an earlier newscast than the others, but even at that "The 10 o'clock News" rated ahead of a special half-hour KRON election report at 10:30.

Rick Malaspina, Television Critic. Reprinted by permission of Oakland Tribune

Source: Nielsen November 1979 Survey. Estimates compare 10pm to 11pm audiences. All estimates subject to qualifications, available upon request.



WSB-TV-AM-FM Atlanta WHIO-TV-AM-FM Dayton WSOC-TV-AM-FM Charlotte WIIC-TV Pittsburgh KTVU-TV San Francisco-Oakland WIOD, WAIA-FM Miami KFL, KOST-FM Los Angeles WLIF-FM Baltimore WWSH-FM Philadelphia

THERE'S NO PERCENTAGE IN OFF-NETWORK HOUR WHEN

AMONG ALL 29 OFF-NETWORK HOUR PROGRAMS STAR TREK'S RATINGS OUTDELIVERED*

89% in households, 93% in total adults,
100% in adults 18-49, 93% in teens,
93% in kids.

*May 1979 SPA



STAR

The USS Enterprise (NCC-1701) is shown in a black and white photograph, angled upwards. The hull number 'NCC-1701' is clearly visible on the side of the ship. The ship is partially obscured by the large, bold, black letters of the word 'STAR'.

BUYING A NEW UNPROVEN YOU CAN BUY STAR TREK!

**AFTER A DECADE OFF-NETWORK
STAR TREK HAS INCREASED ITS
DELIVERY OF ADULTS 18-49 BY 113%
AND TOTAL ADULTS BY 118%****

And the growth has just begun. "Star Trek – The Motion Picture" is continuing the Star Trek phenomenon and creating a whole new generation of Trekkies!

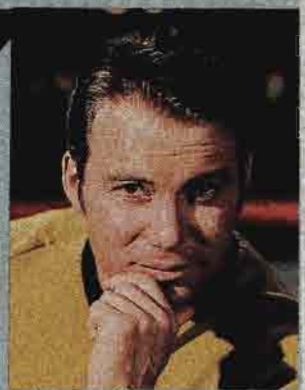
U.S.S. ENTERPRISE

**Feb. 1970 – May 1979 SPA



Paramount Television Domestic Syndication

TREK



munity College Dale Mabry campus, Tampa. Information: Phillip O. Keirstead, Department of Journalism, Florida A&M University, Tallahassee 32307: (904) 599-3083.

Feb. 13—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York. Speakers: Bob Daly, president, CBS Entertainment; Anthony Thomopoulos, president, ABC Entertainment; and Mike Weinblatt, president, NBC Entertainment

Feb. 14—*National Association of Broadcasters* Law '80—Legal Answers workshop. Four Seasons hotel, Colorado Springs.

Feb. 14-16—*New Mexico Broadcasters Association* annual convention. Airport Marina hotel, Albuquerque.

Feb. 15—Deadline for entries in *Women in Communications* Clarion Awards competition. Information: Clarion Awards, WCI, Box 9561, Austin, Tex 78766.

■ **Feb. 15**—Deadline for entries in *Investigative Reporters & Editors/University of Missouri* awards for investigative journalism. Information: John Ullmann, IRE, 220 Walter Williams Hall, University of Missouri, Columbia, Mo. 65211

Feb. 15-18—*Howard University School of Communications* conference on "Communications, An Agent for Social Change." Howard University, Washington. Speaker: FCC Commissioner Tyrone Brown. Information: Peggy Pinn, 2400 Sixth St., N.W., Washington 20059.

Feb. 16-21—*National Association of Television Program Executives* conference. Hilton hotel, San Francisco.

Feb. 17-20—*Association of National Advertisers*, business and industrial conference, Marco Beach hotel, Marco Island, Fla.

Feb. 19—Deadline for reply comments in *FCC* notice of inquiry into TV waveform standards for horizontal/

vertical blanking intervals (Docket 79-368).

Feb. 20-23—*Texas Cable Television Association* annual convention. San Antonio Convention Center, San Antonio.

Feb. 22—*Arkansas Broadcasters Association* meeting. Camelot Inn, Little Rock.

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

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

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

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

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

March

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

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

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

March 4—*Ohio Association of Broadcasters* "Salute

to Congress" dinner and White House briefing. Hyatt Regency, Washington.

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

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

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

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

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

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

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

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

■ **March 14**—Deadline for entries in annual *Radio-Television News Directors Association* awards competition. Information: RTNDA, 1735 DeSales Street, N.W., Washington 20036: (202) 737-8657.

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

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

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

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

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

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

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

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

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

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

March 26—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York. Speaker to be announced.

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

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

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

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

Major Meetings

Jan. 13-16—*Association of Independent Television Stations (INTV)* convention. Galleria Plaza, Houston. Future convention: Jan. 18-21, 1981, Century Plaza, Los Angeles.

Jan. 20-23—*National Religious Broadcasters* convention. Washington Hilton, Washington.

Feb. 16-21—*National Association of Television Program Executives* conference. San Francisco Hilton. Future conferences: March 13-18, 1981, New York Hilton; March 12-17, 1982, Las Vegas Hilton.

March 16-20—*National Public Radio* annual conference. Crown Center hotel, Kansas City, Mo. Future conferences: Phoenix, May 3-7, 1981; Washington, April 18-22, 1982.

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

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

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

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

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

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

June 3-7—29th annual convention, *American Women in Radio and Television*. Hilton Palacio del Rio and San Antonio Marriott, San Antonio, Tex.

Future convention: May 6-10, 1981, Sheraton Washington hotel, Washington.

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

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

June 11-15—*Broadcasters Promotion Association* 24th annual seminar and *Broadcast Designers Association* second annual seminar. Queen Elizabeth hotel, Montreal. Future seminars: June 10-14, 1981, Waldorf-Astoria hotel, New York; June 6-10, 1982, St. Francis hotel, San Francisco; June 8-12, 1983, Fairmont hotel, New Orleans; June 10-14, 1984, Caesar's Palace, Las Vegas; 1985, Chicago

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

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

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

Oct. 6-9—*National Radio Broadcasters Association* annual convention. Bonaventure hotel, Los Angeles. Future convention: Sept. 20-23, 1981, Marriott hotel, Chicago.

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

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

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

April

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

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

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

April 9-12—*Alpha Epsilon Rho, National Honorary Broadcasting Society* national convention. Imperial Palace hotel, Las Vegas.

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

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

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

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

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

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

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

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

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

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

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

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

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

May

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

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

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

May 7-9—*Kentucky Broadcasters Association* spring convention. Executive Inn West, Louisville.

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

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

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

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

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

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

■ **May 14**—*National Sisters Communications Ser-*

vice conference on liberation media. Opryland hotel, Nashville. Information: NSCS, 1962 South Shenandoah, Los Angeles 90034.

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

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

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

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

May 20-23—*Public Radio in Mid-America* spring meeting. Howard Johnson Downtown, Madison, Wis. Information: Tom Hunt, WCMU-FM, 155 Anspach Hall, Mount Pleasant, Mich. 48859; (517) 774-3105.

May 21-22—*Ohio Association of Broadcasters* spring convention. Kings Island Inn, Cincinnati.

May 26-29—*Canadian Cable Television Association* annual convention. Hotel Vancouver, Vancouver.

May 29—*International Radio and Television Society* annual meeting. Waldorf-Astoria hotel, New York.

■ **May 29**—*New York Market Radio Broadcasters Association* radio festival. Sheraton Centre, New York.

May 29-June 1—International Idea Bank convention. Myrtle Beach Hilton, Myrtle Beach, S.C. Information: Tad Fogel (803) 546-5141.

June

June 1-3—*Virginia Cable Television Association* annual convention. Omni International hotel, Norfolk.

June 3-7—*American Women in Radio and Television* 29th annual convention. Hilton Palacio del Rio and San Antonio Marriott, San Antonio, Tex.

June 4-5—*Advertising Research Foundation's* sixth annual midyear conference. Hyatt Regency, Chicago.

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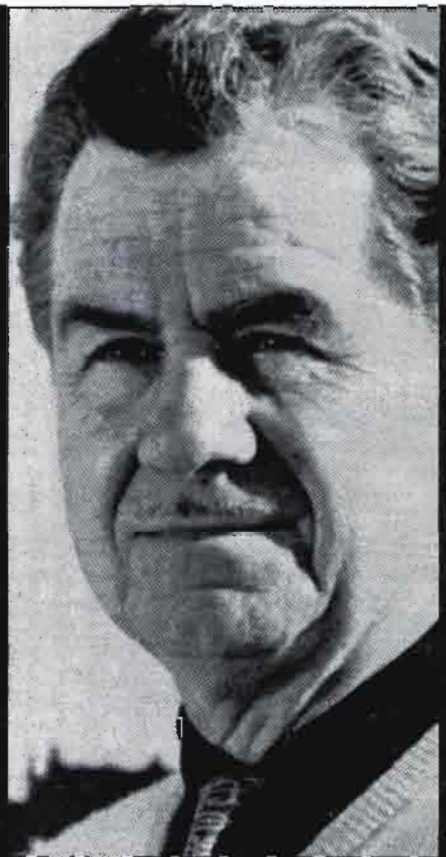
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June 5-7—Associated Press Broadcasters convention. Fairmont hotel, Denver.

June 5-7—Kansas Association of Broadcasters annual convention. Site to be announced, Hays.

June 5-8—Missouri Broadcasters Association spring meeting. Holiday Inn, Lake of the Ozarks.

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

June 11-13—Oregon Association of Broadcasters convention. Ashland Hills Inn, Ashland.

June 11-15—Broadcasters Promotion Association 24th annual seminar and Broadcast Designers Association second annual seminar. Queen Elizabeth hotel, Montreal.

June 12-14—Annual convention of Iowa Broadcasters Association. Holiday Inn, Ottumwa.

June 12-14—South Dakota Broadcasters Association convention. Holiday Inn, Watertown.

June 18-20—Maryland, District of Columbia, Delaware Broadcasters Association annual meeting. Sheraton-Fontainebleau Inn, Ocean City, Md.

June 19-20—Broadcast Financial Management Association/Broadcast Credit Association boards of directors meetings. Sheraton-Washington, Washington.

June 19-21—Montana Association of Broadcasters annual meeting. Heritage Inn, Great Falls.

June 20-21—North Dakota Broadcasters Association

Errata

In Jan. 7 report on top 100 public companies in electronics, **Outlet Co. net earnings** for the four quarters through the third quarter of 1979 should have been listed as \$6,198,000. The change from the preceding four quarters is accordingly reduced to -40.2%.

□

Call letters of Mason City, Iowa, television station being sold by Lee Enterprises to Daily Telegraph Printing Co. are **KIMT(TV)** not WINT as printed in Jan. 7 "Changing Hands," page 92. Howard Stark was broker.

ation spring meeting. Art Clare motel, Devils Lake.

June 25-27—National Association of Broadcasters children's programming conference. Key Bridge Marriott, Arlington, Va.

June 25-27—Florida Association of Broadcasters annual convention. Disney World Contemporary hotel, Orlando.

Open Mike

Genesis recalled

EDITOR: The Dec. 10 issue reports that the International Radio and Television Society is celebrating the 40th anniversary in March. Yuletide is a time of nostalgia and I got to thinking about how it all started.

It was in Chicago in 1935, when I was a stringer for BROADCASTING and Nate Colwell was radio director of Henri, Hurst & McDonald and we used to have lunch each Friday to discuss what was new with radio for our mutual advantage. After I moved to New York in 1937, Nate followed a few months later, joining the rep firm of Joe McGillvra, and we resumed our weekly lunches. Then we began bringing along others in the industry and before long we had a reserved table, then a reserved room.

When the gatherings exceeded 50 a week, we realized we'd gotten too big for person-to-person talk and we ought to have a speaker, so we invited C. E. Hooper [the rating service pioneer] to kick off that routine for us. He was agreeable, but complained that our name, Broadcasters' Bull Session, left a lot to be desired and would we please come up with something more dignified. We did: Radio Executives Club. A decade later we absorbed American Television Society, also a weekly meeting group, and changed the name to Radio and Television Executives Society. And now it's international, no less—big time for sure and no one could call that undignified. Mighty oak out of little acorn, eh?—Bruce Robertson, Acton, Calif.

AERho-call

EDITOR: This is a plea to hear from former members of Alpha Epsilon Rho/The National Honorary Broadcasting Society. There are some 12,000 lost or missing members, many of whom I am certain are active broadcast professionals and might be interested in hearing of our progress. The support of professionals has been necessary to the growth of AERho, and many who were student members in the past would be gratified to assist current students as they were once assisted. We'd love to hear from you as we continue our growth into the new decade.—Gary Lico, chairman, AERho advisory board, WTMJ-TV Milwaukee.

Stuck in the sand

EDITOR: In response to the article in your Dec. 24 issue entitled "How many are missed in motels?"—if Nielsen is so concerned about how many viewers it may be missing who are watching TV in hotels and motels, perhaps Arbitron should consider the huge amount of radio listeners basking in the sun on miles of beaches... listening to radio.

Maybe the lifeguards could distribute the diaries, and people could return the complete diaries to the lifeguard's post. I'm sure the results would be a large increase in midday and weekend listening.

I say nuts to RUT's.—Thom Sutton, account executive, Eastman Radio, Detroit.

Editor's note. RUT is Nielsen's acronym for "rooms using television."

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Alice

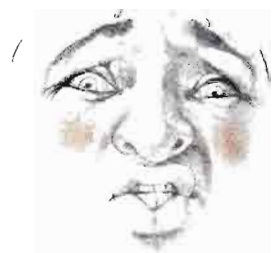
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It keeps getting better
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four years of continuing success!

Warner Bros. Television Distribution



A Warner Communications Company



**LAUGH
SQUIRM SIGH
GASP GULP
CRINGE
CHUCKLE HOWL
SHUDDER
TREMBLE
SWEAT
PANIC
CHEER
TINGLE SHIVER**

Metro-Goldwyn-Mayer presents Theatre 15.

A collection of 15 movies originally made for television. 15 moving movies that play to a variety of emotions. Movies that make you laugh, squirm, sigh, gulp, cringe. Available for the first time in syndication.

THEATRE



MGM TELEVISION

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Monday Memo®

A broadcast advertising commentary from Bob Stanford, president, Stanford Agency, Dallas

7-Eleven and radio: Using a little magic to sell everything from Slurpees to watches

The story of 7-Eleven's advertising has been one of broadcasting almost from the start. For us, print has always been a secondary form of advertising, and so our love affair with the broadcasting industry began with some of our earliest efforts, first in radio and ultimately television.

I decided years ago that if people are going to give you 30 or 60 seconds of their time, then you ought to give them something in return. Maybe it's a laugh, just a smile or a little feeling of warmth; but it's something. And we were usually in a position where we couldn't advertise low prices, for as most people realize, in some cases you'll pay a few cents extra for our real product—convenience. So, we invented our own rules of advertising as we went along. Even though our dairy products are competitively priced, we decided to sell milk by describing how beautiful it was. We sold cold watermelons by stirring up sympathy for the poor seeds that were freezing to death inside the ice cold melons.

Sometimes our approach has been a bit unconventional, but sometimes it has had to be. Let me give you an example. These days, products from Japanese firms are generally high-quality, sought-after items, but there was a time when "Made in Japan" had a less-than-terrific connotation. During this time, we had a huge shipment of watches to move—watches described to us as "half Swiss and half Japanese." I asked one of the marketing guys which half was Swiss, and he replied "the band." The watches were of questionable quality . . . the prices reasonable, but not really 'low' . . . so, what were we to do? Well, we concocted a story about a magical tree, long fabled for its amazing "fruit." The Tic-Toc Tree grew watches . . . no, not just watches but Time Pieces! And we at 7-Eleven had journeyed through jungles, hiked over the Himalayas, trekked through treacherous unexplored regions and, there, in a sun-kissed mountain valley we had discovered the Tic-Toc Tree! After harvesting these amazing time pieces, we shipped them back to 7-Eleven stores, fresh from . . . well, you get the picture. We sold the entire shipment of watches in three weeks.

We introduced our frozen soft drink called Slurpee with an unusual campaign, too. How could we hope to compete with Coke or Pepsi or the other established soft drinks? Taste? Price? Nothing really to hang a campaign on . . . so we used a little magic. After disclaiming any truth to the



Bob Stanford is the president of The Stanford Agency in Dallas. The agency is a subsidiary of The Southland Corp., which owns and franchises more than 7,000 7-Eleven stores in the United States and Canada, as well as overseas markets. In addition to its work for 7-Eleven, The Stanford Agency is also entrusted with the advertising for Southland's various other interests which range from dairies to a chain of auto parts stores.

"Slurpee Magic" rumors, we rushed headlong into some of the most outrageous claims ever made for a product in any advertising medium. One man claimed he had always wanted to fly a plane, but had never bothered to learn. After only one slurp, he claimed, he was offered a job flying a jet coast to coast. "They asked me not to mention the name of the airline . . ." he confided. A lady always wanted to be more attractive . . . and after slurping a Slurpee at 7-Eleven, she grew a cute little dimple in her chin " . . . just like Efrem Zimbalist Jr.," she bubbled. Some were outrageous in their simplicity, like the man whose light bulbs didn't burn out since he started slurping. Some were outrageous in their absurdity, as in the case of the man who had always smelled like motor oil. He was happy to announce that after slurping, he no longer smelled like motor oil. He now smelled like a cantaloupe.

With a steady barrage of these claims—dozens of radio and television spots as well as a unified cross-promotion cam-

paign with records, DJ tie-ins and so-on—Slurpee sales went from an average of 50 cups a day to as many as a thousand a day in some stores. Part of the success was due to the utter sincerity in which our actors made these claims, almost as if it were testimony under oath. Part of it was in our choice of actors, like Frank Harting, whose distinctive voice is sometimes met on the street with a scream of recognition. "You're him! You're Y.Y. Wickie!" But the major reason for the campaign's success was probably that it was easy for the guy on the street to participate—to be in on the gag—he simply went to 7-Eleven and bought a Slurpee. We weren't just selling a new soft drink product, we were selling the whole crazy idea of it all, and the fun of being in on the joke. And if it all doesn't seem too funny here in print, well, that just points up one of the strongest things about broadcast advertising in general and radio advertising in particular.

Radio is really something. Don't get me wrong, we're firm believers in the power and scope of television advertising. We've turned our stores into discos and submarines for network TV and used cowboys and coffee-monsters as our "pitchmen." But radio is something special. Its scope isn't limited to a number of inches, measured diagonally or any other way. Radio's color is always brighter, and its depth invariably greater. Radio makes pictures inside your head and there is simply no limit to where you can take that.

We've been lucky from the start to have a very enlightened administration. Our parent company, the Southland Corp., has given us a fairly free hand to advertise our little stores the way we feel is right. This freedom has certainly contributed to the quality of our broadcast media advertising over the years. So many agencies reach the recording studio with copy that has been initialed and OK'd by everybody from LaRue in legal and O'Connor in accounting, all the way down to JoJo the mail boy, and that copy is as good as carved in stone. We have the flexibility to change it around a little, to rewrite, to just plain play with it until we like it. So, we do experiment a little, and sometimes we go a little crazy, but usually a fortuitous combination of creative concept and media use, has enabled us to accomplish the ultimate goal—to bring the customer to a 7-Eleven store.

We are heavy broadcast media users . . . have been for years and will certainly continue to be. But whatever we've put into broadcast is small compared to what we have received from the media—*results*. Exactly what we wanted. Who could ask for more than that?



TONI

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**MADE FOR
EACH OTHER!**

THE TONI TENNILLE SHOW.

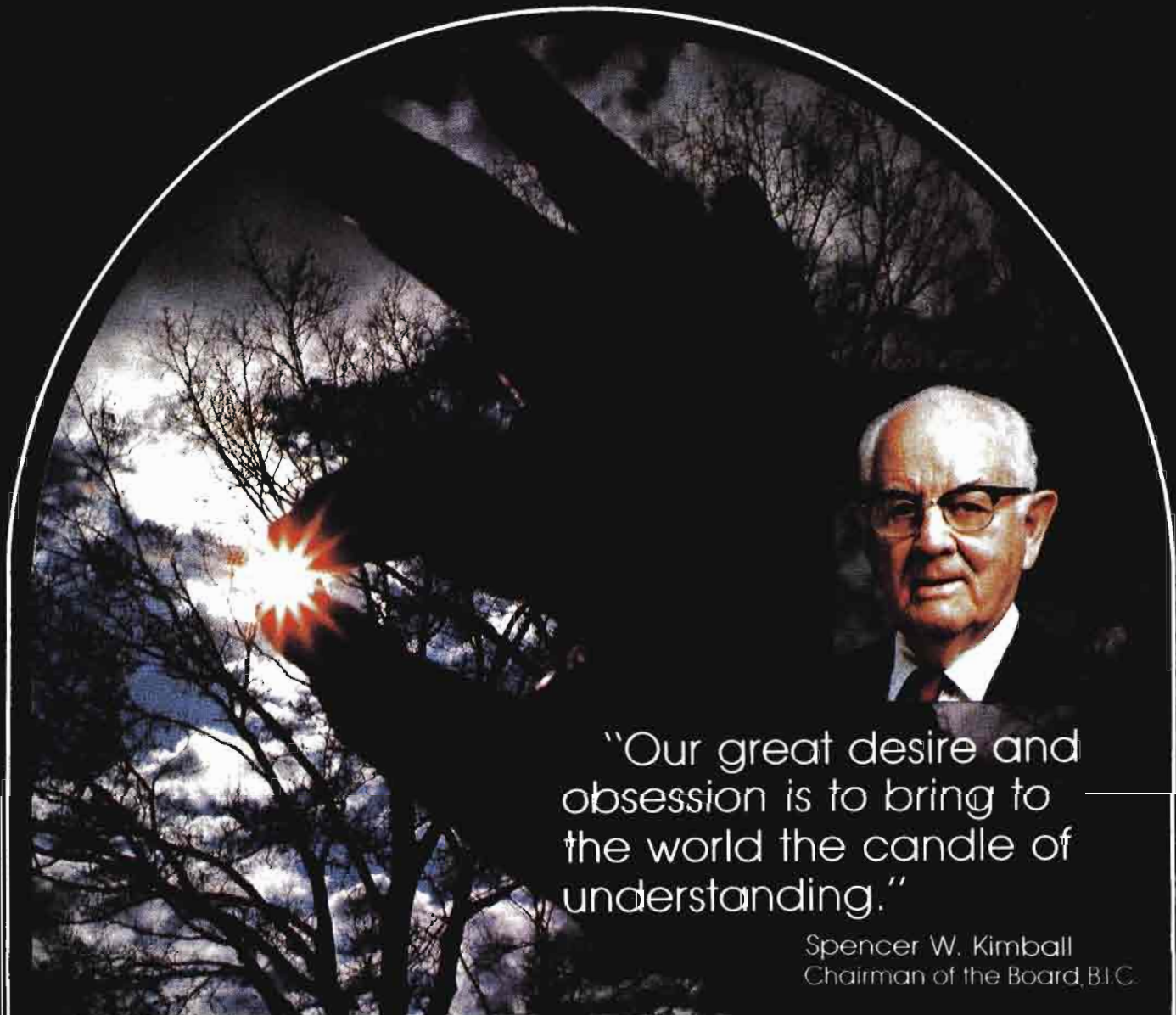
A new, daily hour of conversation, comedy and music.

From **MCA TV**
in association with the
NBC TELEVISION STATIONS DIVISION.

For Fall 1980. Call us for a screening today.

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“Our great desire and obsession is to bring to the world the candle of understanding.”

Spencer W. Kimball
Chairman of the Board, B.I.C.

It has been this sense of responsibility that has helped guide Bonneville International Corporation into the major broadcast company that it is today.

To improve the two way flow of information is our only hope for our own complete understanding of ourselves and our brothers in the world.

Over the last fifteen years, Bonneville has been strongly and actively involved with such important groups as the World Press Freedom Committee, CULCON, UNESCO, Asian & Pacific Broadcasting Union and International American Association of Broadcasters.

There isn't a world problem that does not affect us all.

*Bonneville
International
Corporation*



WRFM, New York, N.Y. • KBIG, Los Angeles, Calif. • KBRT, Avalon, Calif. • WCLR, Skokie, Chicago, Ill. • KOFI, San Francisco, Calif. • KAAM, KAFM, Dallas, Texas
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Our Strength is Our Service

Broadcasting Jan 14

Vol. 98 No. 2

TOP OF THE WEEK

Candidates are off and running, media in tow

Iowa caucuses attract heavy news attention, while politicians pour money into ad campaigns

At 6:30 p.m. central time tonight (Jan. 14) Iowans all over the state who turn on their television sets will be face to face with Senator Edward M. Kennedy (D-Mass.), who has purchased 30 minutes in six Iowa markets in a major effort to win support for his presidential candidacy in the precinct caucuses to be held in the state next Monday. The time will cost about \$8,000, a relatively modest amount—but the audience he is seeking to influence is relatively modest in size; four years ago, only 40,000 Democrats (and 20,000 Republicans) participated in the Iowa caucuses. Nevertheless the caucuses—the candidates and the media seem to have decided—have become the first major political test of the presidential election year. Move over, New Hampshire.

Major Republican and Democratic candidates are crisscrossing the state in search of support and, in the process, buying television time in what, for Iowa, are unprecedented amounts. With the candidates running hard, the national media are showing considerable interest in what once was a contest of only statewide interest. (Of course, the campaign energy may in part be a result of the media's pre-

sence.) The networks will climax their coverage with half-hour, caucus-night specials, at which the news heavyweights from New York and Washington will tell the rest of the country the way it was in Iowa that day. "We recognize this and are treating it as the opening gun of the campaign," said ABC's Jeff Gralnick, executive producer of special events and of *World News Tonight*.

The Iowa phenomenon has already had an impact on the country through the *Des Moines Register* and *Tribune*-sponsored *Republican Forum*, on Jan. 5, at which six presidential hopefuls stated their views on issues in response to questions. President Carter's withdrawal from the planned Democratic forum killed that one and caused the commercial networks to scrap plans to cover the Republicans live. But Public Broadcasting Service carried the event live, beginning at 8:30 p.m., and CBS presented it on a delayed basis. The reaction was "super," said James Gan-

Campaign 1980

non, executive editor of the papers. "The letters, the comments in the press, the candidates themselves, political reporters—all were uniformly favorable."

Not so long ago, Iowa caucuses were regarded as private events for party activists, not so much a statewide test of a candidate's voter strength as his ability at organization. What's more, the delegates elected to the county caucuses—the next step in the selection of national convention delegates—are not even legally committed to a candidate. But four years ago,

Jimmy Carter helped launch his campaign with a win in Iowa. And that lesson has not been lost on the class of 1980 hopefuls or on the media.

The freest-spending candidate appears to be Republican John Connally. The former governor of Texas is reported by the *Des Moines Register* to be spending \$119,000 on television stations around the state to air five-minute programs and 60-second spots that portray him as a family man and as a rancher who knows the problems of agriculture. Connally does not expect to win; indeed, he appears to be far back in the pack of challengers. But he is determined to get up momentum for future contests. And he is doing it solely with Connally campaign money; he has forsaken government matching funds to free himself of federal spending limits in the primaries. Ironically, the man Connally is most determined to catch, front-runner Ronald Reagan, has been so far above the battle as to seem not a part of it. He passed up the *Republican Forum*, and thus far his campaign has limited its broadcast advertising to radio. The Reagan camp will make only one television purchase during the campaign—\$8,000 for a half hour beginning at 6:30 p.m. on Jan. 19, for live coverage on seven stations of a speech Reagan will deliver at a rally.

(Of course, Reagan may have been too far above the battle for too long. The results of a *Register* and *Tribune* poll released last week show that Reagan has lost almost half of his support among Republicans, dropping from 50% in December to 26%).

Senator Howard Baker (R-Tenn.) figures in one of the most widely noted



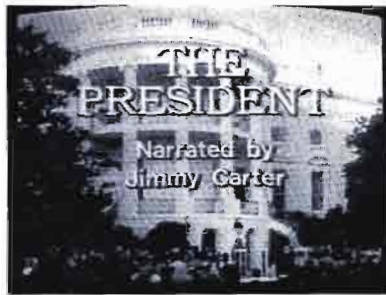
At the beginning. The first major television political event of 1980 was this Jan. 5 "debate" (live on PBS, delayed on CBS-TV) staged among six Republican presidential candidates contending for favor in Iowa. A companion event among Democratic candidates was scrubbed when President Carter refused to appear. L to r: Representative Philip Crane

of Illinois, Senator Howard Baker of Tennessee, Representative John Anderson of Illinois, moderator James Gannon of the sponsoring *Des Moines Register* and *Tribune*, former Texas Governor John Connally, Senator Robert Dole of Kansas and former U.N. Ambassador George Bush.

pieces of television advertising in the campaign—a five-minute program in which he is shown shouting down an Iranian student in an appearance before a student audience at the University of Iowa. When the student asks the senator about U.S. support of the deposed shah of Iran, Baker, as the camera moves in on him for a close-up, jabs the air with a finger and shouts, "I'm interested in 50 Americans." The students in the audience applaud, and folksingers singing the Baker theme, "I believe in this country," are heard on the soundtrack. One of Baker's 60-second spots is a lift from the five-minute program. Baker, whose advertising is done by the firm of Bailey & Dear-dourff, plans to spend up to \$100,000 on television time in Iowa.

Baker and Connally are believed to be fighting it out for third place. Second place is expected to go to George Bush of Texas, who has been campaigning for the nomination for about a year. Beginning today, he is throwing a fresh batch of television spots into the fray at a cost of some \$30,000. The six 30-second spots were produced in December by political TV producer Robert Goodman, and show Bush in the center of adoring crowds in Iowa and New Hampshire. "He's not the lonely campaigner," Goodman said last week. Iowans had seen the Goodman product earlier, when the Bush organization used \$10,000 worth of television time during one week in October in an apparently successful effort to make Bush known, and favorably, in the state.

On the Democratic side, the strategy and tactics of the President's two challengers were affected by his decision to withdraw from the *Register/Tribune*-sponsored debate. Indeed, it was a major blow to the hopes of Governor Edmund G. (Jerry) Brown of California, who had been counting on the national television exposure the event would have received to generate support for his can-



One from Column A. These two frames are from President Carter's half-hour film broadcast on ABC-TV Jan. 6.

didacy in Iowa and throughout the country. As it is, short of funds, Brown has not bought a minute's worth of television time in Iowa.

The Kennedy campaign's decision to buy a half hour in six markets tonight was dictated largely by frustration at the debate's cancellation, as well, apparently, as by a hope of capitalizing on the President's withdrawal. In the program, Kennedy says the cancellation denied him the opportunity to address a number of questions Iowans had asked him regarding domestic and foreign affairs, and then proceeds to address them for 15 minutes. The second half of the program, taped in Des Moines, features eight Iowans commenting on the senator's remarks and discussing their feelings regarding Kennedy

and the President.

The program was produced by Charles Guggenheim, of Washington, with help from a local producer, Bob Dow, who taped the Des Moines segment.

Guggenheim has also done a number of other pieces for the senator's Iowa campaign—a five-minute program featuring Kennedy discussing issues with local residents in an American Legion hall in Waterloo, and some 30-second and 60-second spots.

One 60-second spot was taped last week to ride the headlines in Iowa: It features Kennedy criticizing the President's embargo on grain to the Soviet Union.

All told, the Kennedy campaign is expected to spend \$20,000 on television advertising during the campaign—\$15,000 of it in Iowa, the remainder with stations bordering the state.

For his part, Carter is demonstrating the campaign advantages that go with being President—the ability to influence the news. If he was hurt, politically, by his nationally televised speech on Jan. 4 during which he announced the grain embargo, he was probably helped last Friday by the White House announcement of the administration's new gasohol program.

But Carter is not relying on the news alone. His campaign accepted ABC's half-hour availability on Jan. 6 at 7 p.m. for the documentary on the President in the White House that the Carter-Mondale Committee had hoped to air early in December in connection with the President's announcement of candidacy. The networks refused in November to sell the time and are in court fighting an FCC ruling on the issue as a result (see page 32)—but the program, whose air time cost the committee \$130,000, fit in neatly with the campaign effort in Iowa.

The program, which competed for audience with the National Football Conference championship game between Tampa Bay and Los Angeles, drew only a

In Brief

FCC has **extended comment period for radio deregulation proceeding** to March 25 from original Jan. 25 date. Extension was prompted by FCC's release of additional documents, used in preparing rulemaking, that had been requested by American Civil Liberties Union. Commission also released materials requested by United Church of Christ under Freedom of Information Act that previously had been denied. Extended comment period is to allow public to comment on all materials in docket, including newly released ones. In related action, U.S. district court in New York withdrew order demanding FCC show cause why it should not produce documents requested in suit filed by UCC. Church had requested order, seeking speedy resolution to its suit filed previous week. While suit still stands, UCC is not as pressed to file comments by original January deadline.

ABC-TV, buoyed by performance of its late-night Iranian newscasts, is now **considering 11:30 news program as regular segment of its schedule.** "There's clearly an appetite for that kind of program," said Roone Arledge, news and sports president, last week in Los Angeles. "I personally would love a late-night newscast." Clearances are running at average of 185 stations for special Iran broadcasts, he said, and affili-

ates appear pleased with program. Network has already expanded that show's basic format to include news from Afghanistan and other elements of crisis in that area of world. Last Thursday, program even featured obituary of labor leader George Meany.

NBC-TV all along has been saying it was **going for quality and not just ratings** with its new *Live From Studio 8H* occasional series. There was no pleasant surprise about mass audience reaction. Premiere with Zubin Mehta and New York Philharmonic last Wednesday (Jan. 9), at 9:30-11 p.m. scored lowly **5.9 rating and 9 share.** NBC said that's 10 million-12 million viewers, more than twice number Philharmonic says it draws on Public Broadcasting Service.

CBS last week **completed \$50-million acquisition** of 12.2 million-circulation newspaper Sunday supplement, *Family Weekly* (BROADCASTING, Dec. 10, 1979). Company is grafting new fifth unit, Newspaper Magazine Group, onto CBS Consumer Publishing division to accommodate latest addition to CBS Publications family.

By last Friday (Jan. 11), ABC News was **only one of three U.S. networks** still permitted to use **satellite-transmission facilities in Iran** to send out reports. CBS News had been cut off bird for about week. (One report got out, CBS said, but it wouldn't explain how.) In addition,

7.4 rating and 11 share. But the documentary, conceived by media consultant Robert Squier a year ago when the President's standing in the polls was continuing to slide, helped set the themes the President's managers want to stress in the campaign.

It shows him being presidential—"I'll make a decision on it today," he is heard to remark after meeting with advisers on an aid to Latin America issue. But it portrays him, also, as a warm human being and devoted family man. In one scene he helps daughter Amy with her math homework, and his voice is heard in narration: "What I do in the White House is to maintain a good family life, which I consider crucial to being a good President."

Some observers have noted that the message presents a quiet but clear contrast with the lives of both of the President's challengers—Kennedy, who has had marital problems, and Brown, who is unmarried and who has traveled extensively with singer Linda Ronstadt.

Gerald Rafshoon, the President's media adviser, has carved five-minute programs and 60-second and 30-second spots from the film for airing on Iowa television. He has produced some other spots as well, on farm and tax matters. He estimates the Carter campaign will spend between \$50,000 and \$60,000 on television advertising in Iowa.

But if the spots permit candidates to have their say on issues in the most flattering and stirring way possible (as Bush's man Goodman says, the music he writes for the spots "makes you want to salute"), the candidates still yearn for their 30 seconds on the network evening news shows. And, as ABC's Gralnick says, "They all know what they need to do and when to make the evening news. All major events are scheduled early. They don't save major speeches for late afternoon."



One from Column B. Among the field of Republican challengers: this commercial for Tennessee Senator Howard Baker.

It's not likely any of those events will be missed by a network camera. All three networks are treating the caucuses with the seriousness that, only a few elections back, seemed excessive to some when applied to New Hampshire primaries. They have had heavy contingents of crews in the state for at least two weeks. NBC News has even established a temporary bureau in a hotel in Des Moines from which its people feed material to New York or broadcast directly. The evening and other news shows have had a heavy political budget of political news out of Iowa, although not as much of it makes the air as it would, news executives at all three networks said, if it were not for the crises in Iran and Afghanistan.

And next Monday night, Iowa will be

given, if in abbreviated form, the network election-night treatment, with crews at candidate and party headquarters, and with network anchormen anchoring the coverage and political commentators analyzing the results.

ABC hasn't yet decided how it will do the special in conjunction with its "regular" special on Iran that night—"the shape of Iran at the time will dictate that," Gralnick said. The caucus results and developments in Iran may be incorporated in one program.

"We're sending our heavy hitters," said Ernest Leiser, CBS vice president for special events and political coverage. "This is the first big political event of the year."

At least it is this week. Next month: New Hampshire and the first of 37 presidential primaries.

Reagan wants caucus to have benefit of lowest unit rate

Should the Iowa broadcasters who are selling a substantial amount of radio and television time to presidential hopefuls in advance of the precinct caucuses in the state on Jan. 21 charge no more than the lowest unit rate? Ronald Reagan's backers think so, at least where the Republican candidates are concerned.

The Reagan for President Committee last week asked the FCC for an expedited declaratory ruling that the provision of the Communications Act requiring broadcasters to impose the "lowest unit charge" on candidates in elections applies to the Iowa Republican caucuses. The committee contends that although the voting process is termed a "caucus"—and the commission has held that the provision does not apply to party caucuses—it is not one in the dictionary or legal sense.

Where a caucus is normally a closed

CBS correspondent Doug Tunnell was among journalists detained in Tabriz; he later was back in Tehran. NBC lost use of satellite last Thursday, with Iranians claiming network was distorting news, prompting letter of protest from NBC News President William Small. NBC earlier in week had been experiencing interruptions. And ABC, too, has had its problems, with plug apparently being pulled when there were reports on anti-Khomeini feelings in Iran. Expulsion of journalists from Iran, as feared, didn't come by last Friday, but word during week was that visas wouldn't be granted for other journalists wishing to enter country in immediate future.

□

Arbitron Television, **beefing up syndication data**, has launched TAPP (Total Analysis of Program Performance) service, offering six new studies concurrent with market reports. For about \$150 each, Arbitron will supply program locator (which markets and dayparts show runs in); type-to-type (generic comparisons); program-to-type (target program vs. generic); audience-added (how often program beats lead-in); audience distribution (demographics), and program detail (total performance). TAPP basically will deal with market compilations and is offshoot of AID service which deals with one market at time. Next fall, Arbitron plans to expand TAPP to network programming, local news and movies.

□

UPI expects to know by end of January whether its plan to **sell off**

units of ownership will succeed or fail. It had originally expected to know by end of December but extended deadline for 30 days. Plan is to sell from 86% to 90% interest in UPI at \$180,000 per "unit" of 2%, with no one buyer to acquire more than five units (BROADCASTING, Oct. 1, 1979). Despite delay, UPI officials say outlook for success is "optimistic," and that they don't expect further extension beyond end of this month.

□

FCC Commissioner **James H. Quello** has circled Oct. 21 on his calendar as day of his **meeting with White House** and other administration staffers who will discuss his possible reappointment with him ("Closed Circuit," Jan. 7).

□

Avery Gibson, most recently VP and marketing director of Audits & Surveys' now-discontinued TRAC-7 radio audience measurement service, joins Arbitron Radio, New York, in new post of director, radio development. She will seek ways of improving Arbitron Radio services and speed of delivery.

□

James R. Sefert, president of PGW National and one-time president and chief operating officer of parent Peters, Griffin, Woodward, New York, has resigned following 19-year association with firm. He will not be replaced in title as president of division specializing in smaller market TV stations, but his duties are being absorbed by Ron Collins, senior vice president for sales.

affair limited to party members, the Republican caucus in Iowa, the committee said, will be open to anyone who is a registered Republican or who will be one by the time of the election next November. (The Democratic caucuses are also "open.") Thus, the committee said there is no "functional" difference between the public nature of the caucuses and primary elections, to which the lowest unit rate does apply.

NBC's big if

Network is concerned about U.S. pulling out of Moscow games over Afghanistan problems and replacing its scheduled 150 hours of programing this summer

The outlook for this summer's Moscow Olympics was fuzzier than ever last Friday after President Carter warned of a possible boycott and Vice President Mondale proposed that the games be moved elsewhere.

NBC, which is committing more than \$100 million to coverage of the games in Russia, was taking a wait-and-see position. "If the U.S. team participates, we'll cover the games," an NBC spokesman said. "If not, we won't."

He hastened to add that "we're watching to see what happens—national policy, action by the Olympic Committee or

whatever—and will be guided by that."

He was speaking before Vice President Mondale called for the games to be moved, but NBC officials did not seem worried about that prospect. "This is revival of talk that started when Moscow was chosen," one said, "but the International Olympic Committee—which makes the determination—has said all along that they wouldn't change.

"The games will be held in Moscow, or nowhere."

Asked whether NBC would still have the TV rights if the games were somehow moved, the spokesman said that would be a question for lawyers. He again dismissed the possibility.

The Olympics also sparked a protest from ABC News last week—an implied charge that NBC News was promoting the Olympics cause by showing young athletes opposing a boycott of the games on *NBC Nightly News*, without a "balancing" presentation of President Carter's position. NBC spokesmen scoffed at the charge, saying they had aired all conceivable sides of the boycott question.

The possibility of a boycott had been raised by members of the North Atlantic Treaty Organization (BROADCASTING, Jan. 7) but gained prominence when mentioned by President Carter following Russia's invasion of Afghanistan.

In outlining sanctions that the U.S. would or may impose, President Carter had this to say about the Olympics in his

Jan. 4 TV address to the nation:

"Although the U.S. would prefer not to withdraw from the Olympic games scheduled in Moscow this summer, the Soviet Union must realize that its continued aggressive actions will endanger both the participation of athletes and the travel to Moscow by spectators who would normally wish to attend the games."

Technically, authorities said, it is the U.S. Olympic Committee, not the government, that decides U.S. participation, and Olympic officials historically have opposed political intervention. But it was also agreed that if the government wished, it could effectively block U.S. participations.

The mere existence of differences of this magnitude between U.S. and USSR were said to have created concern among U.S. Olympics officials that their massive fund-raising campaign would suffer, to the ultimate detriment of U.S. athletes, and also that congressional action on a \$16-million appropriation for amateur sports development might be deferred.

NBC sources said that the network has an insurance policy with Lloyd's of London covering 85% of the \$87 million that NBC is committed to pay the Russians ("Closed Circuit," Jan. 7). Thus far, \$61 million reportedly has been paid.

Among the payments is some or all of \$50 million that NBC agreed to give the Russians for production facilities and services. The Russians, for their part, were said to have committed \$75 million of their own for production facilities, including 196 color cameras and 40 "slo mo" videotape machines.

When they announced the contract in 1977, NBC officials said it stipulates that if the games do not take place for any reason, the Russians are to repay the network's money. But they said it contains no provision for reimbursement if any of the entered teams, including the Americans, withdraw from the games (BROADCASTING, Jan. 14, 1977).

NBC plans to present 152 1/2 hours of Olympics programing in the 19 days from July 18 through Aug. 5—an average of a little more than eight hours a day, encompassing virtually all day parts but with 113 of those hours in prime time. Officials have said that more than 90% of the advertising availabilities have been sold, and authoritative sources put the average price (taking all day parts into account) at \$85,000 to \$90,000 per 30-second spot. Officials haven't said how many spots there will be but have repeatedly voiced confidence that NBC will make money on the deal.

Observers last week were speculating that if the Olympics coverage doesn't come off, NBC's biggest problem will be, not the money paid to Russia, since that is largely covered by insurance, but coming up with the programing to replace the 152 1/2 hours of Olympics presentations it had counted on not only to draw huge audiences but also to serve as the vehicle to expose those audiences to promos for

With apologies to Abe. National Association of Broadcasters' Radio Board Chairman Arnold Lerner, WLLH(AM)-WSSH(FM) Lowell, Mass., has his version of the Gettysburg Address. And he sent it to the FCC in the form of comments in the radio deregulation rulemaking proceeding. Lerner, who has advocated "setting a standard that combines maximum licensee discretion with a presumption of license renewal," calls his prose "democracy standards" and urges all broadcasters to stand by their rights and file in this proceeding. His address:

Ten score and four years ago our fathers brought forth on this continent a new nation, conceived in liberty and dedicated, in part, to the proposition that it was in the public interest that Congress should make no law abridging the freedom of the then existing mass medium of communications—the press.

Now we are engaged in a great FCC rulemaking process, testing whether that notion, or any notion so conceived and so dedicated should be implemented with the newer mass medium of communications—radio. The proliferation of radio stations, and the ever increasing need of these small businesses to serve their audiences effectively in order to survive, make it altogether fitting and proper that we should do this.

But, in a larger sense, we cannot deregulate this free enterprise-based industry without recognizing the limitations that the Communications Act of 1934, as amended, plus various court interpretations, have placed upon the FCC, the radio industry and the public. The world will little note nor long remember what we say here if the commission's performance does not match its promise. But those of us concerned with free and informed audiences will never forget what we do here to establish some basis to fulfill the legitimate license renewal expectations of radio station operators, thereby enhancing the right of the people to listen to diverse, innovative and locally-relevant radio programing free from government censorship.

It is for us the living, rather, to be dedicated here to the unfinished work of removing unnecessary and tax-wasting regulations in the areas of ascertainment, program logs, commercial practices and nonentertainment programing, which they who have proposed radio deregulation have thus far so nobly advanced.

It is rather for us to be here dedicated to the great task remaining before us; that we highly resolve that this radio deregulation rulemaking shall not have been proposed in vain; that this industry and its listeners shall have a new birth of freedom in this and future rulemakings and in forthcoming legislation to include full First Amendment protection for broadcasters and their listeners, and that the FCC shall remove itself wherever possible from controlling radio stations, so that the world's finest and freest broadcast service of the people, by the people, for the people shall not perish from this nation.



If Buddy Hackett Wasn't So Funny We'd Simply Call It A Classic Game Show!

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the 1980-81 season, its target date for turnaround in the ratings.

An NBC spokesman dismissed this notion, however. "We have plenty of inventory," he said, "and it would still give us the opportunity to promote the fall season."

CBS ties knot with RCA to market disks

SelectaVision gets boost as licensing deal is arranged

A joint announcement last week by CBS and RCA at once marked the long-awaited entry by the former into the new-technology battle of the 80's, and gave strong support to the latter's fight to have its SelectaVision technology capture the consumer videodisk market.

The companies have reached an agreement under which CBS "is licensed to manufacture and distribute videodisks using the RCA SelectaVision system." RCA will provide "know-how and technical assistance" with CBS establishing its own videodisk manufacturing operation.

CBS President John D. Backe, commenting on the announcement, voiced high praise for the SelectaVision system, calling it "the first mass-market videodisk system to be introduced coupling reasonable price and high quality performance." The joint statement described SelectaVision as "the simplest, most reliable and least expensive system for the home market."

Asked whether this is an indication that CBS is writing off the MCA optical disk system as a force in the consumer video player market, a CBS spokesman said, "we don't have anything against MCA's system... The answer is cost." It's widely expected that the RCA player, a mechanical system, will be priced at roughly half that of the players for the optical system.

CBS ultimately expects to manufacture the new disks at one or more of CBS Records' pressing plants. Three are currently in operation: at Pitman, N.J., Terre Haute, Ind., and Santa Maria, Calif., with a fourth under construction at Carrollton, Ga. The company said that "in order to ready CBS-produced product for the marketplace at the earliest possible date," development work is being conducted at its Technology Center in Stamford, Conn., and the CBS Records Research and Development Engineering Center in Milford, Conn.

While CBS intends to have disks ready for market when RCA introduces the players, now targeted for December 1980, its own production capacity won't be ready for two years. In the interim period, the spokesman indicated, RCA would handle the pressing of the CBS product.

He said the programming initially available on the CBS disks will be entertain-

ment-oriented, specifically music and motion pictures, although no properties or artists were identified. Subsequently, CBS will produce "whatever the marketplace wants."

Last October, CBS announced the formation of a new theatrical motion picture division, which conceivably could supply some product for videodisks. The company also holds rights to films produced by a now defunct CBS unit, Cinema Center Films. (Viacom last year acquired worldwide television distribution rights to the library, calling them "long sought motion pictures.")

RCA Chairman Edgar H. Griffiths called the CBS entry "a breakthrough in establishing a videodisk system, first in the U.S. market, and subsequently abroad, that will set a standard of excellence for the electronics industry worldwide. CBS's outstanding programming, manufacturing, distribution and marketing capabilities make it an ideal participant in the introduction of the most significant new consumer product since color television."

No determination has yet been made as to the number of disks CBS will seek to make available.

Judges will try to unravel issues in Carter-Mondale

Appeals court panel hears arguments as it attempts to decide whether FCC or networks can determine when political campaigns begin

When does a federal political campaign start, and who makes that decision?

Those were among the questions members of a three-judge panel of the U.S. Court of Appeals in Washington asked lawyers appearing before them last week in the "reasonable access" case the Carter-Mondale Committee filed against the television networks.

Lawyers for the networks said that, initially, licensees make the decision as to when to sell time to a candidate, but that the FCC has a role in reviewing that judgment—a "muted role," as NBC attorney Floyd Abrams said.

"What does that mean?" asked Senior Judge David Bazelon.

It means, suggested Abrams, that the commission should not say a campaign begins "on a date certain," at which time a broadcaster has an obligation to make time available.

But attorneys for the commission and the Carter-Mondale Committee disagreed. Congress, said the FCC's general counsel, Robert Bruce, "has recognized that the candidate is the best judge of his needs." And Carter-Mondale's lawyer, John Lane, said that it's clear Congress never intended to let the networks make the decision.

The committee filed its complaint

against ABC, CBS and NBC after all three refused to sell the half hour of prime time the committee wanted in early December to air a documentary on President Carter in connection with the announcement of his candidacy for re-election. And the commission, on two 4-3 votes, held that the networks had not been in compliance with the law adopted in 1972—Section 312(a)(7) of the Communications Act—requiring broadcasters to afford federal candidates "reasonable access" to their facilities.

The networks contend their action was reasonable—that early December was too early to start political advertising, that since there was a multiplicity of candidates they would face the danger of a host of equal-time demands and that their regular schedules could be seriously disrupted. The commission, they said, illegally second-guessed them on the reasonableness of their decision. Reasonableness, said ABC's counsel, Thomas Frohock, "is the only test."

Among the issues the court is being asked to resolve is whether, in fact, the reasonable access law imposed new obligations on broadcasters. Timothy Dyk, for CBS, said it didn't; that it simply codified existing law. Another is whether the commission decision means—as the networks argue—that broadcasters lack the discretion to turn down a candidate's "first request" for time.

Bruce took issue on both counts. Congress adopted Section 312 (a)(7) "to increase candidates' access to the public," he said. He added, "The commission has consistently interpreted 312(a)(7) as imposing an additional obligation" on broadcasters. As for a candidate's "first request," it could be refused—but the broadcaster must offer "countervailing factors." And the networks did not do that in the Carter-Mondale case, he said.

Bruce said the commission recognizes the broadcasters' discretion in such matters. But he said the public interest must be considered as well. And, he added, "we regard the statute as reflecting a balancing by Congress" of candidates' needs and First Amendment concerns.

But that is the question on which the case may turn. "The only way this [law] can work constitutionally," Abrams said, is to "allow licensees the kind of permissive, reasonable standard this court has so often affirmed in the past"—as in fairness doctrine cases.

The panel that heard the case struck a number of lawyers as "interesting." Besides Bazelon, it included Edward A. Tamm and Chief Judge Howard T. Markey of the U.S. Court of Customs and Patent Appeals, who was sitting by designation. Markey, while sitting with the Eighth Circuit Court of Appeals, in 1978, wrote the stinging majority decision overturning the commission's rules requiring cable systems to set aside channels for public access. The reversal of the commission's decision was affirmed by the Supreme Court last April (BROADCASTING, April 9, 1979).



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The independents: blue skies above, clouds on horizon

A decade of advance meets a decade in which technology and a changing regulatory climate may make life difficult again for these stations

Leavitt Pope, president of WPIX(TV) New York, once said, kiddingly, that "the phenomenon of the 80's" would be "off-independent programing on the networks." There's no need to kid anymore: Last week, CBS-TV added *Mary Hartman, Mary Hartman* to its late-night schedule.

Back in July 1976, Bob Wormington, president of KBMA-TV Kansas City, Mo., was the first broadcaster to use a satellite earth station for point-to-point transmission. In 1979, he estimates the dish was used 260 times.

In Tucson, Ariz., Geno Adelstein, principal and general manager of KZAZ(TV), faced a "horrendous struggle just to stay alive" through the early 70's. He now has a valuable property and, with other partners, is looking to operate other independents in Albuquerque, N.M., and Spokane, Wash.

In programing, in technology and at the bottom line, the past decade has represented major breakthroughs for independent TV stations. Their total revenues, according to the FCC, grew from \$300.9 million in 1974 to \$631.7 million in 1978.

The best may be yet to come. Herman Land, president of the Association of Independent Television Stations (INTV), predicts 1979 will be shown to have been a \$740 million year and if unhampered, there will be growth to \$832 million in



Chairman Wormington



President Land

1980, with the billion-dollar mark crossed in 1982.

If that were the whole story, there would be little reason to do much else than celebrate at this week's seventh annual INTV convention at the Galleria Plaza in Houston. But it's not that simple. The 51 independent stations (plus nine CP's) represented in INTV aren't without hurdles to overcome.

Looming physically or technologically close by is cable, with the FCC now investigating whether or not to drop the limit on distant signal importation and to abandon syndicated exclusivity.

The reaction of Ted Adams, general manager of WCIX-TV Miami, is typical: "If I have to pay damn near \$12,000 for an episode of *Laverne & Shirley* and then see it coming in" via satellite to a cable system in the market, "it's wrong." Adams, like others in the business, said he believes in cable, but not when regulations—or lack of them—force him to

"compete with myself."

"We should get some sort of protection for our product," he claimed. "We do not have the crutch of the network or the tin cup of public television."

There's also the regulatory concern with children's programing and advertising, with both the FCC and the Federal Trade Commission looking into what television serves up to young viewers. Independent station operators view this as an undeserved threat to much of the meat-and-potatoes of their business.

More philosophic—and of greater concern to independents—is whether deregulatory actions may be prompting the untimely end of an era for the independent. While independents don't appear to be operating as if doomsday is coming, they are not hesitant about vocalizing their worries.

As INTV's Land said, the overriding issue is "whether we're coming to the end of local broadcasting." He wonders



WPIX's Pope



KZAZ's Adelstein



WCIX's Adams



Field's Curran



Metromedia's Krivin

whether support for the new technology will be driving localism out. In response, he expects "we're going to see the local character [of stations] even more emphasized in the future."

KBMA's Wormington, also INTV chairman, sees the single biggest threat as the "shifting from local to central responsibility"—to whoever controls the satellite. Harry Pappas, president of KMPR(TV) Fresno, Calif., said the FCC may have "unleashed the undoing of free over-the-air television ... a frightful prospect." Don Curran, president of Field Communications, an independent UHF broadcasting group, calls government deregulation of cable the "one looming monster that could set UHF back tremendously."

Al Krivin, Metromedia Inc.'s senior vice president, doesn't look forward to losing audience but he tempered his concern. If by the mid-80's, 5% of the audience was siphoned off, he said, free television still would be surviving as a strong medium.

Another concern expressed by independents as well as their affiliated competitors is the escalating cost of syndicated properties. But here the independents may have a tougher nut to crack since they cannot depend upon a network to supply much of the schedule as well as financial compensation.

WCIX-TV's Adams may have paid Paramount close to \$12,000 for an episode of *Laverne & Shirley*, a program that had enough rating success to command blockbuster prices. But he also had to contend with hefty prices for his staple stock. In 1975, for example, Adams said he paid Viacom \$375 a negative for six runs of *Hogan's Heroes*—amounting to \$62.50 a run. In 1978, he renegotiated, explaining that he got nine runs at \$1,880, \$200 each time he aired it.

"If core programing is now costing three times as much, does that mean ratings go up or rates triple?" he asked rhetorically. His answer: "It ain't going to happen."

The primary challenge of the future? Programing. "It always comes down to that," explained Metromedia's Krivin, echoed by the others. Krivin cited the

programing success story of Metromedia's new Houston UHF, KRIV-TV, which he said moved from a two to an eight metro share in the year and a half his group has owned it.

Field's Curran, who has had to wage technical parity battles to try to upgrade his stations to the level of VHF's, nevertheless stressed that "our emphasis will continue to be on our on-air product." And he too claimed evidence that a U, programed properly, can win. Curran said his WFLD-TV Chicago leads the market in early fringe—proving "it can be done."

What the independents also have proved is that they can get their hands on big-budget, first-run programing to compete in the daypart seen as having the most potential for growth: prime time.

Sheldon Cooper, WGN-TV Chicago president, recalled the independents' "years of not doing anything" but in 1980 he can talk about a "crucial year ... we're loaded with stuff." What he was referring to is Operation Prime Time, the breakthrough consortium of independents and affiliates willing to pre-empt the networks to pool resources for new big-budget programing.

Along that line there also has been the Program Development Group and now Metromedia is entering the ring with its first Golden Circle project: *Wild Times*.

WPIX's Pope sees further development of "limited networks for various

things"—including consortiums for single programs. KBMA's Wormington talks about "shirtsleeve networks." And others like KMPH's Pappas also expect that, "now that the ground has been broken," there's much more to come.

KZAZ's Adelstein anticipates that the next breakthrough will be "something to emerge as the nucleus of a fourth network; somebody's got to step in." Adelstein doesn't expect it to be similar to ABC, CBS or NBC but he's eager for a "catalyst" to consolidate the available programing.

Gathering at the Galleria

Annual INTV meeting in Houston features growing number of programers and includes speeches by FCC's Jones and Senate's Goldwater

News and sports will be covered. So will "The Independent of Tomorrow"—with programing expertise from four nonaffiliated broadcasters competing in Los Angeles.

Words from Washington will come from Senator Barry Goldwater (R-Ariz.) and FCC Commissioner Anne Jones. There's also a "Legislative/Regulatory Outlook" panel.

Add to that the input from the investment community, researchers, marketers, advertisers and agencies, not to mention those participating in "The Changing Technological Scene" and other sessions.

Those are among the parts making up the whole of this week's convention of the Association of Independent Television Stations—a three-day meeting (Jan. 13-16) at the Galleria Plaza in Houston.

By last week, INTV had a pre-registration of 430 and was expecting more than 450 to attend. Included in that total were 165 station people and 50 station reps. And while it is not a marketplace like the National Association of Television Program Executives conference, the fertile programing market of independent stations is demonstrated by the growing INTV attendance of about 125 distributors from about 50 companies.

The total number of those attending (including spouses) may not vary much from last year's 460, but in composition, INTV was claiming strides. During last year's convention in Washington, for example, about 100 of that number were said to have come from the nearby FCC, coming by for various sessions.

According to Nicki Goldstein, INTV vice president, operations, and the chief convention organizer, this week's meeting is the largest "in terms of the range of subject matter." The number of panelists are up from last year and, Goldstein said, each session will take a "forward look" at the coming years.

The complete agenda follows on page 38.



WGN's Cooper

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Baltimore	WJZ-TV*
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Las Vegas	KMBC-TV
Lexington	KLAS-TV
Minneapolis	WKYT-TV
Norfolk	WCCO-TV
Orlando	WTAR-TV
Pittsburgh	WDBO-TV
Providence	KDKA-TV*
Reno	WJAR-TV
Roanoke	KTVN-TV**
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Saturday, Jan 12

Board of directors meeting. 1-5 p.m. West Alabama Room.

Sunday, Jan. 13

Station sales meeting. 1-3 p.m. Tanglewood and Bellaire Rooms.**New Independent Station Workshop.** 3:15-5 p.m. San Felipe Room. Moderator: Eugene D. Adelstein, KZAZ(TV) Nogales, Ariz. Panelists: Earl Hickerson, General Media Corp., Rockford, Ill.; David Murphy, KOKH-TV Oklahoma City; Donald E. Schwartz, KMSP-TV Minneapolis; Frank G. Washington, Broadcast Bureau, FCC.**Reception.** 7-8:30 p.m. Galleria Ballroom Foyer.**Dinner.** 8:30-10 p.m. Galleria III and IV.

Monday, Jan. 14

Breakfast. 7-8:45 a.m. Galleria III and IV.**General session.** 9-10:30 a.m. Galleria I and II. *INTV Reports*—Bob J. Wormington, KBMA-TV Kansas City, Mo., INTV chairman; Herman W. Land, INTV president; Nicki Goldstein, INTV vice president, operations. *The Legislative/Regulatory Outlook*—Moderator: Edward Q. Adams, WCIJ-TV Miami. Panelists: Dean Burch, Pierson, Ball & Dowd, INTV counsel; David H. Polinger, WPix Inc., New York; J. Laurent Scharff, Pierson, Ball & Dowd, INTV counsel.**Break.** 10:30-10:45 a.m. Galleria Foyer.**The Investment Community Looks at Independents.** 10:45-noon. Galleria I and II. Moderator: Harry J. Pappas, KMPH-TV Fresno, Calif. Panelists: Anthony M. Hoffman, Bache Halsey Stuart Shields, New York; William S. Lear, First National Bank of Chicago; Carl D. Thoma, First Chicago Investment Corp.**Reception and luncheon.** 12:15-2 p.m. Galleria III and IV. Guest speaker: Senator Barry M. Goldwater (R-Ariz.).**New Research Approaches.** 2:30-3:30 p.m. Galleria I and II. Moderator: Diane L. Sass, WNEW-TV New York. Panelists: Herb Altman, Herb Altman Communications Research, New York; Richard C. Spicer, Simmons Market Research Bureau, New York; Peirre R. Megroz, Arbitron Television, New York; David A. Traylor, A.C. Nielsen, New York.**Break.** 3:30-3:45 p.m.**The Outlook for News and Sports.** 3:45-5:15 p.m. Galleria I and II. Moderator: George Snowden, WOR-TV New York. News panelists: Jay C. Bowles, AP, New York; Ted Feurey, UPI, New York; Charles R. Novitz, Independent Television News Association, New York. Sports panelists: Joseph F. Hennessey, Lovett, Ford & Hennessey, Washington; Roylance

H. Sharp, VandA Communications, Florham Park, New Jersey; Tom Villante, Office of the Commissioner of Baseball, New York; Robert J. Wussler, Pyramid Enterprises, New York.

Reception. 6:30-8 p.m. Plaza Ballroom.

Tuesday, Jan. 15

Breakfast. 7-8:45 a.m. Galleria III and IV.**Breakfast meeting—board of directors and distributor members.** 7:30-8:45 a.m. Plaza II.**How We Grow Faster in Sales.** 9-10:30 a.m. Galleria I and II. *INTV Marketing Report.* Arthur C. Elliot, INTV vice president, marketing; John D. King, INTV director of marketing, Midwest; Robert A. Cook, INTV director of marketing, West; Robert R. Hartman, WUAB-TV Cleveland, chairman, INTV marketing advisory committee. *Opportunities in Prime Time.* Richard Goldman, KTVU(TV) Oakland-San Francisco; Frederic J. Gold, INTV research manager.**Break.** 10:30-10:45 a.m. Galleria Ballroom Foyer.**Advertisers and Agencies Look at the Independent Future.** 10:45-12:15 p.m. Galleria I and II. Moderator: Robert A. Roganti, Field Spot Sales, New York, Panelists: Myer Berlow, Foote, Cone & Belding/Honig, Los Angeles; Abe Kent, Ideal Toy Corp., New York; Lawrence H. Spiegel, Tracy-Locke Advertising, Dallas.**Reception and luncheon.** 12:30-2:15 p.m. Galleria III and IV. Speaker: FCC Commissioner Anne P. Jones.**Programing the Independent of Tomorrow.** 2:30-4:15 p.m. Galleria I and II. Moderator: John A. Serrao, WPTV-TV Memphis. Panelists: Anthony B. Cassara, KTLA(TV) Los Angeles; Robert O'Connor, KTTV(TV) Los Angeles; Lionel L. Schaen, KHJ-TV Los Angeles; Evan C. Thompson, KCOB(TV) Los Angeles.**Business meeting.** 4:30 (open-ended).

Wednesday, Jan. 16

Breakfast. 7-8:45 a.m. Galleria III and IV.**The Changing Technological Scene.** 8:45-10:15 a.m. Galleria I and II. Moderator: Eugene McCurdy, WPHL-TV Philadelphia. Panelists: Paul I. Bortz, Browne, Bortz & Coddington, Denver; John T. Bray, Blairsat Inc., New York; Walter L. Morgan, Comsat Laboratories, Clarksburg, Md.; Harold E. Protter, KPLR-TV St. Louis; George A. Sperry Jr., Group W Productions, Pittsburgh; Bob J. Wormington, KBMA-TV Kansas City, Mo.**Break.** 10:15-10:30 a.m. Break. Galleria Ballroom Foyer.**The Challenge of STV.** 10:30 a.m.-noon. Moderator: Crawford P. Rice, Gaylord Broadcasting, Tampa. Panelists: Rinaldo S. Brutoco, Universal Subscription Television, Burlingame, Calif.; E. A. Carter, Oak Industries, San Diego; Paul F. Kagan, Paul Kagan Association, Carmel, Calif.; John T. Reynolds, Golden West Broadcasters, Los Angeles.

Religious broadcasters prepare for the 1980's

Looking ahead is the theme of the 37th annual convention of the National Religious Broadcasters next week

The new decade, with its opportunities from new technologies and new programming sources, will be a principal focus of the National Religious Broadcasters at its annual four-day meeting in Washington next week.

According to NRB, more than 2,000 representatives of organizations throughout the world will attend the sessions at the Washington Hilton hotel.

"For those pursuing a vision of new

potentials for reaching the world with the good news of Jesus Christ, the 37th annual convention promises to be a strategic event," NRB Executive Director Ben Armstrong said.

The Jan. 20-23 agenda is heavily laced with prominent figures from the Washington regulatory scene.

Among the highlights of the convention:

Senator Ernest F. Hollings (D-S.C.) will address the Tuesday luncheon on his proposed amendments to the Communications Act. The FCC commissioners are to be guests of honor.

FCC bureau chiefs and other commis-

sion officials will participate in a Monday afternoon panel moderated by former FCC Chairman Richard E. Wiley, who is NRB's communications counsel.

Glen O. Robinson, U.S. ambassador to last fall's World Administrative Radio Conference, is to take part in an international broadcasters' workshop session Monday afternoon. It will be a follow-up appearance for the one-time commissioner who discussed WARC at last year's NRB convention (BROADCASTING, Jan 29, 1979).

FCC Commissioner Tyrone Brown will be a special guest at a Tuesday afternoon workshop led by the chairman of the

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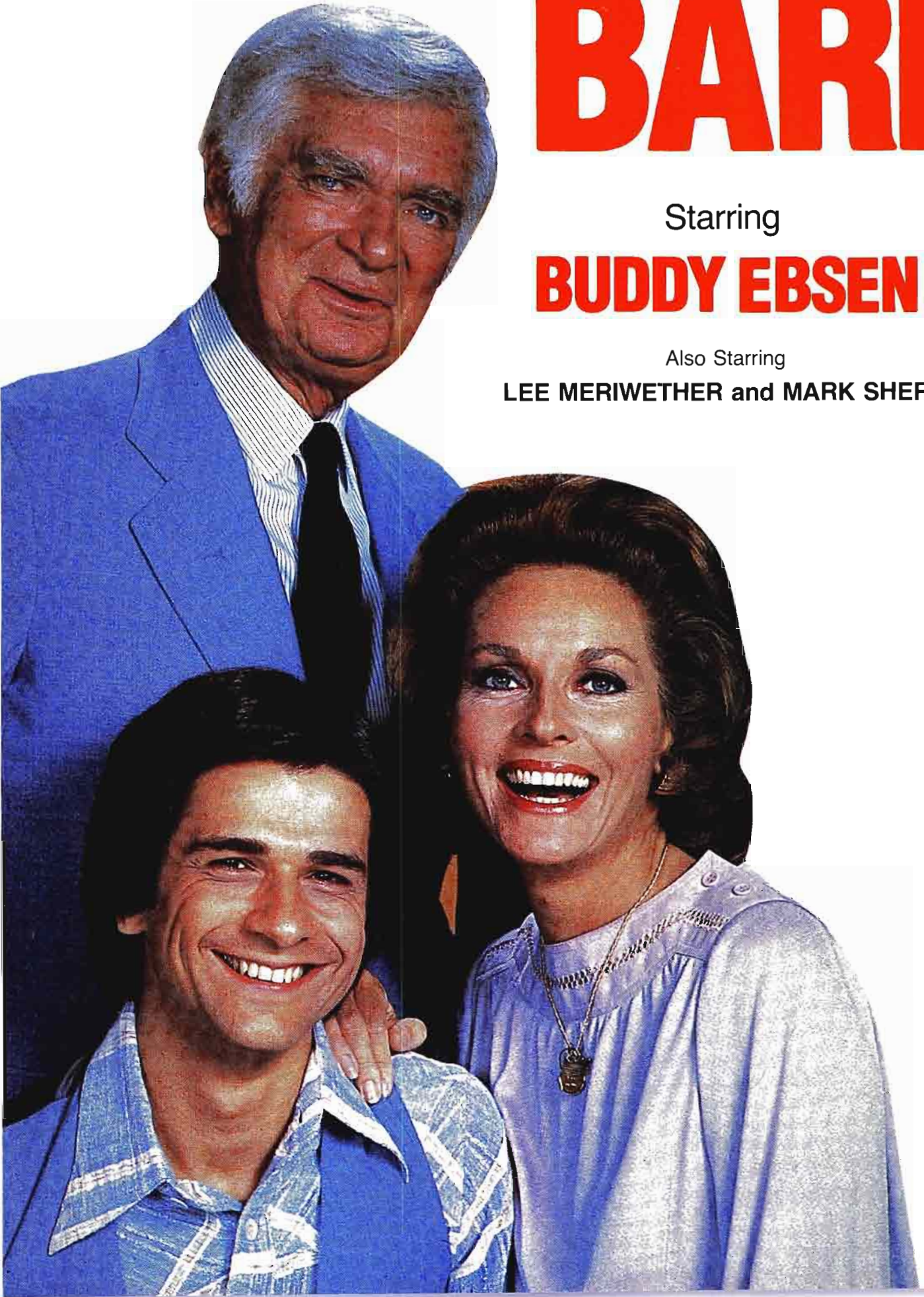
BARN

Starring

BUDDY EBSEN

Also Starring

LEE MERIWETHER and MARK SHERA



NRB's ethnic broadcasters committee, J. Morgan Hodges.

Pollster George Gallup will announce findings of an in-depth national study, "Profile of the Christian Marketplace." The study will offer definitions of Christian demographics, motivations, attitudes and preferences in terms of the entertainment media, commercial products, charitable giving and leisure-time activities.

NRB, which drew a record 109 exhibitors to last year's convention in Washington, expects to set a new mark: More than 150 exhibitors had signed as of last week. Among them are major equipment companies such as Sony, Panasonic, General Electric, Bogner and Delta. Religious broadcasting exhibitors will include the PTL Network, Moody Radio Network, Jimmy Swaggart, LeSea Broadcasting, Far East Broadcasting Co. and Northwestern College Radio.

The Washington seminar on communications, an annual feature of the NRB convention, represents the association's commitment to train students interested in broadcasting ministries. This year there will be three sessions with the addition of a job fair for students seeking employment.

NRB, which has headquarters in Morristown, N.J., is an association of 900 member organizations which produce religious radio and TV programs and operate religious broadcast stations. Its president is David L. Hofer of KRDU(AM) Dinuba, Calif., who will deliver a keynote address at the opening plenary session Jan. 21. NRB's first vice president, E. Brandt Gustavson, Moody Radio Network, heads the 1980 convention program committee.

Cable moves into Chicago suburbs

Cablevision firm will pass more than 100,000 homes, hopes to wire nearly half with 36-channel system that will be convertible to two-way set-up

The Chicago metropolitan area has gotten its first taste of cable television. Cablevision of Chicago, holding franchises for 15 suburbs south and west of the city, hooked up its first 10 test customers last week in the community of Oak Park and plans full-scale marketing of the service this week.

According to James Kofalt, general manager of Cablevision, since the 10 are the first cable subscribers in the Chicago area, the turn-on was "not only significant for our company, but also significant for the industry."

Kofalt said there are 100,500 homes in his company's service area and that he hopes to hook up 40%-45% of them. The expectation is based on Kofalt's experience in suburban New York with Cablevision System Development Co., which owns 20% of Cablevision and is

NAB's executive committee meets

Zeifang successor major matter of discussion; budget and Palm Springs joint board agenda also considered

If the National Association of Broadcasters is concerned about the loss of its number-one lobbyist and senior vice president, Donald Zeifang, it is not showing it—though his successor was a topic of considerable discussion at last week's executive committee meeting.

Zeifang, who is leaving the NAB after six years to start up a Washington communications law office for a leading Cleveland law firm, Baker & Hostetler, is credited with pulling together the strong lobbying staff that now exists at the NAB. Though it's agreed he will be sorely missed, the NAB executive committee has said it wants to take its time in finding a replacement.

Thomas Bolger, NAB joint board chairman of WMTV(TV) Madison, Wis., said "we have a veteran group of lobbyists here [in John Summers, NAB general manager, and Vincent Wasilewski, president], and we're going to use existing talents until we find the right person to fill that role."

It was speculated that the NAB government relations department might be merged into the general counsel's office. Erwin Krasnow, senior vice president and

general counsel, did not think that was a good idea. "We might need more coordination between the two," he said, "but it's not a good idea to combine them. Both departments have separate missions."

No decision is expected before the joint board meeting Jan. 20-25 in Palm Springs, Calif.—and then only a decision on how to proceed in the search.

Another item taken up at the meeting was a further discussion and refining of the 1980 budget—expected to reach \$7 million—which will be finalized at the joint board meeting. The committee also discussed a report prepared by the futures committee which sets an administrative course for NAB over the next several years. The report has been embargoed until the joint board has had a chance to see it.

Larry Patrick, vice president and director of research, asked for, and received an OK on, a study on the financial aspects of small market television.

The committee also sketched out an agenda for the full board meeting which includes such topics as foreign ownership of United States' broadcasting facilities, financial disclosure, Comsat's proposal for satellite to home television broadcasting (they have invited Comsat to attend but no reply has been received), and performer royalties.

responsible for its operation. The bulk of Cablevision's ownership (80%) is made up of local investors.

Like most of the systems proposed for urban and suburban markets, Cablevision's is extensive and sophisticated. Kofalt said that the initial system will be capable of providing 36 channels of programming, but that dual-trunk lines are being laid in anticipation of increasing that number. Kofalt also said that Cablevision is planning its system to allow for the addition of two-way services and the transmission of local-access programming from remote locations.

To serve the 15 municipalities, Kofalt said that three regional headends, linked by microwave to an undetermined number of "subheadends," will be employed. The number and location of the subheadends will be determined by "where the subscribers fall," Kofalt said.

In marketing the service, Cablevision will offer a number of different program packages, starting with a single local-access channel. Kofalt said the channel is available for the price of installation.

According to Kofalt, the basic service, beyond the normal broadcasting fare, consists of WOR(TV) New York and WTBS(TV) Atlanta, C-SPAN, Entertainment and Sports Programming Network, Modern Talking Picture Service, Satellite Programming Network, Madison Square Garden Sports, Nickelodeon, New Prime Time, Christian Broadcasting Network, UPI and Reuters news services and programming of

the local Catholic diocese. The whole package is available for \$4.50, Kofalt said.

Kofalt said its pay programming includes Home Box Office or Showtime, two of its own movie packages (Action Plus and Weekend Cinema) and its own sports package. Kofalt said cost of one additional service is \$11.50; two, \$14.50, and three, \$19.50.

To facilitate the marketing of all these different services, Cablevision is using the Oak Total Control Scrambler system. Kofalt said the system links set-top converters to a central computer that can turn on or off any service in any home.

State of Virginia broadcasting assessed in study

VAB-Virginia Tech project says industry would be better off with less FCC regulation, more instruction for managers

There's a need for a school to teach station managers how to deal with human needs in station operation. And there's a need to roll back the functions of the FCC to merely separating broadcast signals.

Those are two of the conclusions drawn from a comprehensive survey of broadcast operations in Virginia released last week.

The study also was highly unusual in

that it was more than just a projection of a sample. It was based on a 100% response of stations and chief executives and on 80% response of all staff members in that state's broadcasting.

The findings were presented Thursday (Jan. 10) at a luncheon meeting of the Virginia Association of Broadcasters by Gordon A. Sabine, professor of journalism at Virginia Polytechnic Institute. The study was a joint effort by the VAB and Virginia Tech. And while not necessarily a reflection of the worlds outside of that state, it nevertheless provides indicators of industry opinions, judgments and conditions.

Among the statistics reported by Sabine:

Virginia has 222 commercial outlets, representing 165 ownerships and with staff sizes that range from three to 54 in radio and from 26 to 158 in television. Total of staffs is 2,593 with one-third women (only three managers) and 12.6% minorities (74 stations have one or more).

Of 13 black-format stations, six have black chief executives.

Chief executives work from 16 to 95 hours a week; the median is 55 hours.

Peak advertising rates for a minute on radio range from \$2 to \$120; 30 seconds on TV, \$100 to \$1,200. A complete statewide buy would cost \$10,011.90.

The most common radio format is country, followed by contemporary and top 40 combined, then MOR.

Among the opinions and judgments reported by Sabine:

The emergence of FM and the new technology were the most significant changes in the past 10 years.

If the FCC were to deregulate everything "tomorrow," the public would notice "no change" and "more editorializing."

Station staffers feel that the best thing about working at a station is when there are good managers, those who listen and make the staff member feel he or she counts. Having bad managers who won't

listen, fail to give credit and often criticize were given as the worst things about working at stations.

Ninety percent are enthusiastic about broadcasting as a job.

Virginia staff members are pretty well satisfied with their jobs. Only two in 109 said they were so unhappy that they were quitting without having another job in hand.

Asked how many critical letters that stations have placed in the public files during the past years, 106 stations said they had not received even one critical letter.

Sabine's four principal conclusions:

1. Broadcasting in Virginia is in a strong growth position. Newcomers must understand that they will need experience as well as education and are more likely to start at low-entry levels. But there will be jobs.

2. Virginia broadcasters serve the state well. In fact, a VAB task force could use the results of this study to create "powerful" on-air promos.

3. The need for a school for station managers to learn better personnel management is obvious from the opinions expressed by staff members about the best and worst parts of working at a station.

4. Something ought to be done about the FCC.

Sabine came down hardest in the last conclusion, saying that good audiences sell commercial time, good programming delivers listeners and good programming stems from good management. In none of these instances are FCC regulations a factor, he maintained. Further, Sabine declared, the public and the manager's ideal dictate operation in the public interest, not FCC regulations.

To the contrary, Sabine concluded, the marketplace will regulate air quality better than the FCC, and the marketplace will protect the public interest better than the FCC.

Intermedia

Two more hopefuls. National Black Network and Inner City Broadcasting Corp., both New York-based, minority-owned broadcasters, have asked city leaders in New York "to reject [current] bids for cable TV franchises [in Staten Island, Queens and Brooklyn boroughs] as not being demonstrative of significant minority group participation and [to] reopen such bidding process." NBN and Inner City hope to serve black communities.

□

Don't tread on us. NAB Chairman Thomas Bolger criticized United States Catholic Conference's efforts to have FCC establish community service programming category for radio and television stations. He said action was "thinly disguised attempt to force stations to provide more and more programming time to nonprofit, predominantly religious groups." Bolger made his remarks before annual UNDA meeting in Los Angeles. UNDA is national Catholic association for broadcasters and allied communicators. Bolger said UNDA and other groups must realize that First Amendment and Communications Act place responsibility and right for making programming judgments with licensees.

□

Feminine critique. Study prepared by Newspaper Advertising Bureau shows that more women approve than disapprove of way newspaper articles depict their sex, while reverse exists with respect to television programs and commercials. Study was based on interviews conducted for bureau among 1,041 adult women. Study also claims that women who are most sensitive to sex discrimination are also most critical of TV shows and commercials.

□

Big move. Washington headquarters of Community Antenna Television Association and law offices of organization's executive director, Stephen Effros, have been moved to 1825 K Street, N.W., Suite 720, Washington, D.C., 20006.

□

Fizzle. National Radio Broadcasters Association, which two weeks ago asked all radio stations to play "Star Spangled Banner" at noon today (Jan. 14) as sign of national unity (BROADCASTING, Jan. 7), abandoned plan last week after executive committee discovered most radio stations were already embarked on own efforts and complexity of coordination was greater than anticipated.

□

Self evaluation. Massachusetts CATV Commission has issued inquiry on question of whether it wouldn't be better if cable operators, instead of state, set rates charged subscribers. Commission was given power "to suspend regulation of rates and charges in any cable television system upon a finding that adequate competitive alternatives exist to the provision of services offered by cable television" by amendment to cable television statute passed last summer. In notice of inquiry, commission said that "competition may now be employed as a regulator of cable television services . . . This option contrasts with the historical method of cable price regulation under the statute: formal government regulation by adjudication."

NTIA, minorities sit down to talk

Geller calls meeting to get feedback, suggestions on better ways to foster increased minority ownership of broadcast properties

The National Telecommunications and Information Administration is starting over again in its efforts to find ways to help minorities enter the ranks of broadcast ownership. Its administrator, Henry Geller, admits the proposal it filed with the FCC in October is not the best idea. And after meeting last week with representatives of broadcast group owners and minority groups, Geller has what he thinks are a couple of better ideas that NTIA will explore and probably submit to the commission in a supplementary petition.

Both are in the form of carrots that might induce established broadcasters to help finance in whole or in part minority-

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group acquisitions of major-market stations.

NTIA had proposed that the FCC waive the radio multiple ownership rules, including the seven-station limit and the television-radio crossownership ban, and the three-year, antitrafficking rule in cases where the applicant is 25% owned by minorities, 50% of whom are integrated into the proposed station management (BROADCASTING, Oct. 22, 1979).

That proposal, as Geller noted, has been denounced by minority groups who feel 25% is inadequate. "They want control," Geller said. "They do not want to be at the sufferance of a majority owner."

Geller said NTIA had been aware of that but felt that group owners would have no incentive to acquire, say, an eighth station if an outside group were to own 51%. NTIA "wanted to be practical," he said. In any case, he said NTIA felt that 25% would provide a base from which minority owners could grow into majority owners.

The ideas advanced at the meeting, Geller said, hold the promise of resolving such conflicts.

Ragan Henry, of the National Association of Black-Owned Broadcasters, suggested that the seven-station limit be waived for a broadcaster seeking an outlet in the top 25 markets if it arranged financing for a minority group interested in acquiring a station in a comparable market. Details of the proposals would have to be worked out.

The second idea was offered by Milt Maltz, of Malrite Broadcasting, who suggested a stock ownership plan. A waiver would be granted a broadcaster who provides substantial financing for a station that minorities would control; the broadcaster would own nonvoting preferred stock that would provide a financial return but no control.

Malrite, which owns WHK(AM)-WMMS(FM) Cleveland, is pioneering a form of the idea in connection with an application for ch. 19 in Shaker Heights, Ohio. Malrite's principals are supplying one-third of the capital equity and would own preferred, nonvoting stock in the station. Voting stock and the remaining capital equity would be divided 50-50 between two blacks (Hubert Payne and William Derrick) and two whites (Robert Weiss and Norman Wein).

Geller said other ideas involving tax incentives as a means of promoting minority ownership had been offered by members of the group, and he said he will discuss them with the Internal Revenue Service. The IRS would have the responsibility of deciding whether to approve them.

Geller seemed enthusiastic over the ideas that had been offered. He said the meeting had been "fruitful," and expressed regrets he had not called one like it sooner.

Indeed, he said the meeting allowed him an opportunity for offering a "mea culpa" for NTIA's failure to sound out more group owners and minority groups than it did before filing its petition in October. He was sorry, too, that none had

approached him sooner with alternatives to NTIA's proposal.

The result, he said, will be a delay. He said NTIA would proceed with its examination of the proposals as speedily as possible and ask the commission to expedite consideration.

However, Geller also made clear NTIA was still open to ideas: One reason for publicizing the meeting, he said, was to encourage anyone with proposals to submit them.

But he also laced his evident enthusiasm with one caveat. "We need feedback from [the group owners]," he said. "We want to get a feel from them regarding the proposals." He would want any proposal NTIA offered to be "realistic," he said.

Group owner representatives at the meeting were not prepared to do much more than listen. Later, some said their boards and officers would have to focus on the matter before making any decision.

One point that was left ambiguous was whether the proposals would be limited to radio acquisitions, as is the case with NTIA's petition now pending before the FCC. Henry's idea, which seemed particularly to intrigue the NTIA officials who discussed it, "wasn't limited to radio," NTIA's general counsel, Gregg Skall, said later. "It didn't necessarily extend beyond radio, either," he added. "If we develop the proposal, we'll need to face that issue. We'll probably only apply it to radio, but we have not looked at it yet."

If NTIA's waiver idea has run into

serious opposition, the other proposal it submitted—to expand the "distress sale" policy—has received widespread support, according to Geller. NTIA would permit broadcasters whose licenses have been designated for revocation or nonrenewal hearing to sell their stations to minority groups at any time before the commission's final decision. At present, such sales are permitted only prior to the setting of a hearing.

Besides Maltz, who attended with Drayne, broadcasting representatives included Andy Jackson, of Capital Cities Communications; Thomas Dougherty, of Metromedia Inc.; and Wallace Dunlap, of Westinghouse Broadcasting Co.

The minority and women representatives, besides NABOB's Henry, included Barbara Mann, of the American Women in Radio and Television; John Bustamente, of the First National Bank Association, of Cleveland; Eugene Jackson and Nate Boyer, all of NABOB; Maria Torano, of the National Association of Spanish Broadcasters; Terry Noble of the National Black Media Coalition, and Nate Long, an official of Television for All Children, a Los Angeles-based production and distribution company, who was present as a representative of the NBMC.

Sitting in on the meeting with Geller and general counsel Skall were NTIA staff members William Lucas, associate administrator for telecommunications applications and Darlene Palmer, program manager for the minority telecommunications development program.

Changing Hands

PROPOSED

■ **WJAZ(AM) Albany, Ga.:** Sold by Dowdy Brothers Broadcasting Corp. to Charles E. Finney for \$790,000 plus \$150,000 for covenant not to compete. Seller is owned by three brothers: Roy (85%), Bobby (10%) and Jim (5%). None has other broadcast interests. Finney is Albany physician with no other broadcast interests. WJAZ is 5 kw daytimer on 960 khz.

■ **KRIG(AM) Odessa, Tex.:** Sold by K-RIG Radio Inc. to BBC Broadcast Inc. of Midland, Tex., for \$800,000 plus \$50,000 for agreement not to compete. Seller is owned by R.D. Brown; his son, Alan, and Billy W. Clayton. None has other broadcast interests. Buyer is principally owned by James M. Blakemore, Texas real estate investor with no other broadcast interests. KRIG is on 1410 khz with 1 kw full time. Broker: George Moore & Associates.

■ **WCAM(AM) Camden, N.J.:** Sold by City of Camden to JNW Broadcasting Inc. for \$850,000. Seller is city of Camden, N.J., which has no other broadcast interests. Buyer is James N. Wade, Harrisburg, Pa.,

management consultant. He owns 30% interest in applicant for Philadelphia cable franchise but has no other broadcast interests. WCAM is on 1310 khz with 1 kw day and 250 w night.

■ **WEIC-AM-FM Charleston, Ill.:** Sold by Withers Broadcasting of Eastern Illinois Inc. to Macomb Broadcasting Co. for \$700,000. Seller is principally owned by James K. Withers, who also owns 40% of KGMO-AM-FM Cape Girardeau, Mo. Buyer is owned by Ernest H. Huls (70%) and William Earman (30%). They also own WKIO(FM) Urbana, Ill., and KPER(AM) Hobbs, N.M. WEIC(AM) is 1270 khz with 1 kw day and 500 w night. WEIC-FM is on 92.1 mhz with 2.2 kw and antenna 140 feet above average terrain.

■ **WDBM(AM)-W000(FM) Statesville, N.C.:** Sold by Radio Statesville Inc. to Metrolina Communications Corp. for \$600,000. Seller is principally owned by Helen Zachry, who also owns WRLD(AM) Lanett and WJHO(AM) Opelika, both Alabama. Buyer is owned by Bernard Kaplan (60%); his wife, Norma (20%), and James J. Shipley (20%). Group also owns WMJK(AM) Kissimmee, Fla., and sold



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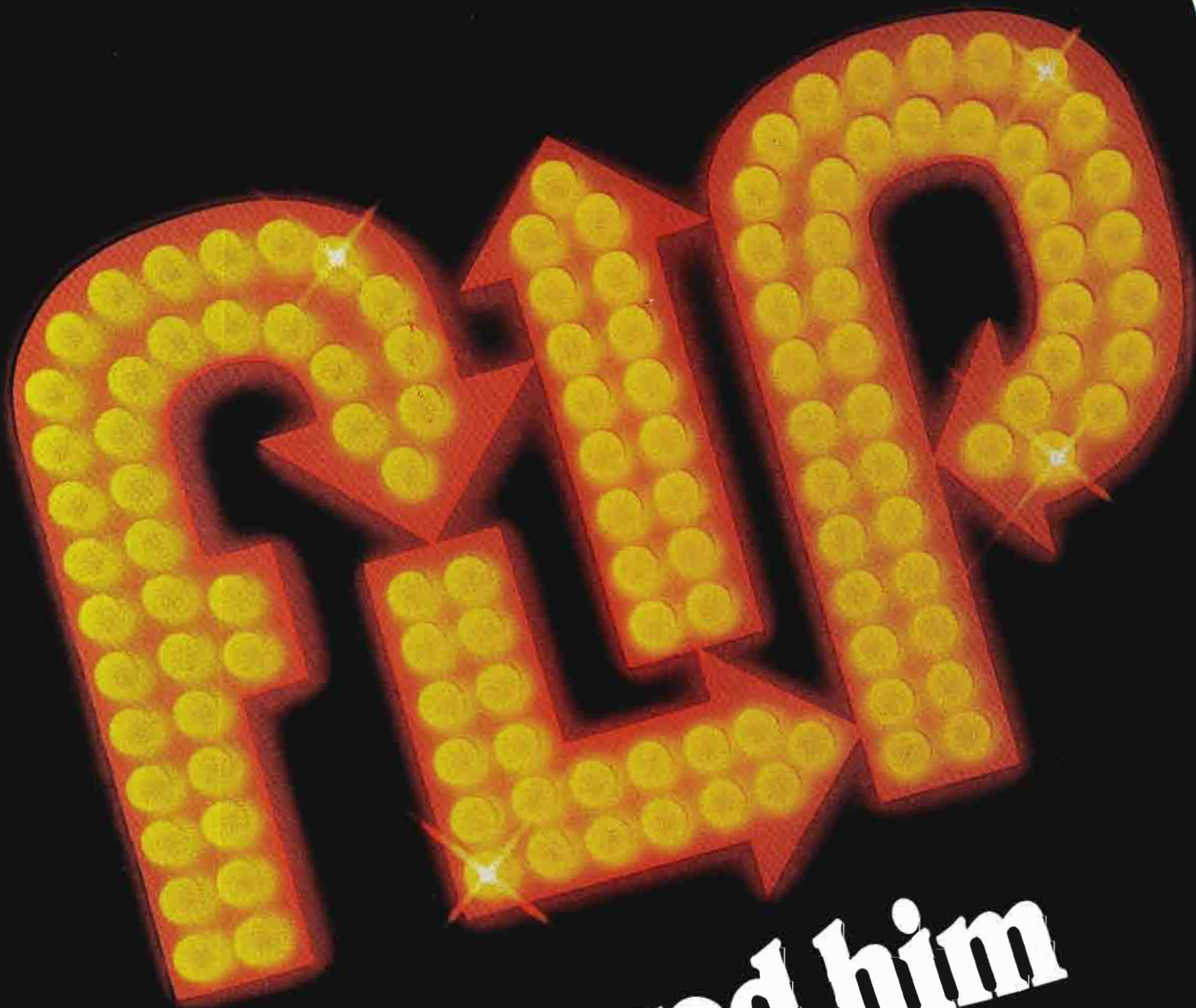
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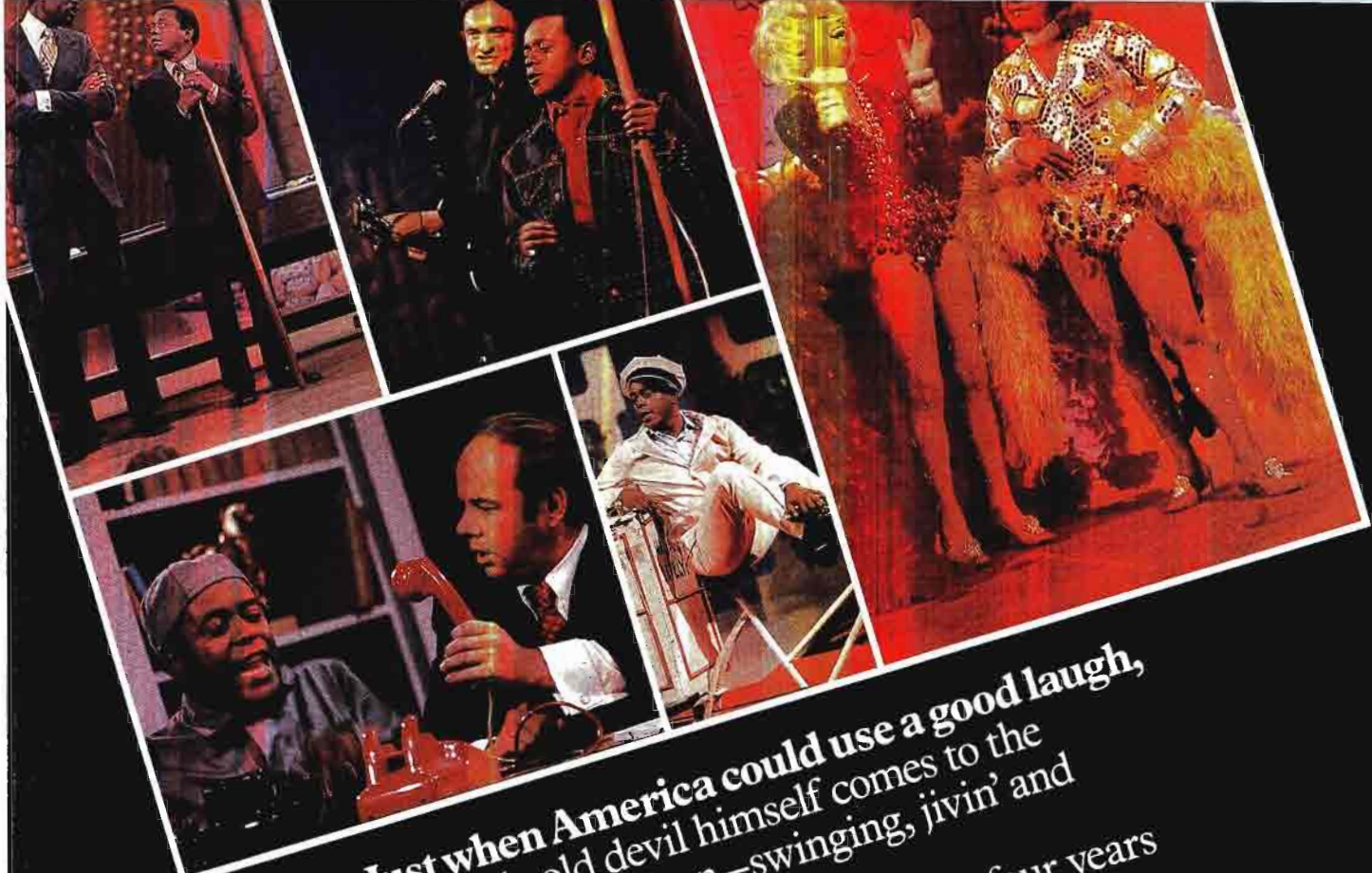
WOR-TV is also producing several new public affairs specials and series geared toward specific local problems and situations such as alcoholism, unemployment and voter information for the election year. WOR-TV—we are special and so is our audience.





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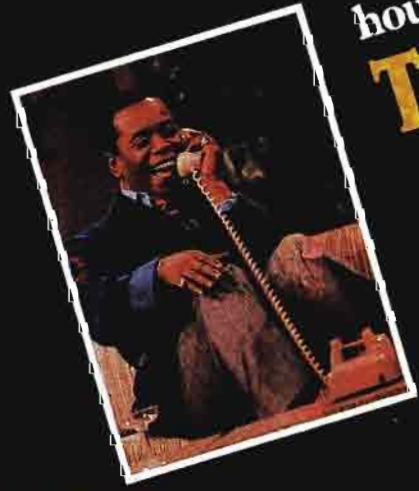


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WHLY(FM) Leesburg, Fla. (BROADCASTING, Nov. 26, 1979). WDBM is 500 w daytimer on 550 khz. WOOO is on 96.9 mhz with 92 kw and antenna 340 feet above average terrain.

■ KTEE(AM) Idaho Falls, Idaho: Sold by Communications Corp. of Idaho to Southwest Television Ltd. for \$545,000. Seller is equally owned by Merlin Farnes, Barney Goodwin and Clifford J. Barborka Jr., who have no other broadcast interests. Buyer, owned by Edward B. Berger, Eugene A. Adelstein and 31 others, is applicant for new TV's at Albuquerque, N.M.; Spokane, Wash., and Chico, Calif. Berger is Tucson, Ariz., attorney. Adelstein is general manager of KZAZ-TV Nogales, Ariz. KTEE is 5 kw daytimer on 1260 khz.

■ KDRB(FM) Derby, Kan.: Sold by Arden Booth, Howard E. Burnett, William D. Devore and Wallace B. Foster to Swanson Broadcasting Inc. for \$400,000. Sellers have no other broadcast interests. Buyer, principally owned by H. Calvin Young, also owns WGUS-FM Augusta, Ga., and WGUS(AM) North Augusta, S.C. It also purchased WSHO(AM) New Orleans last fall (BROADCASTING, Oct. 22, 1979). KDRB is on 95.9 mhz with 3 kw and antenna 300 feet above average terrain.

■ KRMO(AM)-KKBL(FM) Monett, Mo.: Sold by Monett Broadcasting to Monett Communications Inc. for \$245,000. Seller is owned by Dewey Johnson, who also owns KSPR(AM)-KCIZ(FM) Springdale,

Ark., and who has also sold KZRK-AM-FM Ozark, Ark. (see "For the Record," page 89). Buyer is owned by Kevin Wodlinger and his wife, Patricia. Wodlinger is general manager and his wife is bookkeeper at KTYD(AM)-KBLS(FM) Santa Barbara, Calif. Neither has other broadcast interests. KRMO is 250 w daytimer on 990 khz. KKBL is on 95.9 mhz with 3 kw and antenna 270 feet above average terrain. Broker: Ralph E. Meador.

■ WFRW(AM) Fort Wayne, Ind.: Sold by Fort Wayne Radio Inc. to Bott Broadcasting Co. for \$240,000, including \$49,000 for covenant not to compete. Seller, principally owned by John D. Haynes, sold WCMX(FM) Fort Wayne last July (BROADCASTING, July 30, 1979). It has no other broadcast interests. Buyer is owned by Richard P. Bott and his wife Sherley, who also own KCCV(AM) Independence, Mo., and KQCV(AM) Oklahoma City. WFRW is 1 kw daytimer on 1090.

■ Other proposed station sales include: KZRK-AM-FM Ozark, Ark.; WCTR(AM) Chestertown, Md.; KWGH(AM) Big Lake, Tex., and WBBN(AM) Clarksburg, W. Va. (see "For the Record," page 89).

APPROVED

■ WZTV-TV Nashville: Sold by Reel Broadcasting Co. to Multimedia Broadcasting Co. for \$7,082,000. Seller is owned principally by Robert K. Zelle (70%) and Ian N. Wheeler (9%). They have no other

broadcast interests. Buyer is division of Multimedia Inc., group owner with seven AM's, six FM's, and five VHF-TV's as well as newspapers. J. Kelly Sisk is chairman, Wilson Wearn, president, and Walter E. Bartlett, president of broadcast division. WZTV is independent on channel 17 with 2,660 kw visual, 260 kw aural and antenna 1,149 feet above average terrain.

■ WNJU-TV Linden (Newark), N.J.: Control (80%) sold by Columbia Pictures Industries Inc. to Jerry Perenchio and Tandem Productions for \$5 million. Seller also owns WYDE(AM) Birmingham, Ala.; KCPX-AM-FM Salt Lake City and WWVA(AM)-WCPI(FM) Wheeling, W. Va. Perenchio will own 40% of station and control another 40% as chairman and chief executive officer of Tandem, Los Angeles television production company. He is also chairman of TAT Communications, another production company, and National Subscription Television, which owns and operates two subscription TV stations: KBSC-TV Corona (Los Angeles), Calif., and WXON-TV Detroit. WNJU-TV, which Perenchio plans to use to provide subscription TV to New York area, is currently Spanish language station on ch. 47 with 12.1 kw visual and 2.42 kw aural and antenna 1,180 feet above average terrain.

■ KRKE-AM-FM Albuquerque, N.M.: Sold by Gaylord Broadcasting Co. to Journal Star Stations Group for \$4.5 million plus \$500,000 for covenant not to compete. Seller, headed by Edward L. Gaylord and 100% owned by Oklahoma Publishing Co., also owns WTVT(TV) Tampa, Fla.; WVUE(TV) New Orleans; WUAB(TV) Lorain, Ohio (Cleveland); WKY(AM) Oklahoma City; KYTE-AM-FM Portland, Ore.; KTVT(TV) Fort Worth; KHTV(TV) Houston; KSTW(TV) Tacoma, Wash., and WVTV(TV) Milwaukee. Buyer, headquartered in Peoria, Ill., is owned by Peoria Journal Star Inc., publisher of newspaper of that name. Broadcast division also owns KSSS(FM) Colorado Springs; WAZY-AM-FM Lafayette, Ind.; KFRM(AM) Salina and KICT(FM) Wichita, both Kansas; KBYM(AM) Billings, Mont.; KNOX(AM)-KYTN(FM) Grand Forks, N.D. KRKE is on 610 khz with 5 kw full time. KRKE-FM is on 94.1 mhz with 22.5 kw and antenna 4,130 feet above average terrain.

■ WKLC-AM-FM St. Albans, W. Va.: Sold by WBH Inc. to WKLC Inc. for \$287,000. Seller is owned by William B. Harrison, who has no other broadcast interests. Buyer is owned by John Linn, who has also purchased, subject to FCC approval, WABQ(AM) Cleveland (BROADCASTING, Sept. 17, 1979). WKLC(AM) is 1 kw daytimer on 1300 khz. WKLC-FM is on 105.1 mhz with 50 kw and antenna 500 feet above average terrain.

■ Other approved station sales include: WMCF(AM) Stuart, Fla.; WVMG-AM-FM Cochran, Ga.; KAHU(AM) Waipahu (Honolulu), Hawaii; WBTO-AM-FM Linton, Ind.; KTAP(FM) Crete, Neb.; KIPC(FM) Albuquerque, N.M., and WMCP(AM) Columbia, Tenn. (see "For the Record," page 89).



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The changing composition of broadcasting shareholders

A recent Wall St. phenomenon is the growing blocks of stock bought by institutional investors

One of the myths of our economy is that the equities market, the stock market, is a place where private individuals pool their separate resources to provide the funding that corporations need for growth. Those individuals, in return, share the fruits that grow in the form of dividends. Like any myth worth its salt, this one provides a simple explanation for a somewhat more complex reality, and preserves a germ of ancient truth through to modern times.

Part of the reality of the marketplace is that investors look to profit from rises in stock prices, due to increasing demand for a particular company's issues, and are not content simply to sit back and collect dividends. Another facet of the current reality is that the private investor is becoming an endangered species of the equities marketplace, having abandoned it in large numbers back in the last recession in favor of other investment opportunities. Picking up the slack have been a variety of institutional investors: banks, money management firms, pension funds, etc.

In this situation, broadcasting emerges as particularly attractive to institutional money managers, with over 50% of the combined outstanding shares of eight major broadcast companies in their hands.

ABC led the list at the last point at which information has become available, the third quarter of 1979; over 70% of its

stock was then held by institutional investors. Cox was low company on this totem-pole, at roughly half the ABC percentage. CBS and Cap Cities were each about 60% held by institutions, with LIN, Metromedia, Storer and Taft falling in between them and Cox.

The implications of that investment concentration are open to debate. Clearly, broadcasters have been courting institutional money. The largest hold their own securities analysts' meetings, others make appearance at analysts' professional society gatherings. As one insider says, people buy the research of the big institutions, so it "helps to get the word out" about a stock to get it into the management portfolios of such investors.

One analyst who takes a less sanguine view of the phenomenon is Bache Halsey Stuart Shield's Anthony M. Hoffman. A little over a month ago he said: "Rarely has either the number of institutions owning these securities or the amounts of each owned been as large as they are at present, thus calling to mind concerns over the source of buyers necessary for positive stock price action."

Along with declining ratings, and "relatively low yield," the heavy institutional investment in ABC was one of the reasons Hoffman at that time recommended the sale of ABC stock. (He's sticking with a hold on other group broadcasters with the exception of Metromedia, which he considers a buy.)

Another factor to consider is the volatility of institutional holdings. Trading by these concerns is often in large blocks of stock; within a quarter, managers routinely buy or sell tens of thousands of shares in a company, and six-digit changes in the number of a firm's shares in an institution's portfolio are not uncommon. An obvious reason for dealing in such large units is to produce substantial

returns out of relatively minor advances and retreats in a stock's price (when properly or luckily managed, of course). While institutional purchases offset sales in broadcasting issues across the first nine months of this year, the heavy concentration of institutions in broadcasting begs the question what would happen if they, as a group, soured on the industry.

It will be some time before it's possible to evaluate what role, if any, institutions had in the recent surge in prices of cable companies. Relative to broadcasting, institutional holdings in "pure" cable companies had ranged from insignificant to minor, and in the past, cable firms had turned to sources other than the equities market for expansion capital. However, with their building programs continuing to require large infusions of cash, it's interesting to note the appearance of representatives of cable concerns before analysts' groups.

At least for the short haul, broadcasters can find some comfort in the significant institutional holdings, according to the scenario drawn by Howard Turetsky of Cyrus J. Lawrence. Heading into a recession, as is generally deemed inevitable, institutions should be counted on to seek refuge in the shelter of recession-resistant industries like broadcasting. At the same time, broadcasters have been following a trend to buy up their shares, according to Turetsky, while the number of broadcasters in the marketplace is itself shrinking due to mergers. "From a supply and demand point of view," he feels, this is bound to be a boon to broadcasters.

Commerce Dept. optimistic over ad investments

For radio and TV in 1978, figure was up 13%; despite economy, outlook is for continued momentum

The Department of Commerce says that spending by radio and television advertisers reached an estimated \$13.4 billion in 1979, an increase of nearly 13% over 1978. Furthermore, Commerce forecasts that advertising expenditures in broadcasting will continue to rise over the next five years.

Those cheerful expectations are contained in the department's "U.S. Industrial Outlook for 1980," being released today (Jan. 14).

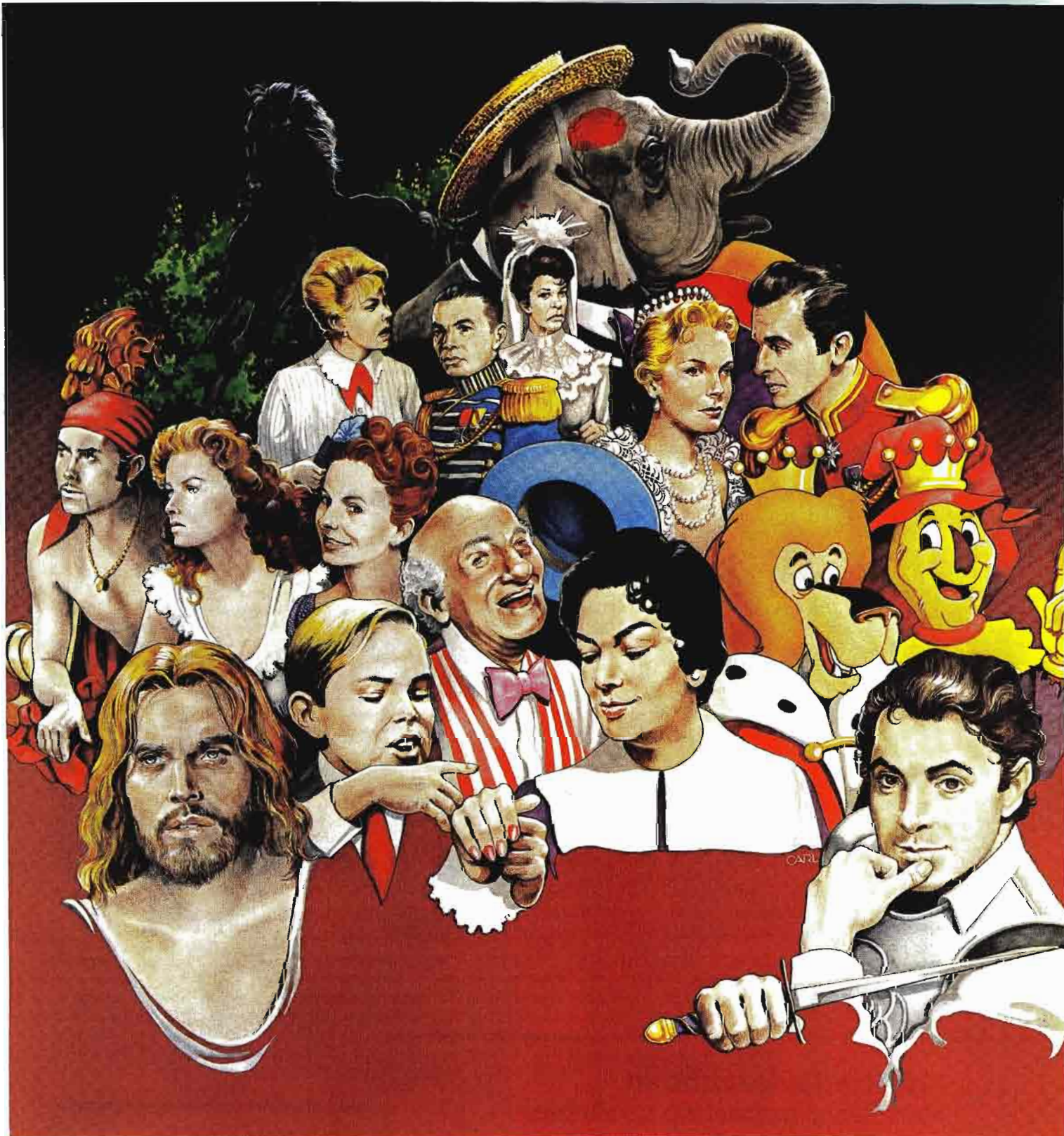
The report said that television's 1979 revenues—the remainder from \$10.2-billion ad expenditures after subtraction of

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

Company	Period/Ended	Revenues	Current and change			Per Share	Year earlier		
			% Change	Net Income	% Change		Revenues	Net Income	Per Share
Burnup & Sims.....	6 mo. 10/31	\$80,067,000	+18.7	\$3,178,000	+191.0	.37	\$67,422,000	\$1,092,000	.13
Charter Co.....	9 mo. 9/30	2,951,824,000	+102.5	218,630,000	+1551.7	9.30	1,457,087,000	13,236,000	.64
General Instrument.....	39 wks. 11/25	513,604,000	+29.3	36,660,000	+46.4	4.26	397,182,000	25,045,000	3.11
Gulf & Western.....	3 mo. 10/31	1,458,435,000	+21.1	68,143,000	+12.8	1.46	1,204,231,000	60,390,000	1.19
Turner Broadcasting.....	9 mo. 9/30	27,717,000	+10.8	1,758,000	-389.1	-.18	25,010,000	608,000	.06

advertising agency costs and commissions to agencies, representatives and brokers paid by broadcasters—amounted to an estimated \$8 billion in 1979. That last figure is expected to increase 15% this year to \$9.1 billion and reach \$14.8 billion in 1984, a compounded annual growth rate of nearly 14%.

Pretax income of TV rose an estimated 14% in 1979 to \$1.88 billion, according to the report, which forecast a further rise of 15% to \$2.17 billion in 1980.

How is the TV pie being sliced?

The Commerce publication reported that network television now accounts for about 44% of the TV ad expenditures, a decline of nearly 4% over the last decade. Similarly, spot TV's share dropped 6% in the same period, to 28%. Conversely, local television has gained nearly 10% since 1970 and now accounts for about 28% of the total TV expenditures.

Radio realized an estimated 10% increase in net revenues to \$2.8 billion in 1979—from \$3.2 billion in radio advertising expenditures, the report said. The report projected radio revenues to rise 9% to \$3.1 billion in 1980. In 1984, that figure should be \$4.5 billion, a compound annual increase of 10%, Commerce said. (A Commerce Department official said the 1979 radio projections were made before the FCC's radio financial report for 1978 was available and are now considered to be somewhat low.)

Radio realized an estimated 10% income gain in 1979, to \$319 million, with another 9% rise to \$348 million expected this year, according to the report.

In radio, local advertisers are responsible for about 74% of revenues, up 6% since 1970; spot contributes 21%, a 7% decline

in the decade; and network accounts for 5%, up 1% in 10 years.

The "Outlook" publication noted that FM station revenues continue to increase more rapidly than those from AM stations because FM's are reaching audience comparability with AM's, and the former's revenues are growing from a smaller base. It added:

"Total FM revenue data is not available because approximately half of the FM's report their revenues [to the FCC] jointly with their associated AM stations. However, independent FM stations and AM-FM combinations reporting FM revenues separately had revenues estimated at \$850 million in 1979. These are projected to rise 14% in 1980 to \$970 million."

The television portion of the report cited history in forecasting that some slackening in the economy in early 1980 will not deter TV's upward momentum. "Brand-name advertisers have learned from experience," it says, "that market share can be improved by maintaining television advertising budgets through periods of diminished economic growth."

The report also adhered to the conventional expectation that TV in 1980 would receive an extra stimulus from the elections and the winter and summer Olympics.

In its long-range forecast for TV, however, the report pointed out that pretax income will continue to be pressured by rising costs, although it could reach \$3.5 billion by 1984. Those projections could be moderated if the diversion of viewing time to subscription TV and pay cable is not offset by an increase in total audience for conventional TV and if

this diversion has an adverse effect on advertising rates.

A section on the "thriving" condition of cable television offered these statistics:

There were more than 15 million CATV subscribers at the end of 1979, reflecting an increase of 1.4 million homes, or 10%, during the year. A similar rise of 1.4 million homes is expected this year, a 9% gain.

The subscriber total is expected to increase at a compound annual rate of 10% to 23 million in 1984.

Basic cable subscriber revenues reached \$1.5 billion in 1979, an increase of 21% over 1978. A further rise of 16% to \$1.69 billion is projected for this year.

Basic subscriber revenues are projected to reach about \$3 billion in 1984 with revenues from pay cable adding substantially to this.

The Commerce report also described briefly such other TV services and technological developments as recorders, multipoint distribution service (MDS) and direct satellite service.

The extra piece of cake for the broadcasters in the report was Commerce's reiteration that broadcasting continues to increase its share of total advertising expenditures for all media.

In 1979, television and radio accounted for about 27% of total advertising, a figure that is expected to increase to 28% this year. Television alone accounted for 21% in 1979 and is expected to have a share of nearly 22% in 1980. Radio, however, appears to be obtaining a smaller share of the all-media expenditures, declining from a high of 7% in 1975 to an estimated 6.4% in 1980.

[For the FCC 1978 financial report on television 1978, see BROADCASTING, July 30, 1979; for cable, BROADCASTING, Dec. 3, 1979; for radio, BROADCASTING, Dec. 10, 1979].

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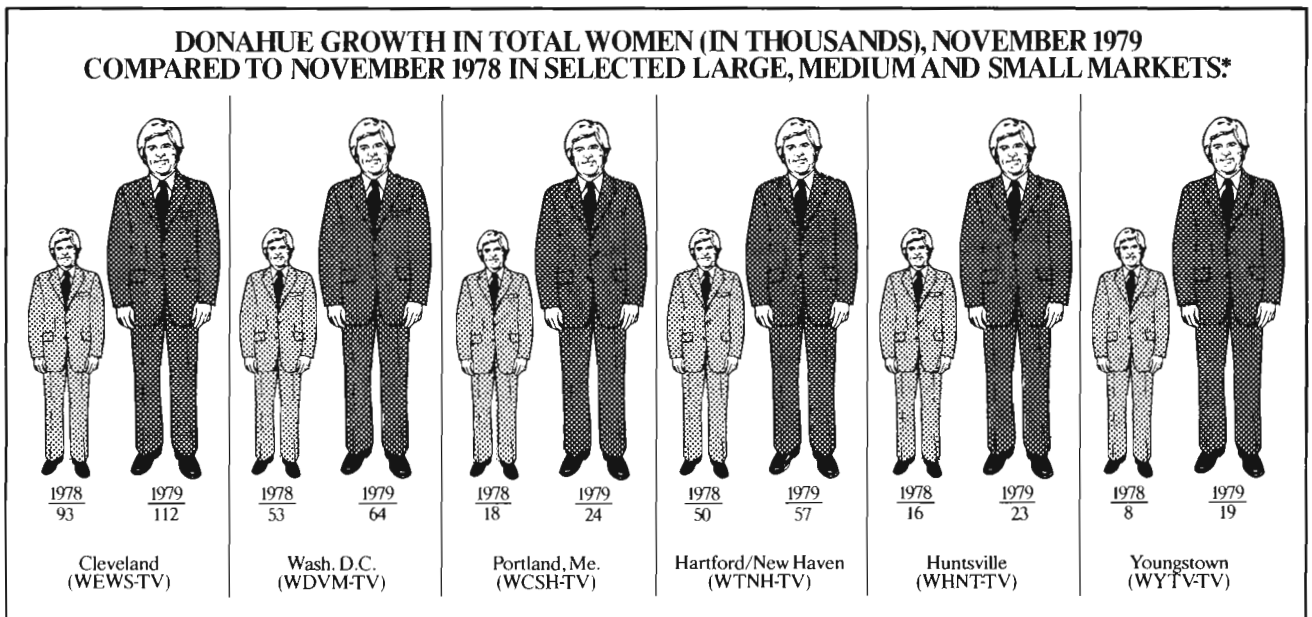
Longer radio rating periods

Starting next month, Arbitron will measure audiences in selected markets 48, 24 and 12 weeks per year to help reduce amount of hyping

Arbitron Radio will introduce virtually continuous radio audience measurements—48 weeks a year—in New York, Los Angeles, Chicago and San Diego next

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MULTIMEDIA

Multimedia Program Productions, Inc., 140 W. Ninth Street, Cincinnati, OH 45202

*Source NSI 11/79 †NSI 5/79 RSP estimates. Qualifications on request.

month ("Closed Circuit," Dec. 17, 1979).

In addition, in 15 markets within the total survey areas of the largest three markets, Arbitron will expand the current survey periods to 24 weeks a year in some cases, to 12 weeks in others.

New York, Los Angeles and Chicago currently have 16 weeks of Arbitron radio measurements a year and San Diego has eight weeks. A spokesman for Arbitron said these are the first markets to go to its 48-week plan.

Continuous or virtually continuous measurements have long been advocated as the surest cure for "hypoing" or conducting special promotions intended to build audiences specifically during a measurement period.

In San Diego, for example, controversy developed during the rating period last fall when some stations programed 90 to 100 hours without commercials, which competitors claimed—and the stations involved denied—was a misleading and derogatory way to gain listeners (BROADCASTING, Nov. 19, 1979).

That controversy led broadcasters on both sides to advocate expansion of the San Diego measurements from eight weeks a year to 48. Some station managers said the money they would save by not conducting expensive rating-period promotions would more than pay the extra cost of the longer measurements.

Markets getting expanded measurements within the New York total survey area are Nassau-Suffolk; Bridgeport, Conn., and Morristown and Trenton, N.J. Within the Los Angeles total survey area, markets getting expanded measurements

are Anaheim, Bakersfield and Riverside-San Bernardino-Ontario. Within the Chicago total service area those getting longer measurements are South Bend, Ind.; Davenport, Iowa; Madison, Wis., and Rockford, Bloomington, Peoria, Champaign-Urbana and Danville, all Illinois.

Nassau-Suffolk, Anaheim, Riverside and Peoria are getting 24 weeks of measurements a year, 12 weeks in spring (Feb. 28-May 21) and 12 in fall (Sept. 4-Nov. 26). The 11 others are getting 12 weeks a year (Feb. 28-May 21).

In the extended measurements, full-scale reports are issued every 12 weeks. Short, highlight monthly reports intended for use in programing, not selling, are also available. The extra cost, Arbitron officials said, is 12% in markets that get monthly reports and 7% in those that don't.

MGM reports confused results in first quarter

Earnings picture can be viewed as up or down, hinges on licensing of 'Gone With the Wind'

MGM net earnings for its first quarter, ended Nov. 30, either rose by 37% or fell by 42%. The difference is whether the comparison includes a year-earlier report of \$29.5 million in operating

revenue and \$14.8 million net earnings from the network licensing of "Gone With the Wind."

The company last week said earnings for the 1979 quarter were \$15.3 million, on revenues of \$129.3 million. Earnings per share were put at 47 cents. In 1978, the totals were given as \$26 million net income, 80 cents a share, on \$143.4 million revenues.

The "Gone With the Wind" money represents the revenues MGM will realize from the \$35-million licensing arrangement with CBS that was announced two years ago (BROADCASTING, April 10, 1978). Although CBS's installment payments are being made over a five-year period that commenced in September 1978, accounting principles require the revenue to be reported at the commencement of the licensing period, according to an MGM spokesman. The company is permitted to discount the total to its present value, which is where the \$29.5 million revenue figure originates.

In making the announcement, company president and chief executive Frank E. Rosenfelt said: "We anticipate another very favorable year for MGM. Our theatrical program for fiscal 1980 will provide the strongest line-up of films in recent years with a minimum of six releases planned during the next 12 months."

Rosenfelt stressed the company's intention to split into two separate publicly held companies, one for hotel/gaming operations, the other for filmed entertainment, with a principal purpose being "to strengthen and increase the activities of the filmed entertainment company and make it a more significant entity in the motion picture and television industries." The recent past has seen the firm's hotel and casino operations overshadow the film interests that remain from MGM's days as a giant of that industry.

According to the company president, the economics of the film industry are now "particularly favorable" thanks to such "ancillary sources of revenue" as "favorable network license deals" (a la "Gone With the Wind"), improved syndication revenues, "rapidly increasing" pay-TV revenues, and "potentially large revenues" from videocassette and disk sales.

The television division at MGM yielded operating income of \$650,000 on \$16.3 million in revenues for the 1979 quarter, compared with \$165,000 and \$7.7 million, respectively, the year earlier.

The division of MGM into two companies is widely reported to be advocated by MGM's principal (45.8%) stockholder, Kirk Kerkorian. Kerkorian also owns a substantial block of Columbia Pictures Industries (25%) and recently announced through his company, Tracinda Investment Corp., an intention of "making a tender offer for call options" for Columbia stock, with the goal of acquiring 37% of those shares. Separating his MGM investment from its movie operations would obviate antitrust objections to his increase of Columbia holdings.

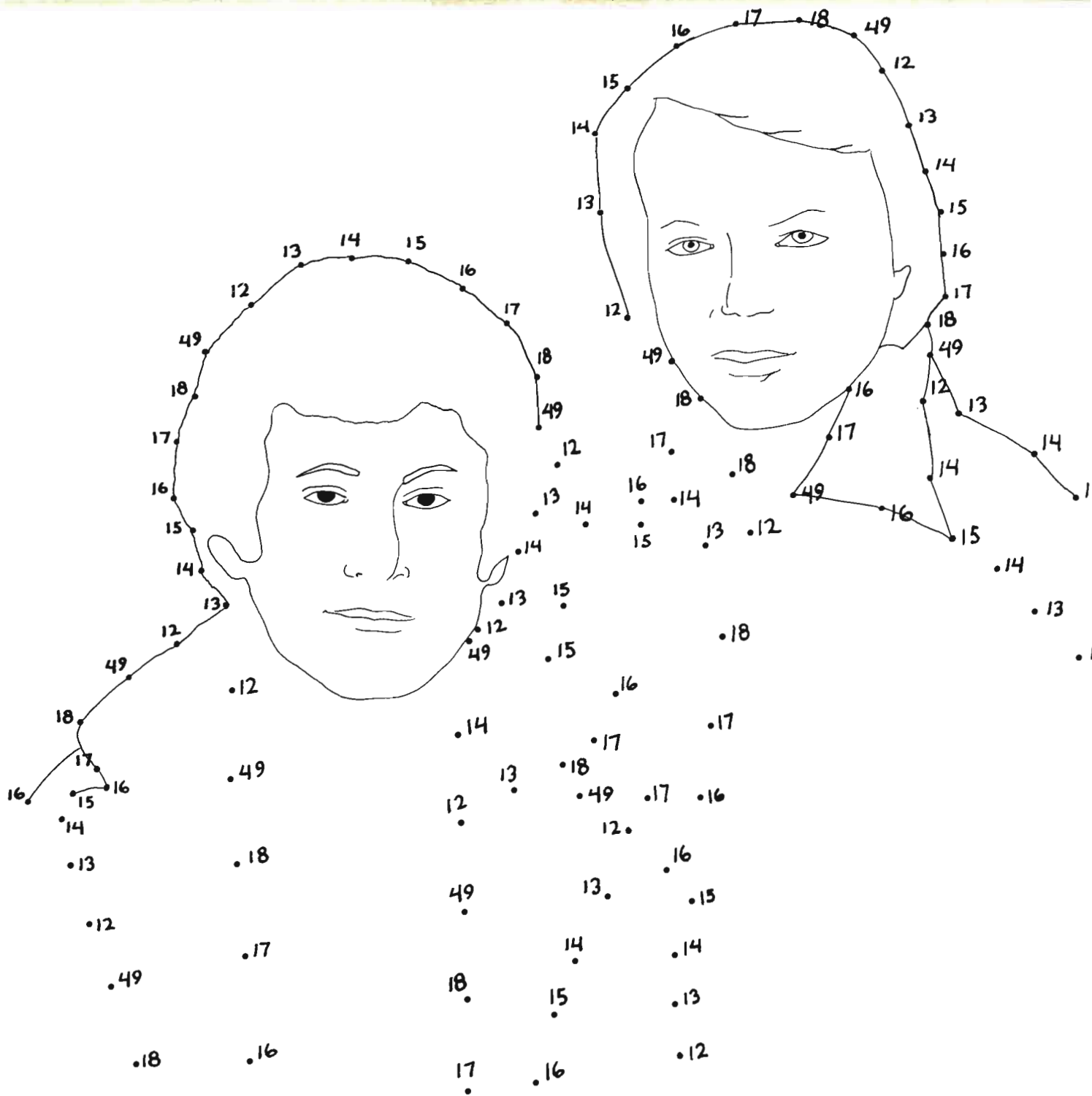
Bottom Line

Syncom funds increased. Syndicated Communications Inc., venture capital company, has announced that Aetna Life & Casualty Co. and Travelers Insurance Co., both Hartford, Conn., have each added \$250,000 to Syncom's investment capital and have pledged equal sums in March. Washington-based Syncom provides long-term and short-term financing for minority ownership of broadcast and cable properties. According to Syncom President Herbert Wilkins, Aetna and Travelers purchased 7.75% preferred stock with capital gains participation feature that allows insurance companies to earn in excess of 20% on their investments.

Borrowing. Greater Media Inc. has received financing of \$12 million from The Travelers Insurance Co. which purchased senior notes at fixed rate of 10.5%. Four million dollars will be used to pay for WHTZ-FM Los Angeles which Greater Media bought from Storer Broadcasting Co. in July 1979. T.A. Associates acted as financial adviser.

Sold by API. Affiliated Publications Inc., Boston-based publisher-broadcaster, has sold its *North Adams* (Mass.) *Transcript* to Ingersoll Publications Co. of Sharon, Mass. for \$5 million. Sale of daily, except Sunday, newspaper (circulation 13,000) was handled by First Boston Corp. for API. API's major holdings include *Boston Globe*; WFAS(AM)-WWYD(FM) White Plains, N.Y.; WSAI-AM-FM Cincinnati; KRAK-AM-FM Sacramento, Calif.; KMPS-AM-FM Seattle, and, subject to FCC approval, WHYN-AM-FM Springfield, Mass.

Too hot to handle. Citing 35.7% jump in one month in stock prices of cable group, Donaldson, Lufkin & Jenrette has pulled short-term buy recommendation announced recently for Tele-Communications, UA-Columbia, Teleprompter and United Cable (BROADCASTING, Dec. 10, 1979). Still "bullish as ever" on cable industry's prospects, firm's Dennis Leibowitz says the stocks are now "amply priced" or even "ahead of themselves on a near-term basis." DLJ is sticking with recommendation on Viacom, and on the group as whole for long-term investment.



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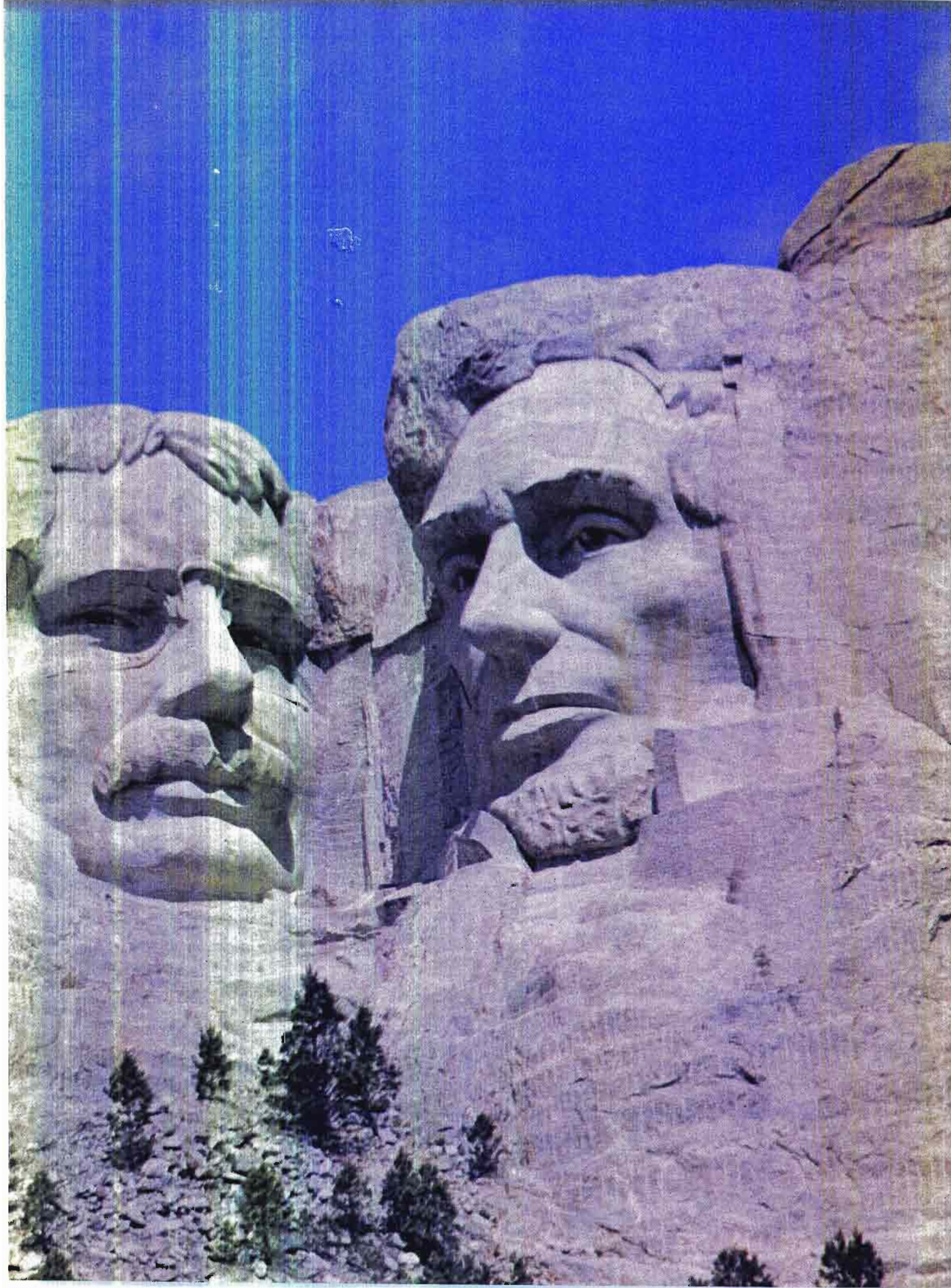
Capitalizing on The Jeffersons' unique ability to attract an audience, CBS used it as their prime time workhorse, moving it ten times over the next five years. With each move, The Jeffersons not only increased the average rating of the time period, but also out-performed its new lead-in and lead-out series.

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Programing

CBS-TV starts the year off right

It wins the first week in ratings while NBC-TV takes second place

Both CBS-TV and NBC-TV had good reason to continue toasting the New Year through the first week of 1980. But, over at ABC-TV, the ratings were sobering.

CBS-TV kept up its surge, earning another prime-time win for the week ended Jan. 6. Its 20.2 rating and 31.4 share brought the network to within two-tenths of a rating point of ABC, the now-tenuous season-to-date leader.

Second place went to NBC, which moved up from its typical basement position to earn its highest rating—19.7/30.6—since its premiere week.

ABC continued to fall from ratings grace. Reporters on network press lists, in fact, had three numbers to choose from: ABC gave itself a 19.1 rating; CBS scored its rival at 18.8, and NBC said ABC was 18.9. They all, however, translated to the same thing: third place.

The difference depended on whether or not a Carter/Mondale campaign half-hour on ABC was counted. The time bought on Sunday at 7 p.m. scored only a 7.4/11. ABC said it was its policy “to exclude such political broadcasts from the ratings.” CBS and NBC had no problem averaging the political commercial into the total. (The 18.8 rating cited by CBS and the 18.9 from NBC presumably differ because of rounding.)

Network judgments also varied about the top-10 program list. All three counted the Los Angeles-Tampa Bay football championship game in the averages. But here again ABC differed from its competitors.

In program rankings, ABC said it never counts shows that begin in the afternoon and run over into prime time. Both CBS—which aired the game—and NBC do. And on their lists, the post-game show and gridiron action were the number-one and two programs of the week.

The top-10 (or top-12) rankings, depending on the network, were: CBS's *NFL Championship Post Game* (35.5/52), *NFL Championship Game* (33.3/52), *60 Minutes* (32.5/44), *Dallas* 27.0/45 and *Alice* (26.0/35); ABC's *Eight is Enough* (25.8/37); CBS's *Dukes of Hazzard* (25.7/40); NBC's *Orange Bowl* with Oklahoma and Florida State (25.1/38); ABC's *Three's Company* (24.7/36), *Mork & Mindy* (24.3/36) and *Benson* 24.0/34, and CBS's *The Jeffersons* (23.6/32).

Among the programs and changes of the second season, CBS's *Last Resort* on Monday brought only a 13.3/24 but *House*

Calls, preceded by the hit *M*A*S*H*, earned a 19.0/37. *Young Maverick* on CBS's Wednesday schedule launched the evening with only a 14.7/21 and later on NBC *Joe's World* scored just a 19.2/28.

ABC's *Mork & Mindy* pulled a successful 24.3/36 in its new 8 p.m. time period Thursday. CBS's *Knot's Landing* did well (23.3/36) at 10 p.m. ABC's *B.A.D. Cats* movie on Friday, in advance of the series, measured a 16.9/26 and the newly titled NBC *Prime Time Saturday*, too, was low-scoring: 12.7/22.

NBC's “Skag” *Big Event*, on Sunday, introducing the characters in the new series, made it above the 30-share mark of acceptability with a 22.7/32—against the CBS line-up, which had its normal punch bolstered even higher by football runover. ABC's third run of “The Longest Yard” movie that night brought in a 22.1/30 but the pilot that followed, *Semi-Tough*, had only a 15.0/24.

In explaining its performance, ABC once again referred to the amount of repeat programing it offered (said to be 52%). It also cited 43% of NBC's schedule as specials. And, indeed, specials did provide NBC a boost in certain cases—ranging from a solid Orange Bowl night on Tuesday to Thursday's *Sinatra: The First Forty Years* (22.5/33). Not all went that well, however, *The Sensational, Shock-*

ing, Wild & Wacky 70's was far from sensational, at 17.1/27.

It was a strong week for news and public affairs—not in ratings terms but in exposure. President Carter's address, sustaining on all three networks on Friday, may have lasted less than 20 minutes but there also were the CBS specials: *Iran: The Hostages at Christmas* (13.3/27) and *The Energy Crunch* (12.4/20). Carter and Mondale took the half-hour on ABC and Senator Howard Baker (R-Tenn.) took five minutes on CBS (5.9/10)—the lowest rated programs of the week.

With defeat for the week, ABC again saw its season-to-date average slipping away, with 16-week averages (since Sept. 17) giving ABC 19.3; CBS 19.1 and NBC 17.8.

It did have reason for cheer regarding its evening news, late-night and early-morning day parts. For the fourth quarter of 1979, ABC said its *World News Tonight* improved 25% in rating and 20% in share over results a year earlier. It averaged a 12.9/24 to CBS's 15.0/28 (up 8% and 4%) and NBC's 13.5/25 (up 5% in rating, with share the same), ABC said.

As for the 33 late-night specials on Iran through Dec. 28, ABC said they averaged a 9.7/30. And for *Good Morning America's* four weeks, also through Dec. 28, ABC claimed it is in a deadlock with NBC's *Today* in rating, at 4.7, “the closest . . . over such a sustained period of time.” *Today*, however, leads in share: 29 to 28.

The public's view of public television

Survey finds that while people praise PTV's programing, they're watching commercial TV

A new survey of viewer attitudes indicates that the American public has grown increasingly critical of commercial television, and public television could emerge in the future as more and more of an alternative to standard TV programing.

The study, “A Survey of Attitudes Toward Public Television,” which was conducted by the Washington-based Peter D. Hart Research Associates Inc. for the Public Broadcasting Service, questioned 1,845 adults in Florida, New York and Minnesota last May. And although the study was limited to the three states, the firm says it believes these areas “represent the diversity of opinion to be found in the entire country.”

Among the findings are that 56% of viewers think television has been getting worse over the last three years, while 13% believe it has been improving. By a margin of 67% to 16%, viewers reject the idea that

“the people who run commercial television have my best interest at heart.” When the same question was asked about the people who run public television, however, viewers accepted the statement as being true by a margin of 60% to 13%.

Public television scored particularly high in terms of program quality. Of those surveyed, 78% said public TV shows are in good taste, while only 13% gave commercial TV equally high marks. In addition, 80% of the respondents rated public TV as being informative, as compared with 36% who rated commercial TV in the same terms.

Another plus for public television involved viewers' reasons for watching the medium. While 61% identified commercial TV programing as single-mindedly suited to relaxation and escape, with 12% saying it was suited to involvement and education, the results show that viewers see PTV programing as “compatible with involvement and education almost to the exclusion of relaxation and escape.” Only 16% surveyed said PTV is too “highbrow”



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and 9% contended the medium is too "simple-minded."

Nearly everyone surveyed saw at least some value in PTV, with the most widely selected reason for having the medium—chosen from a list of eight—that it makes cultural programs available to people who might not otherwise be able to see them. Next on the list was the service it provides to children, with the third reason being that it offers adults an important alternative to the shows aired on commercial television.

On the negative side, however, 59% of those surveyed chose at least one reason as being a good argument against having PTV. The most frequently selected criticism was that public TV spends too much air time on fund raising, with the next most frequently selected argument being that PTV could mean government control over what viewers watch.

But for all its attributed assets, public television attracts only one-seventh of the median weekly viewing time accorded to commercial TV.

"Viewers perceive many valuable assets and only few drawbacks in public television's existence, yet their allegiance to PTV does not run deep," the study says. "Despite the credit that public television receives for its cultural broadcasts and its service to children, less than a third of our respondents say that it would make a great deal of difference to them if there were no public television at all. Others might feel some sense of loss if PTV were to go out of business, but their responses indicate that the sense of loss would not be great." This apparent contradiction, it noted, stems from the fact that too many viewers don't have a personal identification with public television—"they do not rely on it for their own leisure."

If public TV is to grow, the study concludes, it will have to fill in the gaps that commercial TV is now leaving. For example, it says that viewers are disappointed with the quality of commercial programming, and don't want their leisure time wasted by programmers who are out of touch with their needs. "In view of this trend, it is important for public television executives to realize that they must sell their programs on their own merits to this increasingly selective audience. For any PTV program to be successful, viewers must be able to say to themselves in advance that 'this is worth my valuable leisure time.'"

In addition, the report says that public television now has "a series of exploitable opportunities" to present itself as an alternative to commercial TV programming. To succeed in this regard, it says, public television must show that it can succeed where commercial TV fails—"in providing entertainment that is absorbing, informative and tasteful."

But it cautions that to make headway may be easier said than done: "We are not in a situation where viewers are willing to say that any television is better than commercial television; public television must still prove its worth relative to commercial programming."

Monitor

Notes from the Century Plaza. Press-tour time in Los Angeles came again last week as three television networks—NBC, CBS and ABC—trotted out their respective stables of stars and producers. NBC led off this time, and among announcements of interest to industry were new series of prime-time children's specials, new series of stage plays from regional theaters from around nation and some exclusive contracts with number of new stars. NBC Entertainment President Mike Weinblatt announced last Monday that beginning in January 1981 NBC will air 20 prime-time children's specials covering entertainment as well as informational and educational subjects. Programs, which Weinblatt estimated would cost approximately \$500,000 each, will be aired in current network time, not in prime-time access (which could be opened to networks showing children's programs). Network President Robert Mulholland said later that NBC had no intention of asking for access time. Weinblatt said he hoped that leading producers—especially those not generally associated with children's programming—would accept NBC's "challenge" to make programs for new unnamed series. One production deal NBC has made is with producer David Rintels for three or four contemporary American plays yearly. Plays, some of which network hopes to air live, will originate from regional theaters. First play will air in April. Also in April, NBC will broadcast *The Sunday Games*, hour prime-time sports special network hopes to make into regular series. NBC also announced new exclusive contracts with Steve Martin, Robert Blake and pilot deal for comedy-variety show with Chicago-based Second City comedy group.

In the market. Consumer reporter David (*Consumer Byline*) Horowitz and former NBC-TV children's programming vice president Sonny Fox have teamed to produce new syndicated series, *Kid Power*—"designed to meet and counter parental and industry criticism regarding children's programming." . . . TV Cinema Sales Corp., Beverly Hills, Calif., has announced agreement with RCA SelectaVision to license four videodisk features—"Stagecoach," "The Long Voyage Home," "Foreign Correspondent" and "To Be or Not to Be." . . . Viacom International is handling syndication of Goodson-Todman's new production of *To Tell the Truth* . . . Samuel Goldwyn Co. is placing into syndication five two-hour special presentations of original Quinn Martin series, *Dan August* . . .

Mini-mini series. Short doses of information on variety of subjects, including sex and old age, health, interpersonal relationships and job sharing will be offered on *FYI*, new daytime series to begin today (Jan. 14) on ABC-TV. Spots are less than one minute in length and will be carried each weekday three times per day at 12:58 p.m., 2:58 p.m. and 3:58 p.m. Actor Hal Linden of ABC's *Barney Miller* will deliver informational spots.

Radio comics. Barrett-Gorin Inc., New York-based syndicator, is offering weekly radio comedy hour, *The Sunday Funnies*, featuring collected short routines by famous and breaking comedians including Bill Cosby, Monty Python, Groucho Marx, Steve Martin and Richard Pryor. Series is offered on barter and cash basis and is scheduled to premier Jan. 27 in at least 53 markets.

Affiliate moves. Move of WTLV-TV Jacksonville, Fla., from NBC to ABC, originally announced without date (BROADCASTING, May 7, 1979), will take place March 31, ABC announced last week. At that time WJKS-TV Jacksonville, now on ABC, will switch to NBC. WTLV-TV, owned by Harte-Hanks Communications, is on channel 12. WJKS-TV, owned by Ziff Corp., is on channel 17.

Joint venture. First public affairs venture produced jointly for National Public Radio's news shows, *Morning Edition* and *All Things Considered*, will feature comprehensive look at Southwest Asia. During week of Jan. 21, group of experts will offer five 9-minute broadcasts on *ME* and two half-hour shows on *ATC*, examining history, politics, religions, cultures and economics of area, with *ATC* focusing on American interests in region, and how actions there affect U.S.

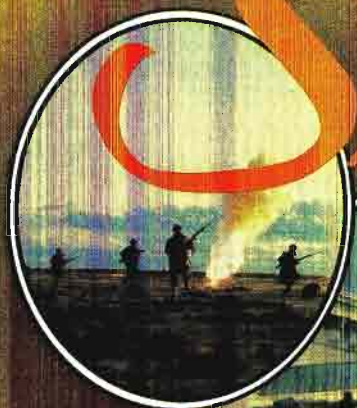
In the stable. Twentieth Century-Fox Television has signed exclusive agreement with producer Frank Konigsberg to develop network comedy and dramatic series. Konigsberg's credits include such specials as *Before and After*, *Dummy*, *Pearl* and series of Bing Crosby Christmas shows.

Gold mine. AP Broadcast is offering *Going for the Gold*, Monday through Saturday 90-second morning-drive features for two weeks beginning Jan. 14. Package of pre-Winter Olympic features for local sale looks first at "past glories and defeats," then games ahead, athletes and issues. Package also is planned for summer games.

Branching out. Group W Productions, which already has put out word that it plans expansion into network and cable TV, will be breaking into made-for-TV movies with rights to "Conspiracy of Silence," upcoming Doubleday novel by Dr. Mel Silverstein and wife, Karen. Group W Productions syndicates *Mike Douglas Show* and *PM Magazine*.

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Mavericks in the making of television

Witt-Thomas-Harris, producer of 'Soap' and 'Benson' is run by youthful team that thinks small is beautiful in programing

The 1979-80 television season has been none too kind to new situation comedies. Of eight new sitcoms introduced in September, only one, ABC-TV's *Benson*, has survived unscathed. Produced by the team of Paul Witt, Tony Thomas and Susan Harris, this spin-off of the network's *Soap*, is the sole new sitcom among the 25 top-rated prime-time series. And while its three creators do not seem totally comfortable conforming to the demands of running one of Hollywood's most successful independent production companies, the success of their new series could wind up placing the threesome among that select group of producers who, in the eyes of both network executives and the public, can do virtually no wrong.

Appropriately, their company is called Witt-Thomas-Harris Productions. The three of them got together seven years ago, and their first series was the 1975-76 season's short-lived *Fay*, a comedy about an attractive middle-aged divorcee. Only a handful of the episodes ever made the air of NBC-TV.

Soap appeared on ABC-TV the following season and was greeted with what was probably the most vehement public criticism ever for a network program. Even before the show aired, ABC had received 22,000 letters about it—only four of which were favorable. Some affiliates declined to carry it, and the network's then-programming head, Fred Silverman, made a rare closed-circuit defense of the show to ABC's stations. *Soap* became a hit.

Then came *Benson*. Plucked from the *Soap* home of Chester and Jessica Tate, the indolent butler took on a new position with the widowed Governor Gatling, a cousin of Jessica, in an executive mansion in an undisclosed state capital. Its public

acceptance has been equalled by that of the critics. The show was cited by a number of television critics as one of the bright spots in an otherwise uninspired 1979-80 season.

Each of the partners in W-T-H keeps an eye on each project, but they seem to divide their chores equally. Harris is the company's writer. Witt, the filmmaker, concentrates on production. And Thomas takes the most interest in editing and post-production.

Of the three, Harris is, perhaps, the least interested in furthering her career in television. She sees herself writing a theatrical play in the future. Witt and Thomas, who produced the made-for-television movie, *Brian's Song*, for ABC, are currently shooting a dramatic pilot for that network, *The Yagers*.

Thomas, who grew up in television (he is the son of Danny Thomas), and Witt, who of the three seems the most ambitious, are the more comfortable with television, and both speak of remaining in the medium for several years to come.

"I'm really not interested in building an empire," says Harris. "Past a certain point, it's almost senseless to earn more money." She values her time away from her Sunset-Gower Studios office, but the success she has had so far has resulted in more time working and less at home with her 12-year-old son. Too many producers, she says, "end up with free time between their first and fatal heart attacks."

"You're in television generally for the money—it's not really art. You're

restricted. It's at best a compromise. And I have all the money I need," she says.

Harris would like to get out of television. She has worked in the medium for nine years and has written for such divergent programs as *Maude*, *All in the Family*, *Love American Style* and *The Partridge Family*. Her first break—and check—came when she wrote one episode of the NBC-TV 1969-70 series, *Then Came Bronson*. Broke and recently divorced with a young child to feed, she had decided to try her hand at writing a script. She made \$4,500 with that first one.

"I was watching television one night and said it was such garbage that anyone could do it," she says. "So I sat down with a friend, looked at a few television plays and wrote it. It was as simple as that."

In the three-way split of responsibilities at W-T-H, 38-year-old Harris takes care of the writing of the programs. Today, she works exclusively on *Soap*, but her pilot of *Benson* earned for her a rare degree of recognition for a television writer—almost as many raves as series star Robert Guillaume. Kay Gardella of the *New York Daily News* wrote of Harris's "sharply written" script in her review of the new series, and Les Winfrey in the *Philadelphia Inquirer* called Harris "the best female comedy writer now at work in series television."

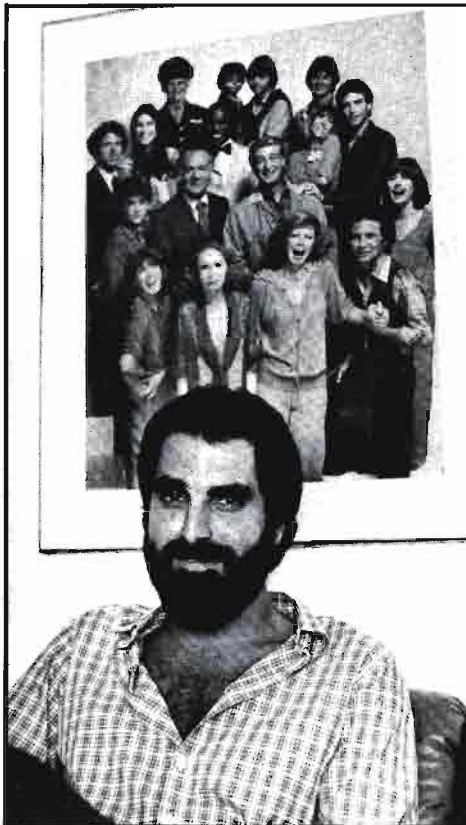
Like Harris, Witt is also sensitive to the demands on his personal time that have come with his success. "I look forward to the time when I'm not working quite as hard. I don't have much of a personal life now," the 37-year-old says.

Unlike his writing partner, however, Witt sees himself in television for the long haul. While Harris longs for the legitimate theater and 30-year-old Thomas envisions himself "clipping coupons," Witt 10 years from now would "like to be doing a few very good projects for either television or theatrical films. I never want to turn my back on television."

Witt does not see W-T-H becoming a major comedy factory such as Norman Lear's Tandem Productions or Grant



Witt



Thomas



Harris

GOOD TIMES

This Year's Winner!

HERE ARE THE FACTS...

HERE ARE THE SHOWS WE REPLACED:

MARKET	FORMER PROGRAM IN TIME PERIOD
PRIME ACCESS	
Los Angeles	Adam Carolla
Minneapolis	Various Access*
Charlotte	Dating Game
New Orleans	Andy Griffith
Columbus, Ga.	Various Access**
EARLY FRINGE	
Philadelphia	Hogan's Heroes
Detroit	Dinah
Washington, D.C.	Elonic Woman
Atlanta	Merv Griffin
Raleigh	I Love Lucy
Youngstown	My Three Sons
LATE FRINGE	
McAllen-Brown.	Movie

HERE'S HOW THE AUDIENCE WENT UP:

HOUSE HOLDS	WOMEN 18-49	WOMEN 18-34	MEN 18-49	TEENS	KIDS
(% change)					
UP 28%	UP 32%	UP 35%	UP 35%	UP 78%	UP 115%
UP 35%	UP 85%	UP 104%	UP 52%	UP 200%	UP 103%
UP 89%	UP 95%	UP 93%	UP 147%	UP 260%	UP 290%
UP 84%	UP 114%	UP 140%	UP 144%	UP 82%	UP 187%
UP 121%	UP 173%	UP 136%	UP 136%	UP 433%	UP 357%
UP 45%	UP 150%	UP 118%	UP 69%	UP 238%	UP 400%
UP 42%	UP 78%	UP 120%	UP 109%	UP 338%	UP 1133%
UP 29%	UP 43%	UP 57%	UP 125%	UP 53%	UP 67%
UP 98%	UP 153%	UP 190%	UP 75%	UP 560%	UP 6227%
UP 34%	UP 53%	UP 45%	UP 133%	UP 56%	UP 68%
UP 36%	UP 20%	UP 14%	UP 167%	UP 75%	UP 120%
UP 100%	UP 308%	UP 308%	UP 308%	UP 104%	UP 100%

*Hollywood Squares/\$100,000 Name That Tune/Muppets/In Search Of/Sha Na Na

**Match Game/Gong Show/Candid Camera/Family Feud/Muppets

Source: Arbitron. Details available upon request.

kplr-TV 11

st. louis, missouri

NUMBER 1 INDEPENDENT IN TOP 15 MARKETS!

RANK	STATION/MARKET	ADI SHARE	RANK	STATION/MARKET	ADI SHARE
1	KPHO PHOENIX	19	25	WDRB LOUISVILLE	9
1	KVVU LAS VEGAS	19	31	WVTV MILWAUKEE	8
3	KPTV PORTLAND	17	31	KCOP LOS ANGELES	8
* 4	kplr-TV 11 st. louis	16	31	WOR NEW YORK	8
* 4	WNEW NEW YORK	16	34	KZAZ TUCSON	7
6	KMSP MINNEAPOLIS	15	34	WYAH PORTSMOUTH	7
6	WTTG WASHINGTON, D.C.	15	34	KRIV HOUSTON	7
8	WGN CHICAGO	14	34	WLVI BOSTON	7
8	KSTW SEATTLE	14	34	WTAF PHILADELPHIA	7
8	WFFT FORT WAYNE	14	34	KSTU SALT LAKE CITY	7
8	WTTV INDIANAPOLIS	14	34	WCCB CHARLOTTE	7
12	KMPH FRESNO	13	41	WUTV BUFFALO	6
12	WXIX CINCINNATI	13	41	WGNO NEW ORLEANS	6
14	KTVU SAN FRANCISCO	12	41	WPGH PITTSBURGH	6
14	WUAB CLEVELAND	12	41	KHTV HOUSTON	6
14	KTTV LOS ANGELES	12	41	KHJ LOS ANGELES	6
17	WTOG TAMPA	11	41	KBHK SAN FRANCISCO	6
17	WFLD CHICAGO	11	47	WTVZ NORFOLK	5
17	WKBD DETROIT	11	47	WBFF BALTIMORE	5
17	KTLA LOS ANGELES	11	47	WKBS PHILADELPHIA	5
17	KTXL SACRAMENTO	11	47	WDCA WASHINGTON, D.C.	5
22	KTVT DALLAS	10	47	WSBK BOSTON	5
22	KBMA KANSAS CITY	10	52	WQRF ROCKFORD	4
22	KWGN DENVER	10	52	KGMC OKLAHOMA CITY	4
25	WTBS ATLANTA	9	52	WZTV NASHVILLE	4
25	WCIX MIAMI	9	55	KOKH OKLAHOMA CITY	3
25	WPIX NEW YORK	9	55	WPHL PHILADELPHIA	3
25	WPTY MEMPHIS	9	55	WXON DETROIT	3
25	XETV SAN DIEGO	9	55	KXTX DALLAS	3
			55	KCIK EL PASO	3

*Denotes tie

SOURCE: Arbitron Television, November 1979 - Sign-on/Sign-Off
All data subject to qualifications listed in report.

Also

NUMBER 1 INDEPENDENT NEWS IN THE UNITED STATES

Tinker's MTM. "Part of the problem," he says, "is the inability to control more than two or three shows—especially comedies. There seems to be a direct proportion of numbers of shows to the lessening of quality. And we're not anxious for that to happen."

He is, however, intrigued with the route that Tinker and MTM are taking these days—branching into drama. *The Yagers*, Witt hopes, will only be the first of a number of dramatic projects that will carry his name at the top of the credits. "I would hope that in the next few years we'd have a couple of dramatic series." He puts *Roots* producer David L. Wolper at the head of his list of persons in the television industry he most admires. Witt is also interested in producing projects for public television although he has never approached any noncommercial station with an idea and none has asked him.

Witt brings with him 15 years of experience in television. He began in Hollywood as an assistant to the producer of Screen Gems' *The Farmer's Daughter* and climbed through the production ranks of that house on *Occasional Wife*, *The Second 100 Years*, *Hère Come the Brides*, *The Partridge Family* and *The Rookies* for Spelling/Goldberg Productions. He also produced, with Thomas, *The Practice*.

His credits, then, are pure television, but before *Fay*, few broke new territory. Witt admits that, but he also speaks well of his experience even with *Partridge Family*. "I take a craftsman's pride in it, certainly," he says.

And now that Witt is near the top in TV, he just may be ready to embark on some of those projects he envisioned while studying drama at the University of Virginia. But he continues stressing that he does not see W-T-H becoming a major force in network comedy. "If we would consider having three or four or five comedies, I'm not sure we could maintain the standards of quality we set for ourselves," he says. "The fun is the involvement. Running a business is not what we're all about."

Finally, there's Tony Thomas—the quiet, intense member of the trio. Television is in his blood. He admits that being Danny Thomas's son assured that he had "all the opportunities in the world" to break into television. "But after that," he qualifies, "you have to stay in by yourself."

"*Soap* has been the best experience I've ever had," he says. "We make our own rules as we go along."

Of the three, Thomas is, perhaps, the greatest craftsman. He is less likely to speak of an episode's plot or its characters as he is of editing techniques and camera work. "We all do a little bit of everything," he says. "But I spend a good deal of my time making sure the post-production runs properly."

Like his partners, Thomas is concerned about the balance between making it as a producer and his family life. Should W-T-H grow? "As it is," Thomas replies, "I'm pretty much a weekend daddy. And that's pretty disturbing to me."



'Love of Life' dies. Television's second oldest soap opera, *Love of Life*, ends its 28-year run on CBS-TV Feb. 1. The cause of death: ratings. Despite attempts to give the show new life, Nielsen scores remained chronically unhealthy. The half-hour serial closed out the last week of 1979 as the lowest rated daytime program with a 3.9 rating and 12 share. Shown above left at rehearsal are survivors: Larry Auerbach, the director who's been with the show since its television debut Sept. 21, 1951, and Tudi Wiggins (who plays Meg Dale Hart). At right are regulars Valerie Cossart (Sarah Caldwell) and Sheppard Strudwick (Professor McCauley). Moving into *Love of Life*'s 4 p.m. slot are reruns of the sitcom, *One Day at a Time*. Although the second oldest soap now will end, CBS still has the oldest: *Search for Tomorrow*, which began Sept. 3, 1951.

He, of course, does want to try other projects before he is 45 and out clipping those coupons he speaks of fondly. His plans include film as well as television. For television, he is looking for "different concepts—like *Soap*—but different."

It is Thomas who takes issue with the image that he and his partners are overnight wonders. "It's a miserable, terrible feeling to get shut out," he says. "And we know—we worked six years trying to get something going." Doors still get shut in their faces, he says, "but it happens less." "As a group, the three of us tend to be somewhat maverick in our approach," concludes Witt. "I don't think we've really ever approached the network with a purely commercial vehicle. There's an instinct about all of us—which I think made us all work so well together—that wants to be different."

AFTRA set to strike

The American Federation of Television and Radio Artists has asked its membership to prepare for strike action, citing "increasingly difficult" negotiations with the television and radio networks. A memorandum from Sanford I. (Bud) Wolff, national executive secretary, asks locals in New York, Los Angeles, Chicago, San Francisco and Washington, to alert their strike committees, coordinate their print messages with New York headquarters and set up picket line rosters. Wolff indicated that scant progress has been made in negotiations with the networks on a new three-year

contract to replace one that expired last Nov. 16. The union and management have been conducting talks since last Oct. 10 (BROADCASTING, Oct. 15, 1979).

The principal issues in the talks have been the union's demands for improvements in working conditions for performers appearing in daytime TV series and increases in fees, not on an across-the-board basis but in selected areas, and fringe benefits. Negotiations between management and the union are continuing and resumed last Monday (Jan. 7) in Los Angeles after a hiatus during the holidays.

CBS revamps schedule for daytime television

CBS-TV announced a number of changes in its daytime schedule last week—all effective Monday, Feb. 4. *The Young and the Restless* will expand to a full hour, and reruns of *The Jeffersons* will now be included in the morning line-up.

The full daily schedule is now: *Morning* (7-8 NYT); *Captain Kangaroo* (8-9); *Jeffersons* (9-9:30); *Celebrity Whew!* (9:30-9:54); *CBS Mid-Morning News with Douglas Edwards* (9:54-10); *The Price is Right* (10-11); local programming (11-11:30); *Search for Tomorrow* (11:30-12); *The Young and the Restless* (12-1); *As the World Turns* (1-2); *The Guiding Light* (2-3), and *One Day at a Time* (3-3:30). Absent from CBS daytime for first time in 28 years will be *Love of Life*, which is having last network airing Feb. 1 (see above). Also leaving the schedule is *The All New Beat the Clock*.

Instant replay will stay on bench in football

Idea loses ground with NFL after films of disputed touchdown in championship do not jibe

The instant replay as a potential tool to help sports officials call controversial plays received a setback from the National Football League last week.

A pass into the end zone by the Houston Oilers in their losing championship game with the Pittsburgh Steelers was called incomplete by the side judge. Many viewers, however, watching it live and

then in replays on NBC-TV, were convinced it was a touchdown. Next day, however, NFL officials said their own films, from a different angle, showed the Oiler receiver did not have clear possession of the ball before running out of the end zone. That, they said, proved the side judge right.

Fans have often called for the use of instant TV replays in critical situations—as has BROADCASTING, in an editorial published last fall (BROADCASTING, Oct. 1, 1979). NFL officials have studied the

possibility, but NFL Commissioner Pete Rozelle said last week the study indicated the cost would be high—close to \$50 million, including cost of the equipment, for the first year. Beyond that, he said, league members voted down the idea after a study of preseason games indicated that many controversial calls could not be refuted or confirmed even when studied on film.

Rozelle also reported on the experiment during a panel appearance at last year's National Association of Broadcasters convention. When the question was raised, he said the experiment showed that the use of instant replays was not yet practical because camera angles often were not clear, and that NFL clubs were agreed on that point. "I wish it were [practical]," he added. "Maybe future technology will permit it." And Rooney Arledge, president of ABC Sports and "inventor" of the instant replay, who was moderating the panel, added: "We don't agree it would work, either—there would be tremendous technical problems" (BROADCASTING, April 2, 1979).

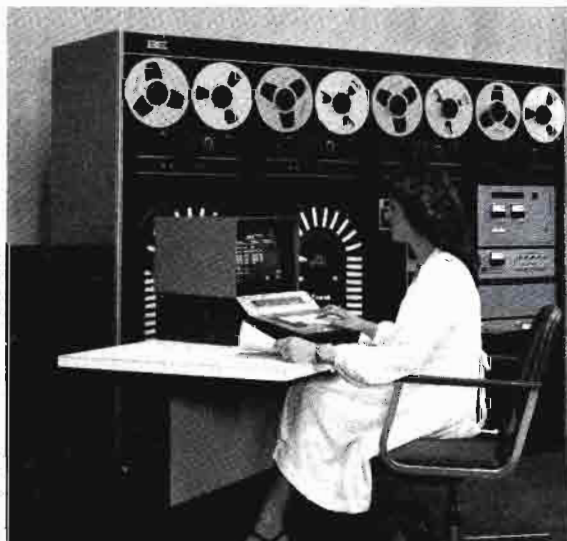
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The chances for afterlife

An "Off-Network Evaluator" service, designed to predict how leading network TV programs will fare when they go into off-network syndication, is being developed by Herb Altman Communications Research Inc., Port Washington, N.Y. President Herb Altman said field work on the first study, covering 20 network programs, started this month, using a national sample of 70,000 persons to evaluate "inherent rerun potential" of each program, how it's likely to do as a rerun against varying types of competition and where its strengths and weaknesses lie in terms of viewer age and sex. Reports, Altman said, will evaluate each program's prospects in individual markets among the top 50 and by geographic region and market-size groups. First reports are due out in advance of the National Association of Television Program Executives' annual conference Feb. 16-21.

18k barter

Gold Key Media, a barter arm of Gold Key Entertainment, has been established for the syndication of new TV shows.

Announcement was made by Jerry Kurtz, president of The Vidronics Co., Los Angeles, parent firm of the Gold Key enterprises. He said that Gold Key Media will be headed by Jeff Alan, previously vice president and director of marketing for Watermark Inc., a leading broadcast barter organization.

First offering is *Camp Wilderness*, a strip series of 78 half-hour outdoor adventure stories for children and young adults. Alan said *Camp Wilderness* was shot on location in the continental U.S., Alaska and Hawaii.

Gold Key Media has offices in Hollywood and New York.

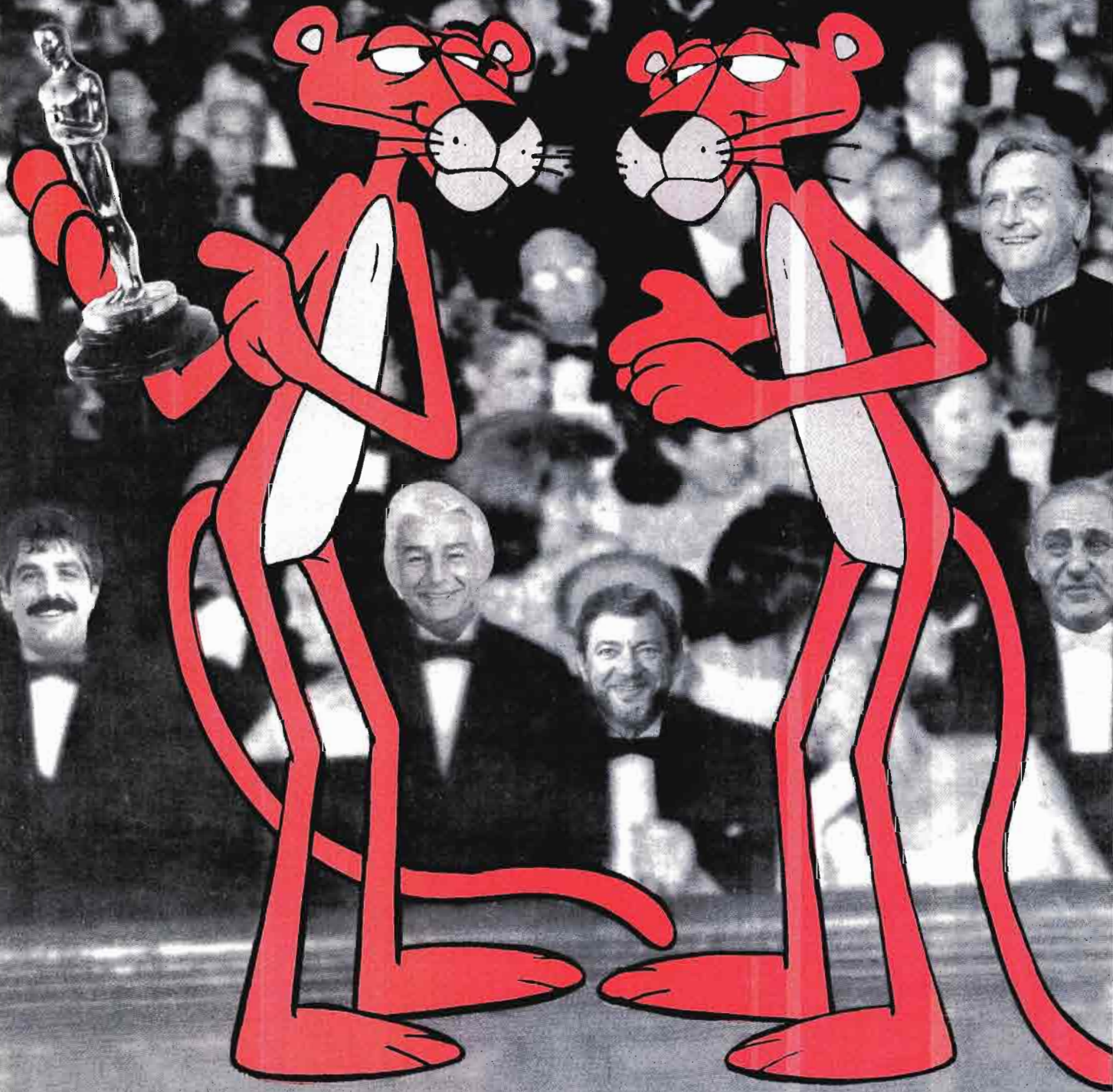


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Beefing up at CNN

ABC's George Watson is the latest to join Ted Turner's new cable news venture; he'll be Washington VP-managing editor

Ted Turner's incipient Cable News Network landed another media star last week: George Watson, currently the Washington bureau chief of ABC News and slated to be—once Carl Bernstein goes on board in that post—the network's vice president for news administration and operations in New York. Watson will join CNN Feb. 25 as vice president and managing editor of that organization's Washington bureau—in the process trading a staff of 350 at one of the network Big Three for a post that, at tops, may command 50 to 75 persons working for a news unknown.

Although some unhappiness over the New York appointment was an element in Watson's decision to trade the present for the future, an at least equal consideration was the chance of working for a new venture—the round-the-clock cable news and information service. “The New York job clearly took me off the firing line and put me in an administrative job that didn't, at this stage, appeal to me—despite its being in a comfortable corporate cocoon,” Watson said last week. At CNN, he may even do occasional on-camera reporting. Watson, 43, says his CNN pay scale will rank slightly under his ABC expectations for 1980 but, at a reported \$100,000, will remain in the higher news brackets.

CNN's Washington bureau is at the moment 6,000 square feet of raw space at 2033 Wisconsin Avenue. Watson, who has played a major role in designing the now-under-construction ABC News building in Washington—will still find himself in the building business at CNN. The new Washington space is expected to be ready by May 1, when dress rehearsals for the June 1 on-cable inauguration are scheduled.

The only other Washington employe now on staff is Daniel Schorr, the former CBS News correspondent who will be CNN's senior correspondent in the capitol. Watson expects to add another 10 correspondents, seven camera crews, a half-dozen producers and about that many assignment editors and similar news personnel.

Negotiations for Watson's joining CNN were in progress for about six weeks after being initiated by Sam Zelman, CNN's executive producer. The deal was struck



Watson

by Turner and Reese Schonfeld, CNN's president, to whom Watson will report. Bernstein is expected to join ABC in Washington later this month, and will work with Watson for four weeks in the transition period.

ABC authorities also said that Robert Frye, senior producer for *World News Tonight* in London, would not make the originally scheduled move to Washington to become assistant bureau chief and handle administration while Bernstein concentrates on editorial. They said Frye decided against the move for personal reasons. He had moved his family to London only a year or so ago, they said, and did not want to uproot them in another move now.

They said a new number two man for the Washington bureau has not been chosen.

Rooney: Put all the eggs in one basket

CBS essayist would consolidate all news efforts in a one-hour, nightly program; that would mean eliminating even '60 Minutes'

Andy Rooney, the understated star of CBS News's *60 Minutes*, advanced a modest proposal last week. In an open letter to CBS Inc. Chairman William S. Paley, published in Rooney's syndicated newspaper column, he suggested that CBS abandon *60 Minutes*—television's highest rated show—plus *CBS Morning News*—plus CBS News's *Sunday Morning*—and concentrate all their talent with that of CBS

Evening News in a one-hour newscast five nights a week.

“Although I have been in your employ for most of the last 30 years,” he wrote, “I've never offered my advice on how to run the network—and, needless to say, you've never asked for it. Well, I offer it here.” Some of his rationale:

“There are 20 producers working on *60 Minutes* in addition to the four correspondents. At least 10 of them are incomparably the best in their field. The executive producer, Don Hewitt, is the only programing genius in television news.

“With the help of those producers, Dan Rather, Harry Reasoner, Morley Safer and Mike Wallace would each contribute one major report a week to the [one-hour] *Evening News*. Their investigative reports and their softer pieces would not change in character from what they are now.

“CBS News has a second, less well-known weekly feature on the air called *Sunday Morning* with Charles Kuralt. Take that off the air. It has executive leadership, same good people on the staff and Charles Kuralt. Charles Kuralt, I'll



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bet you agree, does more things well than any single person in all of television news broadcasting. He should pitch in with the others and devote full time, with his staff, to reports for the *Evening News*.

"There has always been a rumor at CBS that you personally watched and liked (usually) the *CBS Morning News*. Drop that too, sir. Bob Schieffer would be helping the others on the *Evening News*, and the *Evening News* would be repeated every morning. It would have an overnight staff to make changes..."

"With Cronkite, Kuralt, Wallace, Reasoner, Rather, Safer and other first-line CBS correspondents like Roger Mudd, Leslie Stahl, Bob Pierpoint and Fred Graham, wouldn't that make a strong start for every night's programming?"

"That's my opinion of one way that television could be improved. Please don't hesitate to say so if you think I'm wrong. It's been nice working for you."

In a postscript to readers, Rooney indicated he was—and wasn't—kidding. "Well," he wrote, "I'll probably never send that letter. No sense irritating my bosses' boss. I suppose there are all kinds of practical reasons why it can't be done. It ought to be done, though, and some day it will be done."

A spokesman for Paley said the chairman "got a good chuckle" from the column—and that Rooney was still very much on the payroll. Rooney's idea, the spokesman added, "sounds preposterous, but it's not a bad idea."

PBS series on Vietnam gets aid

13-part documentary on war to be produced by WGBH-TV receives \$1.2 million grant from NEH; ABC donates \$50,000 and material from its archives

A comprehensive TV project on the war in Indochina got a big financial boost last week with a \$1.2-million grant from the National Endowment for the Humanities.

The series—*The Vietnam Project*—is being produced by WGBH-TV Boston with a tentative fall 1981 air date on Public Broadcasting Service stations.

Cost of the series, which will be 13 one-hour documentaries, is expected to be about \$4 million. In addition to the NEH money—\$700,000 of which is an outright grant, and \$500,000 a matching grant—WGBH-TV has received funds from PBS, the George D. Smith Fund of San Francisco and one unlikely source, ABC.

ABC News has contributed \$50,000 to the project and has made available its archives on the war. In return, ABC will have an option to make a one-hour special from materials the show generates. This will include taped interviews—some of which have already been completed—with a wide variety of people who played a role in the conflict.

But even with NEH's grant, the pro-

ducers are still close to \$2 million short of the required budget. Co-producers of the series, Associated Television in Great Britain and Antenne Deux Television in France, will provide the funding and archival material for three episodes, and WGBH-TV general manager Henry Becton said the search for corporate sponsors to make up the difference will soon begin.

Richard Ellison, a former writer-producer with CBS, NBC and PBS, will serve as project director, while Stanley Karnow, a contributing editor to *Newsweek International*, will be chief correspondent.

According to Karnow, the series will go to the roots of the Indochina conflict and examine all aspects of it, which, he pre-

dicted, would arouse emotions. "We won't shy away from controversy," he said.

Howard K. Smith: from both sides now

Howard K. Smith, who resigned from ABC News last April after being one of the stars of broadcast news for some 30 years, addressed some of his old colleagues, at the National Press Club in Washington last week, on the subject of the American form of government. It tied in with Public Broadcasting Service's pro-

NewsBeat

Shah interview. About \$600,000. That, according to sources, is asking price for hour interview with shah of Iran now being prepared in Panama by David Frost. Frost's associate, Marvin Minoff of Paradine Productions, has been pitching networks. NBC News President Bill Small said he wasn't interested—not surprising since he earlier had said Frost wouldn't be back on NBC News after flap over Frost/Kissinger interview (BROADCASTING, Oct. 29, 1979). CBS News President Bill Leonard said Paradine was told to come back when it had interview to screen—if price wasn't too high. ABC said it had been approached by Paradine and was negotiating.

Plane fare. News organizations sending reporters to cover Senator Edward M. Kennedy (D-Mass.) in his quest for Democratic presidential nomination are going to continue to pay heavy price, at least for time being. Kennedy campaign charges reporters 225% of first-class ticket to travel on 727 jet leased from United Airlines. Fee, which covers ground transportation and other costs, is considerably above 150% of first class that campaigns normally charge. Reason, Kennedy aides say, is that they pay higher rental to have plane permanently on call; chartering on per-trip basis is cheaper, but availability of desired plane on short notice cannot be guaranteed. Kennedy staffer Richard Drayne met with news media representatives two weeks ago to discuss issue, promised that campaign officials would consider proposals for reducing costs, including reconfiguring plane from first-class to coach seating. That would permit reduction to 175% of first class. Last week, however, Drayne said decision had been made not to reconfigure plane, at least for present. Reason, he said, was that work would keep plane out of service, and Kennedy this week is on 23-city, six-day swing through Iowa and neighboring states. Drayne did not rule out cost-saving changes, but said they were "down the road."

In-fill. Tom O'Brien, Mutual Broadcasting vice president for news and special programming, has been named to seat on Radio-Television News Directors Association board replacing Ted Landphair. O'Brien will represent region 13 (District of Columbia, Maryland and Virginia). Landphair recently shifted from WMAL-AM-FM Washington to KWFB(AM) Los Angeles.

Critical of cameras. Billy Carter, President's brother, was back in news last week with call for American television networks to "pull the damn cameras out" from in front of U.S. embassy in Tehran. Carter, in Alabama to help coordinate his brother's re-election campaign there, said continuous coverage of anti-American demonstrations has helped encourage militants to resist U.S. efforts to free 50 American hostages.

Over half. Number of states that permit some degree of broadcast coverage of their courts, on permanent or experimental basis, is now 27, according to count kept by Radio-Television News Directors Association. Latest state to open courtroom doors to cameras and microphones is Iowa. That state this month begins one-year experiment permitting news media to use cameras and microphones in coverage of trial and appellate courts. Under procedures laid down by Iowa Supreme Court in authorizing experiment, media wishing to use cameras or microphones must obtain permission of presiding judge, who may reject request on ground such coverage would interfere with rights of party to fair trial.

Swap shops. KCRA-TV Sacramento, Calif., and KGO-TV San Francisco have joined forces for some news coverage. Goal is eventual capability to provide each station with more complete news coverage in other's city. Last month, KCRA-TV's San Francisco bureau chief, John Gibson, moved office to KGO-TV's building there. Plan calls for exchanges of tape stories for six weeks and then installation of equipment that will allow each station to monitor other's newscasts. Down pike is microwave link-up allowing for live news feeds between cities.

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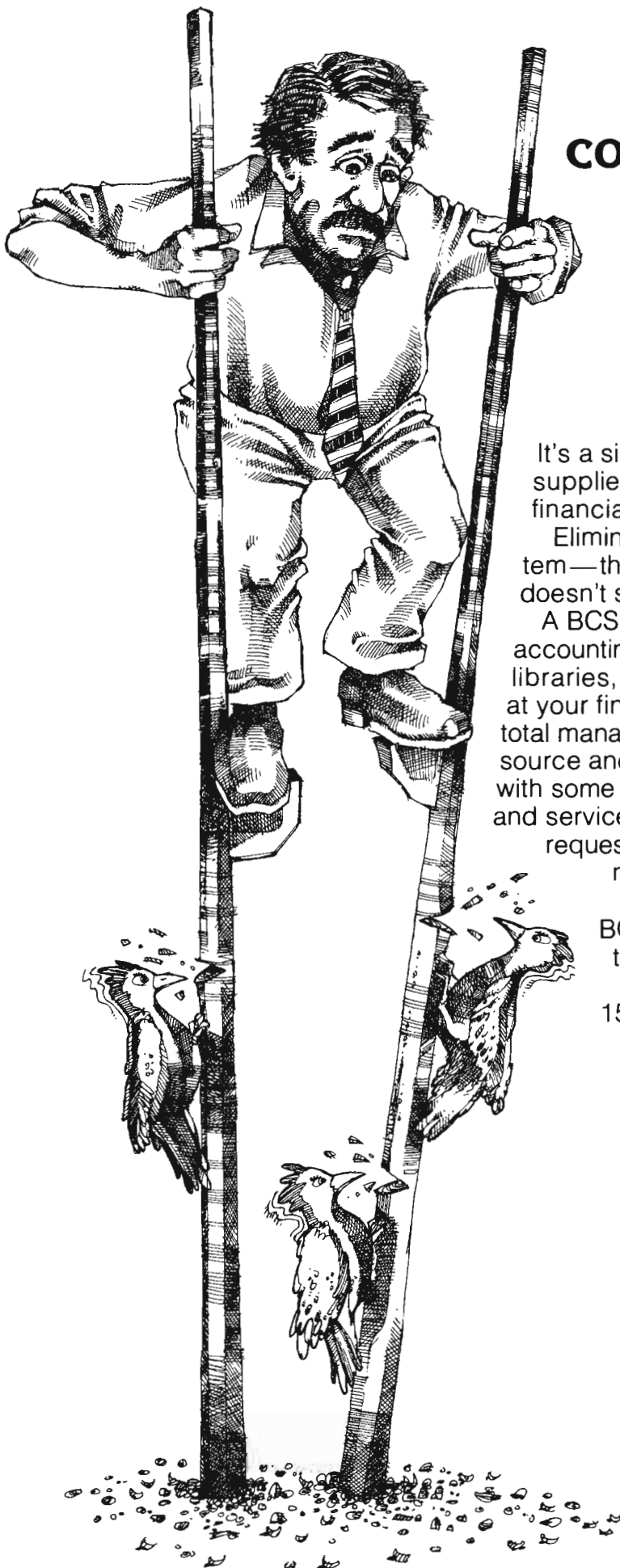
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motion of the three-part series he has done on the election process, *Every Four Years*. But in a question-and-answer period, he offered some views on the profession he said he is “half in and half out of.”

He thought the media’s coverage reflected the situation in Iran “rather well, it hasn’t overdone or underdone it.” And he had no criticism of NBC’s controversial interview with the Marine hostage, William Gallegos. He said he “couldn’t do it better.”

Asked about the implications of Ted Turner’s satellite-fed Cable News Network, he said, “We’re on the verge of a tremendous revolution in electronic journalism. The networks are bound to lose the clout they have.”

Finally, as an old ABC hand—he moved to the network from CBS in 1961—he was asked about what kind of a bureau chief he thought Carl Bernstein, the ex-*Washington Post* reporter who helped break the Watergate case, will make for ABC in Washington.

That was the only question he did not meet head on. “I did think it was an odd choice,” he said. But he made some observations along the way that entertained his listeners.

He said that the turn-over in bosses in television news is much faster than in reporters, with the result that reporters are forever training new “platoons of bosses.” Dealing with new bosses can be a difficult problem, he said, and added, “That’s what happened to me.” He left ABC News less than two years after Roone Arledge was made president.

Then he quoted an old Chinese proverb: “When you starve with a tiger, the tiger starves last.”

ENG status report

Electronic news gathering has come a long way over the last several years and the Radio-Television News Directors Association has the numbers to prove it.

The results of a survey conducted by the RTNDA, Washington-based association, show that 86% of the 463 responding stations now use ENG to some extent, 11% continue to use film, and the remaining 3%, having no significant news operation, use neither. Of the 86% that use ENG, 42% use it exclusively and 44% use it in combination with film, RTNDA said. It added that many of the 11% that currently use film indicated they have plans either to switch to ENG or add it as a second capability.

The results were in sharp contrast to a similar sampling taken by the RTNDA in 1973. At that time, only 10% of the responding stations were using ENG and only 3% of those were using it to any great extent, RTNDA said.

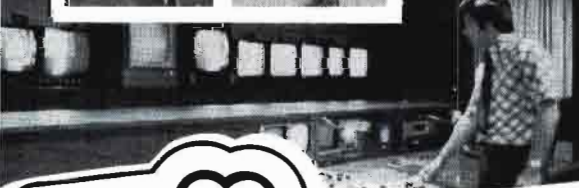
RTNDA was able to derive a number of other conclusions from the survey, including the fact that, because of the expense, small-market stations tend to use either film or ENG, but not both.

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Region 2 and 9 khz: selling snow to Eskimos

U.S. is pinning its hopes for reduction in AM spacing on March Buenos Aires meeting, but solid opposition is coming from other countries in hemisphere

More than four years ago, at a meeting in Mexico City, the member nations of CITEL (the Inter-American Telecommunications Conference, an arm of the Organization for American States), called for a conference to develop a plan for the use of the AM band in the region. What was needed, CITEL members felt, was an agreement that would facilitate the growth of broadcasting while minimizing the interference that AM broadcasters, particularly in Central and South America, were already suffering from stations across their borders.

For almost four years, that decision went largely unnoticed. The U.S. was not enthusiastic about the conference; it had already resolved most of its AM interference problems with its neighbors in the

North American Regional Broadcasting Agreement (the U.S., Canada, Haiti, Bermuda, Dominican Republic, Bahamas, and Jamaica) and in the U.S.-Mexico bilateral accord. But the conference, to be held in two sessions—in March 1980 and November 1981—is getting attention now: The U.S. is looking to it as a means of creating several hundred new AM stations.

But the U.S. proposal—to reduce AM channel separations from 10 to 9 khz—may involve an idea whose time has not yet come: Not one of the other countries in the hemisphere is backing it. FCC Commissioner Robert E. Lee, who will head the U.S. delegation to Buenos Aires for the three-week session that is to begin on March 10, admits the U.S. faces a “very uphill fight.” But, he says, “I’ll give it the old college try.”

Certainly, the proposal has become the most controversial on the conference agenda. Except possibly for one proposing power limits for clear channel stations, 9



Lee

khz is about the only one.

A five-nation working group, which was established to draft technical planning criteria for consideration at the March session and language that would provide the basis for the plan itself to be completed at the second session, has run into little difficulty. In fact, the U.S., which is represented in the working group, based many of the proposals for the conference it submitted in November on the report of the group’s fifth meeting. Nor is that surprising, since much of the group’s work derived from FCC rules or the North American Regional Broadcasting Agreement (NARBA). One U.S. concern is that a push will develop for a major departure from the working group’s recommendations. So far, however, there is no evidence of that happening.

Those U.S. proposals dealt with such matters as methods of predicting skywave and groundwave propagation, the nominal field strength of stations to be used in establishing protected contours for planning purposes, and the maximum power limits to be permitted stations. (The U.S., in that first batch of proposals, recommended a 50 kw limit for regional stations and a 1 kw limit for local stations.) The U.S. also proposed a footnote to a section on class of emissions that would afford countries in the hemisphere the flexibility to introduce AM stereo broadcasting. (The FCC is now nearing completion of a rulemaking aimed at selecting from among five proposals the AM stereo system it would authorize, given favorable action by the conference.) But the U.S. is breaking new ground in its newest proposals, based on recommendations adopted by the FCC last month.

One calls for a 50 kw limit on new clear channel stations and a requirement that those now operating with power in excess

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of 200 kw—and a number in Central and South America are—“shall” reduce power to that level. Of course, that proposal puts the final nail in the coffin of “superpower” hopes of U.S. clear channel stations. But more than that, the proposed requirement of a rollback to 200 kw goes beyond the language in the working group’s report, which merely recommends such a rollback.

But it is the 9 khz proposal that is likely to generate the most debate. It is viewed as a major element in the over-all policy of the Carter administration and the FCC to increase diversity of broadcast voices, as well as to increase broadcast ownership opportunities for minorities and to enable daytime stations to become full-time operations.

The U.S. thinks it worth the price American broadcasters would be asked to bear—an average of \$10,000 for each of the 1,300 stations operating directional antennas that would have to be adjusted, and a total cost, for all 4,100 AM stations that would be affected, of \$15 million, according to the results of a study commissioned by the FCC but not yet released. (Some 430 stations would remain on their present frequencies.) Engineers say the cost for most nondirectionalized stations would vary from \$250 to \$1,100.

But since U.S. policy makers began advocating the reduction in channel spacing, no other country has rallied to the U.S. banner on the issue.

Canada is a case in point. A year ago, when the National Telecommunications and Information Administration originally offered the proposal to the FCC, Canadian broadcast industry representatives said there was no chance Canadian broadcasters would support 9 khz (BROADCASTING, Jan. 15, 1979). And two weeks ago, a

Canadian government official who will serve on his country’s Buenos Aires delegation made it clear the broadcasters have the government’s sympathy. “At this point in time, we’re not convinced the benefits [of the change] outweigh the costs,” said Gilles Courtemanche, director of the broadcast regulatory branch of the Canadian Department of Communications. He did not rule out a change in view, given new “facts and figures.” But, he said, “our present position is to support 10 khz.” Courtemanche declined to reveal what government studies had indicated the costs would be to the Canadian stations.

Complicating the U.S.’s efforts is the necessity for gaining virtually unanimous support for the 9 khz proposal. A simple majority would not do; unless broadcasters on both sides of a border operated on the basis of the same channel-separation plan, their operations would suffer mutual, and destructive, heterodyne (whistling) interference.

And the U.S. has every reason to believe that winning over the countries of the region will be, as Lee said, an “uphill fight.” Still fresh is the memory of its inability at the recently concluded World Administrative Radio Conference to persuade Latin American countries to follow its lead on a number of issues.

Indeed, the U.S. has already lost on one key vote in connection with the Region 2 conference. It failed last June to persuade the International Telecommunication Union’s administrative council, which has charge of such matters, to postpone the first session until early in 1981, to provide for more preparation. The council followed the wishes of its Canadian and Latin American members in scheduling the conference when it did.

What’s more, a Hispanic-American

AM advisers. An advisory committee with an initial membership of 27 government and industry representatives was established by the FCC last week to aid the U.S. delegation in the preparation for the Region 2 conference on AM broadcasting.

The group’s members—13 of whom have already been nominated to serve on the delegation—will review the U.S. proposals submitted for consideration at the first session of the conference, to begin in Buenos Aires on March 10, to determine whether there are any omissions, and to help develop fall-back positions.

They will also advise on proposals of other Region 2 countries, including their impact on existing U.S. AM agreements with other countries in the hemisphere—the North American Regional Broadcasting Agreement and the U.S.-Mexico accord. Canada, a signatory to the NARBA, has said the Region 2 plan being developed could lead to the abrogation of NARBA.

The committee will remain in existence through the end of the second session, to be held in November 1981 and at which the plan is to be completed.

Chairman of the group is Charles Breig, of the FCC’s Broadcast Bureau. Other government members are James Winston, John Wang, Dennis Williams, Steve Selwyn, Thomas J. Johnson, Neal K. McNaughten, and Wilson LaFollette, all of the FCC; James R. Carroll, Department of Defense, and William H. Jahn, Department of State.

Industry members are Ray Livesay, Daytime Broadcasters Association; Larry Moushin, General Electric Co.; R. Russell Eagan, Kirkland & Ellis law firm; Harold L. Kassens, A.D. Ring & Associates, Wallace Johnson, Association for Broadcast Engineering Standards; Robert DuTreil, Cohen & Associates; Ralph E. Green, CBS; Martin H. Meaney, NBC; John Serafin, ABC; Roger E. Wolf, Electronic Industries Association; Elizabeth Dahlberg, Lohnes & Culver; Oscar Leon Cuellar, P.E.; Donald G. Everist, Cohen & Dippell; William K. Myer, Cohen & Jacob; Neil M. Smith, Smith & Powstenko; George Bartlett, National Association of Broadcasters; Robert O. Niles, Capital Cities Communications.

The delegate nominees are Winston, Wang, Kassens, Dahlberg, Cuellar, Selwyn, Thomas Johnson, Wallace Johnson, Everist, Niles, Carroll, Jahn and LaFollette.



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among those nominated to serve on the U.S. delegation put the matter bluntly last week, at an organizational meeting of a government-industry committee to advise the delegation (see page 79). "We're alone in Buenos Aires," said Oscar L. Cuellar, a consulting engineer from Denver. "Some countries have tremendous animosity toward the U.S."

□

The U.S. is prepared to make three principal arguments in behalf of the 9 khz proposal, according to Wilson LaFollette, chief of the technical and international branch of the FCC's Policy and Rules Division and deputy chairman of the U.S. delegation. One, of course, is spectrum efficiency: Adoption of the proposal would permit the creation of 12 new channels in the existing AM band on which stations could be established. A related benefit, LaFollette claims for the plan is that it would provide greater flexibility for the planners during the Region 2 conference in resolving interference problems. And the third argument is the desirability of compatibility with the other regions of the world. Use of a 9 khz plan, LaFollette says, in a paper on the subject distributed to CITEL members, "would decrease potential long-term [heterodyne] interference" between stations in Region 2 and those in Regions 1 and 3 which already use the 9 khz standard. Some of that interference is said to have been experienced by stations on the U.S. West Coast and in Tahiti. However, because sunspot activity is approaching a peak, with a resulting decrease in inter-regional interference, the problem thus far has not been serious. But LaFollette's paper says future levels of interference can be expected to increase when sunspot activity diminishes.

These and other arguments on both sides of the issue are being aired in Sao Paulo, Brazil, this week at the sixth and final working group meeting before Buenos Aires. Besides the members of the group—Mexico, Venezuela, Brazil and Argentina—representatives of many of the 35 other Region 2 countries are participating. All have been encouraged to attend by the ITU, under whose auspices the Region 2 conference will be held.

The U.S. regards the Sao Paulo meeting, which begins today and will run for days, as crucial. "We'll be loaded for bear," LaFollette said, in preparing for the trip. "We'll identify the countries we have to sell on the plan. We'll meet with them at night, after the regular business sessions. We'll prepare data to show how the 9 khz plan can work."

As an indication of its seriousness, the U.S., which normally sends four delegates to working group meetings, has sent seven to Sao Paulo—LaFollette; Douglas Crombie, of NTIA's Institute of Telecommunications and Science; William H. Jahn, of the State Department's Office of International Communications Policy; John Wang, of the FCC's Office of Science and Technology; Gary Stanford and Robert Burkhardt, of the FCC's tech-

nical and international branch, and Robert Foosner, who headed the FCC's task force that studied the 9 khz proposal.

The question of how many new stations could be accommodated if the 9 khz proposal were adopted has been the subject of what could probably best be described as guessing. The FCC, not wanting to be proved a bad prophet, places the number in the U.S. at between 200 and 1,400. But the best answer, according to engineers who have studied the problem, is, "It all depends." It depends not only on the kinds of stations (low-power local outlets or high-power operations monopolizing a channel) the U.S. decides are in the public interest. It depends also on the needs of the U.S.'s neighbors for additional channels. The question of how the channels would be used—if a 9 khz plan were adopted—and how they would be apportioned among the U.S. and its neighbors will probably be discussed in informal bilateral and multilateral talks during the conference in Buenos Aires. Indeed, such discussions could well influence the outcome of the decision on the 9 khz proposal.

A worse-case scenario has Mexico, Canada and perhaps some Caribbean countries gobbling up all the additional channels as clears for their respective use. In that case, the pickings for the U.S. would be slim indeed.

However, no one on the U.S. delegation expects that situation to come to pass. "We're better negotiators than that," LaFollette says. And one member of the delegation, Harold Kassens, a former FCC engineer now with A.D. Ring, a consulting engineering firm, says the 9 khz proposal might prove "worthwhile" if the U.S. secured even six of the 12 channels for use by local stations. "You could put in 500 stations," he said.

Meanwhile, work is proceeding on other elements of the conference.

In addition to the working group's development of technical planning criteria, all of the countries in the



LaFollette

Near and far. The Region 2 conference on AM broadcasting to be held in Buenos Aires in March will draw participants from more than the 39 countries in the western hemisphere. Denmark, France, the United Kingdom and the Netherlands, each of which has possessions in the hemisphere, are expected to participate. In addition, the Soviet Union, Australia and the Congo (Brazzaville) will attend as observers. U.S. officials believe the Soviet Union's purpose in attending is to provide assistance to the Cubans in working for a Region 2 plan that would assure Cuba some degree of protection against broadcast transmissions of foreign countries. Australia and the Congo, State Department officials believe, are concerned over the likelihood of interference that will be caused if the U.S. remains on a 10 khz channel separation system, while countries in the Pacific, Europe and Africa already are on a 9 khz system.

hemisphere are submitting initial broadcasting inventories—of AM stations on the air or expected to be on the air through 1982—to the ITU's International Frequency Radio Board. (The U.S. inventory was submitted last week.) The IFRB will use the inventories as the basis for what LaFollette calls a "dry-run" study that will give participants at the Buenos Aires conference some indication of what impact the criteria being discussed will have on the existing situation. Then, in advance of the second conference, the IFRB, on the basis of more complete information, will do a detailed study that will identify the incompatibilities among existing and proposed stations that will result from the criteria to be adopted at Buenos Aires. And "at the second session"—which will probably be held in Geneva—"horse trading will occur," LaFollette says.

Participants will either agree to accept interference or will negotiate changes in stations' power or other parameters to avoid or reduce it. The agreements reached, LaFollette says, will help produce an assignment plan. Besides the frequency list of the stations involved, the agreement will include procedures for adding new stations and for filing objections against alleged violations of the agreement. In those matters, the IFRB will play a clearing-house role. It will probably also be given responsibility to make interference studies when requested by parties to a dispute.

Nor are those the only elements likely to be involved. If the plans adopted in 1975 by Regions 1 and 3 are a guide, Region 2 will include in its plan an exhortation to the developed countries in the region to aid neighboring developing countries in putting stations on the air.

As the U.S. prepares for Buenos Aires, the technical details of the proposed criteria that it and other nations are advancing is not all that it is thinking about. It is concerned about the possible impact of

the plan to be adopted on its own subregional agreements, particularly NARBA. The U.S. is comfortable with the pact, under which the use of each of the 107 AM channels is planned and which provides substantial protection for clear channel stations. But Canada has talked of abrogating NARBA, at least to the extent it is dealt with in the new plan.

"We don't intend to cancel NARBA," Canada's Courtemanche said. "But the conference may produce results requiring changes in NARBA. And if a sufficient number of its provisions are covered in the agreement, we'll consider abrogating NARBA."

Such talk makes U.S. officials a little uneasy. "NARBA plays an important part in our planning," LaFollette said last week. "If NARBA is abrogated, what happens to the protection now given the IA clears?"

However, both Courtemanche and LaFollette talked of the likelihood of a new NARBA being negotiated following the Region 2 conference. The U.S. proposals envisage the development of subregional and bilateral agreements among the countries of the region to "complement" the Region 2 pact. "It's possible," LaFollette said, "that the need for a new NARBA could depend on how much the present one is provided for in the new agreement."

But for the immediate present, the way seems clear for the creation of the first comprehensive plan governing the use of the AM band in Region 2. With its conclusion, in 1981, the growth of AM broadcasting will, presumably, proceed in an orderly manner, with coordination among the countries guarding against the interference stations now experience. (There is, for instance, the case of the station in Belize, British Honduras, located just over Mexico's southern border, that operates with 20 kw of power on 834 khz and causes problems for stations on 830 khz and 840 khz as far north as Florida. But what remains a question is whether Region 2 countries will operate on channels 10 khz apart, or 9.

Life after WARC

FCC is briefed on what happened in Geneva and how it will be affected by the decisions there

The U.S., the FCC was told last week, did "rather well" at the World Administrative Radio Conference that concluded in Geneva last month, achieving perhaps 95% of its objectives—if second and third fall-back positions as well as primary goals are considered. But along with that degree of success, the U.S.—specifically, the commission—picked up some problems, including how it will deal with the additional spectrum made available for AM broadcasting in the western hemisphere and how it will find funds for additional responsibilities.

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affairs adviser to the commission who served as one of the vice chairmen of the U.S. WARC delegation, offered the assessment of the U.S.'s performance in briefing the commission on WARC.

He said a major objective of maintaining the International Telecommunications Union as an effective, technically oriented body was accomplished, despite some "political aspects." The toughest political row occurred early in the conference over the selection of a chairman. But that dispute, between developed and developing nations, was eventually settled by compromise.

And along with William Torak, of the Office of Science and Technology, who also served as a vice chairman of the delegation, he reported the U.S. experience in connection with a number of major regulatory and allocation items. In most cases, U.S. objectives were said to have been achieved (BROADCASTING, Dec. 10, 1979).

But Torak was not prepared to call the conference's action on AM broadcasting in the western hemisphere a success for the U.S. The U.S. had proposed extending the band from 1605 khz to 1860 khz, and the conference instead extended it only to 1705 khz. But it wasn't only the lack of khz that disturbed Torak. Given the U.S.'s other needs, broadcasting, he suggested, was treated with more deference

than the U.S. thought wise.

The U.S. had proposed sharing the 1605-1800 khz band between broadcasting and other services, particularly radiolocation, a form of radar important, among its other uses, in oil exploration, surveying and mapping. (The U.S. would have reserved the band only between 1800 and 1860 khz exclusively for broadcasting.) But the conference allocated 1605-1625 khz to broadcasting exclusively and 1625 to 1705 khz to broadcasting on a primary basis; the other services will be required to protect broadcasting.

As a result, said Torak, "We will have to move radiolocation, and we don't know where it's going to be moved. It will require technical and economic studies. . . . We wanted flexibility to make changes [in the use of the band] in a more comfortable way. Now we have a smaller band than anticipated."

Another aspect of the decision on AM broadcasting disturbed Commissioner James H. Quello—the length of time that will elapse before the additional spectrum will be available for broadcasting. The band between 1625 and 1665 khz won't be used for broadcasting until 1987; the remainder, until 1990. "That seems like a long time," Quello said.

One reason for the length of time is that a regional conference to plan the use of the additional spectrum space will not be

Science class. The FCC was briefed not only on WARC last week; the commissioners were also given a presentation on one of the newest items in communications technology—optical fibers. Charles K. Kao, vice president and chief scientist of ITT's Electro-Optical Products Division, conducted the seminar last Thursday. He spoke about the advantages of fiber optics and their use in signal transmission: the strength and flexibility of the material, the low cost due to abundance of raw material (basically, sand) and the wide bandwidth, allowing multichannel setups. Presently, he said, there are prototype fiber-optic communications systems, primarily telephone services, operating in several communities. But, Kao said, some cable television systems are already using fiber-optic trunking systems.

held until 1985. Torak said the countries involved need time to determine how they will phase broadcasting into the additional frequencies.

The additional responsibilities WARC '79 will impose on the FCC involve international conferences and technical assistance programs.

Schaefer said WARC '79 spun off nine regional and world conferences to be held over the next six years for which the commission will help prepare and provide some of the U.S. delegates. These are in addition to 12 previously scheduled radio conferences, as well as a number of other meetings dealing with telephone matters. And some, Schaefer said, "are of equal or greater significance than WARC." He cited the plenipotentiary conference to be held in Nairobi, Kenya, in 1982, at which the ITU's basic charter and structure could be changed.

The technical assistance programs were called for in 10 resolutions adopted by the conference and are designed to help developing countries strengthen their telecommunications expertise. The resolutions do not mandate cooperation, but the U.S. supported them, and the commission will be called on to provide some of the help needed. Schaefer noted that developing countries need assistance in developing frequency management skills if they are to cooperate with developed countries in such matters.

The commission, which has been admittedly slow in reporting information on the operations of its licensees to the ITU, now finds itself with additional reporting responsibilities as a result of actions taken at WARC. And complying with the requirements "will cost," Torak said. But, he noted, prompt compliance is in the best interest of the licensees, since the information is needed to assure protection from interference.

Ferris agreed "We're going to have to determine the best method [of obtaining the necessary data promptly] and make a recommendation to Congress as to what's involved," he said.



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More 400. Scientific-Atlanta's cable communications division will supply new Atlanta cable franchises with equipment to build 1,500-mile, 95-channel cable system. Cable Atlanta Inc. has proposed two-tier system: one 54-channel system for home market and 41-channel system for institutions such as schools, libraries and government offices. Home system, featuring two-way capability, is made possible by S-A headend and distribution amplifiers capable of passing 400 mhz. S-A will also supply satellite earth stations, receiving and processing equipment, taps and set-top terminals. It said that it will begin delivery of gear early this year.

□

Slow show. Colorado Video has introduced new slow-scan television transceiver (model 285), available in transceiver, transmitter or receiver configurations. Transceiver accepts signal from camera, videotape recorder or videodisk recorder. Transmission times vary according to gray levels chosen and bit rate (up to 500 kilobits per second). Price for receive-only 285 is \$9,000.

□

Just in time for Olympics. Comsat has filed at FCC for 5% general reduction in rates it charges other U.S. carriers for use of Intelsat, global satellite communications network. Reduction, which—if unchallenged at FCC—will become effective end of month, follows 15% reduction effected in May 1979. Comsat said 5% reduction will save its customers approximately \$6.6 million annually and would apply to all types of service—voice, data and video. Charge for voice-grade circuit, for example, would drop from \$1,340 to \$1,275 per month and charge for first 10 minutes of television transmission would be reduced from \$189 to \$169, Comsat said.

□



Worth's with Wold. Robert Wold Co., Los Angeles-based satellite resale carrier, is forming new subsidiary, Satelink of American, and has hired Gary J. Worth, who left three-member executive committee of Mutual Broadcasting System last month, to head it. Robert Patterson, vice president of Wold, said plans for new company are "still on the drawing board," but that it will probably provide same service in contiguous 48 states that Wold's Satelink of Hawaii currently provides in Hawaii—earth station leasing. He said that Worth, who signed with company first week of month, has been involved in developing plans for company and that for time being he will work out of Washington.

□

Shanghaied. People's Republic of China has signed contract with Hitachi Ltd. of Japan to build color television assembly plant in Shanghai. Hitachi, major manufacturer of broadcast equipment and consumer electronics, said that new plant is expected to produce some 200,000 14-inch and 22-inch sets when it goes into operation in mid-1981

□

Technical tests. Society of Broadcast Engineers spring certification exams will be given from May 19 to June 6. Those wishing to take test should submit application to SBE certification secretary by April 8: P.O. Box 50844, Indianapolis, 46250.

□

Particular matter. Ampex Corp. demonstrated its new MPT audio cassette at 1980 Winter Consumer Electronics Show in Las Vegas. MPT cassette uses pure iron particles instead of ferric oxide. Ampex said effect of denser and more magnetically retentive particles is increased maximum output level at both high and low frequencies.

□

Don't change. National Association of Broadcasters has told FCC that it should not adopt federal non-ionization radiation regulations before "establishing a firm body of scientific evidence" and before promulgating "rational balancing of perceived and real health hazards" against effects of such regulations in broadcast service to public. Comments came in response to FCC's inquiry on its responsibility to consider biological effects of radio frequency radiation when authorizing use of radio frequency devices. NAB said FCC should not adopt such rules in absence of any request by safety and health agencies.

□

Birds. Hughes Aircraft Co. was awarded approximately \$80-million contracts to build two new Palapa communications satellites for Perumtel, Indonesia's government-owned telecommunications company. Satellites will deliver voice, video, telephone and high-speed data services to Philippines, Thailand, Malaysia and Singapore as well as Indonesia.

PM MAGAZINE

**No. 1 in
MINNEAPOLIS**

**18
RATING**

**37
SHARE**

59%
More homes
than year-ago
programming!

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6:30 PM**

**THE NUMBER ONE
ANSWER FOR ACCESS**

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7800 BEVERLY BLVD. LOS ANGELES, CA 90036

NATPE HILTON 4175

Source: NSI Nov. 1978, NSI Nov. 1979. Audience figures are estimates subject to limitations of the techniques and procedures used by the service noted.

The Broadcasting Playlist Jan 14

Contemporary


<i>Last This week</i>	<i>This week</i>	<i>Title</i> □ <i>Artist</i>	<i>Label</i>
3	1	<i>Do That To Me</i> □ Capt. & Tennille	Casablanca
4	2	<i>Rock With You</i> □ Michael Jackson	Epic
5	3	<i>We Don't Talk Anymore</i> □ Cliff Richard	EMI/America
1	4	<i>Escape</i> □ Rupert Holmes	Infinity
12	5	<i>Coward of the County</i> □ Kenny Rogers	United Artists
2	6	<i>Babe</i> □ Styx	A&M
6	7	<i>The Long Run</i> □ Eagles	Elektra
14	8	<i>Sara</i> □ Fleetwood Mac	Warner Bros.
9	9	<i>Cruisin'</i> □ Smokey Robinson	Motown
24	10	<i>Don't Do Me Like That</i> □ Tom Petty	Backstreet
15	11	<i>Cool Change</i> □ Little River Band	Capitol
19	12	<i>I Wanna Be Your Lover</i> □ Prince	Warner Bros.
18	13	<i>Please Don't Go</i> □ KC & Sunshine Band	TK
20	14	<i>Deja Vu</i> □ Dionne Warwick	Arista
8	15	<i>Jane</i> □ Jefferson Starship	Grunt
10	16	<i>Ladies' Night</i> □ Kool & the Gang	De-Lite
23	17	<i>Yes I'm Ready</i> □ Teri Desario/H.W. Kasey	Casablanca
7	18	<i>No More Tears</i> □ Streisand/Summer	Columbia/Casablanca
21	19	<i>This Is It</i> □ Kenny Loggins	Columbia
16	20	<i>Send One Your Love</i> □ Stevie Wonder	Tamla
30	21	<i>Don't Let Go</i> □ Isaac Hayes	Polydor
22	22	<i>Better Love Next Time</i> □ Dr. Hook	Capitol
31	23	<i>Crazy Little Thing Called Love</i> □ Queen	Elektra
11	24	<i>Still</i> □ Commodores	Motown
27	25	<i>Romeo's Tune</i> □ Steve Forbert	Nemperor
17	26	<i>Head Games</i> □ Foreigner	Atlantic
34	27	<i>Longer</i> □ Dan Fogelberg	Epic
44	28	<i>On the Radio</i> □ Donna Summer	Casablanca
32	29	<i>Working My Way Back To You</i> □ Spinners	Atlantic
39	30	<i>Why Me</i> □ Styx	A&M
26	31	<i>Third Time Lucky</i> □ Foghat	Bearsville
37	32	<i>Daydream Believer</i> □ Anne Murray	Capitol
29	33	<i>You're Only Lonely</i> □ J.D. Souther	Columbia
33	34	<i>Wait For Me</i> □ Hall & Oates	RCA
28	35	<i>Forever Mine</i> □ O'Jays	Phila. Int'l.
36	36	<i>American Dream</i> □ Dirt Band	United Artist
13	37	<i>Take the Long Way Home</i> □ Supertramp	A&M
42	38	<i>September Morn</i> □ Neil Diamond	Columbia
38	39	<i>Voices</i> □ Cheap Trick	Epic
-	40	<i>Second Time Around</i> □ Shalamar	Solar
40	41	<i>You Know That I Love You</i> □ Santana	Columbia
50	42	<i>When I Wanted You</i> □ Barry Manilow	Arista
-	43	"99" □ Toto	Columbia
25	44	<i>Heartache Tonight</i> □ Eagles	Elektra
46	45	<i>Last Train to London</i> □ E.L.O.	Jet
49	46	<i>Fool in the Rain</i> □ Led Zeppelin	Swan Song
45	47	<i>Savannah Nights</i> □ Tom Johnston	Warner Bros.
-	48	<i>Lonely Eyes</i> □ Robert John	EMI/America
-	49	<i>Lost Her In the Sun</i> □ John Stewart	RSO
35	50	<i>Do You Love What You Feel</i> □ Rufus/Chaka	MCA

Playback

Ups and downs. Captain & Tennille's *Do That To Me One More Time* (Casablanca) knocks Rupert Holmes's *Escape* (Infinity) from a two-week reign as the number-one record on "Playlist" this week. Dale Andrews, program director at WFBR(AM) Baltimore predicts that *Do That To Me* will be "the best adult contemporary record of the year." And as *Escape* begins its descent, Holmes's just-released follow-up single, *Him* (Infinity), waits below "Playlist" at number 51. Dan Giovanni, music director at WPRO-FM Providence, R.I., comments that the new single "has a good hook line to it and should go all the way." **Strong possibility.** The success of Shalamar's *Second Time Around* (Solar) at large metropolitan top-40 stations resulted in its entry with a bolt at number 40 this week, while its fate at smaller market radio stations remains in the balance. Jim Roberts, program director at WKWK(AM) Wheeling, W.Va., reports he's considering adding it this week, and comments: "It's more than just an R&B record, and if it survives the next few weeks, it could be one of the early big records of the 80's." **Typical.** Having entered "Playlist" last week with a bolt at 42, Neil Diamond's *September Morn* (Columbia) moves up again this week to 38. Roberts reports great initial response to it and comments: "You've got to give him credit for growing with his audience. It's not like his old rock 'n' roll, but fits the flow of American music in the 80's: mellow and appealing primarily to upper demographics." And Gary Moore, program director at WBGN(AM) Bowling Green, Ky., says, "typical Diamond is fantastic music, and this is no exception."

Country

<i>Last This week</i>	<i>This week</i>	<i>Title</i> □ <i>Artist</i>	<i>Label</i>
1	1	<i>Coward of the County</i> □ Kenny Rogers	United Artists
7	2	<i>How I Miss You Tonight</i> □ Jim Reeves	RCA
4	3	<i>Help Me Make It Through the Night</i> □ W. Nelson	Columbia
5	4	<i>Holding the Bag</i> □ Moe & Joe	Columbia
14	5	<i>Love Me All Over Again</i> □ Don Williams	MCA
3	6	<i>Pour Me Another Tequila</i> □ Eddie Rabbit	Elektra
15	7	<i>Leaving Louisiana</i> □ Oak Ridge Boys	MCA
10	8	<i>Coming Back For More</i> □ T.G. Sheppard	Warner Bros.
6	9	<i>You Know Just What I'd Do</i> □ Twitty/Lynn	MCA
2	10	<i>Missing You</i> □ Charley Pride	RCA
12	11	<i>You Pick Me Up</i> □ Dottie West	United Artists
8	12	<i>Happy Birthday Darlin'</i> □ Conway Twitty	MCA
11	13	<i>My World Begins</i> □ Dave & Sugar	RCA
9	14	<i>Tell Me What It's Like</i> □ Brenda Lee	MCA
-	15	<i>You'd Make An Angel Wanna Cheat</i> □ Kendalls	Ovation
16	16	<i>Wish I Was Crazy Again</i> □ Cash/Jennings	Columbia
18	17	<i>Lay Back In the Arms</i> □ Randy Barlow	Republic
19	18	<i>I Hate the Way I Love It</i> □ Rodriguez/McClain	Epic
20	19	<i>Sharing</i> □ Kenny Dale	Capitol
-	20	<i>Ain't Livin' Long Like This</i> □ Waylon Jennings	RCA
-	21	<i>Years</i> □ Barbara Mandrell	MCA
-	22	<i>You're Only Lonely</i> □ J.D. Souther	Columbia
24	23	<i>Blue Heartache</i> □ Gail Davies	Warner Bros.
13	24	<i>Nothing As Original As You</i> □ Statler Bros.	Mercury
-	25	<i>Little Getting Used To</i> □ Mickey Gilley	Epic

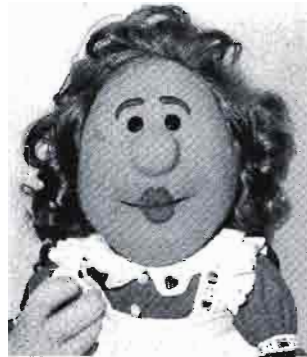
These are the top songs in air-play popularity as reported by a select group of U.S. stations. Each has been "weighted" in terms of Arbitron audience ratings for the reporting station on which it is played. A  indicates an upward movement of five or more chart positions between this week and last.

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Pertschuk pulls out of children's ad proceeding

Shortly after appeals court upholds his right to participate, FTC chief withdraws, saying he doesn't want to inhibit inquiry

Federal Trade Commission Chairman Michael Pertschuk, who recently was reinstated to the FTC's children's advertising inquiry by a federal appeals court (BROADCASTING, Jan. 7), last week withdrew from further participation in the case. Pertschuk expressed concern that his prior statements about the issue have given opponents of the proceeding "a diversionary issue," and the controversy regarding his participation—rather than the question of whether the case should continue—could become a focus of the debate.

"This is a painful decision, perhaps the most difficult I will make as a member of the FTC," Pertschuk said. "However, I believe the public interest is better served if I remove any issue of my personal participation from the legislative debate."

In a statement announcing his decision, Pertschuk said he had never hidden his concerns about the lawfulness of advertising directed at children, but he had remained committed to an open-minded review of the record before casting a vote. "When some participants in the rulemaking sought my disqualification, I declined because I knew I could and would decide the issues involved fairly and objectively based upon the record."

"The recent decision by the court of appeals confirms the lawfulness of my participation," he added.

In that decision, the U.S. Court of Appeals in Washington overturned a November 1978 ruling by U.S. District Court Judge Gerhard Gesell which held that Pertschuk had prejudged the case.

The court case originally was brought by a group of advertisers who had charged that statements made by Pertschuk in a speech to an Action for Children's Television conference showed that he had prejudged certain issues and could not be impartial. Gesell agreed and ordered Pertschuk to remove himself from the inquiry.

But the appellate court determined that Pertschuk's remarks, taken as a whole, represented discussion of the issue, which is not sufficient grounds for disqualifica-

Nationwide legal advice. The National Association of Broadcasters will hold free clinics on political broadcasting law in 37 cities during February. The clinics, for NAB members only, are designed to provide participants with practical guidelines on how to comply with FCC rules and policies governing political broadcasting. Ninety communications lawyers will conduct the clinics and members of the FCC's fairness-political branch will answer questions by telephone.

The clinics will be held from 2 to 5 p.m., Feb. 4, except in Anchorage (Feb. 1, 2-5 p.m.), Los Angeles (Feb. 7, 9 a.m.-noon) and Raleigh, N.C. (Feb. 12, 9 a.m.-noon).

To register for the clinics, write or call the NAB membership department: 1771 N Street, N.W., Washington 20036; (202) 293-3500.

The list of clinics (city followed by clinic location):

Albuquerque, N.M. (KOB-TV); Anchorage (Anchorage Western Hilton); Baltimore (WBAL-TV); Atlanta (WAGA-TV); Birmingham, Ala. (South Central Bell Auditorium); Boston (WNAC-TV); Charleston, S.C. (WCBD-TV); Chicago (WGN J. Howard Wood Center); Columbia, S.C. (WIS-TV); Dallas (WFAA-TV); Denver (KMGH-TV); Des Moines, Iowa (Howard Johnson's Downtown); Honolulu (Ilikai hotel); Huntington, W.Va. (WMUL-TV Communications Building, Marshall University); Indianapolis (Convention Center); Kansas City, Mo. (Radisson Muehlebach hotel); Las Vegas (KLAS-TV); Los Angeles (Century Plaza hotel); Madison, Wis. (Madison Area Technical College, room 644); Miami (WTVJ-TV); Minneapolis (KSTP-TV); Nashville (Opryland hotel); New York (WNEW-TV); Oklahoma City (Robert S. Kerr auditorium); Philadelphia (WPVI-TV); Phoenix (KOOL-TV); Pittsburgh (Pittsburgh Hilton); Portland, Ore. (Sheraton Portland); Providence, R.I. (WJAR-TV); Raleigh, N.C. (Velvet Cloak Inn); Richmond, Va. (WWBT-TV); Salt Lake City (Hotel Utah); San Antonio, Tex. (Hilton Papaya del Rio); San Francisco (KRON-TV); San Juan, P.R. (WKAQ-TV); Seattle (Center House, Seattle Center); Washington (NAB board room).

tion. In addition, it held that simply because Pertschuk explored certain issues, he was not bound to them forever, and was free to change his mind after considering facts in the case.

Pertschuk concluded, however, that his participation in the proceeding may not be in the best interest of the FTC or the case.

"I care deeply about this rulemaking" he said. "I believe that the children's advertising inquiry, if allowed to proceed, will prove to be of profound importance in illuminating the effects of advertising directed at young children and in establishing the boundaries of lawful conduct in this area."

"But my own prior statements, however appropriate the court has judged them, have given those urging Congress to terminate the rulemaking a diversionary issue. I am concerned that continuing controversy regarding my participation could become a focus of the debate, instead of the far more important issue—whether the proceeding itself should be allowed to continue."

But with or without Pertschuk's participation, there is still some question whether the inquiry will continue. The Senate Commerce Committee last November reported out a bill that would sharply curtail the FTC's authority, including its right to proceed with the children's advertising inquiry (BROADCASTING, Nov. 26, 1979). The language approved by the committee would limit the agency's authority in rulemaking proceedings to cases of false and deceptive advertising, while eliminating "unfair"

advertising from its purview. This would bring the children's advertising case to a complete halt, but the measure still has to stand the test of a vote by the full Senate.

Observers predicted last week that Pertschuk's move would have no effect on the pending legislation, which the full Senate is expected to take up soon.

It is not a foregone conclusion, however, that the children's advertising inquiry will simply be killed off without a fight. Sources indicated last week that support for the rulemaking had come from a number of Senate offices, although there have not yet been any firm decisions on whether to oppose that section of the bill that would halt the inquiry.

But what was left in doubt by Pertschuk's decision was further court action. There had been some talk of appealing the case to the Supreme Court, but Pertschuk's voluntary withdrawal may have made the issue moot. Attorneys were considering that question last week as they debated further action.

Catholic group opposes FCC's radio deregulation

The United States Catholic Conference has begun a massive campaign to get the FCC either to rescind its radio deregulation proposal, or hold nationwide field hearings before closing the period for public comment.

The USCC, the National Catholic

Educational Association and National Council of Catholic Women have begun distributing materials urging concerned persons to write the FCC. Their warning is that radio deregulation would reduce "the local listening community . . . to simple consumers and broadcasting policy would be dominated by sponsors."

Other USCC criticisms of the proposal are that it is "a forerunner to television deregulation; that much religious broadcasting will be discontinued; charities and nonprofit organizations could be denied access to radio; it eliminates any requirement for programming for the poor, the elderly and minorities; there will be no limit on the number of commercials; no requirement to broadcast news, public affairs or local programming; most important, the public will lose its control over radio."

There have already been filings at the FCC from various Catholic dioceses expressing similar views. The Green Bay, Wis., Diocesan Department of Education; the Society of Jesus of Baltimore; the Diocesan Department of Education of Buffalo, N.Y., and a private citizen from the New York Archdiocese have all filed petitions with the FCC supporting the USCC's recommendations.

No more, please

The Radio Broadcasters Association of Puerto Rico has asked the FCC to institute an immediate freeze on assignments of additional stations to Puerto Rico.

The group, in a letter to FCC Chairman Charles D. Ferris, claimed that the island's airwaves are already crowded with 57 AM and 36 FM stations, and "the problems of spacing and interference which exist between the Puerto Rican stations are accentuated by problems of interference from and to stations" of neighboring Haiti, the Dominican Republic and the Virgin Islands.

The group compared the size of Puerto Rico—3,421 square miles—to that of Connecticut or Hawaii. It said Puerto Rico's area "is only 70% of that of . . . Connecticut and only a little over half of that of the total land area of Hawaii." The letter added: "Connecticut has only about 40 AM and 23 FM stations and Hawaii only about 25 AM and 10 FM stations."

ASCEF-CBS fairness case rejected by Supreme Court

The Supreme Court has let stand an FCC decision dismissing a complaint that CBS had tilted toward a dovish position in its coverage of national security issues.

The court last week denied a petition that it review a decision of the full nine-member U.S. Court of Appeals affirming the commission's decision in the case involving the American Security Council Education Foundation, a conservatively oriented nonprofit educational institution.

The foundation, which is concerned

Washington Watch

Up in AM's. Daytime Broadcasters Association has registered opposition with one portion of S. 622 revision, Communications Act changes offered by Senate Republicans. DBA took issue with provision that would bar FCC from authorizing additional stations on clear channels or modify existing license authorizations so as to increase interference to clears. In letter to Senator Barry Goldwater (R-Ariz.), DBA chairman Ray Livesay had unkind words for proposal. "There are 2,300 daytime stations in the USA and DBA will muster all of them we can to oppose S. 622 unless this offensive portion of your bill of amendments is removed," he said.

Overstepped bounds. Joint brief, filed in U.S. Court of Appeals in Washington, charges FCC violated Administrative Procedure Act in authorizing Arlington (Va.) Telecommunications Corp. to import Baltimore TV signals and shifting burden of showing any potential damage to Washington-market broadcasters. Brief, filed by National Association of Broadcasters, Association of Independent Television Stations, Motion Picture Association of America, Metromedia and WJLA Inc., said that FCC's explicit elimination of second part of its two-part waiver standard—requirement that "unique and anomalous circumstances be shown in order to justify waiver"—constituted rulemaking. Brief said FCC has changed distant signal carriage rule in fundamental respects and "crossed the line between developing reasonable standards for waiver of an otherwise generally applicable rule and rewriting the rule itself."

Trying again. Committee for Open Media has gone to court second time in effort to win FCC authorization of "right of access" policy as "substitute" for current fairness doctrine procedure. U.S. Court of Appeals in November 1977 reversed commission decision rejecting proposal that had been offered in proceeding leading to adoption of fairness report in 1974. Court said commission had not given adequate consideration to matter. Commission, on Oct. 25, 1979, rejected proposal second time. It said that while fairness doctrine focused on public's access to ideas, COM proposal, under which stations would set aside one hour each week for presentation of messages by members of public, focused on access of speakers to public. COM last week petitioned appeals court to review that decision.

PM
MAGAZINE

**No. 1 in
LAS VEGAS**

**26
RATING**

**47
SHARE**

56%
More homes
than year-ago
programming!

**KLAS-TV
6:30 PM**

**THE NUMBER ONE
ANSWER FOR ACCESS**

GROUP W PRODUCTIONS
INC. / WESTINGHOUSE BROADCASTING COMPANY
7800 BEVERLY BLVD. LOS ANGELES, CA 90036

NATPE HILTON 4175

Source: NSI Nov. 1978, NSI Nov. 1979. Audience figures are estimates subject to limitations of the techniques and procedures used by the service noted.

with national security matters, based its complaint on a detailed study of CBS news programs for 1972 and 1973. The commission dismissed the complaint, without seeking CBS's response, on the ground that it was not based on "a particular and well-defined issue."

A three-judge panel of the appeals court

reversed that decision in a 2-1 decision. But last July, the full court, in a 6-3 decision, affirmed the commission after it had petitioned for rehearing.

The court agreed with the commission that, despite the massiveness of the study, ASCEF had failed to provide the prima facie evidence that would warrant an

investigation by the commission. Furthermore, the court said, ASCEF's "blunderbuss" approach to the fairness doctrine would do little to achieve the goal of a fully informed public while posing the dangers inherent in government interference in the news process (BROADCASTING, July 9, 1979.)

For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Dec. 31, 1979 through Jan. 4.

Abbreviations: 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. freq.—frequency. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SL—studio location. SH—specified hours. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—waits. *—non-commercial.

New Stations

AM applications

■ Smyrna, Tenn.—Smyrna Broadcasting Corp. seeks 710 khz, 250 w-D. Address: P.O. Box 128 Smyrna, Tenn. 37167. Estimated construction cost \$28,800; first year operating cost \$55,000; revenue \$100,000. Format: MOR. Principals: Robert T. Sticht and Jack W. Bursack (33.3%) and Knox Ridley and J. Sam Ridley (16.7%). Sticht is president of Smyrna. Sticht owns Nashville studio. Riddleys are brothers and partners in auto dealership. There are no other broadcast interests. Ann. Dec. 14.

AM actions

■ Jackson, Minn.—Broadcast Bureau granted Sturgis Radio Inc. 1190 khz, 5 kw-D. Address: P.O. Box 779 Sturgis, S.D. 57785. Estimated construction cost \$95,904; first year operating cost \$80,500; revenue \$200,000. Format: C&W. Principal: Leslie J. Kleven is president and principal owner. Applicant owns KBHB(AM) Sturgis-KRCS(FM) Sturgis-Rapid City, and KMSD(AM) Milbank, both South Dakota.

■ Paris, Tenn.—FCC granted J. Star Broadcasting Co. 1000 khz, 500 w-D. P.O. address: Box 1239, Paris 38242. Estimated construction cost \$72,000; first-year operating cost \$65,500; revenue \$85,000. Format MOR. Principals: F. Howard and Theodore H. Johnson (49% each) are father and son. F. Howard is in marketing; son is announcer for WSM(AM) Nashville. Action Jan. 2.

AM license

■ The following AM license has been granted WDDW(AM), Johnson City, Ill. (BL790618AB). Action Dec. 10, 1979.

FM applications

■ Fairfield Bay, Ark.—Fairfield Bay, Inc. seeks 106.3 mhz, 3 kw, HAAT: 390 ft. Address: Box 3008 Lakewood Village Mall, Fairfield Bay, Ark. 72088. Estimated construction cost \$93,758; first quarter operating cost Village Mall, Fairfield Bay, Ark. 72088. Estimated construction cost \$93,758; first quarter operating cost \$21,125; revenue \$55,000. Format: Pop.

Principal: Fairfield Bay is wholly owned by Fairfield Communities Inc. Clayton G. Gring is president of Fairfield Bay. Robert L. Callender, C. R. Warner, Jr., and Neal T. Simonsen are directors of Fairfield Communities, where Gring is senior VP. Fairfield has application pending for FM in Green Valley, Arizona. Ann. Dec. 14.

■ Havana, Fla.—Storm Broadcasting Corp. seeks 104.9 mhz, 3 kw, HAAT: 300 ft. Address: 1027 North Pointe Dr. Jackson, Miss. 39211. Estimated construction cost \$146,354; first quarter operating cost \$35,089; revenue \$200,000. Format: MOR. Principals: Leslie B. Storm (55%) and her husband Richard (45%). Leslie Storm is president/director. She is housewife, he worked for Birmingham, Ala. gas company. There are no other broadcast interests. Ann. Dec. 14.

■ Flemingsburg, Ky.—Fleming County Broadcasting, Inc. seeks 106.3 mhz, 3 kw, HAAT: 300 ft. Address: Virginia Ave. Mt. Sterling, Ky. 40353. Estimated construction cost \$18,353; first quarter operating cost \$25,000; revenue \$43,353. Format: C&W/Pop. Principal: Robert J. Spradlin (100%). Spradlin is manager of WMST-AM-FM in Mt. Sterling. Fleming also has application pending for new FM in Flemingsburg, Ky. Ann. Dec. 14.

■ Jamestown, N.D.—Great West Broadcasting, Inc. seeks 95.5 mhz, 55.7 kw, HAAT: 203 ft. Address: 205½ 1st Avenue South Jamestown, N.D. 58401. Estimated construction cost \$46,480; first year operating cost \$47,600; revenue \$125,000. Format: C&W. Principals: Roger G. Greenley (38.3%), Robert H. Ferguson (34.5%), David A. Middaugh (19.2%) and seven others. Greenley is president of Great West and is salesman for KQWB-FM Moorhead, Minn. Ferguson is announcer for KQWB(AM) Fargo, N.D. and KQWB-FM. Middaugh owns insurance company. Ann. Dec. 14.

■ Elk City, Okla.—Beckham Broadcasting Co. seeks 96.5 mhz, 100 kw, HAAT: 426 ft. Address: 2208 W. Third Elk City, Okla. 73644. Estimated construction cost \$89,374; first quarter operating cost \$21,077; revenue undetermined. Format: Soft rock. Principals: Howard M. McBee (72%), Joseph W. Tilton (25%) and two others. McBee owns one-third of KRPT(AM) Anadarko, Okla. Tilton owns 30% of KHEN-AM-FM Henryetta, Okla. They also own KADS(AM) Elk City, Okla. Ann. Dec. 14.

■ Douglas, Wyo.—FM Broadcasters, Inc. seeks 99.3 mhz, 813 kw, HAAT: 531 ft. Address: P.O. Box 670 Torrington, Wyo. 82240. Estimated construction cost \$10,000; first year operating cost \$35,380; revenue \$78,000. Format: MOR/C&W. Principal: Kermit G. Kath (100%). He owns 100% of KGOS(AM) and KERFM(AM), both Torrington, Wyoming; 50% of KCSR(AM) and KQSK(FM), both Chadron, Nebraska and 50% of KUSH(AM) Valentine, Neb. He also owns 37% of KWOR(AM) Worland, 37% of application granted for FM in Worland and 15% of KASL(AM) Newcastle, all Wyoming. Ann. Dec. 14.

FM actions

■ *Bowling Green, Ky.—Broadcast Bureau granted Western Kentucky University 88.9 mhz, 90 kw, HAAT: 721 ft. Address: College Heights Bowling Green, Ky. 42101. Estimated construction cost \$105,450; first year operating cost \$86,612; revenue undetermined. Format: Educational. Principal: Western Kentucky is a state university of Kentucky.

Dr. Dero G. Downing is president of board of regents.

■ *Chicago—Broadcast Bureau granted Open Media Corp. 90.1 mhz, 100 kw, HAAT: 440 ft. Address: P.O. Box A3463 Chicago, 60690. Estimated construction cost \$203,000; first quarter operating cost \$40,650; revenue undetermined. Format: Educational/non-commercial. Principal: Open Media is non-profit corporation. Mitchell A. Lieber is president and public affairs director of WNIB(FM). William C. Campbell is secretary and editorial director of WLS-TV Chicago.

■ Kaplan, La.—Broadcast Bureau granted Mid-Acadiana Broadcasting Corp. seeks 97.7 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 349 Kaplan, La. 70548. Estimated construction cost \$93,387; first quarter operating cost \$27,000; revenue \$144,000. Format: Pop/C&W. Principals: Ernest J. Alexander (30%) and 30 others. Alexander is Lafayette, La., teacher, and color announcer for KPFL(AM) Lafayette. Johnny E. Martin owns less than 3% of Mid-Acadiana and is KPFL newscaster.

■ *Pasadena, Texas—Broadcast Bureau granted Community Radio Inc. 89.3 mhz, .113 kw, HAAT: 87 ft. Address: P.O. Box 461 Oak Ridge, Tenn. 37830. Estimated construction cost \$12,674; first year operating cost \$13,200; revenue undetermined. Format: Educational. Principal: Community is non-profit corporation. Robert Vaughn is president of Community and minister.

■ Winnsboro, Tex.—Broadcast Bureau granted Tower Power Corp. seeks 104.9 mhz, 3 kw, HAAT: 300 ft. Address: 4 Estanolle St. Greenville, S.C. 29615. Estimated construction cost \$6,000; first quarter operating cost \$18,000; revenue \$72,000. Format: Variety. Principal: J.R. McClure (100%). McClure owns KHYM(AM) Gilmer and KKKK(FM) Odessa, both Texas, and KLXL(FM) Dubuque, Iowa. He also owns (49%) of KAKA(AM) Odessa, Tex. Wife Frances and son Robby are board members with no interest in Tower. Robby is VP of KAKA and Frances is secretary/treasurer of KKKK and KLXL. Ann. Dec. 14.

FM license

■ The following FM license has been granted: WCAZ-FM Carthage, Ill. (BLH781023AP). Action Dec. 7.

TV actions

■ Santa Rosa, Calif.—Broadcast Bureau granted Sonoma Broadcasting Inc. ch. 50; ERP 300 kw vis., 60 kw aur., HAAT 3,079 ft.; ant. height above ground 156.6 ft. P.O. address: 1040 B Street, San Rafael 94901. Estimated construction cost \$1,161,965; first-year operating cost \$693,978; revenue \$244,000. Legal counsel Farrand, Malti, Spillane & Cooper, San Francisco; consulting engineer Paul H. Lee. Applicant is subsidiary of Sonoma Newspapers Inc., publisher of San Rafael weekly newspaper. SNI is owned by Justus John Craemer, who also owns 37.5% of KTIM-AM-FM San Rafael. Action Oct. 19, 1979.

■ Clarksburg, W. Va.—Broadcast Bureau granted Christian Communication Center Inc. ch. 46; ERP 28 kw vis., 2.8 kw aur., HAAT 796 ft.; ant. height above ground 632 ft. Address: 775 Pike St. P.O. Box 2544 Clarksburg, W. Va. 26301. Estimated construction cost \$185,672; first-year operating cost \$81,757; revenue \$400,000. Legal counsel Gammon Law Offices, Washington, D.C. consulting engineer Serge Bergen, Fairfax, Va. 22030. Principals: Christian is non-stock corporation. Joseph A. Rose is president and owns furniture company. There are four others on the board of directors. Though there are no other broadcast

interests. Christian has produced programming used on WBOY-TV Clarksburg and cable systems.

Ownership Changes

Applications

- **KZRK-AM-FM** Ozark, Ark. (AM: 1540 khz, 500 w-D; FM: 96.7 mhz, 3 kw)—Seeks transfer of control of Valley Communications Inc. from Dewey Johnson (100% before; none after) to Western Communications Inc. (none before; 100% after). Consideration: \$115,000 and assumption of liability. Johnson also owns KSPR(AM)-KCIZ(FM) Springdale, Ark., and KRMO(AM)-KKBL(FM) Monett, Mo. Buyer is owned by Richard B. Shaw (99%) and his wife, Mitzi (1%). Shaw is Fort Smith, Ark., banker and attorney. Ann. Dec. 28, 1979.
- **KTEE(AM)** Idaho Falls, Idaho (1260 khz, 5 kw-D)—Seeks assignment of license from Communications Corp. of Idaho to Southwest Television Ltd. for \$545,000. Seller is equally owned by Merlin Farnes, Barney Goodwin and Clifford J. Barborka Jr. They have no other broadcast interests. Southwest is applicant for ch. 14 in Albuquerque, N.M.; ch. 22 in Spokane, Wash., and ch. 24 in Chico, Calif. Buyer is owned by Edward B. Berger (10%) and Eugene A. Adelstein (10%) and 31 others. Berger is Tucson attorney. Adelstein is general manager of KZAZ-TV Nogales, Ariz. Ann. Dec. 27.
- **WEIC-AM-FM** Charleston, Ill. (AM: 1270 khz, 1 kw-D, 500 w-N; FM: 92.1 mhz, 2.2 kw)—Seeks assignment of license from Withers Broadcasting of Eastern Illinois, Inc. to Macomb Broadcasting Company for \$700,000. Seller is principally owned by James K. Withers, who also owns 40% of KGMO-AM-FM Cape Girardeau, Mo. Buyer is owned by Ernest H. Huls (70%) and William A. Earman (30%). They also own WKIO(FM) Urbana, Ill., and KPER(AM) Hobbs, N.M. Ann. Dec. 28.
- **WRRR(AM)** Rockford Ill. (1330 khz, 1 kw-D)—Seeks assignment of license from Miller Broadcasting Co. to Sentry Broadcasting Inc. for \$875,000. Seller is owned by Howard Miller, who also owns WGGG(AM) Gainesville and WTAI(AM)-WLLV(FM) Melbourne, both Florida. Buyer is subsidiary of Sentry Insurance Co., mutual company based in Stevens Point, Wis. John W. Joanis is chairman of parent and Donald M. Colby is president of broadcasting subsidiary. Sentry also owns WXYQ(AM)-WSPT(FM) Stevens Point, WRJN(AM) Racine and WBIZ-AM-FM Eau Claire, all Wisconsin, and WTAX(AM)-WDBR(FM) Springfield, Ill. It has purchased, subject to FCC approval, KMNS(AM)-KSEZ(FM) Sioux City, Iowa (BROADCASTING, Oct. 8, 1979).
- **WJAZ(AM)** Albany, Ga. (960 khz, 5 kw-D)—Seeks assignment of license from Dowdy Brothers Broadcasting Corp. to Dr. Charles E. Finney for \$790,000 plus \$150,000 for covenant not to compete. Seller is owned by three brothers. Roy (85%), Bobby (10%) and Jim (5%). None has other broadcast interests. Finney is Albany physician. He has no other broadcast interests. Ann. Dec. 28.
- **WFWR(AM)** Fort Wayne, Ind. (1090 khz, 1 kw-D)—Seeks assignment of license from Fort Wayne Radio Inc. to Bott Broadcasting Co. for \$240,000, including \$49,000 for covenant not to compete. Seller is principally owned by John D. Haynes, but Max G. Irmischer is president. It sold WCMX(AM) Fort Wayne last July. Buyer is owned by Richard P. Bott and his wife, Sherley, who also own KCCV(AM) Independence, Mo., and KQCV(AM) Oklahoma City. Ann. Dec. 12.
- **KDRB(FM)** Derby, Kan. (95.9 mhz, 3 kw)—Seeks transfer of control of Tri-City Broadcasting Co. from Stockholders (100% before; none after) to Swanson Broadcasting Inc. (none before; 100% after). Consideration: \$400,000. Sellers are Arden Booth, Howard E. Burnett, William D. Devore and Wallace B. Foster. None has other broadcast interests. Buyer, principally owned by H. Calvin Young, also owns WGUS-FM Augusta, Ga., and WGUS(AM) North Augusta, S.C. It also purchased WSHO(AM) New Orleans last fall (BROADCASTING, Oct. 22, 1979). Ann. Dec. 12.
- **WCTR(AM)** Chestertown, Md. (AM: 1530 khz, 250 w-D)—Seeks transfer of control of WCTR Inc. from Russell H. Morgan and his wife, Kathryn to Frazier, Gross Clay Inc. Consideration: \$128,000. Principals: Morgan is also principal owner of WTTR-AM-FM Westminster, Md. Buyer is Washington

broadcast consulting firm, principally owned by Horace W. Gross. It has no other broadcast interests. Ann. Dec. 27.

- **WCAM(AM)** Camden, N.J. (1310 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from City Camden to JNW Broadcasting Inc. for \$850,000. Seller is city of Camden, which has no other broadcast interests. Angelo J. Errichetti is major; Richard Cinaglia is comptroller. Buyer is James N. Wade who is Harrisburg, Pa., management consultant. He is also 30% owner of applicant for Philadelphia cable franchise. Ann. Dec. 28.
- **WDBM(AM)-WOOO(FM)** Statesville, N.C. (AM: 550 khz, 500-D; FM: 96.9 mhz, 9 kw)—Seeks assignment of license from Radio Statesville Inc. to Metrolina Communications Corp. for \$600,000. Seller is principally owned by Helen Zachry, who also owns WRLD(AM) Lanett and WJHO(AM) Opelika, both Alabama. Buyer is owned by Bernard Kaplan (60%), his wife, Norma (20%), and James J. Shipley (20%), who also own WMJK(AM) Kissimmee, Fla. They sold WHLY(FM) Leesburg, Fla. (BROADCASTING, Nov. 26, 1979). Ann. Dec. 28.
- **KWGH(AM)** Big Lake, Tex. (1290 khz, 1 kw-D)—Seeks assignment of license from WMO Broadcasting Co. to Dithot Broadcasting for \$50,000. Seller is owned by N.W. Hickman, who has no other broadcast interests. Buyer is owned by Marvin G. Schwartz, owner of Gray-Schwartz Enterprises Inc., TV program syndicator. He and his wife also owned CP for KGSB(AM) Palm Springs, Calif. Ann. Dec. 12.
- **KMZK(AM)** Fort Worth, Tex. (1540 khz, 50 kw-D, 1 kw-N)—Seek transfer of control from Radio Fifteen Inc. to SGM Broadcasting Co. for \$900,000. Seller is principally owned by Taft Broadcasting (41%) and James M. Stewart (22%). Taft Broadcasting is owned by Paul E. Taft and family. They also own 85% of WNNE-TV Hanover, N.H., and have sold KODA(AM) Houston (Broadcasting, July 16, 1979) and KODA-FM Houston, subject to FCC approval (Broadcasting, April 30, 1979). Buyer is group of local minority businessmen: Johnny Gonzales, Ramon Medrano and Gabriel Salinas (one-third interest each). None has other broadcast interests. Ann. Dec. 28.
- **KERV(AM)-KPFM(FM)** Kerrville, Tex. (AM: 1230 khz, 1 kw-D, 250 w-N; FM: 94.3 mhz, 3 kw)—Seeks assignment of license from KGKL Inc. to Chess Enterprises Inc. for \$850,000, plus \$100,000 for covenant not to compete. Seller, owned by estate of Leroy J. Gloger who died last July, also owns KGKL(AM)-KSJT(FM) San Angelo, Tex. Buyer is owned by R. D. Hanna Co.; Edward Swartzkopf and his son, William; James Constance, and E. C. Ebinger (20% each). R. D. Hanna Co. is Denver broadcast brokerage firm, owned by Robert D. Hanna. Others are executives of Commonwealth Electric Co., electrical contracting firm, based in Lincoln, Neb. Ann. Dec. 28.
- **WBBN(AM)** Clarksburg, W.Va. (1400 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from WBBN Broadcasting Co. to Allegheny Broadcasting Co. for \$175,000. Seller is owned by Lee Dixon, who has no other broadcast interests. He sold WSOM-AM-FM Salem, Ohio, last month for \$1.1 million (BROADCASTING, Dec. 10, 1979). Buyer is owned by Jamie W. Stevens (70%) and Don C. Herrold and his son Don (15% each). Stevens was formerly reporter for WBOY-TV in Clarksburg. Herrold's own Clarksburg coal brokerage. Ann. Dec. 27.

Actions

- **WCMF(AM)** Stuart, Fla. (92.7 mhz, 3 kw)—Broadcast Bureau granted transfer of control of Blue Water Broadcasting Co. from Lester M. Combs and family (100% before; none after) to Netteere Broadcasting Co. (none before; 100% after). Consideration: \$497,000. Principals: Combs's have no other broadcast interests. Buyer is owned by Fred L. Netteere (60%) and his wife, Madeline (40%). Netteere is general manager of WCMF. Neither he nor his wife have other broadcast interests. (BTCH791004E1). Action Dec. 10, 1979.
- **WVMG-AM-FM** Cochran, Ga. (AM: 1440 khz, 1 kw-D; FM: 98.7 mhz 3 kw)—Broadcast Bureau granted transfer of control of Georgia Communications Corp. from E.W. John Johnson and F. Hunt Sanders (97% before; none after) to Howard M. Williamson and Howard Holman (none before; 97% after). Consideration: \$316,000. Principals: Johnson and Sanders are selling interest in station in order to pay off debt to Kenneth Matthews. Williamson owns third interest in WXPQ(AM) Eatonton, Ga. Holman has no other broadcast interests. (BTC791016GN,



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BTCH79101660). Action Dec. 10.

■ **KAHU(AM)** Waipahu (Honolulu), Hawaii (940 khz, 10 kw)—Broadcast Bureau granted assignment of license from Royal Hawaiian Radio Inc. to Westwood Broadcasting Corp. for \$310,000. Seller is owned by W. Russell Withers Jr., who also owns KULA(FM) Waipahu; WMIX-AM-FM Mount Vernon, Ill.; KGMO-AM-FM Cape Girardeau, Mo.; WDTV(TV) Weston, W. Va., and KAUS-AM-FM Austin, Minn., the last purchased last December for \$800,000 (BROADCASTING, Dec. 18, 1978). Buyer is owned by David Joseph (20%) and Toby Broadcasting Corp. (80%). Toby is owned by Marvin Cohen and Joel Jackson, Los Angeles businessmen. None has other broadcast interests. (BAL790917EE). Action Dec. 10, 1979.

■ **WBTO-AM-FM** Linton, Ind. (AM: 1600 khz, 500 w-D; FM: 93.5 mhz, 3 kw)—Broadcast Bureau granted transfer of control of Linton Broadcasting Co. from Harrison D. Boardman and his wife, Geraldine (100% before; none after) to Greene County Broadcasting Corp. (none before; 100% after). Consideration: \$300,000 including \$120,000 for covenant not to compete. Boardmans have no other broadcast interests. Buyer is owned by Robert M. McDaniel, who has been general manager of WHEZ(AM) Huntington, W. Va., since 1974. He has no other broadcast interests. (BTC791016GP, BTCH791016GQ). Action Dec. 5, 1979.

■ **KTAP(FM)** Crete, Neb. (103.9 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Airwaves Broadcasting Services Inc. to KTAP Radio Inc. for \$230,000. Seller is owned by Joseph L. Stavas, Donald L. Robson, William C. Whitlock, Ronald L. Kruse and James J. Jaworski (20% each). Stavas, Robson and Whitlock also own KTTT-AM-FM Columbus, Neb. In addition Whitlock owns 38% of KUVR-AM-FM Holdrege, Neb. Buyer is Jaworski (70%) and his wife Jacqueline (30%). Besides his interest in KTAP, where his wife works as bookkeeper, Jaworski has no other broadcast interests. Action Dec. 20, 1979.

■ **WNJU-TV** Linden (Newark), N.J. (ch. 47)—Broadcast Bureau granted transfer of control (80%)

from Columbia Pictures Industries Inc. to Jerry Perenchio and Tandem Productions for \$5 million. Seller also owns WYDE(AM) Birmingham, Ala.; KCPX-AM-FM Salt Lake City and WWVA(AM)-WCPI(FM) Wheeling, W. Va. Perenchio will own 40% of station and control another 40% as chairman and chief executive officer of Tamden, Los Angeles television production company. He is also chairman of TAT Communications, another production company, and National Subscription Television, which owns and operates two subscription TV stations; KBSC-TV Corona (Los Angeles), Calif., and WXON-TV Detroit. (BTCTV-790907KE). Action Dec. 26, 1979.

■ ***KIPC(FM)** Albuquerque, N.M. (91.5 mhz, 8.3 kw)—Broadcast Bureau granted assignment of license from Albuquerque Public Broadcasting Corp. to Spindizzy Pubcom Inc. for \$10. Seller is bankrupt; Gary B. Ottinger is trustee. Seller has no other broadcast interests. Buyer is nonprofit corporation; Ira Littman, part owner (13.5%) of KNCN(AM) Sinton, Tex., is president (BALED791019HK). Action Dec. 27.

■ **KRKE-AM-FM** Albuquerque, N.M. (AM: 610 khz, 5 kw; FM: 94.1 mhz, 22.5 kw)—Broadcast Bureau granted assignment of licenses from Gaylord Broadcasting Co. to Journal Star Stations Group for \$4.5 million plus \$500,000 for covenant not to compete. Seller, headed by Edward L. Gaylord and 100% owned by Oklahoma Publishing Co., also owns WTVT(TV) Tampa, Fla.; WVUE(TV) New Orleans; WUAB(TV) Lorain, Ohio (Cleveland); WKY(AM) Oklahoma City; KYTE-AM-FM Portland, Ore.; KTVT(TV) Fort Worth; KHTV(TV) Houston; KSTW(TV) Tacoma, Wash., and WVTV(TV) Milwaukee. Buyer, headquartered in Peoria, Ill., is owned by Peoria Journal Star Inc., publisher of newspaper of that name. Broadcast division also owns KSSS(FM) Colorado Springs; WAZY-AM-FM Lafayette, Ind.; KFRM(AM) Salina and KICT(FM) Wichita, both Kansas; KBYM(AM) Billings, Mont.; KNOX(AM)-KYTN(FM) Grand Forks, N.D. (BAL7912036B, BTCH7912036C). Action Dec. 26, 1979.

■ **WFBS(AM)** Spring Lake, N.C. (1450 khz, 1 kw-D, 250w-N)—Broadcast Bureau granted transfer of control of Crest Communications Inc. from Jerry W.

Oakley (100% before; none after) to William R. Britt (none before; 100% after). Consideration: \$666,191. Oakley also has interest in WIRC(AM)-WXRC(FM) Hickory, N.C. Britt sold 50% interest in WHNC(AM)-FM Henderson, N.C., in July 1978. He also has small interest in WHPY(AM) Clayton, N.C. (BTC791003EA). Action Dec. 5, 1979.

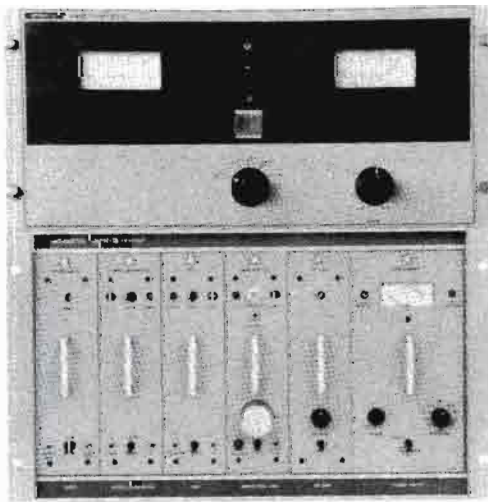
■ **WMCP(AM)** Columbia, Tenn. (1280 khz 1 kw-D)—Broadcast Bureau granted transfer of control of Maury County Boosters Corp. from G. Paul Crowder and B.C. Eddins (66% before; none after) to T. Earl Williford (33% before; 38% after) and others. Consideration: \$350,000. Crowder has no other broadcast interests. Eddins also has interests in WFMH(AM)-FM Cullman, and WAGF(AM) Dothan, both Alabama, and has purchased WARI(AM)-WXLE(FM) Abbeville, Ala. Buyers are T. Earl Williford (38%), his sons, Tom E. (15%) and M. Keith (15%), and his half brother J. Mack Shaw (32%). Prior to sale, elder Williford owned 33% of WMCP. Tom has been announcer at WMCP since 1974 and Keith is civilian electronics specialist, working on missile system for Army in Redstone Arsenal, Ala. Shaw has been commercial manager of WMCP since 1963 (BTC791011FQ). Action Dec. 26, 1979.

■ **WZTV-TV** Nashville (ch. 17)—Broadcast Bureau granted transfer of control from Reel Broadcasting Co. to Multimedia Broadcasting Co. for \$6 million. Seller is owned principally by Robert K. Zelle (70%) and Ian N. Wheeler (9%). They have no other broadcast interests. Buyer is division of Multimedia Inc., group owner with seven AM's, six FM's, and five VHF-TV's as well as newspapers. J. Kelly Sisk is chairman, Wilson Wearn, president, and Walter E. Bartlett, president of broadcast division. Action Dec. 14, 1979.

■ **KYXX(AM)** Odessa, Tex. (920 khz, 1 kw-D, 500 w-N)—Broadcast Bureau granted assignment of license from Mesa Broadcasting Inc. to Adams-Shelton KYXX for \$575,000, plus \$67,500 for real estate. Seller is principally owned by Ralph Wayne, who is also principal owner of KKYR(AM) Marshall, KKYN(AM) Plainview and KXYL(AM) Brownwood, all Texas. Buyer is owned equally by Charles K. Adams and James D. Shelton (50% each). They own 25% each

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of Accent West Inc., Amarillo magazine publisher. They have also purchased KKYN from Wayne, subject to FCC approval. (BAL791001HM). Action Dec. 5, 1979.

■ **WKLC-AM-FM** St. Albans, W. Va. (AM: 1300 khz, 1 kw-D; FM: 105.1 mhz with 50 kw)—Broadcast Bureau granted assignment of license from WBH Inc. to WKLC Inc. for \$287,000. Seller is owned by William B. Harrison, who has no other broadcast interests. Buyer is owned by John Linn, who has also purchased WABQ(AM) Cleveland, subject to FCC approval (BROADCASTING, Sept. 17, 1979) (BAL791002HU, BALH791002HV). Action Dec. 26, 1979.

Facilities Changes

AM Applications

■ **KVOM(AM)** Morrilton, Ark.—Seeks CP to make changes in ant. sys.; change TL/SL to: on extension of Church Street on W. edge of city limits of Morrilton. Ann. Jan. 3.

■ **KIEV(AM)** Glendale, Calif.—Seeks CP to increase power of the aux. trans. to 1 kw. Ann. Jan. 3.

■ **WKDL(AM)** Clarksdale, Miss.—Seeks MP to change SL to: 509 Cherry St., Helena, Ark. Ann. Jan. 3.

■ **KOLO(AM)** Reno—Seeks CP to make changes in ant. structure and change TL to: West side Pyramid Way, 1.3 miles N. of B St., Sparks, Nev. Ann. Jan. 3.

■ Unassigned Pinehurst, N.C.—Seeks MP to change TL to: .4 miles W of N.C. Hwy 5, and North of New Landfill Rd., Sand Hills, N.C. Ann. Jan. 3.

■ **KADS(AM)** Elk-City, Okla.—Seeks CP to increase ant. overall height to 446 ft. Ann. Jan. 3.

FM applications

■ **KVOM-FM** Morrilton, Ark.—Seeks MP to make changes in ant. sys.; change TL to: on Extension of Church St. on W. edge of city limits of Morrilton;

change SL to: same as TL; HAAT: 225 ft. (H&V). Ann. Dec. 27, 1979.

■ **WMC-FM** Memphis—Seeks CP to make changes in the ant. sys.; change type ant.; decrease HAAT: 908 ft. (H&V). Action Dec. 27, 1979.

In Contest

FCC decisions

■ **San Diego, Calif.**—FCC has scheduled oral argument for Jan. 22 at 10:30 A.M. on exceptions filed by John L. Musselman and Jonathan D. Lewis, and Broadcast Bureau, to initial decision granting one-year renewal of license of KDIG-FM (now KIFM). San Diego, Calif., licensed to West Coast Media Inc. West Coast filed brief in support of initial decision. Action Dec. 26, 1979.

■ **Panama City, Fla.**—FCC has scheduled oral argument for Jan. 22 at 9:30 A.M. on exceptions filed by Janus Broadcasting Co. to initial decision denying renewal of its stations WGNE(AM) Panama City Beach and WGNE-FM Panama City, both Florida. Action Dec. 26, 1979.

■ **Virginia Beach, Va.**—FCC has denied request by Payne of Virginia Inc. for immediate grant of its application for new FM station on 94.9 mhz at Virginia Beach, Va., and for termination of proceeding. It did, however, grant Payne permission to amend its application which would upgrade otherwise defective ascertainment showing. Action Dec. 4, 1979.

Procedure rulings

■ **Sparks, Nev.** (E. H. "Pepper" Schultz and Beck Enterprises Inc.) **FM Proceeding:** (BC Docs. 79-194-95)—ALJ Lenore G. Ehrig denied petition by Schultz for reconsideration of denial of his request to relocate hearing to Reno. Action Dec. 21, 1979.

■ **Portland and Beaverton, Ore.** (Portland Communications Corp. et al.) **FM Proceeding:** (BC Docs. 79-200-03)—ALJ Edward Luton, by three separate actions, denied motion by Gaviota Wireless Com-

munications Co. to strike reply pleading, granted to limited extent supplement to and further petition for enlargement of issues and added "rate-card" issue (Action Dec. 17); granted petitions by Gaviota and amended its application to reflect that its transmitter site will be rent free for two years, to delete any reference to tentative agreement of its principal Leonard Kesselman to purchase KSEE Radio Santa Maria, Calif., subject to sale of KZON(AM), Fresno, Calif. to report entry of order dismissing application of LeeJon Broadcasting Co. for permit for VHF TV station in Salinas and filing of application for assignment of license of KZON from Kesselman to De Oro Broadcasting Co.; and to cure alleged deficiencies in its ascertainment showing (Action Dec. 19); granted motion by East-West FM, Group Inc. and enlarged issues to determine whether Gaviota failed to report to FCC required material information concerning involvement of Kesselman with Financial Acceptance Corp., and, if so, whether omission was intentional, and effects upon basic and/or comparative qualifications of Gaviota. Action Dec. 19, 1979.

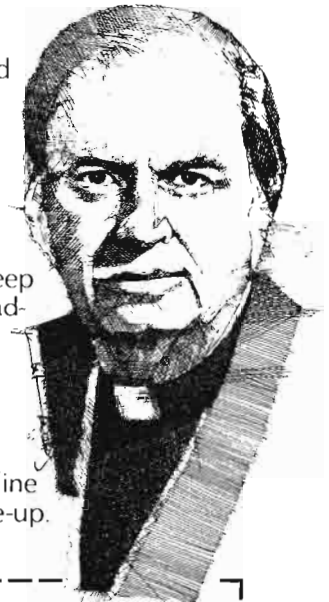
■ **Redmond, Wash.** (Jay N. Turkovsky and Megatronics) **Revocation Proceeding:** (PR Docs. 79-328-29)—ALJ Thomas B. Fitzpatrick set following procedural schedule: all discovery must be initiated on or before Jan. 15, and copies of any written exhibits must be exchanged on or before Feb. 15, together with list of witnesses parties will present in support of their case, cancelled Feb. 12 scheduled date and rescheduled prehearing conference and hearing for Feb. 26 at 10:00 A.M. in Room 514, Federal Building, 915 2nd Avenue, Seattle, Wash. Action Dec. 26, 1979.

■ **Lancaster, Wis.** (Joy Broadcasters and Beverly J. Peterson and Bert R. Peterson) **FM Proceeding:** (BC Doc. 79-303-04)—ALJ John M. Frysiak established following procedural schedule: April 15 for completion of discovery; April 22 for exchange of preliminary engineering exhibits; May 13 for exchange of exhibits, lists of witnesses and written testimony; May 20 for notification of witnesses for cross-examination; May 27 for hearing at 10:00 A.M. Action Dec. 18, 1979.

■ **Waco, Tex.** (Central Texas Broadcasting Co., Ltd.) **TV proceeding:** (BC Docs. 79-286-89)—Chief ALJ

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Lenore G. Ehrig designated ALJ John H. Conlin as presiding judge, scheduled prehearing conference for Feb. 14, 1980 at 9:00 A.M. and hearing for March 5, 1980 at 10:00 A.M., in Washington, D.C. Action Dec. 10.

■ Portland and Beaverton, Ore. (Portland Communications Corp. et al.) **FM proceeding:** (BC Docs. 79-200-03)—ALJ Edward Luton granted to limited extent petition by Columbia-Willamette Broadcasting Company and enlarged issues to determine whether Gaviota Wireless Communications Company violated Sections 1.65 and 73.3514 of rules, and if so, effect upon its comparative qualifications to be FCC licensee (Action Dec. 13); granted motion by Gaviota and deleted financial issue against it, and denied Columbia-Willamette's counter-motion for summary decision. Action Dec. 14.

■ Washington, D.C. (Sonderling Broadcasting Corporation) **Renewal proceeding:** (BC Doc 79-15)—Assistant Chief ALJ Thomas B. Fitzpatrick granted to limited extent request by Sonderling to continue procedural dates indefinitely and established following procedural schedule: Jan. 10, 1980 for Sonderling to report on status of assignment of license of WOL to WOL, Inc. and on distress sale status; Jan. 30 for Broadcast Bureau to issue its Bill of Particulars; Feb. 15 for initiation of discovery. Action Dec. 10.

Designated for Hearing

■ Durango, Colo. (BC Docs. 79-330-32)—Broadcast Bureau designated for hearing in consolidated proceeding the mutually exclusive applications of Broadcast Management, Inc.; N.M.G. Broadcasting Corp.; Mountain States Broadcasting Investments Corp.; and Hosanna Christian Broadcasting, Inc. for new FM station at Durango, to determine with respect to Hosanna, source and availability of funds to meet construction and operating expenses; whether Hosanna complied with FCC's public notice requirements, and if not, effect on its basic and/or comparative qualifications; which proposal would best serve public interest, and which application should be granted; also granted petition by Mountain States and amended its application to report sale by Mountain States' parent corp. of other broadcast interests (by Hearing Designation Order). Action Dec. 14.

Fines

■ KREX(AM) Grand Junction, Colo.—Notified of apparent liability for forfeiture of \$100 for repeated violation of rules in that proper functioning of ant. tower lights was not observed on various dates. Action Dec. 7, 1979.

■ WJAX(AM) Jacksonville, Fla.—Ordered to forfeit \$2,000 for repeated violation of rules in that WJAX failed to log correct amount of time for commercial amounts on various dates. Action Nov. 7, 1979.

■ WAKO(AM)-WAKO-FM Lawrenceville, Ill.—Notified of apparent liability for forfeiture of \$300 for apparent violation of rules, including failure to make equipment performance measurements at least once each calendar year and no more than 14 months apart; latest such measurements available were dated June 17, 1976. Action Dec. 7, 1979.

What is VPC?



Summary of broadcasting

FCC tabulations as of Nov. 30, 1979

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4526	3	25	4554	93	4647
Commercial FM	3104	2	49	3155	167	3322
Educational FM	1012	0	27	1039	86	1125
Total Radio	8642	5	101	8748	346	9094
Commercial TV						
VHF	514	1	2	517	8	525
UHF	220	0	4	224	62	286
Educational TV						
VHF	99	1	5	105	5	110
UHF	154	2	6	162	4	166
Total TV	987	4	17	1008	79	1087
FM Translators	276	0	0	276	154	430
TV Translators						
UHF	1219	0	0	1219	381	1600
VHF	2461	0	0	2461	215	2676

*Special temporary authorization

**Includes off-air licenses

■ WTTL(AM) Madisonville, Ky.—Ordered to forfeit \$500 for repeated violation of terms of its construction permit. Action Dec. 18, 1979.

■ WJOJ-FM-WRJV(AM) Picayune, Miss.—Notified of apparent liability for forfeiture of \$250 for apparent repeated violation of rules, including having unlicensed operator on duty at trans. because timely renewal was not filed by Byron J. Johnson. Action Dec. 18, 1979.

■ Enid Okla.—Broadcast Bureau, in response to petition by Public Broadcasting Service Inc., assigned 103.1 mhz to Enid as its second FM assignment, effective Feb. 15. (BC Docket No. 79-199, RM-3182). Action Dec. 19, 1979.

■ Malakoff, Tex.—Broadcast Bureau, in response to petition by Edd L. Rouitt, proposed assigning 95.9 mhz to Malakoff as its first FM assignment; comments due Feb. 19, replies March 10. (BC Docket No. 79-340, RM-3508). Action Dec. 19, 1979.

■ Petersburg, W.Va.—Broadcast Bureau, in response to petition by Creative Broadcasting Inc., proposed assigning 101.7 mhz at Petersburg as its first FM assignment; comments due Feb. 19, replies March 10 (BC Docket No. 79-339, RM-3507). Action Dec. 19, 1979.

Allocations

Actions

■ Greenwood, Ark.—Broadcast Bureau, in response to petition by Margaret Crisler, proposed assigning 106.3 mhz to Greenwood as its first FM assignment; comments due Feb. 19, replies March 10 (BC Docket No. 79-343, RM-3488). Action Dec. 19, 1979.

■ Camden, Me.—Broadcast Bureau, in response to request by Argonaut Broadcasting Co., assigned 102.5 mhz to Camden as its first FM assignment, effective Feb. 15. (BC Docket No. 79-169; RM-3270). Action Dec. 19, 1979.

■ Middletown, Md.—Broadcast Bureau, in response to petition by Middletown Broadcasters Association, proposed assigning 103.1 mhz to Middletown as its first FM assignment; comments due Feb. 19, replies March 10. Proposed assignment requires coordination with Canadian government since Middletown is within 250 miles of U.S.-Canada border (BC Docket No. 79-342, RM-3512). Action Dec. 19, 1979.

■ Steelville, Mo.—Broadcast Bureau, in response to petition by Randy L. Wachter, proposed assigning 96.7 mhz to Steelville as its first FM assignment; comments due Feb. 19, replies March 10. (BC Docket No. 79-341, RM-3489). Action Dec. 19, 1979.

Rulemaking

Petition

■ Washington, D.C.—The National Citizens Committee for Broadcasting petition for adoption of procedures to limit time in which FCC must respond to petition for rulemaking (RM-3539). Action Dec. 17, 1979.

■ Robert Garcia and Norman Louvau request amendment of Part 73 by adding new subsection prohibiting TV stations from acquiring exclusive rights to foreign language versions of U.S. feature and syndicated film programming which they have no intention of using. Ann. Dec. 14.

Translators

Actions

■ Prairie City, Ore.—Broadcast Bureau granted Prairie City Lions Club CP for new VHF TV translator station on ch. 12, to rebroadcast signal of KIVI-TV Nampa, Idaho (BPTTV790129LJ). Action Sept. 28, 1979.

■ Oak City, Utah—Broadcast Bureau granted Millard County TV CP for new UHF TV translator station on ch. 68, to rebroadcast signal of KBYU-TV Provo, Utah (BPTT790214ID). Action Sept. 28, 1979.

Satellites

■ The following earth station applications have been granted:

■ Cable Electronics Inc. for Jones, Tex. (000162-DSE-L).

- Universal Video Communications Inc. for Webster, La. (000277-DSE-L).
- Hi-Net Communications Inc. for St. Louis (000287-DSE-L).
- Hi-Net Communications Inc. for Grand Forks, N.D. (000288-DSE-L).
- Hi-Net Communications Inc. for Pulaski, Ark. (000289, 290-DSE-L).
- Hi-Net Communications Inc. for Miller, Ark. (00291-DSE-L).
- Hi-Net Communications Inc. for Jefferson, Tex. (00292-DSE-L).
- Hi-Net Communications Inc. for McLennan, Tex. (00293-DSE-L).
- Lake Telephone Co. for Memorial Point, Tex. (000309-DSE-L).
- Continental Communications Corp. for Calcasieu, La. (000310-DSE-L).
- Lake Telephone Co. for April Sound, Tex. (000311-DSE-L).
- County Cable TV Inc. for Bastrop, Tex. (000312-DSE-L).
- Lloyd Hearing Aid Corp. for Winnebago, Ill. (000111-DSE-L).
- Teleprompter Corp. for Atlantic, N.J. (000253-DSE-L).
- Teleprompter Corp. for Cape May, N.J. (000254-DSE-L).
- Hi-Net Communications Inc. for Milwaukee (000255-DSE-L).
- Perry Cablevision Inc. for Perry, Ohio (000256-DSE-L).
- Mountain View Enterprises Inc. for Rabun, Ga. (000294-DSE-L).
- Parke County Cablevision Inc. for Park, Ind. (000295-DSE-L).
- Hi-Net Communications Inc. for Fayette, Ky. (000298-DSE-L).
- Hi-Net Communications Inc. for McLean, Ill. (000300-DSE-L).
- Hi-Net Communications Inc. for Plymouth, Mass. (000301-DSE-L).
- Hi-Net Communications Inc. for Jefferson, Ala. (000302-DSE-L).
- Cablevision Systems Westchester Corp. for Westchester, N.Y. (000305-DSE-L).
- Moultrie County Cablevision Co. for Moultrie, Ill. (000306-DSE-L).
- Hi-Net Communications Inc. for Belmont, W.Va. (000319-DSE-L).
- Hi-Net Communications Inc. for Wood, W.Va. (000319-DSE-L).
- Hi-Net Communications Inc. for Lake, Ind. (000320-DSE-L).
- Hi-Net Communications Inc. for Franklin, Ohio (000321-DSE-L).
- Hi-Net Communications Inc. for Franklin, Ohio (000322-DSE-L).
- Hi-Net Communications Inc. for Lehigh, Pa. (000325-DSE-L).
- Hi-Net Communications Inc. for Franklin, Ohio (000326-DSE-L).
- Jones Intercable Cable TV Fund VI for Benton, Ill. (002093-DSE-L).
- Brockway Television Inc. for Brockway, Pa. (002034-DSE-L).
- American Cablesystems of Virginia Inc. for Saltville, Va. (002095-DSE-L).
- Huron CATV Inc. for Bad Axe, Mich. (002096-DSE-L).
- Scottsboro TV Cable Inc. for Scottsboro, Ala. (00209-DSE-L).
- Huron Inc. for Harbor Beach, Mich. (002099-DSE-L).
- Williamson Road TV Co. Inc. for Tioga, Pa. (002101-DSE-L).
- Windsor Cablevision Inc. for Williamson, N.C. (002102-DSE-L).

- Video Link Inc. for Perryopolis, Pa. (002103-DSE-L).
- Lykens TV Co. Inc. for Lykens, Pa. (002105-DSE-L).
- Tele-Media Co. of Port Clinton for Port Clinton, Ohio (002106-DSE-L).
- ICI Cablevision Inc. for Titusville, Fla. (002018-DSE-L).

Other


- FCC has granted seven applications to construct "mini-TV stations"—television translator stations utilizing video tapes as programming source—to serve remote Alaskan villages. Applicants and locations to be served are: Wrangell Radio Group, Wrangell; City of Cordova, Cordova; City of Valdez, Valdez; Kodiak

- Public Broadcasting Corp., Kodiak; Narrows Broadcasting, Petersburg; Kotzebue Broadcasting, Kotzebue; and City of Nome, Nome. Action Dec. 19, 1979.
- FCC has amended its rules to protect FCC monitoring stations from interference by nearby radio stations. Action resulted from rulemaking proposal adopted November 6, 1978, to provide in rules precise location of FCC's 13 monitoring stations and include in rules for all radio services nonmandatory procedure for coordination with prospective radio station applicants before they filed for facility near FCC monitoring station. Action Dec. 10, 1979.

- FCC Broadcast Bureau has established FM Task Force within Policy and Rules Division to deal exclusively with FM assignment petitions. Six-month Task Force will be to substantially reduce FM backlog while at same time reduce processing time of most petitions to six months.

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March sign-on. Powerful, new, 10,000 watt AM seeks three aggressive account executives with proven sales records. Excellent growth potential. Women encouraged. Resume, references to: WPOE, Box 823, Greenfield, MA 01301. E.O.E.

Unusual sales opportunity if you're only the slightest unhappy with your current job don't hesitate to contact us. All replies will be confidential. We're a growing 9 station group that needs self motivated, professional sales reps, on east coast only. We offer continuing training and unheard of earning potential. What have you got to lose? Reply now... Box A-82.

WUNI Radio, Mobile's best country, is looking for the best street sales person available. We need a woman or man that can handle local sales and agency accounts. We're a 24 hour AM modern country station and part of Kirk Broadcasting, Inc. If you have direct, fulltime, selling experience, write or call Alan R. Bishop, G.M., WUNI Radio, 1257 Springhill Avenue, PO Box 2567, Mobile, AL 36601. 205-438-4514. This is a salary plus commission job, with a group ins. plan available.

We want another sales person at our station. You are now an announcer and want to move into sales. You'll need to work. Salary, commissions and car allowance. Mr. Burns, PO Box 749, Los Alamos, NM 87544. EOE.

HELP WANTED ANNOUNCERS

Midwest AM-FM seeks mature, community minded air personality. Box M-93.

Wanted, experienced announcer—sales people. Opportunities with growing broadcast groups located in the Sunbelt. Excellent benefits. Please send resume and tape if applicable. E.O.E. Contact: Marilyn S. Garner, PO Box 529, Laurinburg, NC 28352, 919-276-2911.

WBBQ AM/FM seeks experienced personality for early evening shift. Top rated contemporary station in market. Excellent working conditions and profit sharing. Good production skills a must. Send tape and resume to Program Director, Box 2066, Augusta, GA 30903. EOE.

Midwest AM/FM has opening for production person to handle afternoon and weekend shift. Fulltime/excellent opportunity. Located in LaSalle, Illinois, about 90 miles southwest of Chicago. Send tape and resume to Joe Hogan, WLPO, Box 215, LaSalle, IL 61301. An equal opportunity employer M/F.

Announcer, Production: Send resume and tape, Kim Love, KROE, Box 5086, Sheridan, WY 82801. EEO.

Spend 1980 with a winner! KJQ in Ogden, Utah needs a super sharp jock/production person for prime shift at No. 1 station. Natural sound a must. Adult Top 40 format, but tapes from all formats OK. Tapes to Tom Greenleigh, KJQ, 1506 Gibson Ave., Ogden, UT 84404. E.O.E.

1st ticket ... light maintenance helpful, but not required. Adult communicator. Personality. For board shift, plus production and some news. Need now. Box A-75.

Leading adult contemporary FM station in N.W. Ohio is seeking an on the air entertainer. You must be able to write copy, and have a flair for creative production. Rush tape and resume to: John Bulmer, President, WAXC, Box 146, Wapakoneta, OH 45895. Equal opportunity employer.

Central Pennsylvania. We are looking for an air personality. Need a communicator. Good voice a must. Experience required. Let us hear from you. E.O.E. Tape, resume, salary needs in first package. To: Manager, WRTA, PO Box 272, Altoona, PA 16603.

Full time, experienced, mature and stable D.J. with warm, personable, friendly touch for MOR/adult cont. format. Immediate opening. Busy production schedule and some newscasts. No loafers. Excellent benefits including health insurance and retirement plan. EOE. Resumes and recent airchecks to Ed Hunt, WBOC, Radio-TV Park, Salisbury, MD 21801. 301-749-1111.

Opportunities with growing broadcast group located in the Sunbelt. Seeking experienced Radio Announcers. Excellent benefits. Please send resume and tape. We are an Equal Opportunity Employer. Contact: Director of Personnel, Marilyn S. Garner, PO Box 529, Laurinburg, NC 28352 919-276-9686 or 919-276-2911.

HELP WANTED ANNOUNCERS CONTINUED

Looking for a one to one communicator and copywriter for small market FM. Automation experience helpful. E.O.E. Reply to: Box A-81.

Experienced Afternoon D.J. Production and copywriting. Upcoming competitive small market MOR station in Penna. Group owned. Include references and salary requirements. Box A-85.

10 kw Beautiful Music FM, 10 kw Beautiful Music & Total Information AM in Eastern North Carolina is seeking a Staff Announcer. First Ticket is a must. Forward tape and resume to Reeves Fowler, WNCT Radio, Box 7167, Greenville, NC 27834. An Equal Opportunity Employer.

Qualified Announcer, news and play by play helpful, advancement opportunity M/F EOE. Jimmy Young, 806-872-2404, KPET, Box 30, Lamesa, TX 79331.

Replacement needed for 20 year institution. Modern country station in beautiful SC coastal area needs morning pro. Salary commensurate with talent. All info first package to: Mark Robertson, WBEU, 3040 Boundary St., Beaufort, SC 29902. EOE.

Medium market FM AOR in Pennsylvania has openings for enthusiastic jocks. Box A-89.

March sign-on. New 10kw daytimer in beautiful New England town seeks three announcers for creative pop-adult format. Excellent opportunity for those with excellent production skills, tight board and smooth up-tempo air manner. Modern sophisticated facility. Female applicants encouraged. Tape, resume to WPOE, Box 823, Greenfield, MA 01301. EOE.

Pennsylvania station needs experienced announcer for established 5 kw full-time AM adult operation. Call Program Director, 215-384-2100. An affirmative action/Equal Opportunity Employer.

Wanted: Three-time winner. Morning personality, music director, continuity/production ace. Generous salary for hard-working professional broadcaster. Five and a half day week. We're News, Information, Traditional MOR. Send resume in complete first letter. Come grow with us. Chicago metro region. EOE. Box A-93.

HELP WANTED TECHNICAL

Chief Engineer: Exciting Las Vegas: 5 kw 3 tower AM, automated FM with new Collins transmitter and Cetec 7000 music system. A super station, seeking a super individual. Write or phone 702-385-4241, ext. 395. Director/Engineering, Donrey Media Group, PO Box 550, Las Vegas, NV 89101. An Equal Opportunity Employer.

First class engineer needed for an AM/FM operation on the Eastern Shore of Maryland. Strong maintenance. Some "on air" announcing if desired, but not required. Call Sam Cannon, 301-228-4800. Resumes to WCEN, PO Box 237, Cambridge, MD 21613. Salary open.

Chief Engineer wanted for outstanding midwest AM/FM facilities. Must be experienced in directional, automation, FM stereo and state-of-the-art audio equipment. Please submit salary requirements, resume and long range goals to General Manager, KEWI/KSWT, PO Box 4407, Topeka, KS 66604. An equal opportunity employer.

Chief Engineer needed immediately for WLSQ/WREZ Montgomery, Alabama. Call Gene Moorhead ... 205-832-4295.

KRGO-AM in Salt Lake City, Utah is looking for a full-time chief engineer. No beginners. Call Don Wade 801-972-3449. Must have references.

Chief Engineer for smaller market AM/FM in Oregon Cascades. EOE. Building directional and ready for proof. Exceptional facilities for market size. West Coast applicants preferred. Call Mr. Smith, 503-882-8833.

Central Oregon: Prineville AM with FM coming in April need chief engineer/announcer. Call J. Kendall 503-447-6239.

Chief Engineer for leading AM/FM in one of the world's most beautiful cities—San Juan, P.R. Modern, dynamic, growing company needs a professional. Spanish ability helpful, not mandatory. Send resume, salary history to Radio, Box 1626, San Juan, PR 00903.

Chief Engineer. Immediate opening Northeast AM/FM. Studio and transmitter maintenance experience primary. Send resume, references, and salary requirements. Box A-20.

Assistant Chief Engineer—WTRY/WHSH, in New York's Capitol District has an immediate full-time opening for an individual with 1-3 years maintenance experience. Five KW directional AM and class B FM. Contact Norm Avery, Chief Engineer, WTRY Road, Schenectady, NY 12309.

Chief Engineer for dominant Midwest medium market 5 kw AM and class A FM. Must be thoroughly experienced in DAs, FM, audio, automation, remote control, maintenance, design, construction, proofs, and FCC rules and regulations. Aggressive ownership committed to quality engineering in expanding station group. Excellent compensation/benefit package for a dedicated, highly organized perfectionist. EOE. Rush resume with references and letter of application with salary requirements to: Box A-39.

WLAN has an immediate opening for an Engineer with 1st Class ticket. Send resume to: Program Director, WLAN/AM, 252 North Queen Street, Lancaster, PA 17603. 717-394-7261.

Studio Engineer to replace employee of more than 40 years in three person department. We require a First Phone and experience with maintaining and installing solid state studio equipment. AM Directional and high power FM transmitter experience desirable but not required. We offer a quality conscious shop, competitive wages, and good benefits. Resume and references to Don Lange, Chief Engineer, WEBR, 23 North Street, Buffalo, NY 14202. WEBR is an equal opportunity employer.

Growing company looking for an aggressive Chief who is experienced in directional antenna work, management capabilities and hard work for 5Kw AM station in Southern Michigan. New station facilities have just been constructed. EOE. Box A-50.

Assistant Chief—Major Market Group AM/FM. \$15-17K. Jeff Gulick, C.E., WKQT/WSHH, Broadcast Plaza, Crane Avenue, Pittsburgh, PA 15220. 412-531-9500. E.O.E./M.F.

Maintenance Technician (Equipment Technician I) needed by KPBS-FM. Responsible for installing, maintaining, repairing studio equipment. Must be familiar with modern stereo studio and test equipment. Experience with MCI and digital equipment helpful. Qualifications: First phone and one year related experience required. College electronics courses in engineering, industrial arts, highly preferred. Salary: \$16,068-19,320. For application: write: Employment Division, San Diego State University, San Diego, CA 92182. Application closing date January 25, 1980. An Equal Opportunity/Affirmative Action/Title IX employer.

Chief Engineer with AM Directional experience. Major northeast market. Must be able to relocate quickly. Please state salary requirements. Reply Box A-57

Chief Engineer for construction and operation of new 3KW FM broadcast station and system of VHF TV translators in Haines, Alaska. Applicant must have: 1st Class Radiotelephone FCC license, at least five years experience in constructing and maintaining FM broadcasting and VHF TV facilities, a thorough knowledge of FCC rules and regulations, a background in overseeing the work of others, and the desire to settle in a small, interesting rural Alaskan community whose major industries are fishing, lumbering, and tourism. Salary: Depending upon experience. Send resume of professional experience, together with salary requirements to: Paul Davis, Engineer, Alaska Public Broadcasting Commission, 400 Gambell St., Suite 302, Anchorage, AK 99501. Lynn Canal Broadcasting is an equal opportunity employer. Applications will be accepted for this position through January 31, 1980.

Chief Engineer for 5,000 watt directional. Must be mature, neat in appearance, with flawless recommendations. E.O.E. Send detailed resume to Box A-77

California High Desert—Chief Engineer—Operations Manager—2 FM's, all new facilities—fully automated—Experience with digital equipment helpful. Excellent opportunity for growth & full management responsibilities. Call Howard Anderson, KRXX, Inc. 213-820-4628.

South Florida AM/FM accepting applications for engineers. Excellent opportunity in high powered state of the art facility. Send resume and salary requirements to Chief Engineer, WINZ Radio, 4330 N.W. 207 Dr., Miami, FL 33055.

HELP WANTED NEWS

Radio News Director for WDEF AM/FM. Must have sound journalism leadership to direct department. Send tape, resume and three year salary history to John Faulk, Program Director, WDEF AM/FM Radio, 3300 South Broad Street, Chattanooga, TN 37408. Equal Opportunity Employer.

News Person for AM/FM. Established station in Central Illinois has fulltime opening for news person to work afternoon and weekend shift. Good salary and fringes. Send tape and resume to: Joe Hogan, WLPO, Box 215, LaSalle, IL 61201. An Equal Opportunity Employer M/F

WBBO AM/FM has immediate opening for a news reporter/announcer. Send resume, audition tape, writing samples and salary requirement to News Director, Box 2066, Augusta, GA 30903. Female/Minority applicants encouraged.

News and Public Affairs Director for 100,000 watt public radio station. Must be experienced, aggressive, and capable of working with student news assistants. Modern facilities. B.A. required, M.S. preferred. Closing date: Jan. 18, 1980. Availability: Feb. 1, if possible or later if necessary. Send resume and tape to: Bruce L. Smith, General Manager, WKMS-FM, Box 3227 University Station, Murray, KY 42071. \$12,000-\$14,000. Murray State University is an Equal Opportunity/Affirmative Action Employer.

News-Public Affairs Director—Write news, produce features, and perform air and board work. Bachelors Degree. RTO permit or FCC license. Salary negotiable. Deadline: January 18, 1980. Send resume, tape, and references to Jerry Allen, Manager, KUSU-FM, UMC 85, Utah State University, Logan, UT 84322. 801-750-3135. AA/EO Employer.

1,000 Watt daytimer expanding to 5,000 watt fulltime needs experienced newpersons 2-3 years experience a must. Send air-check & writing sample. Fred Hoskins, WCAP 243 Central Street, Lowell, MA 01852. No phone calls.

Central Virginia's largest broadcast news organization is looking for local news person with excellent radio voice and writing ability. Send resume, tape & writing samples to WINA, PO Box 1230, Charlottesville, VA 22902. No calls, please. EOE.

Award winning WCHV & 3WV need an experienced, dynamic news director. Send tape, resume, and writing samples to Ed Owens, Box 5387, Charlottesville, VA 22905. 804-977-5566. EOE/MF.

March sign-on. New 10,000 watt AM in lovely Western Massachusetts seeks News Director for ground floor opportunity Aggressive news gathering skills professional delivery self-starter. Tape, resume, references to: WPOE, Box 823, Greenfield, MA 01301. E.O.E.

We need a news editor/reporter. Broadcast news experience required for a station with a heavy news commitment. Must be a competitor. Good voice a must. Long hours, but it's a great opportunity. Tape, resume, salary requirements first package. To: Manager WRTA, PO Box 272, Altoona, PA 16603.

Area's number one and two stations need newperson immediately for AM-FM newsroom. Rush tape, resume and writing samples to Ron Russell, WHYN, Springfield, MA 01101

WBDC has a news opening. EOE. Send Tapes and Resume to: Paul Knies, WBDC, PO Box 191, Huntington, IN 47542.

Newsperson: Experienced, good salary, WQXB-FM, Box 357, Grenada, MS 38901. E.O.E.

HELP WANTED NEWS CONTINUED

WFNC/WQSM Fayetteville, N.C. needs anchor/reporter. Some experience preferred. All applications considered. Minorities and women encouraged. Tapes and resumes to Doug Fellows, News Director, PO Box 35297, Fayetteville, NC 28303. EOE.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Program Director for competitive midwest AM-FM. Must be community and promotion minded. Box M-133.

KEIN radio, traditional leader in the Great Falls, Montana market, has two position openings. (1) Program Director with adult contemporary/public affairs orientation, (2) Morning Drive Personality. Highly competitive nature of market demands only mature/experienced applicants considered. Send tape/resume to: Robert P. Schuller, Station Manager, KEIN Radio, Box 1239, Great Falls, MT 59403. An Equal Opportunities Employer.

Assistant Program Director for 100kw full-time classical music public radio station. Announce, produce, plan, administrate program activities. Bachelor's Degree in related field, plus 24 hours towards Master's and experience performing similar duties required. \$9,588.80, plus, depending upon experience. Submit resume, audition tape and references by January 11, 1980, to: Administrative Office, Louisville Free Public Library, Fourth and York Streets, Louisville, KY 40203.

Due to an in-house company promotion, Holiday Radio, Inc. is seeking a qualified Copywriter/Continuity Person with experience. Job includes writing copy and continuity for an AM/FM combo operation. You will be part of a two-member team. Creative ideas, organizational skills a must. Please send examples of your copy and/or other written works, plus tape (if you do voice work) and resume to Mr. Wally Sale, Program Director, KSLM Radio, PO Box 631, Salem, OR 97308. KSLM is an Equal Opportunity Employer.

Operations Manager. New position for KAKE, Wichita. We're full-service Adult Contemporary, successful, and planning for continued growth. We're searching for a person with strengths in leadership, detail and research. Will need experience in all phases of station operation except sales and news to step into this position. Contact Frank Gunn, Box 1240, Wichita, KS 67201. An EOE.

Operations Manager for 100,000 watt Beautiful Music station. The Flag Ship station of four stations in North Carolina. Recently moved to new, prestigious studios and offices. Send resume and tape to Roger Ingram, WGLD, PO Box 2808, High Point, NC 27261. EOE.

Program Director, modern country station in SE market of 100,000. If you can do an entertaining morning show, supervise all on-air music, production and traffic, are promotion and community minded, and have a good knowledge of FCC rules, we have a good job waiting for you. E.O.E. Box A-43.

Program/Music Director for adult contemporary AM in small market, Eastern Montana. Must have good reference. Resume and salary requirements to Linda Madson, KLTZ, Box 671, Glasgow, MT 59230. Ph 406-228-9336.

WBDC is accepting applications for a program director and announcer for a country format. EOE. Send tapes and resume to Paul Knies, WBDC, PO Box 191, Huntingburg, IN 47542.

Production Director for AM-FM Radio station in one of the most beautiful places to live in the nation—the Napa Valley, 45 miles from San Francisco, perfect climate, population 100,000. Desire creative writer/producer who can be compatible with 9 sales people. Contact Thomas Young, PO Box 2250, Napa, CA 94558. 707-252-1440.

Program Director for rapidly growing Pennsylvania AM. If you're a "take charge" type who knows Adult Contemporary, understands research methods and can manage people, this may be your opportunity. An Equal Opportunity Employer-M/F. Send resume, references and salary requirements to Box A-79.

SITUATIONS WANTED MANAGEMENT

General Manager who excels in programing as well as sales available for permanent move. Outstanding qualifications! Tired of mediocre applicants? Answer this ad! Box M-67.

Looking to turn medium or major market daytimer into profit maker for you. Reply Box A-94.

31 year old managerial oriented Operations/Programmer top experience. Looking for long term growth position. Offer brains, talent and motivation. Prefer South. Box A-80.

Station owners, group owners. Gen. Mgr looking for a real challenge. 16 years experience all in management level. AM-FM and combinations, small, medium, and major markets. A dedicated professional with heavy sales and sales promotions background. Have credentials to back it up. Box A-47.

Looking to grow with station or group. Quality individual with sales, programming, management experience. Creative, energetic, promotion minded, hard working, a winner. Degree, family man with community involvement. Let's get better together. Box A-59.

General Manager/Sales Manager. Pragmatic 35 year old pro that gets the most out of personnel. Jennings and Hooker background, Business Degree. Produces revenue through energy, creativity and professionalism. Adaptable to any sales situation. Major market (Dallas) background. Can do tricks with any Arbitron. Now G.M. small-medium market. Super programming skills. Great references. Made mistake this move seeking permanent situation. Call Rick Dames 518-843-1570 or 843-1206.

Extremely qualified General Manager. Excellent track record, outstanding ability to organize, hire, train, promote and sell. Box M-34.

Executive Vice President, General Manager—age 35, degreed, 10 years experience in all phases of radio, especially sales and sales management. Top flight record in earnings. Have reached potential in present market. Looking for midwest opportunity with major responsibility in stable organization. Willing to consider investing. Requirements: Top 100 markets, income based upon performance. Box A-96.

SITUATIONS WANTED ANNOUNCERS

Female Announcer/News. Excellent voice, scintillating personality. Hard working and dedicated 3rd class. Will relocate. Tape, resume. Shellie Peters, 639 Wellington No. 6, Chicago, IL 60657. 312-528-1955.

Gold Mine for small market stations. Young, experienced, go getter who is ready to pay his dues for the benefit of your station. Call Charles at 609-587-8464.

Bright, eager & reliable young D.J., thoroughly trained seeking entry level radio position. Shift, hours & location no problem. Got to get it on! Dave Meade 215-TR6-9698 or 215-922-2530.

Serious minded young black, male, D.J. is pawing the ground looking to use his talents and energy. Will work within your budget. I will relocate. Ben Shumake 609-387-2095 after 5:00 PM. 215-922-2530 anytime.

Black female, multi-talented experienced as recording, console engineer, D.J. salesperson, and professional singer. Highly motivated and ready to take action now!!! Call Larella at 215-878-7296 or 879-6872.

Trained Black D.J. who loves people is looking for a station that needs a communicator who sells on or off the air! Big Hearted Dan is totally believable and real. Ready to go—Now! Big Dan Moore 215-CH2-1818 or 922-2530.

8 year pro, personality, experience in Contemporary, Top 40, Country and more. Strong production, also news. PBP 1st phone. Box A-31.

Program Director/Jock. Experience and references. Management oriented programmer seeks PD and/or announcer position. Let's talk! Call Mike 314-273-5471.

Need someone with experience, who is creative, hardworking, and reliable? 3rd endorsed. For air check and resume call 312-388-3040, after 6:00 p.m., or write Jim Mulvaney, 12832 May, Chicago, IL 60643. Within 200 miles of Chicago preferred but not necessary.

Air talent, presently in Milwaukee market seeks similar position with Connecticut, Massachusetts station. Phone: Keith, 414-769-6966, mornings.

Freelance announcer copywriter seeks return to permanent position. Deep resonant voice. Commercials, news, adult music format. Third. Barry Ritenour, 208 North, Buffalo, NY 14201, 716-884-5073.

Southeast: 6 years experience. Quality voice, Good production and news—reliable. AOR, POP/Adult. Marc 404-252-7079.

Attention St. Louis! 16 yr. pro seeks radio or TV position. No entry level sales; no play-by-play. Mr. Lynn Bobo, 719 Sycamore, No. 104, Highland, IL 62249 Ph. 618-654-7104.

Who Me? Humorous, entertaining personality. Communicator, good numbers, 10 years exp. Whaddye' think? 702-871-4254.

Broadcasting graduate seeks first job as DJ. Rock format preferred. Will relocate. T. Lucas, 5117 Rosewood Dr., Mission, KS 66205.

Beautiful Music/Pop-Adult announcer, 8 year pro, currently number one station in top 20, seeks announcer or operations manager/announcer position. Box A-45.

Morning Drive, Air Personality. All formats. Creative, dependable, hard working. 3rd. Prefer Midwest. Will relocate immediately. Tape and resume available. Tim Bergl, 312-620-6969. call 9 a.m.- 3 p.m. 6 N. Tower Rd., Oakbrook, IL 60521.

Award winning pro seeks personality morning slot or PD. Super production. Box A-54.

Versatile Broadcast School Grad with BA in Communications, 3rd endorsed and some experience will relocate for full time air work. For tape and resume call Tony at 312-749-2522.

Good voice. Trained by pro. Sincere and eager learner. Good attitude. Available now. Don Kohlhagen, 2017 S 90th Street, West Allis, WI 53227

Small Market Morning Drive Personality ready to move up. Will relocate. Four years experience. Box A-68.

Southeast, 17 years experienced air personality, Randy 904-771-7386, 3907 Angol Place, Jacksonville, FL 32210.

MOR/AOR/E-Z Future opening? Quality voice, relaxed delivery. No nights, please. 15K. Box A-78.

Mature, veteran good music/announcer/newsman/talk show host available immediately. Salary commensurate with my skills & your market. 313-682-7798.

The Falcon is available. Dependable, hard working, morning drive air personality. 3rd will fly anywhere! Falcon tape and resume ready. 312-588-2379. "The Falcon" 2907 Eastwood, Chicago, IL 60625.

Highly-polished and experienced morning man seeks job in larger-market operation. Will offer best aircheck and references. Box A-95.

Three years experience (campus radio, and discotheques). Available for Southwestern stations. Ralph 413-967-7686.

DJ First Phone, experienced, light board, good production, any format, available immediately. Box A-92.

SITUATIONS WANTED TECHNICAL

I'm a First Ticket Holder looking for his first TV/Radio position. Good work habits. Learns quickly & can get along. Looking for an opportunity, not a break. Call Douglas Crouse at 215-785-6100 or 215-922-2530.

Need a reliable FCC 1st Class Engineer for an entry level position? Call Rich Covelusky at 215-329-6884 or 215-922-2530.

SITUATIONS WANTED TECHNICAL CONTINUED

Young, single & inquisitive First Class Engineer is looking to enter TV or Radio situation at the ground level. Good photographic Navy credentials but flexible to start wherever you need a solid, a thoroughly dependable person. Call Robert Byrnes at 215-626-7161 or 215-922-2530.

First Class License Engineer is seeking First TV/Radio position. Good employment background. Loves to work—won't hide from it. Wants a career in broadcasting. Will relocate. Call Dave Clements at 609-386-4079 or 215-922-2530.

Goal oriented & aggressive young man with FCC First Ticket seeks broadcasting starting position. Mature, realistic & willing to relocate to your area. Angelo Cardona is ready for action. Call him at 215-229-5021 or 215-922-2530.

Young, intelligent & energetic female, with first phone, seeks entry-level radio/TV position. Flexible & will relocate. Wants a career, not just a job. Call Cheryl Jankiewicz at 215-535-5683 or 215-922-2530.

Mature and reliable family man, with 1st ticket, seeking a future with a radio or TV station. Will relocate. Call Glen at 609-227-8227 or 215-922-2530.

FCC First Class licensed technician is ready to get into action at first job level. Contact George Pihoy at 215-671-0187 or 215-922-2530.

First Phone Electronics grad plus four months on-air commercial experience. Family man. Gene Cassidy, 66-33 Myrtle Ave., Glendale, NY 11385.

Haole local, need to be saved from da kine haoles in mainland. Need one job in da Islands anywhere. Write Keoni, 10451-D Foxton, Dallas, 75238. Phone 214-348-6465. Dis getting serious, man. This Haole going bakatadi. Oahu-born, Kaneohe kane. Grad. Radford '65. 18 years experience engineering. No talk stink. Got wahine too.

SITUATIONS WANTED NEWS

Small Market News Director looking for job in medium to major market as a reporter. Four years in business. 906-635-5631

Veteran News Director wants new challenge in upper-medium, major market. A motivator, who can energize a lax department. 702-734-1270.

Experienced Reporter, good voice, BA. Seeking step up from current position in small northeast market. Box A-55.

PA. native currently doing news at a 50kw AM in the southwest, wants a break to return to the keystone state. All offers considered. Box A-100.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Put over \$25,000 in audience research systems and programming expertise to work for your station's success. Invest in a programming specialist! For a complete presentation, write: Mark D. Olson, 2522 Norma Avenue, West Covina, CA 91791.

Experienced pro seeks copywriting spot in station/agency, central/northern NJ. Strong on creativity, images. Good sound, good sales too. 201-757-8574.

Young innovative M.D. seeks PD. slot. Four years small market, M/C and A/C experience. Impeccable references. Currently employed. Box A-37.

Top-Flight PD, Morning man seeks change and challenge. BA and Ten years experience. Midwest only. Box A-65.

I know you're out there! G.M. looking for operations pro. Award winning announcer-producer and solid programmer. Reply in confidence. Box A-54.

Controller. Fully qualified in multiple radio stations operations with varied formats, and with either computer or manual accounting systems. Inventive and management oriented with 15 years experience. Particularly versed in setting up stations upon acquisition, and efficiently upgrading existing modes of operation. Will move, prefer L.A. area. Minimum \$25,000. Box A-87.

TELEVISION

HELP WANTED MANAGEMENT

Development Director: Directs fund raising activities including on-air campaigns and corporate underwriting. Prepares production grant proposals. Supervises membership office. Minimum BA degree and 2 years experience in development or public relations at PTV or radio station. \$18,000 annual salary. Send resume, official college transcript, and 3 letters of recommendation by January 25 1980 to: Ronald J. Gargas, WBGU-TV, Bowling Green, OH 43403. Equal Opportunity/Affirmative Action Employer.

Promotion Manager: Number one station in top 50 market and a major group operator seeks experienced professional to take charge of public events, promotional production in print, TV and radio. Salary commensurate with experience. An Affirmative Action Employer M/F Contact immediately Box A-12.

Assistant Director for Contracts and Distribution, WHA Radio TV: Responsible for assisting in the marketing of broadcast materials for further distribution and to develop other markets for WHA production capabilities. BA required. MBA or demonstrated knowledge of broadcasting and telecommunications technology preferred. Demonstrated written communications skills essential. Annual salary of \$15,000. For information and application, write: Randall Feldman, WHA, 821 University Ave., Madison, WI 53706. Deadline for completed applications: February 15. An equal opportunity/affirmative action employer.

Station Manager Qualifications: Bachelors degree and 4 to 6 years management level experience in public broadcasting. Responsibilities: The Station Manager will be responsible for the management of operational functions. He will be responsible for EEO and personnel recruiting. He will be responsible for planning development. He will be responsible for management functions normally performed by the Station Manager. He will be responsible to the President. Applications should be sent to: Director of Finance, WYES-TV, PO Box 24026, New Orleans, LA 70184. Deadline for receipt of applications is February 15, 1980. Confidential interviews with selected candidates will be scheduled after February 15. No calls. WYES-TV is an Equal Opportunity Employer.

Development Director: Growing Southern Minnesota Public Television Station (UHF) needs a creative and experienced development director. Person hired will be responsible for total supervision and operation of station's new development department. Assist general manager in system planning, generate station income, and maintain strong volunteer and public information divisions to support station growth. Qualified candidate must be able to: generate program underwriting, corporate/foundation funding, manage annual TV auction, develop new markets for proposed KAVT expanded signal, Good grantsmanship. Minimum requirements: bachelor degree with three years experience in development or related skills. Candidate must demonstrate creative writing skills, be a self-starter and have strong interpersonal communicative skills. Salary \$15,000 to \$19,500 (depending on experience) plus excellent benefits package. Send resume and cover letter to Barry G. Baker, General Manager, KAVT-TV, Austin, MN 55912. Position will be open until filled. KAVT and its owner I.S.D. No. 492 is an equal employment opportunity employer.

Program Director: With proven administrative experience and technical competence in production, to fill some big shoes at a group VHF affiliate ranked approx. 120. The successful applicant will be people-oriented without sacrificing programming quality. Send detailed resume and salary requirements in confidence to Lyn Stoyer, G.M., Box 87, Sioux City IA 51102. An EOE Employer.

HELP WANTED SALES

Sales, Sales Traffic, and Sales Promotion—new ABC affiliate looking for sales manager, sales people, traffic manager and promotion manager. Unique opportunity in expanding market at the top of the sunbelt. EOE/M-F Contact Bill Mallory, WMDT-TV, PO Box 321, Salisbury, MD 21801. 301-749-8847.

Excellent opportunity for bright, aggressive person in local sales—prefer college degree and some experience, but will consider training an impressive person. Send resume with minimum income requirements to: Patrick Hughes, WBKB-TV, 1380 Bagley St., Alpena, MI 49707.

HELP WANTED TECHNICAL

Maintenance Engineer for combined station-production house. Help maintain WBRE-TV's state of the art equipment including TCR100, TR600, TK45, TKP46, TK76 and Grass Valley DVE and E-Mem. An EEO Employer, write Charles Baltimore, WBRE-TV, Wilkes-Barre, PA 18773 or call 717-823-3101.

Operations Engineer. First phone, technical school or 2 years experience in commercial TV operation. Resume/references-WJFR-TV, PO Box 239, Rockford, IL 61105. 815-987-5200. E.O.E.

Western Multistation Group operation has immediate opening for qualified studio tech in full color operation employing all new equipment. Send salary requirements and resume to Director/Engineering, Donrey Media Group, POB 550, Las Vegas, NV 89101 or phone 702-385-4241, Ext. 395. An equal opportunity employer.

Transmitter supervisor, 5 years UHF experience. Preferably with General Electric TT-59-A. Knowledge of satellite ground station and microwave. Send resume to chief engineer KEDT-TV, PO Box 416, Corpus Christi, TX 78403. No phone calls please.

Maintenance Engineer for small production and programming facility. Applicants must have extensive knowledge of helical recorders, both 1" and 3/4" Knowledge of microprocessors helpful. Send resume or contact Barrett Georgis, Viacom Cablevision, 1175 Potrero Ave., S.F., CA 94110.

Maintenance and E.N.G. Engineer: Requires experience in operation and maintenance of studio equipment, microwave, minicams and video tape machines. First Class License required. Send resume to Personnel Dept., WTNH-TV, PO Box 1859, New Haven, CT 06508. An Equal Opportunity Employer.

Assistant Chief Engineer: Applicants must have Assistant Chief Engineer, Supervisor or equivalent experience. Background in transmitter, studio and E.N.G. operation and maintenance. Send resume to Personnel Dept., WTNH-TV, PO Box 1859, New Haven, CT 06508. An Equal Opportunity Employer.

Engineer N/E Wis TV Station. Background in studio and transmitter maintenance. Submit resume to General Manager, WAEO-TV, PO Box 858, Rhinelander, WI 54501. Equal Opportunity Employer.

PTV station KTSC TV in Pueblo, Colorado is offering a chance for a qualified engineer to administer its technical facilities and provide leadership for future development. KTSC TV is a full power color operation with recently installed new VTR and switching equipment. In the next year, several new translators will be established to extend coverage throughout South-eastern Colorado. Pueblo, where the cost of living is reasonable and the air is pure, is at the gateway to the Rocky Mountain West. Enjoy life while working at a station that is on the move. Requirements are first class license and a bachelors degree or four years of appropriate work experience. Supervisory experience in a television broadcast station is desired. Salary negotiable. Excellent fringe benefits. Send resume including three references to John C. Grabbe, KTSC TV, 2200 Bonforte Blvd, Pueblo, CO 81001, no later than February 8, 1980. Phone 303-543-8800. The University of Southern Colorado, licensee, is an Equal Opportunity/Affirmative Action Employer.

TV Technician experienced in ENG Maintenance. Will repair TK-76 and BVU equipment. License preferred. Bob McAvoy, WROC-TV, 201 Humboldt St., Rochester, NY 14610 716-288-8400. E.O.E.

Television Engineers, operational experience desired. Contact Darrell Hunter, Chief Engineer, WKEF-TV, 1731 Soldiers Home Road, Dayton, OH 45418. WKEF is an E.E.O. M/F/H employer.

HELP WANTED NEWS

Television News Reporter for regional TV news operation to work out of Minot, North Dakota. Experience necessary. Strong on journalism and writing skills. Write for application: Dennis Neumann, Meyer Broadcasting Company, Box 1738, Bismarck, ND 58501. An Equal Opportunity Employer.

HELP WANTED NEWS CONTINUED

News Anchor: Superb opportunity for mid-career, mature, successful anchor person prepared to join a well-equipped and well-staff news operation absolutely committed to market leadership. Cosmopolitan market. Excellent company, excellent people and excellent working conditions. Salary rewards based on success. Prior applicants need not reapply. Send resume, references, video tapes and salary requirements to General Manager, WSYR-TV, 1030 James Street, Syracuse, NY 13203. Equal Opportunity Employer.

News Anchor: Sunbelt area, male and female anchor for 6 and 10 PM newscast in medium Southwestern market. An Equal Opportunity Employer. Send resume to Box A-28.

Experienced TV News Director to take over News department in highly competitive market. Must have strong managerial skills, ability to recruit and train reporters. Contact Dennis West, WIFR-TV, 815-987-5300. EOE.

Stymied? Are you the No. 2 or No. 3 person in a big news operation? How would you like to be the No. 1 person in a smaller operation and really do something? We're looking for an aggressive, knowledgeable News Director in our great and growing Northwest market. Manage department and anchor. EOE. Complete resume and salary requirements to Box A-26.

Director/News. Progressive Central Pennsylvania CBS affiliate looking for director/technical director of T.V. newscasts. Experience required. Responsible for production and creative look of newscasts. IBEW Union position. Sample of work necessary. Write or phone 717-238-2100. Fred Caesar, WHPT TV, PO Box 1507, Harrisburg, PA 17105. An equal opportunity employer.

Reporter/Photographer N/E Wis TV station. Must be motivated self-starter and capable for weekend anchor. Submit resume & tape to General Mgr, WAEO-TV, PO Box 858, Rhinelander, WI 54501. Equal Opportunity Employer.

News Reporter—ENG photo and editing experience. Good entry level position. Beautiful location. Send tape/resume to: Bob Nelson, WMBB-TV, Box 1340, Panama City, FL 32401. EOE.

Reporter: Washington state station is looking for a TV news reporter with working knowledge of the Pacific Northwest. The ideal candidate would have 2-3 years as TV street reporter at a commercial station in Washington, Oregon or Idaho—with a BA in Journalism preferred. Salary: \$18,000 or more, depending on experience. If this description fits you, send resume and tape immediately to Adel Munger, KVOS-TV, 1151 Ellis Street, Bellingham, WA 98225. KVOS-TV is an Equal Opportunity Employer.

Editorial Director for WFSB-TV, a Post-Newsweek Station, in Hartford, Connecticut. Responsibilities include keeping abreast of events & issues, suggesting 6-10 editorial topics a week & researching & writing one-minute editorials. College graduate with experience as broadcast or print reporter or editor preferred. Send resume Personnel Office, 3 Constitution Plaza, Hartford, CT 06115. We are an Equal Opportunity Employer!

Reporter-Anchor: Leading network VHF in top 100 market needs self-starter for bureau anchor role and street/beat work. Experience preferred, but will consider new, strong J-school grad. ENG shooting/editing skills essential. Good growth opportunity with state's largest broadcast news team. Send detailed resume, salary requirements, in confidence to J. A. VanHorn, Black Hawk Broadcasting Co., Waterloo, IA 50703. An Equal Opportunity Employer.

Anchorperson wanted to co-anchor prime newscasts, 2 years minimum experience. Send resume, videocassette and salary requirements to: Don Hickman, News Director, WICS-TV, Springfield, IL 62708. E.O.E.

Evening News Producer. Must be strong writer and innovator. Good at giving a different look to the news. Send resume and tape to Phil Thomas, news director, WHO-TV, 1100 Walnut, Des Moines, IA 50308. Phone 515-288-6511.

Managing Editor for expanding West Coast News Department. Person would be responsible for all phases of daily operation with emphasis on assignment desk. Looking for person with sound news judgment who is capable of thinking creatively and visually. This is a number two position. EOE, M/F. Resume and salary history to Box A-52.

News Anchor—6 and 10PM M-F small/medium market experience desirable. S.E. Sunbelt location. \$15,000 and up depending on qualifications. Reply to Box A-99.

ABC affiliate in top 100 market rebuilding news staff. All ENG. All new, latest equipment. Openings for reporters, photographers, anchors, sports director, and sports reporters. Experienced only. We are going to be number one! Equal Opportunity Employer. Box A-88.

TV News Director: Responsible for content of nightly news program. Includes supervision of Newsroom staff. Story assignments, news writing, packaging, editing, and reporting. Familiarity with ENG and studio production essential. Understanding of FCC rules and regulations applying to TV news required. Minimum requirements: college/university degree with 5 years TV news experience. Supervisory experience desirable. Salary range: \$13,030-\$20,250. Send resume and demo tape no later than January 25, 1980, to Chip Neal, WENH-TV, Box Z, Durham, NH 03824. AA/EOO.

Producer wanted to mold and shape an interesting and exciting one hour nightly news magazine blending hard news, in-depth features, regular departments, live guests and viewer phone calls. The best of news and magazines in the 23rd market and in California. Send resume and letter of producing philosophy to Tip Kindel, News Director, KTXL-TV News, 4655 Fruitridge Rd., Sacramento, CA 95820. An Equal Opportunity Employer.

Photographer/Editor to total E.N.G. east coast station. Good eye to make new station No. 1 in the market. Tape/resume/salary requirements first letter to Don Feldman, News Director, WMDT TV, Box 321, Salisbury, MD 21801. No phone calls. M.F. EOE.

Weather specialist. We are looking for a snappy personality to report weather for new east coast station on our way to No. 1. Tape/resume/salary requirements first letter to Don Feldman, News Director, WMDT TV, Box 321, Salisbury, MD 21801. M/F EOE. No phone calls.

Reporter/weekend anchor for new east coast station. If you are a communicator we want you. Send tape/resume/salary requirements first letter to Don Feldman, News Director, WMDT TV, Box 321, Salisbury, MD 21801. No phone calls. M/F. EOE.

Sports/Anchor reporter. New east coast station. Snappy bright must be able to shoot and edit. Tape/resume/salary requirements first letter to Don Feldman, News Director, WMDT TV, Box 321, Salisbury, MD 21801. No phone calls. EOE/MF.

News Director—familiar with demands of small market news operation. Qualifications: College, ENG & reporting skills, strong on organization, and provide positive leadership for 10-person news department. Income \$15,000+. S.E. Sunbelt location. EOE. Reply to Box A-101.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Promotion Manager: Creative person—experienced in writin and graphic arts and all other phases of promotion and public relations. Must have working knowledge of on-air production. Send resume to James N. Armistead, Vice President & General Manager, WRDW-TV, Drawer 1212, Augusta, GA 30903. A Ziff-Davis Station. EEO.

Program Manager. Current person promoted to No. 2 slot in organization. Must have two year's experience in television and radio management or mid-management, preferred in program-related areas. Supervises approximately 10 people in FM & TV programming. Program selection and scheduling for both FM & TV. Ascertainment. Promotion. Production. Some on-air fund raising. \$15,000 to \$18,000 depending on experience. Send resumes before January 18, 1980 to Arthur F. Dees, President & General Manager, WSKG Public Television and Radio, Box 97, Endwell, NY 13760. EOE/AA/M-F.

Art Director for Southeast station. Must have TV experience. Send resume and salary requirements to Box A-13.

Magazine Producer/Reporter, WHA-TV, Madison, Wisconsin. Award winning statewide news Magazine seeks producer/reporter for field producing and on-air work. Must be aggressive, able to handle a variety of producing and reporting assignments, and be a good on camera communicator. Three years television reporting experience, preferably daily news or magazine field work required. B.A. preferred. Salary \$15,000 negotiable. Excellent fringe benefits. Autonomy in producing and reporting and input in the editorial decision making process are additional benefits. Send resume, videotape sample of your work and write for formal application to H. Richard Hiner, Station Manager, WHA-TV, 821 University Avenue, Madison, WI 53706. WHA-TV is an equal opportunity/affirmative action employer.

Art Director: Responsibilities: Responsible for supervision, organization of department producing on-air, print graphics, set design. Strong scenic design background needed. Qualifications: College Degree and 2-4 years experience. Apply to: Director of Finance, WYES-TV, PO Box 24026, New Orleans, LA 70184. (Send resume and slides). Deadline: All resumes/applications must be received on or before January 21, 1980. Interviews after deadline date. No calls. WYES-TV is an Equal Opportunity Employer.

Program Manager: For medium market CBS Affiliate. Must be experienced in television programming and able to administer Production and Promotion Departments. Send resume to James N. Armistead, Vice President & General Manager, WRDW-TV, Drawer 1212, Augusta, GA 30903. A Ziff-Davis Station. EOE.

Major Market Group owned, network affiliate station needs sharp promotion person. Must be strong in on-air production and must have good advertising sense. An Equal Opportunity Employer. Send resumes immediately to Box M-161.

WXIX-TV, Metromedia, is seeking a creative individual skilled in promotional writing. The successful candidate needs experience in TV writing, a firm knowledge of Production, an ability and interest in writing TV promos coupled with good clerical skills. Applicant must be capable of producing under pressure with efficiency and attention to detail. Send resume and writing sample to Susan Sterritt, Personnel, WXIX-TV, 10490 Taconic Terrace, Cincinnati, OH 45215. An Equal Opportunity Employer M/F.

Producer/Director Cultural Affairs—Small, active New England public TV Station seeks experienced P/D for programs in music, dance, drama, fine arts. Experience in studio, remote, and ENG/film production essential. Background in writing and music preferred. Salary \$13,000 plus. Closing January 31. Resume (no tapes) to Donna Oviann, WGBY-TV, 44 Hampden St., Springfield, MA 01103. WGBY is an equal opportunity employer.

Director of Public Information: Qualifications: Bachelors degree with 4 to 6 years experience. Responsibilities: The Director of Public Information will be responsible for: The design and implementation of an effective public information and public relations program. All press relations; the supervision of the publication of the program journal, continuity functions, and all information prepared for public distribution. Applications should be sent to: Director of Finance, WYES-TV, PO Box 24026, New Orleans, LA 70184. Application deadline is January 31, 1980. Confidential interviews with selected candidates will be scheduled after February 1, 1980. No calls. WYES-TV is an Equal Opportunity Employer

Producer-Director: Group broadcaster seeking creative self-starter to replace director who left us for network O & O. Two years solid experience news, commercials, and programming. Resume, salary requirements to: Don Lundy, WTOL-TV, Box 715, Toledo, OH 43695. Sample tape will be requested later. An Equal Opportunity Employer.

Promotion Manager: Major market group-owned network affiliate needs strong promotion manager for creative services department. We're looking for a creative advertising person who is a writer and a producer both. Person will create and administrate print ads, radio, and TV spots as well as coordinate the activities of our agency. An Equal Opportunity Employer. Send resume to Box A-72.

SITUATIONS WANTED SALES

Experienced Radio-Newspaper Account Executive seeks first position in television advertising sales. Experienced in television switching and production. Have 1st phone, any market, any location. Box A-62.

SITUATIONS WANTED TECHNICAL

TV-FM-AM Field Engineering Service installation-maintenance-system design-survey and critique-interim maintenance or chief engineer. Available by the day, week or duration of project. Phone Bruce Singleton 813-868-2989.

Working Chief, currently employed—stable. High Power UHF, station planning/installation, operations, more. Box A-19.

Experienced TV transmitter/technician First phone. Will relocate. David Saunders 214-271-3880.

Attractive & single black female with First Ticket wants entry level TV position. Career minded, challenge oriented, even tempered but eager to "Get It Going." Good work habits and will follow directions. Sonya Davis 215-365-0427 or 215-922-2530.

Young, ambitious & goal setting Black First Class Ticket holder, with college background, seeks commercial TV position. Currently employed at Phila. Cable TV Company. Call Mr. Graham at 215-922-2530.

SITUATIONS WANTED NEWS

8 Year Broadcaster seeks entry-level: TV journalism. (2½ years, ass'l-ND) William Hargreaves, 213-277-7769 (mornings).

News Director, 16 yrs. experience, track record references. Built highest rated TV news dept. in U.S. Clark Edwards, 205-281-8718.

Producer: major market experience. Willing to start as an assistant for quality, in-depth programming. Box A-29.

TV Sports Anchorman, currently working in major market. Polished pro in mid-thirties with witty, conversational delivery. Strong writer, experienced in coverage of big league sports. Box M-152.

Professional Meteorologist seeking full time entry level position in TV. Midwest AMS member with some college experience currently completing M.S. in meteorology wishes opportunity to develop style and presentation as a TV meteorologist. Resume and tape available upon request. Contact: Paul Silvestri, 3702 Salem Walk South (Apt. B-2), Northbrook, IL 60062. 312-299-3265.

Enthusiastic female journalist—MS Journalism seeks television news or magazine position—network television and radio experience. Box A-49.

27 years overall Broadcasting experience. 9 years exclusively in news, 2 years TV anchor work. Write, air, edit report, editorials, news, public affairs, and many more attributes. Prefer news. Contact Jack J. Quirk, PO Box 157, Americus, GA 31709, or call 912-924-9490.

News Director—Ratings/results-oriented professional broadcast journalist/administrator. Shirtsleeve, front-line worker. Major market experience. Writer, producer, airman. Interested challenging, competitive operation, TV or radio. Box A-83.

Enthusiastic hard-working female. Self starter-Quick to learn. Editing, production, journalism skills. Professional experience in newsroom. BA Broadcasting. Willing to relocate. Susan Rothberg, 15 Flower Lane, Jericho, NY 11753. 516-681-3384.

Award-Winning, Creative, TV/AM News Director seeks reporter/anchor/news management position. B.S. Journalism. Top references. Proven track record. 703-527-6183.

Hustling, creative Sports Director, now in medium market. Looking to take charge of upper-medium sports dept. or break into major market as second banana. B.P., ENG references available. Box A-90.

I know the importance of numbers. Young experienced anchor-reporter-news director seeks career advancement. Willing to travel. Call 609-567-0134.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Television Director with 3 years experience wishes to relocate. Looking for larger market. Present market is rated 90. My specialty is News. Box A-51

Woman seeks TV booth announcer/commercial production position. Have announcer and production experience in radio. Midwest preferred. Box A-64.

Experienced in producing and editing videotape for both news and sports. I consider my strong point to be the above and my detail for the finer points of television. Am presently working at a top 20 CBS affiliate. Resume and videotape available on request. Reply Box A-66.

Experienced Director looking for a job with future advancement. Female with B.S. degree. Assistant Production Director with News, Public Affairs, Studio & Supervisory experience. Available after 2 week notice. Box A-67.

Ambitious female telecommunications graduate with First Phone seeking a position as a production assistant or photographer. Experience at station, duties include: camera operation, switching, audio, video, editing, and remotes. PO Box 2211, Bloomington, IN 47402. 812-336-2159.

No. 1 Rated Magazine Host wants more. (Weather-Features-Interviews) versatile young talent with an impressive background and reputation. (Major markets only) Box A-69.

Producer-Director, Award-Winning M.S.B.A. seeks new challenges. 4 years AFRTS experience as Production Manager. Richard Foregger 404-790-8265.

CABLE

HELP WANTED TECHNICAL

Director of Engineering: High versatility industry position. Washington, D.C. Excellent opportunity as Director of Engineering for ARTEC's 72,000 home cable television franchise in Arlington County, Virginia across the Potomac River from Washington, D.C. Successful candidate must have extensive working and theoretical knowledge, experience and interrelationship understanding in the following areas: Two-way interactive system design; System aerial and underground construction practices; proof of performance and formal acceptance practices; 35 channel, interactive multi-hub system operation and maintenance; Design, construction, operation of CARS and common carrier microwave; Apartment pre-wire design and construction techniques; Subscriber installations and services practices. Satellite receiving and transmitting technology and operations; Fiber optics technology and practices. Successful candidate will, in addition, have good interpersonal skills: To manage engineering department personnel and subcontractors; To effectively communicate and operate within a results oriented, high achievement expanding corporate environment; To assist in representing the National industry to regulatory, legislative, industry, international and local groups interested in and learning about cable television; To assist with technical presentations of franchise applications. Excellent compensation package. Send resumes to: John D. Evans, Vice-President and Chief Operating Officer, Arlington Telecommunications Corporation, 2707 Wilson Boulevard, Arlington, VA 22201. An Equal Opportunity Employer.

HELP WANTED NEWS

News Director—Immediate opening. Cable system with heavy L.O. seeking energetic individual to start local news operation. On-air experience plus writing and producing skills, ENG & 3/4" editing a must. Send resume & tape. No calls. Louis Borelli, UA-Columbia of Westchester, 26 Burling Lane, New Rochelle, NY 10801.

ALLIED FIELDS

HELP WANTED SALES

Area reps wanted for music production house. People who have experience selling commercial jingles, heavy radio or agency background, will earn high commissions with our quality line. O.K. if you're currently selling a non-competitive service. CAG, 12 East 44th Street, NYC 10017 or 212-687-1490.

Broadcast Professional with local sales/sales management background to sell proven renewable services to broadcast management. We are industry's leading independent producer of proven local sales support, training and placement services for large and small independents and groups. Position requires an entrepreneur able to build own staff and expand on existing business in one of 6 exclusive U.S. regions. Must enjoy consultant selling with finest audio-visual tools and have ability to conduct workshops/seminars. Considerable travel first year; relocation possible. First year potential \$75,000+ with continuing renewable income. Rush confidential detailed resume, with references, in first letter to Bert Levine, VP/GM, Broadcast Marketing Co., 415 Merchant Street, San Francisco, CA 94111.

Television Syndication Salesperson: Rapidly growing television production/distribution company seeking young sales trainee to cover television markets in Central and Southern regions of U.S. Must live in central part of country. Extensive travel. Excellent opportunity for growth. Send resume to Box A-53.

HELP WANTED TECHNICAL

Engineers and Technicians—Wilkinson Electronics, Inc., near Phila., Pa. needs AM, FM, RF and Audio Engineers and Technicians for design, test and sales of its full line of Broadcast equipment. Plenty of growth potential with excellent salary and benefits. Send resume to G. P. Wilkinson, PO Box 738, Trainer, PA 19013.

Electronics Technician: (TV Maintenance). The Veterans Administration Center for Endoscopic Programs (VACEP), VA Medical Center, Lake City, Florida, announces an opening for an Electronics Technician in the television engineer department. This career Civil Service position is at the GS-9 level with an annual salary starting at \$17,035. VACEP is a fully equipped two-studio, television production center which utilizes latest state-of-the-art equipment including computer editing, 2-inch high band, full-frame videodisc, computerized routing switcher, and studio and low-light level cameras. Responsibilities of this position include scheduled and preventive maintenance, digital equipment repair, line operation of all equipment, and operational testing and set-up of equipment. Minimum education requirements: 1st Class F.C.C. radio-telephone license, 2-year technical school degree, or B.S. degree in either broadcast or electronic engineering. Candidate must have at least one year of experience in the maintenance of 2-inch quad/helical VTR's, general broadcast experience, and general maintenance experience in digital and analog video equipment. Send Personal Qualifications Statement (SF-171) or resume to Personnel Officer, Veterans Administration Medical Center, Lake City, FL 32055. An equal opportunity employer.

HELP WANTED INSTRUCTION

Wanted: Full-time broadcast instructor/studio maintenance engineer. Minimum five years experience. Good salary. Tapes/Resumes (No phone calls) to: Tommy Goodwin, Director, KiiS Broadcasting Workshop, 1220 N. Highland Avenue, Hollywood, CA 90038.

Wanted: Full and part time broadcast instructors. Must have minimum six years experience in all phases of broadcasting. Major market talent preferred. Good pay, prestige facilities. Tapes/Resumes (No phone calls) to: Tommy Goodwin, Director, KiiS Broadcasting Workshop, 1220 N. Highland Ave., Hollywood, CA 90038.

Broadcast news assistant professor. Tenure track position. Begin September, 1980. Television experience required. Ph.D. preferred. \$15,000 to \$19,200 for 9-month appointment. Will teach broadcast journalism courses, emphasizing television news. Apply by February 15, 1980, Director, School of Journalism, The Ohio State University, Columbus, OH 43210, an equal opportunity employer.

Journalism/Mass Communication: Full-time teaching position for Fall, 1980. Teach newswriting, reporting, mass communication history and issues. Also work with internship program. Two years experience on daily newspaper required. Doctorate preferred, Master's required. Rank and salary negotiable. Application deadline: February 15, 1980. Submit resume and samples of news and feature stories to: Mr. Thomas P. Proietti, Chairman, Communications/Journalism Program, St. John Fisher College, Rochester, NY 14618. E.O.E.

**HELP WANTED
INSTRUCTION
CONTINUED**

Journalism: Tenure Track position: Assistant professorship in Broadcast Journalism program, School of Communication, The American University, Washington, D.C., beginning September 1980. Teach radio and television news writing, editing, reporting, delivery and production. Master's Degree and teaching experience preferred. At least five years professional experience in broadcast journalism required. Salary commensurate with experience. Send letter of application and resume by February 1, 1980, to: Broadcast Search Committee, School of Communication, The American University, Washington, DC 20016. An Affirmative Action/Equal Opportunity Employer.

Telecommunication Department, Michigan State University, two positions. Position 1: Teach telecommunication management courses (e.g., organization, programming, personnel, promotion, audience measurement, marketing, accounting and finance for telecommunication industries) at undergraduate and graduate levels. Requires evidence of teaching capability, research interests and skills, professional experience in telecommunication management, academic background in telecommunication, management and economics, PH.D. Position 2: Teach criticism and media history at the undergraduate and graduate levels as well as introductory telecommunication courses. Requires evidence of teaching capability in large and small classes, research interests in the areas of media history, criticism or popular culture, academic background in the humanities and telecommunication, PH.D. Both positions are academic year, tenure track appointments. Salaries are competitive with major universities. Summer appointments are expected to be available. Contact Thomas Baldwin, Department of Telecommunication, 320 Union Building, Michigan State University, East Lansing, MI 48824. 517-355-6556. An equal opportunity, affirmative action employer.

Electrical Technology Instructor. To instruct students of Electrical Technology—Communications and Telecasting in Electronics and state-of-the-art applications to broadcast electronics. Will also instruct in open and closed circuit broadcasting subjects related to Telecasting. Will be responsible for the coordination of student workshops in television. Must hold First Class Radio-Telephone license and have 4 years of broadcast electronics experience, plus a Bachelor's degree with major in Electrical Engineering or Electrical Technology. Fully paid benefits with salary based on training and experience. Apply to: Milwaukee Area Technical College, Office of Employee Services, 1015 North 6 Street, Milwaukee, WI 53203.

The University of Arizona is seeking a faculty member to teach courses in broadcast management, advertising and sales, policy and regulation. Ability to teach production an asset. Rank and salary open, depending on teaching and professional experience and record of creative activity. Ph.D. or appropriate terminal degree required. Broadcast experience a must. Position available in August 1980. Send letter of application, resume and list of references by February 15, 1980 to: William T. Slater, Head, Department of Radio-Television, University of Arizona, Tucson, AZ 85721. The University of Arizona is an Equal Opportunity/Affirmative Action Employer.

The School of Journalism and Mass Communication at the University of Oklahoma is seeking applicants for a faculty position in its radio-television-film program beginning with the fall semester 1980. Teach courses in beginning and advanced television production and other undergraduate and graduate courses in radio-television-film, with complementary research and service responsibilities. This is a permanent, tenure-track position. Rank and salary are commensurate with credentials. Ph.D. required beginning of fall 1980 semester. Minimum of one year of professional experience in radio-television-film is required. Experience and interest in film is desirable. Ethnic minorities and women are encouraged to apply. The University of Oklahoma has an Affirmative Action plan and is an Equal Opportunity Employer. Letters of application and vitae should be sent prior to February 15, 1980 to: Director, School of Journalism and Mass Communication, 860 Van Vleet Oval, Room 101, University of Oklahoma, Norman, OK 73019.

Station Manager—Educational Supervisor: Emerson College is seeking an educational director of its radio station WERS-FM. Activities will include operational and academic supervision of a student-run station. Will also involve teaching of some courses in radio/radio management. Professional broadcast experience required. Bachelor and Master's degrees and educational experience. Salary, \$16,000 to \$20,000. Send brief resume to: John C. Zacharis, Vice President for Academic Affairs, Emerson College, 148 Beacon Street, Boston, MA 02116. Closing date: January 30, 1980.

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.)

Need 30 KW UHF Klystron transmitter 209-578-5636, eve. 209-521-0909.

RCA BTA-1-M transmitter for parts. Need not be complete. KOLI, Coalinga, CA 93210. 209-935-2991.

Non-Profit Organization badly in need of Studio TV equipment. Phone 307-875-4016.

Wanted Control Room and recording studio equipment. J. P. White, KKAS, Silsbee, TX 77656. 314-385-2883.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

5" Air Hellaz Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfgs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

Ampex TA55B UHF Transmitter—55 kw, Good condition, \$150,000.

GE TT22A 35kw VHF transmitter—Low band, fair, \$12,000

GE PE-400 Color Cameras—Pedastals, Racks, like new, ea \$14,000.

GE PE-350 Color Cameras—All accessories, good condition, ea \$7,000.

GE PE-240 Film Camera—Automatic Gain & Blanking, \$8,000.

IVC 500 Color Camera—Lens, cables, encoder, \$8,000.

RCA TK-27A Film Camera—Good Conditions, TP 15 Available, \$12,000.

Eastman 285 Projectors—Reverse, good condition, ea \$6,000.

RCA TVM-1 Microwave—7GHZ; Audio Channel, \$1,000.

RCA Hi-Band refurb. heads—RCA Warranty, ea. \$3,500.

AMPEX VR 7000 VTR's—1" Format, 3 available, ea \$1,000.

AMPEX 1200A VTR's—Loaded with Options, ea \$24,000.

Norelco PC-70 Color Camera—16X1 200M Lens, ea. \$18,000.

Norelco PCP-70 Color Camera—Portable or Studio Use \$15,000.

Norelco PC-60 Color Camera—Updated to PC-70, new tubes, \$12,000.

New Videotek Monitors—Super quality, low price.

New Lenco Terminal Equipment—Fast Shipment, 30 Brands of New Equipment—Special Prices. We will buy your used TV equipment. To buy or sell, call Toll Free 800-241-7878, Bill Kitchen or Charles McHan, Quality Media Corporation. In GA call 404-324-1271.

GE Transmitter with attendant equipment Model TT59, 50 KW very good condition on Channel 17. Available immediately. Bargain if you move. Reasonable if I move. For details contact: E.B. Wright, 1018 West Peachtree St., Atlanta, GA 30309. 404-875-7317.

Audio Carousels: 5 Sono-mag model 250-RS and 252-RS, 24 position. Now on the air and playing. Also, 2 Houston-Fearless camera pan heads. Priced right for fast sale. Contact: Director Engineering, Donrey Media Group, PO Box 550, Las Vegas, NV 89101 or phone 702-385-4241.

Two RCA TK-42 chains, two RCA effects generator, RCA switcher, RCA TR3 & 4S, Microwave equipment, Eastman 275 projector, Eidaphor large screen TV projector, priced to sell—Will take film equipment in trade. International Cinema, 305-756-0699: 6750 N.E. 4th Ct. Miami, FL 33138.

1 KW AM Gates BC-1T Early 60's current proof, complete set spare tubes

1 KW AM RCA BTA-1R, 1962, on air, excellent condition, SS rectifiers

10 KW FM GEL, mid 60's, excellent condition, proof, spares, manuals

10 KW FM Collins 830-F1B, 310Z1 exciter stereo, spares, on air Call M. Cooper. (215) 379-6585, for information on above or discount price on new equipment from any manufacturer.

Two G.E. 50 kw AM transmitters. Plenty of new spares including mod. transformer, one Continental 50 kw air cooled dummy antenna, one Continental 5 and 10 kw AM transmitter, clean. All items in our stock Besco Internacional, 5946 Oaks Dr., Dallas, TX 75248. 214-630-3600.

FM Transmitters (Used) 20 KW, 15 KW, 10 KW, 7.5 KW, 5 KW, 1 KW, 250 W. Communication Systems, Inc., Drawer C. Cape Girardeau, MO 63701, 314-334-6097.

AM Transmitters (Used) 50 KW, 10 KW, 5 KW, 1 KW, 500 W, 250 W. Communication Systems, Inc., Drawer C. Cape Girardeau, MO 63701, 314-334-6097.

Versa Count FM Translator, variable power 1 to 10 watts, model V317. Used six months. Perfect condition. Phone 513-378-6151.

Major Market TV station closing out entire inventory of 16mm film equipment, CP 16 As, B&H 70 DR's, meters, editing equipment, and processors/spare parts. Inquiries to: WCKT-TV, Miami, FL 305-751-6692 Dave Seger.

Video Promoters? Broadcast Systems, Inc. can supply your needs. 800-531-5232 or 512-836-6014.

SMC Automation Model DP 1, presently in use. Eight carousels, time announcer, and two single play backs. Box A-76.

2-Ikegami HL-77's, 1-Ampex 1200-B, 1-Sony BVE-500 Edit System, 1-CVS-516, 1-Quantel DTC-300, Tektronix Equipment, and more. Call Mr. Chetrick 616-774-8338.

For Sale: 175-10 1/2 inch reels of 1/4 inch recording tape on sturdy, plastic, standard reels. \$5 each. F.O.B. WPRS, Paris, IL 61944.

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.

"Comic Relief." Just for laughs. Bi-weekly Free sample. White Creative Services, 20016 Elkhart, Detroit, MI 48225.

Phantastic Phunnies—400 introductory topical one-liners... \$2.00!! 1343-B Stratford Drive, Kent, OH 44240.

MISCELLANEOUS

Artist Bio Information, daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801. 213-438-0508.

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.

**MISCELLANEOUS
CONTINUED**

Custom, client jingles in one week. PMW, Inc. Box 947, Bryn Mawr, PA 19010. 215-525-9873.

News set wanted. Small market station desires recently discarded news set. Large market stations interested? Send photos or VT to News Director, KESO-TV, PO Box 4200, Palm Springs, CA 92263.

Radio and TV Bingo. Serving over 1000 stations, oldest promotion in the industry. World Wide Bingo—PO. Box 2311, Littleton, CO 80160. 303-795-3288.

Shop-at-Home Radio promotion for medium and small markets. Gross over \$1,000 monthly. Write for brochure. Hayden Huddleston Productions, 305 Sheandoah Bldg., Roanoke, VA 24011.

**RADIO
Help Wanted News**

NEWS DIRECTOR

One of Northeast's most prestigious adult stations. Legit credentials essential. Know how to tap into community awareness, bring to audience blend of must know and want to know info. Firm knowledge of Commission requirements. Likely to do some air. Resume, tape, pertinent credentials. Equal Opportunity Employer. Send to Personnel Dept., Major Market Radio, 415 Madison Avenue, New York, NY 10017.

Help Wanted Technical

**CHIEF ENGINEER
First Class**

for First Class AM/FM stereo operation. Must be experienced, responsible, hands on type engineer with an ear for only the best quality broadcasting. Send resume to Bill Dutcher, General Mgr., WWBA Radio, Box 22000, St. Petersburg, Fla. 33742.

Situations Wanted News

EXPERIENCE IN SPORTS

Award winning S.D. looking for excellent opportunity. Reporting, sportscasts, talk and top notch exciting PbP. Major Market experience. Knows how to talk with athletes and management. Will work behind the scenes for the right sports conscious operation. Box A-60

**Situations Wanted Programing,
Production, Others**

PROGRAM DIRECTOR

Successful program director available for challenging position with growing or dominant facility. Bottom line conscious. Fifteen year pro; seven years as pd of present station. Heavy on promotion, community involvement, staff motivation, sales, EOE/AA, FCC, engineering, annual budgeting. All markets considered, including small markets with equity arrangement. Box A-48.

RADIO PROGRAMING

Bill's Car Care. Remarkable, concise. Daily. Easy to sell. Audition, Box 881, Cincinnati, OH 45201

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.

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!"

Situations Wanted Announcers

CRAZY MANIAC, OUTRAGEOUS COMIC

Just a sick guy. I ran out of money half way through my sex change operation. I was also a glove compartment baby. My parents couldn't fit in a test tube. This fall I'll be starring in a new TV series about a cop who gets shot under the arms. It's called Ironpits.

Here's my ratings:
20% of my audience was home
20% weren't sure
20% couldn't work the doorknob
You know I'm not thrilled with my laxative
20% were ugly and we didn't care

Welp, it'll take a big man to fill my raincoat, but it's time to leave Harrisburg. If you want severe entertainment call Uncle Alvin 717-652-7408. I've gotta go to the doctor now. I accidentally shot myself 32 times

**TELEVISION
Help Wanted Technical**

**AM-FM-TV
MAINTENANCE ENGINEERS**

Immediate permanent full time openings for Supervisory and Non-Supervisory positions.

Experienced with the following preferred TCR100, AVR3, VR1200, PC70, TK76 Sony Broadcast, Vital switchers, TK28 film, Vidifont Mark IV, Microwave Associates and Moseley microwave, Harris and RCA transmitters.

STRIKE CONDITIONS EXIST

Submit resume to Richard W. Roberts, Corporate Personnel Director, WFLA Inc., PO. Box 1410, Tampa, FL 33601.

WFLA INC.

An Equal Opportunity Employer M/F

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 February 12 and March 25. Student rooms at the school. 61 N. Pineapple Ave., Sarasota, FL 33577. 813-955-6922, 2402 Tidewater Trail, Fredericksburg, VA 22401. 703-373-1441

Cassette recorded First phone preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia. Our twentieth year teaching FCC license courses. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266 213-379-4461.

**Help Wanted Technical
Continued**

**TELEVISION
TECHNICIAN**

Due to baseball telecasting contract, Baltimore television station needs technicians for 6 months employment, approximately March 15 to September 15. Must have FCC 1st class license and technical school education. Send resume to:

Chief Engineer
WMAR-TV
6400 York Rd.
Baltimore, Maryland 21212
E.O.E. M/F

Help Wanted Technical Continued

STAFF ENGINEER

Top 35 market in Southeast needs engineer capable of doing on-air as well as tape recording, switching, mixing, and editing of program material. Should be able to handle master control, audio, videotape, ENG, and camera control shifts when required. Must have FCC First Class.

EEO-MF Send resume to Box A-70

Television Maintenance Technician

Top ten East Coast network affiliate seeking qualified candidates for television engineering maintenance. Professional broadcast experience preferred, but candidates with substantial technical credentials will be considered. Working knowledge of digital circuitry and EDP an asset. An exciting city, excellent compensation and a people oriented working climate are the rewards for the successful applicant. Detailed resume to WJLA-TV, 4461 Connecticut Ave., N.W., Washington, D.C. 20008, Attn: Personnel.

An equal opportunity/affirmative action employer M/F.

Help Wanted Management

GENERAL SALES MANAGER

Group owned station seeks person with at least five years experience in television sales. Person must possess leadership ability, integrity, top attitude and have excellent personality. College background required. Management experience helpful to successful applicant. Station has 50+ shares in News and is strong in all local programming. Top compensation and benefits. *Resumes only to: Manager, WFIE-TV, P.O. Box 1414, Evansville, IN 47701

Equal Opportunity Employer

*All replies confidential

Help Wanted News

NEWS ANCHOR

Superb opportunity for mid-career, mature, successful anchor person prepared to join a well-equipped and well-staffed news operation absolutely committed to market leadership. Cosmopolitan market. Excellent company, excellent people and excellent working conditions. Salary rewards based on success. Prior applicants need not reapply. Send resume, references, video tapes and salary requirements to General Manager, WSYR-TV, 1030 James Street, Syracuse, N.Y. 13203.

Equal Opportunity Employer

BLIND AD FOR A WEATHER PERSON WITH VISION.

Have we got a HI for you!

We're a major network station in a top 10 market and we're offering a great opportunity to a superb weather person. We'll give you all the tools – the latest electronic equipment, well-designed graphics, heavy promotion, high salary and a terrific team. It doesn't matter where you're working now – large market or small – if you're qualified. We prefer a meteorologist, but that's not an absolute requirement. The key is your ability to communicate, to inform, with accuracy and warmth. Frankly, we're looking for the best weather person in America. If you're it, send us a tape. It'll be kept strictly confidential. We'll be seeing you.

EOE

Box 159, FDR Station, New York, NY 10022

**Help Wanted Programing,
Production, Others**

PROGRAM DIRECTOR

Leading group owned affiliate in 53rd market seeking experienced Program Director. Must be strong in feature film scheduling, Promotion, Production and have experience in product acquisition. Vacancy created by internal promotion. An equal opportunity employer. Send resume to Todd Holmes, WNEM-TV, Meredith Broadcasting Group, 5700 Becker Road, Saginaw, MI 48606.

PRODUCER DIRECTOR

Creative Services unit has a unique opportunity for an experienced, aggressive, person in a non-union situation with EFP and the latest technology. Applicant must have shooting and editing commercial TV experience. Resumes only. No phone calls.

Bob West, WFIE-TV, P.O. Box 1414, Evansville, IN 47701. EOE.

Help Wanted Sales

ACCOUNT EXECUTIVE

With TV station in top 35 market. Previous experience selling television advertising is required. It would be helpful if the experience was gained in the southeastern United States. A college degree is desirable with the major in advertising, marketing, and/or communications. Send resume to Box A-56.

An Equal Opportunity Employer
EEO/MF

Situations Wanted News

CLARK EDWARDS

16 yrs. experience, available now, builder of the highest rated TV news dept. in U.S. References, proven track record. 2235 Elsmade, Apt 472, Montgomery, AL 36116.

**Situations Wanted Programing,
Production, Others**

**OPERATIONS/NEWS
DIRECTOR**

Major national awards. Superb track record of success. Creative motivator with 16 years experience in all phases of broadcasting. Seeking new challenge in medium market. Reply Box A-74.

PRODUCER

Outstandingly successful Bureau Chief in major o/seas news center. Experienced every phase film & video, from operating camera to 6-figure budget control. Competitive, creative award winner. Seek news exec., magazine show, any challenging opportunity, anywhere. Box-M-175.

CABLE

Situations Wanted Management

**AVAILABLE EXPERIENCED
CATV CORPORATE
DEVELOPMENT EXECUTIVE**

26 years CATV and TV Broadcasting background including local Cable system, regional and headquarters operations management. Degreed self-starter. Previously won 16 MSO and Ind. franchises in California and Tennessee. Interested in strong company acquisition support-substantial salary, executive fringe benefits and reasonable gratis equity position in future acquired franchises. Office 203-324-4656/Residence 203-329-9670. C. R. Gibson.

ALLIED FIELDS

Help Wanted Management

**DEAN
SCHOOL OF COMMUNICATIONS
Ithaca College**

Applications and nominations are being accepted for the position of Dean of the School of Communications at Ithaca College. The School's primary areas of instruction are tv-radio, cinema studies and photography, and educational communications. School offers baccalaureate degrees in cinema studies and photography, communications management, educational communications, sports communications and tv-radio, as well as a master's degree program in educational communications. The School, with approximately 40 faculty and technical staff, has a student enrollment of approximately 400. In addition to the School of Communications, Ithaca College consists of Schools of Music; Humanities and Sciences; Health, Physical Education, and Recreation; Business, and Allied Health professions.

Applicants should be conversant with the fields of tv-radio, cinema studies and photography, and educational communications, with a strong teaching and professional background in at least one of these areas. Qualifications include an earned doctorate, teaching experience within a discipline represented within the School, administrative experience, evidence of scholarly research and professional achievement, and the ability to relate to the diverse programs in the College.

The Dean reports directly to the Provost and is responsible for the administration and supervision of the School, including the development and execution of policies, programs, regulations and budgets. As a senior academic officer within the School, the Dean will be expected to provide creative leadership for future growth in communications and in cooperation with other academic programs of the College.

Salary will be commensurate with qualifications and experience. Applications are due by January 30, 1980 with the appointment to begin on or about July 1, 1980. Please submit all materials to Dean's Search Committee, c/o Provost's Office, Ithaca College, Ithaca, New York 14850. An Affirmative Action, Equal Opportunity Employer.

Help Wanted Instruction

**DIRECTOR OF PUBLIC
INFORMATION
WESTERN KENTUCKY UNIVERSITY**

Immediate opening in a critical, top-level administrative position. The rewards will match the demands of the job.

The Director of Public Information reports to the Vice President for Administrative Affairs and is responsible for managing a sizable university department, including a news and broadcast bureau, photo lab, promotional publications, and sports information. In broad terms, the Director must be a creative thinker and an assertive and energetic leader who is comfortable in any business, professional, or social situation.

The Director should be a superior editor, writer, and office manager; be knowledgeable in all media areas, and be familiar with the problems faced by higher education.

The Director of Public Information supervises the production of news releases for both print and electronic media, develops ideas for substantial feature articles and in-depth stories, and maintains credibility with working news people.

A bachelor's degree is required, with a master's degree preferred. Appropriate experience in the area of public information is an important consideration.

Western Kentucky University is a center of learning, established and supported by the Commonwealth of Kentucky, where 13,700 qualified students receive general and specialized higher education at the undergraduate and graduate levels. Situated on a hill overlooking Bowling Green, a city of about 40,000 located in South-central Kentucky, the Western campus is acclaimed as one of the most beautiful in the nation.

Interested persons should send a letter of application and resume to:

Director of Personnel Services
Western Kentucky University
Bowling Green, Kentucky 42101

AN EQUAL OPPORTUNITY EMPLOYER

Help Wanted Sales

**Regional Sales
Manager**

VIDEO PRODUCTS

We're looking for an aggressive individual for an immediate opening in the Central Region. Responsibilities include Distributor and Direct Sales. Experience in technical video sales and a basic understanding of VTRs, Time Base Correctors, and other related video equipment essential. Base of operations in Midwest. Travel required.

Excellent opportunity. Salary plus commissions and company benefits. Send resume to Director of Personnel, Microtime, Inc., 1280 Blue Hills Avenue, Bloomfield, CT 06002

An Equal Opportunity Employer.

MICROTIME
For Video Processing

Radio Programing



LUM and ABNER

5 - 15 MINUTE
PROGRAMS WEEKLY

Program Distributors

410 South Main
Jonesboro, Arkansas 72401
Phone: 501-972-5884

**District Sales
Manager**

Cetec Broadcast Group is looking for a radio pro to represent our full broadcast equipment line in the fast-expanding Northwest—Northern California, Oregon, Washington, and Alaska. Our man or woman will know radio station operations, from the engineering basics through programming and station management.

Fine career opportunity to sell first-quality broadcast systems in an exciting territory. Excellent salary-plus-commission compensation. Strong technical and customer-service support.

Please contact Jerry Clements for interview.

Cetec Broadcast Group

1110 Mark Avenue, Carpinteria, Ca 93013
(805) 684-7686

Employment Service

**BROADCASTER'S
ACTION LINE**

The Broadcasting Job you want
anywhere in the U.S.A.

1 Year Placement Service \$40.00

Call 812-889-2907

R2, Box 25-A, Lexington, Indiana 47138

**Employment Service
Continued**

HAPPY NEW JOB

- Send us your tape if you are one of the following:

News Anchor
Sportscaster
Weather person
Reporter (general or specialist)
Talk show or Magazine Host
Disc Jockey

- There are on-air jobs available at radio and TV stations all across the country.
- Your tape, which cannot be returned, will be presented to our client stations for their consideration at no cost to you.
- Please send all pertinent information to:

JOHN BECK
P.O. Box 99900
San Francisco, Cal.
94109

Television Programing

**TV BARTER
FISHING SHOW**

Nation's Number One
Half Hour Fishing Show

Contact Fritz Lisec

Lisec Productions, Inc.
225 Gateway Two
Kansas City, Kansas 66101
913/281-5600

Miscellaneous

**DIGITAL VIDEO PRODUCTIONS
HAS MORE TO OFFER THAN
TOP QUALITY TAPE AND FILM
PRODUCTION!**

WE CAN PROVIDE YOU WITH:

- 192 minutes of new 3-M 400 video recording tape for \$520.00. The tape is on 4-48 minute split hubs. There are four hubs per carton.

AVOID PRICE INCREASES ...
CALL OR WRITE TODAY!

Phone: (717)
824-1161
62 South Franklin Street
Wilkes-Barre, Pa. 18703



digital video
productions

**Miscellaneous
Continued**

YOU MAY BE ELIGIBLE

to participate in a 10-day partially subsidized Media Tour of Israel open to broadcasters, news directors, talk-show and call-in hosts, etc. Participants will have an opportunity to meet with leading Israeli personalities, Arab leaders, counterparts, tour Israel, etc. Leaves New York on March 16, 1980. Full cost: New York to New York \$629. Write or call:

AMERICAN ZIONIST FEDERATION
515 PARK AVENUE, N.Y., N.Y. 10022
TELEPHONE: (212) 371-7750

Wanted To Buy Equipment

**USED TOWER
WANTED**

Top dollar for heavy duty 1,000 foot (or more) television tower. Needed immediately. Box A-42.

Wanted To Buy Stations

Small Market AM or FM

Native New Englander is looking for station in New England or NE New York. Strict confidence.

Box A-5

INVESTOR CORP.

seeks small, medium or large suburban or metro station, AM or FM. Confidentiality respected—Not broker. Tel. (312) 529-3446 after 6PM CST or write Bill Uelsmann, 140 S. Circle Ave., Bloomington, IL 61018.

For Sale Stations

901/767-7980

**MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS**

"Specializing In Sunbelt Broadcast Properties"
5050 Poplar • Suite 816 • Memphis, Tn. 38157

TOP 50 MARKET

Maximum power Stereo FM with excellent ratings, \$1.1 million plus in revenue, and \$450,000 plus in operating cash flow. Available for \$4,000,000 cash. Include financial references in first letter. Box A-61.

R.D. Hanna Company

Brokers-Appraisers-Consultants

5944 Luther Lane Suite 505 Dallas, TX 75225 **214-696-1022**
8340 E. Princeton Ave. Denver, CO 80237 **303-771-7675**

For Sale Stations Continued

**FLORIDA MEDIUM
MARKET**

AM daytimer with low frequency in good radio city. Asking price of \$495,000 with only \$125,000 down payment and excellent owner financing. Principals only write Box A-84.

EXCLUSIVE!

- **Midwest Combination AM/FM**
- **Only Stations Licensed To This Growth Market**
- **Real Estate Included**
- **Asking \$825,000.00**
- **15-Year Payout To Qualified Buyer**

Call 901/767-7980
In Complete Confidence!

**MILTON Q. FORD
& ASSOCIATES**

5050 Poplar • Suite 816 • Memphis, Tn. 38157

ILLNESS—MUST SELL

2-Profitable A.M.'s plus 14 yr. income note. Both have FM allocations plus new equip. 1-Class A. 1-Class C Total Price \$250,000 Cash plus long term debt assumption of \$230,000. No brokers please, Box 758, Gatesville, Tx., 76528.

FM with strong signal

in San Jose, CA (not in San Jose) heard in San Francisco! Millions in coverage area. "Foot Draggers" unwelcome! Tremendous potential! Group situation. Active or inactive with \$50,000 min. Serious only. We move now! All letters answered. Box A-63.

**AM, FM, AM/FM
TV and CATV**


Properties Currently Available

Alabama	Minnesota
Arizona	Missouri
California	Nevada
Florida	New York
Georgia	North Carolina
Illinois	Ohio
Indiana	Oregon
Iowa	Pennsylvania
Louisiana	Rhode Island
Massachusetts	Texas
Michigan	Utah
	Washington

Write Brad Hart or Frank Calcagno, 280 Park Avenue, New York, N.Y. 10017, advising preferred locations; type of properties desired; minimum/maximum transaction size; and financial criteria.

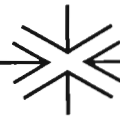
Bankers Trust Company

For Sale Stations Continued

 **CHAPMAN ASSOCIATES®**
media brokerage service

STATIONS				CONTACT	
NW	Small	AM	\$215K	29%	Larry St. John (206) 485-1066
NW	Small	AM/FM	\$350K	SOLD	Ray Stanfield (213) 363-5764
Plains	Small	AM	\$350K	\$102K	Peter Stromquist (218) 728-3003
S	Small	AM	\$375K	Terms	Dan Rouse (214) 387-2303
MW	Small	AM	\$540K	Cash	Bill Chapman (404) 458-9226
S	Medium	AM	\$575K	\$167K	Bill Whitley (214) 387-2303
NY	Suburban	FM	\$625K	Cash	Art Simmers (617) 848-4893
W	Suburban	FM	\$2200K	Terms	Ray Stanfield (213) 363-5764
MW	Metro	AM	\$550K	\$150K	Ed Roskelly (214) 387-2303
W	Metro	Fulltime	\$850K	SOLD	Bill Whitley (214) 387-2303

To receive offerings of stations within the areas of your interest, write Chapman Co., Inc., 1835 Savoy Dr., N.E., Atlanta, GA 30341



Select Media Brokers
P.O. Box 5 - Albany, Georgia 31702

SELECT MEDIA BROKERS

Mi	Fulltime AM & FM	300K	Small
SC	Daytime AM	150K	Medium
FL	Fulltime AM	390K	Medium
GA	Fulltime AM	375K	Medium
PA	Daytime AM	400K	Medium
SC	Daytime AM	440K	Medium
FL	Daytime AM	330K	Medium
FL	Daytime AM	165K	Small
FL	Daytime AM	350K	Medium
AZ	Fulltime AM	360K	Small
VA	Daytime AM	180K	Small
GA	Daytime AM	385K	Small
NC	Daytime AM	175K	Small
NY	Daytime AM	450K	Small
	& Fulltime FM		
NC	Fulltime AM	750K	Medium
NV	Daytime AM	800K	Metro
VA	Fulltime AM	500K	Medium
AL	Fulltime AM	175K	Small

912-883-4917
PO Box 5, Albany, GA 31702

- Fulltimer. Coastal city in Southeast. \$500,000.
- Daytimer. Northeast Texas. \$660,000.
- Powerful educational FM in Wichita. \$350,000.
- AM/FM Fulltimer. Class B. Big Town in Maryland. \$640,000.
- FM covering large Tennessee city. \$600,000.
- Fulltimer in large North Carolina city. \$1,500,000.
- Ethnic station in large Michigan city. \$1,900,000.
- Fulltimer large metro area Georgia. \$925,000. Terms. Will sacrifice.
- Daytimer in East Tennessee small town. \$195,000.
- Good facility near Anchorage, Alaska. \$1,200,000.
- South Alaska. Includes Real Estate. \$200,000. Terms.
- Fulltimer. Large metro area. R.E. Indiana. \$2,000,000. Terms.
- FM in Western Oklahoma. \$280,000.
- Fulltimer. N.W. Coastal. \$400,000.
- Daytimer. Mass.; Large Metro. \$850,000.
- Fulltime. Dominant. Metro. TX \$1,200,000.
- Daytimer. Million + Pop. in coverage area. \$1,000,000. Terms.
- 1 kw AM in Southern Ga. Real Estate. \$250,000. Good terms.
- Southern Arizona. Fulltimer. Good county population. \$390,000. Terms.

Let us list your station. Confidential!
BUSINESS BROKER ASSOCIATES
615-756-7635 24 HOURS

FM—FOR SALE

METRO ST. LOUIS
BOX A-97

Exclusive Listing
100,000 WATT FM
in top 100 growth market.
Profitable with stable staff.
Absentee owned. Box A-91.

THE HOLT CORPORATION

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OVER A DECADE OF SERVICE
TO BROADCASTERS
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Bethlehem, Pennsylvania 18017
215-865-3775

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KEITH W. HORTON
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P. O. Box 948
Elmira, NY
14902
(607) 733-7138

Brokers and
Consultants
to the
Communications
Industry



**AM/FM COMBO IN
SUNBELT**

Revenue of \$1,500,000 and cash flow of \$500,000 make this pair very attractive, even at the firm price of \$5,000,000 cash. PLEASE include financial qualifications with letter of inquiry. Box A-73.

Class C FM

Northwest Market of 100,000
\$450,000
Box A-98

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APPRAISERS**

RICHARD A.
SHANEEN
435 NORTH MICHIGAN • CHICAGO 60611
312-467-0040



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RADIO, TV, CATV, APPRAISALS

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44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750

East Coast:
500 East 77th Street, Suite 1909, New York, NY 10021 212/788-0737

Dan Hayslett

& associates, inc.

Media Brokers
RADIO, TV, and CATV
(214) 691-2076
11311 N. Central Expressway • Dallas, Texas

**"UNDERADIOED"
MIDWEST MEDIUM
MARKET**

Fulltime class TV in a Top 75 market with 1979 revenue of \$425,000. Owner leaving business. Asking \$900,000 but want serious, qualified buyer. Box A-71.

CLASS C FM

Illness forces sale of the No. 1
FM in fast growing western city.
Box J-99

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers

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Suite 214
11681 San
Vicente Blvd.
Los Angeles, CA. 90049

202/223-1853
Suite 417
1730 Rhode
Island Ave. N.W.
Washington, D.C. 20036

Fates & Fortunes

Media

Raymond A. Yorke, general manager of WKYS(FM) Washington, appointed general manager of WPIX-FM New York, succeeding **Vincent Cremona**, who will devote full time to his post as VP and general manager of WICC(AM) Bridgeport, Conn., also owned by WPIX Inc.

Larry Douglas Cox, sales manager of Mark Media Radio's WCSL(AM) Cherryville, N.C., assumes additional duties as general manager. **Michael Sink**, VP-group operations for Mark Media Radio, assumes additional duties as station manager of company's WKYK(AM) Burnsville, N.C. **Chris Rasor**, former general manager of Mark Media's WADE(AM) Wadesboro, N.C., named general manager of co-owned WTGF(AM) Pickens, S.C.

Neil Klocksiem, national sales manager for Pikes Peak Broadcasting's KRDO-TV Colorado Springs, named general manager of all Pikes Peak properties, which include KRDO-AM-FM-TV Colorado Springs and KJCT-TV Grand Junction, Colo.



Klocksiem



Hanson

Lee C. Hanson, regional manager for Peters Productions in San Diego, and former VP-general manager of WKBD-TV Detroit, named VP-general manager of Outlet Broadcasting's WQRS-FM Detroit.

Terrence McGuirk, VP of Knight-Ridder Broadcasting, assumes additional duties as president and general manager of Knight-Ridder's WTEN(TV) Albany, N.Y.

Robert C. Wiegand, VP-general manager of Taft's WKRC-TV Cincinnati, resigns to pursue other interests. No successor has been announced.

John Wicklein, who has been on sabbatical leave from his position as dean of school of public communication at Boston University, named president and general manager of non-commercial WLIW(TV) Garden City, N.Y. Wicklein was formerly VP-general manager of WRVR(FM) New York, executive news producer at WABC-TV New York, news director for non-commercial WNET(TV) New York and manager of news broadcasts for WCBS-TV New York.

William Curtis Chatman, general manager of KNOK-AM-FM Dallas, named VP of licensee, EGG Dallas Broadcasting.

Larry Edwards, general sales manager, WMT-AM-FM Cedar Rapids, Iowa, named general

manager.

James P. White, former general sales manager, WOOD-AM-FM Grand Rapids, Mich., named VP-general manager of WSPD(AM) Toledo, Ohio, in which White has interest.

William J. Brooks, station manager, WPTV(TV) West Palm Beach, Fla, named assistant general manager.

E. Leo Derrick Jr., regional sales manager, WGHP-TV High Point, N.C., joins WGNN-TV Winston-Salem, N.C., as assistant general manager.

David Mehling, general manager, WLEC-AM-FM Sandusky, Ohio, joins WRWR-FM Port Clinton, Ohio, in same capacity. **Robert Reider Jr.**, in programing position with WRWR, named station manager.



Harden

W. Frank Harden, president of State Telecasting Co., Columbia, S.C., licensee of WCBD-TV Charleston, S.C., KCBD-TV Lubbock, Tex., and KWSV-TV Roswell, N.M., to be inducted into South Carolina Broadcasters Association's Hall of Fame Jan. 17. Harden is member of National

Association of Broadcasters television board and was formerly with Cosmos Broadcasting in Columbia, S.C.

H. Keith Lucas, general manager of CPI of Louisville, Ky., subsidiary of Times Mirror Cable Television, named regional VP of Times Mirror.

Ronald Steiner, general sales manager, WIC-TV Pittsburgh, joins WDHO-TV Toledo, Ohio, as station manager.

L. E. (Red) Rizor, sales manager, KCRG(AM) Cedar Rapids, Iowa, named station manager.

Hal Widsten, who formerly operated radio program and management consulting firm in Denver, joins WMBD(AM)-WKZW(FM) Peoria, Ill., as station manager.

Jean Finlayson, senior accountant, corporate payrolls, ABC-TV, New York, named manager, administration. **Ellen Franklin**, supervisor, primary and social analysis, named manager, program research.

Chris Christensen, director of financial development for CBS Television Stations Division, New York, named director of finance and business affairs for CBS-owned WCBS-TV New York.

Philip Leitzinger, with Mutual Broadcasting System, Washington, named controller.

Mary Anna Severson-Swanzy, project director in office of finance and administration, Corporation for Public Broadcasting, Washington, named to head CPB's office of women's activities. She will be responsible for promoting fair and equal participation of women in public

broadcasting, in employment and programing.

Frances Williams, assistant secretary of WITN-TV Washington, N.C., elected VP-administration.

Kathy McNulty, manager of financial controls, WKYC-TV Cleveland, named manager of budgets and accounting.

New officers, Station Managers Association of Dallas-Fort Worth: **Ivan Bralcker**, WFAA(AM)-KZEW(FM), president; **Dave Spence**, KVIL-AM-FM, VP, and **Andy Bell**, KSKY(AM), secretary-treasurer.

New officers, South Florida Radio Broadcasters Association: **Hal Frank**, WINZ-AM-FM Miami, president; **Dan DiLoreto**, WGBS(AM)-WLYF(FM) Miami, VP, and **Salvador Lew**, WRHC(AM) Miami, secretary-treasurer. **Heather Woodward Bischoff**, from department of communications at University of Miami, named executive director.

Advertising

William A. Marsteller, chief executive officer of Marsteller Inc., parent company of Burson-Marsteller Advertising, New York, has retired.

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Chief executive position will now be shared by **Richard Christian**, chairman of Marsteller Inc., and **Harold Burson**, chairman of Burson-Marsteller.

Louis E. Scott, president of Foote, Cone & Belding, has stepped aside as president of Foote, Cone & Belding/Honig, Los Angeles, and is succeeded by **Thomas Randolph**, VP and general manager of agency's San Francisco office. Randolph will continue to maintain his office in San Francisco and will report to Scott, who has been named chairman of executive committee.



Randolph



Fortinberry

Glenn W. Fortinberry, vice chairman of J. Walter Thompson Co., New York, named president and chief operating officer of Ross Roy Inc., Detroit.

Jack Morrissey, senior VP and group account director, J. Walter Thompson, New York, assumes additional duties as account director for Reynolds Wrap account.

George Brigandi, account supervisor and director of sales promotion, D'Arcy-MacManus & Masius, Chicago, named VP. **James Mitchel Jr.**, media planner, named account executive on Amoco Oil account. **Louisa DeMaria**, broadcast media supervisor, DM&M, San Francisco, named associate media director. **John Keely**, copywriter with Sears, Roebuck and Co., joins DM&M in Chicago as copywriter.

Named VP's at Benton & Bowles, New York: **Ellen Cohen**, associate creative director; **Richard B. Hamilton Jr.**, associate media director; **Janet Stanton**, account supervisor; **Susan Schermer**, associate creative director; **Ross Rosenberg**, copywriter; **Nancy L. Tschirhart**, account supervisor; **Barbara Wendell**, account supervisor; **Al Bensusen**, art director; **Anita Baron**, associate creative director; **Charles Kornberger**, art director and **Lorraine Shachnow**, copywriter.

Richard Dilworth, from account management position with Manoff Geers Gross in New York, joins Geer, DuBois there as VP-account supervisor.

Elmer Silha, formerly with Colorcraft division of Fuqua Industries, joins Kobs & Brady Advertising, Chicago, as general manager.

Sandra Wade, account executive, Henry J. Kaufman & Associates, Washington, named account supervisor.

Sy Frolick, William Esty Co., elected president of Broadcast Advertising Producers Society of America, New York. Others named for 1980: **Catherine Ames**, J. Walter Thompson Co., VP; **Diana Dorken**, Scott Paper Co., secretary; **George Sullivan**, Colgate-Palmolive Co., treasurer, and five new directors: **Arthur Borghi**, Nadler & Larimer; **Lincoln Diamant**, Spots Alive Inc.; **Barbara Mullins**, BBDO; **Jerry Samuelsohn**, Grey Advertising, and **Midge Stark**, N.W. Ayer ABH International.

Donna Forsman, formerly with Young & Rubicam, New York, joins Eisner & Associates, Baltimore, as copy group head.

Cathy Ann Jacobs, media buyer, John F. Murray Advertising, New York, joins Long, Haymes & Carr, Winston-Salem, N.C., in same capacity.

Patrick J. Devlin, senior VP-sales operations, Blair Television, New York, appointed execu-



Devlin



Kelly

tive VP, and **James R. Kelly**, senior VP-national sales, named senior VP-general sales manager. Both are newly created posts. **Paul (Ted) Pearse**, VP and sales manager of Detroit office of Blair, named manager of that office.

Doug Balogh, senior VP, MMT Sales, and director of Chicago sales for company, named executive VP in charge of short and long range corporate strategic planning. New duties are in addition to sales responsibilities for Chicago, where Balogh will remain.

Jack Oken, VP-New York sales, MMT Sales Inc., and **Roger Goldhamer**, VP-national sales manager, appointed senior VP's. **Jon Gluck**, director of programing, and **Pete Uzelak**, manager of MMT's Cleveland office, named VP's.

Mike Armstrong, account executive with Atlanta office of MMT Sales Inc., named sales manager of firm's new Miami office. Succeeding him in Atlanta is **Lucy Aughnay**, account executive with MMT in Detroit. **Dick Krugs**, account executive with WKBD-TV Detroit, joins MMT's office there as account executive. **Walt Quinn**, assistant research director for independent stations at Blair Television, New York, named programing research analyst for MMT, New York. **Barry Schwartz**, local salesman for KYW-TV Philadelphia, joins MMT's New York Team B as account executive.

Debra Stephens, account executive with CBS-FM National Sales, Los Angeles, named sales manager of that office.

Rosemary Ravinal, former marketing associate, Advertising Research Foundation, New York, named manager, advertising and sales promotion, Air Time, New York.

Nancy Williams, assistant to VP of personnel, Katz Agency, New York, named director of personnel. **Dorothy Wheeler**, VP of personnel for Katz, retires.

Barry Rose, sales manager, WINS(AM) New York, joins KYUU(FM) San Francisco as general sales manager.

Stephen Tilman, sales executive with WXII(TV) Winston-Salem, N.C., joins WGNN-TV there as general sales manager.

Elizabeth Louise Young, local sales manager, KDJQ(AM)-KDKB(FM) Phoenix, named general sales manager.

Robert Adkins, local sales manager, KOMO(AM) Seattle, named general sales manager.

Hank Colvert, local sales manager, KRDO-TV Colorado Springs, named national sales manager for KRDO-TV and co-owned KJCT-TV Grand Junction, Colo.

J.E. Gene Hodges, regional sales manager, WNCT-TV Greenville, N.C., named national sales manager. **W. E. (Woodie) Webb**, account executive, succeeds Hodges.

Jack Dempsey, on sales staff of WOWK-TV Huntington, W. Va., named local sales manager. **O.W. Myers**, also on sales staff, named to develop regional and national marketing project.

Francis Brady Jr., formerly with WCBS-TV New York, joins WITN-TV Washington, N.C., as local sales manager. **Robin Quinn**, graduate, North Carolina State, Raleigh, joins WITN-TV as account executive.

Jim Richards, VP of O'Connell & Associates, Cincinnati advertising agency, joins WSAI-FM there as sales manager.

John Kennedy, former sales manager for WKLO(AM)-WCSN(FM) Louisville, Ky., named general sales manager for WMBD(AM)-WKZW(FM) Peoria, Ill.

Michele Milazzo, account executive, WRWR-FM Port Clinton, Ohio, named sales manager.

Bennett A. Zier, account executive, WGSN(AM) Melville, N.Y., joins WCBS(FM) New York in same capacity.

Suzanne Adams, former account executive for KCBS(AM) San Francisco, and **Rona Kraschel**, formerly with KFRC(AM) there, named account executives for KCBS-FM San Francisco.

David Frankel, formerly with WFAS(AM) White Plains, N.Y., joins Mutual Broadcasting System's Southwest Radio Network as account executive, based at regional office in New York.

Irma Diaz, government relations administrative assistant with O'Donnell Pacific Co., Los Angeles, joins KNX(AM) there as account executive.

Patrick Cline, from KFRC(AM) San Francisco, joins KSFO(AM) there as account executive.

Debbie Boland, former sales assistant with WRC-TV Washington, joins WGMS-AM-FM there as account executive.

Craig Brown, graduate, Southern Illinois University, Carbondale, joins sales department of KONE(AM)-KGLR(FM) Reno, Nev.

Larry Durian, from WNYN(AM) Canton, Ohio, joins WQIO(AM) there as account executive.

Programing

Steven R. Orr, VP of domestic syndication for 20th Century-Fox Television, announced series of promotions within sales department and opening of new Southeast division sales office in Atlanta. Named to new positions are **Joseph Green**, now VP and general sales manager, New York; **Rene Aiu**, director of marketing and planning, Los Angeles, and **Stanley DeCovnick**, director of business and sales administration. No one was named to head new Atlanta office. In Los Angeles, **Joseph Silver**, director of post production, named VP. **Laurie**

Linder, manager of stores inventory, named director of planning.

Gary Lieberthal, VP for domestic syndication, TAT Communications, Los Angeles, named senior VP.

Jo Ann Emmerlich, director of daytime programs, East Coast, ABC Entertainment, New York, named VP-daytime programs, East Coast. **Margot McDowell**, creative consultant and personal assistant to various film directors, including Stanley Kubrick and Lindsay Anderson, appointed motion picture development executive, ABC Theatrical Motion Pictures, Los Angeles.

Wendy Dalton, associate producer of NBC-TV's *Another World*, New York, named director of daytime serial programs.

Bill Williams, executive of Video Software & Production Center Inc., New York, videotape production facility, named to new position of president and chief operating officer.

Andrew Wald, VP-programing, National Subscription Television, named senior VP-programing.

Michael Gerber, VP-corporate affairs, Allied Artists Pictures Corp., New York, named VP-business affairs, Viacom Enterprises, New York.

Robert Freedman, manager of distribution, Metromedia Producers Corp., Los Angeles, named VP-distribution services.

Paul Simon, from research position with KTTV(TV) Los Angeles, joins Warner Bros. Television Distribution, Burbank, Calif., as director of research.

Jack Duffield, VP-sales for Boston Broadcaster Inc., named to head newly opened New York office. **Antonia Dauer**, manager of advertising and sales for NBC-TV, New York, joins BBI Communications, subsidiary of Boston Broadcasters, as assistant sales director, based in Boston.

Lee Tenebruso, manager of public relations for Showtime, New York, named south central district sales manager, based in Dallas.

Jack Lusk, VP of Modern Talking Picture Service, New York, joins Macmillan Electronic Media there as VP, responsible for marketing activities of Association Films, Audio Brandon Films and Macmillan Films.

Ronald Hunter, co-star of ABC-TV's short-lived *Lazarus Syndrome*, has formed independent production company, Ronald Hunter Productions in Hollywood. **Nona Porter** is VP in charge of motion picture and television development.

Diane Dowd, producer for ABC-TV in Philadelphia, joins We Productions, Los Angeles, to oversee television divisions. Its projects include pilot programing for network, public and cable television.

Sara Davis Greenwood, research associate with consulting firm in Cambridge, Mass., joins GalaVision, Spanish-language pay television service, in New York as director of marketing.

Trulee Burns, art director and writer, Jameson Broadcast, Columbus, Ohio-based marketing, production and syndication group, elected VP-creative services.

Geoffrey Seaman, director of corporate development, Wells Fargo Corp., Los Angeles,

joins Robert Wold Co. there as director of finance.

Jeanle Mannheimer, in scheduling department of Trans-American Video Inc., division of Merv Griffin Productions, named account executive.



Doyle

J. Marc Doyle, news director, WAGA-TV Atlanta, named to newly created position of director of program operations, responsible for general programing, news, promotion and *PM Magazine*. He succeeds **James H. Ferguson**, program manager, who retires.

Scott Chaffin, producer-director, noncommercial KUED(TV) Salt Lake City, named associate program manager for scheduling. **Margaret Thorne**, traffic manager, named associate program manager for educative services. **Lavoy Talbot**, with KUED, named supervisor of program services. **Glen Alberts**, student, University of Utah, Salt Lake City, named program services assistant at KUED.

William Martin, technical director, WLYH-TV Lancaster, Pa., named production manager.

Gene Chrusciel, morning announcer, KYND(FM) Houston, named operations manager.

Brian Scott, music and research director, KHOW(AM) Denver, named operations manager.

Herman Badillo, former congressman from New York and until recently city's deputy mayor, joins WPIX(TV) New York as host of new weekly half-hour program, *Puerto Rican New Yorker Presents Herman Badillo's Urban Journal*, starting tomorrow (Tuesday) from 10:30-11 p.m.

Allan P. Matthews, program director, WLYQ(FM) Norwalk, Conn., named programing director and morning man for WVIP-AM-FM Mount Kisco, N.Y.

Annette (Phoenix) Kolkey, programing assistant, KROY-AM-FM Sacramento, Calif., joins KCBQ(AM) San Diego as programing assistant and music coordinator.

News and Public Affairs



Paolicelli

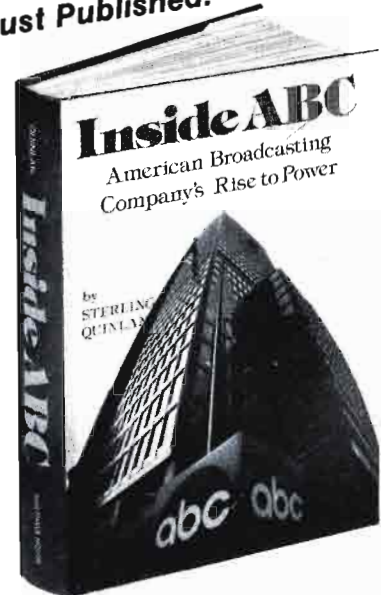
Paul Paolicelli, assistant news director and executive producer for WSB-TV Atlanta, joins WAGA-TV there as news director. He was formerly with Westinghouse Broadcasting in Pittsburgh and Baltimore, managing editor for WTTG(TV) Washington, and consultant with Frank N. Magid

Associates in Cedar Rapids, Iowa. He succeeds J. Marc Doyle (see above).

Paul Rhoades, managing news editor and 6 p.m. anchor, KCCI-TV Des Moines, Iowa, named VP for news and public affairs.

Jack Connors, 6 p.m. anchor and reporter for KTTC(TV) Rochester, Minn., named news direc-

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tor for co-owned WGEM-TV Quincy, Ill.

Nick Lawler, executive producer, WKBW-TV Buffalo, N.Y., named assistant news director.
Cindy DiBiasi, reporter, anchor and producer for WBRE-TV Wilkes-Barre, Pa., joins WKBW-TV as general assignment reporter.

Joseph Galloway, Moscow bureau manager for UPI, named manager of UPI's Los Angeles bureau.

Alvin Lewine, director of administration, NBC News, New York, named director of news contract administration.

Randy Miller, from WSMI-AM-FM Carlinville, Ill., joins Macoupi County Cablevision there as news director.

George Reading, co-anchor and political reporter, KXTV-TV Sacramento, Calif., joins KGTV-TV San Diego as 5 and 11 p.m. co-anchor.

Rich Fisher, anchor-producer, WJRT-TV Flint, Mich., joins WXYZ-TV Detroit as weekend anchor and reporter. **Phyllis Eliasberg**, consumer reporter, KNXT-TV Los Angeles, and former attorney with Federal Trade Commission, joins WXYZ-TV as consumer counselor on 6 p.m. news.

Susan Nixon, freelance newspaper and magazine writer in Chicago area, joins WBBM(AM) Chicago as editorial director.

Barbara Beck, assistant metropolitan editor of *Los Angeles Herald Examiner*, appointed editor at KFWB(AM) Los Angeles.

Jim Bailey, former reporter for WLTX-TV Columbia, S.C., joins WXEX-TV Petersburg, Va., as weekend anchor.

Robert Ramsey, graduate, Southern Illinois University, Carbondale, joins WTHI-TV Terre Haute, Ind., as reporter and weekend weather-caster.

Brent Zhorne, general assignment reporter, WTHI-TV Terre Haute, Ind., joins WFRV-TV Green Bay, Wis., in same capacity.

Vic Carter, from WSET-TV Lynchburg, Va., and **Del Walters**, from WTRF-TV Wheeling, W. Va., join WRAL-TV Raleigh, N.C., as reporters.

Sue Zelenko, formerly with WLUC-TV Marquette, Mich., joins WEYI-TV Saginaw, Mich., as reporter.

Michael Colgan, director of public affairs program and news shows for noncommercial WNET-TV New York, named director of *The MacNeil/Lehrer Report*, public affairs program co-produced by WNET and noncommercial WETA-TV Washington.

Eric Williams, general assignment reporter, WYTV-TV Youngstown, Ohio, joins WTVX-TV Fort Pierce, Fla., in same capacity.

Steve Butler, writer and part-time reporter, KYW(AM) Philadelphia, named reporter.

Shane Hollett, meteorologist, WYTV-TV Youngstown, Ohio, joins WNAC-TV Boston as weekend weather forecaster.

Frank Gibbs, news director and commentator, WABK-AM-FM Gardiner, Me., joins Maine Information Radio Network, Augusta, as syndicated commentator.

Judy Huern, with KNX(AM) Los Angeles, named coordinator of community services.
Judy Kidder, coordinator of community ser-

VICES, named assistant director.

Robert Jamieson, NBC News correspondent based in New York, and **Janet Marjorie Garfield**, production associate with NBC-TV's *Today* program in New York, were married last week in New York.

Promotion and PR

Candace Leeds, VP and account supervisor-media specialist of Grey & Davis Inc., New York, public relations subsidiary of Grey Advertising, named senior VP.

Julie Osler, associate director, public information, Public Broadcasting Service, New York, joins Showtime there as director of public relations.

Charmaine Meyer, post-production supervisor for Miami film production company, joins WKCT-TV there as promotion director.

John Baldwin, production manager, WLYH-TV Lancaster, Pa., named promotion manager.

Technology

R. Gene Shelley, general manager of equipment division and group executive for equipment and electromagnetic systems divisions, Raytheon Co., Lexington, Mass., elected senior VP. **James Walsh**, general manager of electromagnetic systems division, elected VP.

William Henchy, president of CATV division of Adams-Russell Co., Waltham, Mass., named VP of Adams Russell.

Francis Heintz, assistant general manager of microwave and power tube division of Raytheon Co., Waltham, Mass., named VP-general manager, succeeding **Edward Dashefsky**, who retires.

Wayne Barrington, assistant chief engineer, WDIV-TV Detroit, joins RCA Broadcast Systems as sales representative, based in Cincinnati.

Joseph Novik, from Ampro/Scully, Feasterville, Pa., joins Sintronic Corp., Lionville, Pa., manufacturer of AM and FM transmitters, as national sales manager.

Adrian Delgado, territory manager with Purex Corp., joins TDK Electronics Corp., Garden City, New York, as Northeast territory manager.

Lyle Kneeskern, director of engineering for northern Ohio cable systems of Continental Cablevision of Ohio, based in Tiffin, named VP of engineering.

Ray Larsen, with Anixter-Pruzan, Skokie, Ill., named inside sales manager for company's new Denver facility. He will be responsible for all CATV sales in Denver area.

Marty Frange, VP of sales, MPCS Video Industries of New York, joins ADDA Corp., Campbell, Calif., as sales manager, Eastern division.

Joe Culp, director of Latin American region for Rockwell International's international and government relations area, named director of marketing for Collins Transmission Systems division, Dallas.

Larry Seehorn, formerly with Harris Video Systems, opens his own firm, Control Video Corp., Sunnyvale, Calif.

Larry Van Camp, chief engineer, Wews(TV) Cleveland, joins WKYC-TV there as manager of facilities maintenance.

Allied Fields

James Whittaker, chief of plans branch of Defense Logistic Agency at Cameron Station in Alexandria, Va., joins FCC in Washington as assistant chief for management in Office of Plans and Policy.

Jerome Infantino, member of sales-service staff in New York office of A.C. Nielsen Co., elected VP. He is responsible for serving Nielsen Television Index clients involved in production and syndication of television programs.

Gary Persons, from Tandy Corp., joins Station Business Systems, Greenwich, Conn., as account manager.

David Levine, with Rutgers News Service, New Brunswick, N.J., named radio and television news coordinator. News service is responsible for external and internal communication of university news and also produces public affairs radio show.

Ken Hancock, director of engineering with Canadian Cable Television Association, joins Philip A. Lapp Ltd., Ontario, Canada, as VP of new telecommunications group. He will be based in Ottawa.

Michael Finkelstein, former lawyer with FCC in Washington, joins Nixon, Hargrave, Devans & Doyle there.

Roemmy Walker, from National Savings and Trust Co., Washington, and formerly with non-commercial KAWC(AM) and KBLU(AM), both Yuma, Ariz., joins Radio-Television News Directors Association, Washington, as assistant to managing director, Len Allen.

Deaths



Curran

Sir Charles Curran, 58, managing director of Visnews since 1978 and former director-general of BBC (1969-77), died Jan. 9 in London hospital. Curran had suffered heart attack just after Christmas. Long-time BBC veteran, Curran began there as talks producer in 1947. He was three-time president of European Broadcasting Union and knighted in 1974. Survivors include his wife, Lady Silvia, daughter and granddaughter.

Vincent Manno, 67, prominent media broker and financial consultant, died of cancer Jan. 10 at home in Boca Raton, Fla. He worked primarily with newspaper business but also dealt with other media. Manno and Howard Stark, broadcast media broker, were associates for about 20 years, until early 1970's. Survivors include his wife, Sharon Lee, and two daughters.

Robert Sheldon, 54, staff associate director of ABC-TV Hollywood since 1956, died on Jan. 1, in Hollywood Presbyterian Hospital. He is survived by his former wife, Jane Sheldon; sister, Nancy Flournoy, and nieces and nephews.

Stock Index

Exchange and Company	Closing Wed. Jan 9	Closing Wed. Jan 2	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	36 1/2	38	- 1 1/2	- 3.94	8	1,022
N Capital Cities	47 3/4	47 1/2	+ 1/4	+ .52	13	654
N CBS	52 5/8	50 7/8	+ 1 3/4	+ 3.43	7	1,478
N Cox	65	64	+ 1	+ 1.56	13	436
A Gross Telecasting	26 7/8	28 1/4	- 1 3/8	- 4.86	9	21
O Lin.	46 1/2	49 3/4	- 3 1/4	- 6.53	11	128
N Metromedia	72 1/4	71 1/2	+ 3/4	+ 1.04	10	332
O Mooney	9 3/4	9 1/2	+ 1/4	+ 2.63		4
O Scripps-Howard	65	55	+10	+18.18	12	168
N Storer	25	23 1/4	+ 1 3/4	+ 7.52	13	290
N Taft	34 1/2	33 1/2	+ 1	+ 2.98	12	298

BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	21 3/8	17 5/8	+ 3 3/4	+21.27	17	38
A Affiliated Pubs.	29 3/4	30 1/8	- 3/8	- 1.24	10	101
N American Family	10 3/8	10 1/4	+ 1/8	+ 1.21	5	109
N John Blair	20 1/8	19 5/8	+ 1/2	+ 2.54	5	74
N Charter Co.	35 7/8	33 3/4	+ 2 1/8	+ 6.29	31	4,387
N Chris-Craft	17 3/8	17 1/8	+ 1/4	+ 1.45	10	74
N Coca-Cola New York	5 7/8	6	- 1/8	- 2.08	8	103
N Cowles	22 3/4	23	- 1/4	- 1.08	18	90
N Dun & Bradstreet	45 3/8	43 3/4	+ 1 5/8	+ 3.71	18	1,264
N Fairchild Ind.	45 1/2	43 3/8	+ 2 1/8	+ 4.89	9	259
N Fuqua	18 1/2	17 1/4	+ 1 1/4	+ 7.24	5	234
N Gannett Co.	47 3/4	47 1/8	+ 5/8	+ 1.32	15	1,283
N General Tire	22	20 3/8	+ 1 5/8	+ 7.97	5	510
O Gray Commun.	41 1/2	45	- 3 1/2	- 7.77	13	19
N Harte-Hanks	28	26 3/4	+ 1 1/4	+ 4.67	16	260
O Heritage Commun.	11 7/8	10 1/2	+ 1 3/8	+13.09		28
N Jefferson-Pilot	29 1/2	30 1/4	- 3/4	- 2.47	8	664
O Marvin Josephson	14 3/4	14 1/2	+ 1/4	+ 1.72	8	38
O Kansas State Net.	26 7/8	26 7/8			22	50
N Knight-Ridder	25	25 1/2	- 1/2	- 1.96	11	825
N Lee Enterprises*	22 5/8	22 5/8			12	164
N Liberty	18 5/8	18 1/4	+ 3/8	+ 2.05	8	251
N McGraw-Hill	28	27 1/8	+ 7/8	+ 3.22	11	693
A Media General	25 1/4	25 1/2	- 1/4	- .98	11	188
N Meredith	33 3/8	34 1/2	- 1 1/8	- 3.26	7	103
O Multimedia	33 1/4	33	+ 1/4	+ .75	14	221
A New York Times Co.	23 3/8	23	+ 3/8	+ 1.63	18	276
N Outlet Co.	18 5/8	19	- 3/8	- 1.97	5	46
A Post Corp.	19 1/4	19 1/2	- 1/4	- 1.28	8	35
A Reeves Telecom	4 3/4	4 1/2	+ 1/4	+ 5.55	53	11
N Rollins	27 1/2	27 1/8	+ 3/8	+ 1.38	13	368
N San Juan Racing	14 5/8	14 3/4	- 1/8	- .84	19	36
N Schering-Plough	30 3/8	29 1/2	+ 7/8	+ 2.96	8	1,623
A Sonderling	29 1/4	28 3/4	+ 1/2	+ 1.73	9	32
A Tech Operations	11	11 3/8	- 3/8	- 3.29	28	15
N Times Mirror Co.	36 3/4	35 3/4	+ 1	+ 2.79	10	1,247
O Turner Broadcasting	9	9 1/4	- 1/4	- 2.70		88
A Washington Post	20 1/4	20 1/4			7	321
N Wometco	21	19 1/2	+ 1 1/2	+ 7.69	10	180

CABLECASTING						
A Acton Corp.	14	13	+ 1	+ 7.69	9	37
O Ameco+						
O Athena Comm.	6 7/8	6 3/8	+ 1/2	+ 7.84		14
O Burnup & Sims	11	9 5/8	+ 1 3/8	+14.28	58	95
O Cable Info.*	12 1/2	(closing 1/2; not reported in previous wks.)				
O Comcast	26	26 1/2	- 1/2	- 1.88	25	44
O Entron*	5	5			5	4
N General Instrument	50 3/4	48	+ 2 3/4	+ 5.72	13	422
O Geneve Corp.	31	29 1/2	+ 1 1/2	+ 5.08	13	34
O Tele-Communications	27 3/8	27 7/8	- 1/2	- 1.79	34	291
N Teleprompter	24 1/4	20 7/8	+ 3 3/8	+16.16	32	411
N Time Inc.	48	47	+ 1	+ 2.12	9	1,340
O Tocom	11	11 1/2	- 1/2	- 4.34	23	16
O UA-Columbia Cable	40	44	- 4	- 9.09	19	134
O United Cable TV	30 1/2	29 1/4	+ 1 1/4	+ 4.27	22	124
N Viacom	38 7/8	36 1/2	+ 2 3/8	+ 6.50	20	147

Exchange and Company	Closing Wed. Jan 9	Closing Wed. Jan 2	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
A Amer. Intl. Pics	9 3/4	9 3/4				23
O Chuck Barris Prods.	5 3/4	5	+ 3/4	+15.00	3	18
A Cinema 5 Ltd.	4 7/8	4 7/8				3
N Columbia Pictures	33 7/8	33	+ 7/8	+ 2.65	5	333
N Disney	44 1/4	43 5/8	+ 5/8	+ 1.43	14	1,434
N Filmways	11 3/8	11 5/8	- 1/4	- 2.15	7	60
N Four Star*	1	1				10
N Gulf + Western	18 1/8	17 7/8	+ 1/4	+ 1.39	4	814
N MCA	53 7/8	52 1/2	+ 1 3/8	+ 2.61	10	1,252
O Medcom	3 3/4	3 5/8	+ 1/8	+ 3.44	15	6
N MGM	20 5/8	20 1/8	+ 1/2	+ 2.48	9	632
O Reeves Commun.	16 3/4	14 3/4	+ 2	+13.55	16	38
N Transamerica	17	16 7/8	+ 1/8	+ .74	5	1,122
N 20th Century-Fox	43 3/4	41 1/2	+ 2 1/4	+ 5.42	6	349
O Video Corp. of Amer.	6 1/8	6	+ 1/8	+ 2.08	20	6
N Warner	49 1/2	47	+ 2 1/2	+ 5.31	11	995
A Wrather	20	16 7/8	+ 3 1/8	+18.51	54	46

SERVICE						
O BBDO Inc.	34	34			8	85
O Compact Video	9 7/8	9	+ 7/8	+ 9.72		17
N Comsat	41 1/2	39 1/2	+ 2	+ 5.06	10	332
O Doyle Dane Bernbach	24 1/2	23 1/2	+ 1	+ 4.25	9	65
N Foote Cone & Belding	24 5/8	24	+ 5/8	+ 2.60	8	64
O Grey Advertising	41 1/2	40	+ 1 1/2	+ 3.75	5	25
N Interpublic Group	34	32 3/4	+ 1 1/4	+ 3.81	7	81
O MCI Communications	6 3/8	5 7/8	+ 1/2	+ 8.51	80	179
A Movielab	5 3/4	5 1/8	+ 5/8	+12.19	10	8
A MPO Videotronics	5 3/8	4 1/2	+ 7/8	+19.44	5	2
O A. C. Nielsen	27 1/2	26 5/8	+ 7/8	+ 3.28	13	302
O Ogilvy & Mather	21	20 1/4	+ 3/4	+ 3.70	7	75
O Telemation	1 1/4	1 1/4				2
O TPC Communications	6 5/8	6 5/8			12	5
N J. Walter Thompson	28 7/8	27 5/8	+ 1 1/4	+ 4.52	7	76
N Western Union	21 3/4	21 1/4	+ 1/2	+ 2.35	9	330

ELECTRONICS/MANUFACTURING						
O AEL Industries	9 1/8	7 1/4	+ 1 7/8	+25.86	7	15
N Ampex	20 5/8	19 3/4	+ 7/8	+ 4.43	14	235
N Arvin Industries	13 5/8	11 7/8	+ 1 3/4	+14.73	4	81
O CCA Electronics*	1/8	1/8				1
A Cetec	6 3/8	5 3/4	+ 5/8	+10.86	14	3
A Cohu	6 1/8	6	+ 1/8	+ 2.08	20	10
N Conrac	18 3/4	16 7/8	+ 1 7/8	+11.11	30	38
N Eastman Kodak	47 1/8	45 1/2	+ 1 5/8	+ 3.57	8	7,605
B Elec Missile	3 3/8	2 3/4	+ 5/8	+22.72	34	9
O Farinon	27 1/2	23 1/2	+ 4	+17.02	25	135
N General Electric	54	48 3/4	+ 5 1/4	+10.76	10	9,967
N Harris Corp.	36 5/8	32	+ 4 5/8	+14.45	16	959
O Harvel Industries	6 1/2	6 1/2			17	3
O Intl. Video Corp.	5/8	5/8				1
O Microdyne	24 1/4	21 3/4	+ 2 1/2	+11.49	25	2
N M/A Com. Inc.	35 5/8	31	+ 4 5/8	+14.91	46	201
N 3M	49 1/2	48 3/4	+ 3/4	+ 1.53	10	5,765
N Motorola	53 3/4	48	+ 5 3/4	+11.97	13	1,534
N N. American Philips	28 1/2	26 7/8	+ 1 5/8	+ 6.04	5	342
N Oak Industries	38 1/4	38 1/2	- 1/4	- .64	26	161
O Orrox Corp.	5	5 1/4	- 1/4	- 4.76	7	8
N RCA	24	22	+ 2	+ 9.09	7	1,796
N Rockwell Intl.	50 3/4	47 1/2	+ 3 1/4	+ 6.84	8	1,786
A RSC Industries	3 1/2	3	+ 1/2	+16.66	19	8
N Scientific-Atlanta	41 1/2	36	+ 5 1/2	+15.27	24	185
N Sony Corp.	7 3/8	7 5/8	- 1/4	- 3.27	12	1,272
N Tektronix	57 3/4	58 5/8	- 7/8	- 1.49	15	1,039
O Texscan	6	6 1/4	- 1/4	- 4.00	35	4
O Valtec	17	16 3/4	+ 1/4	+ 1.49	36	67
N Varian Associates	30 3/4	29 1/2	+ 1 1/4	+ 4.23	171	210
N Westinghouse	21 1/8	19 7/8	+ 1 1/4	+ 6.28	6	1,816
N Zenith	9 3/4	9 5/8	+ 1/8	+ 1.29	9	183











Standard & Poor's 400 Industrial Average 122.30 118.41 -3.89

Notes: A-American Stock Exchange, B-Boston, M-Midwest, N-New York, P-Pacific, O-over the counter (bid price shown, supplied by Shearson, Hayden Stone, Washington). P/E ratios are based on earnings per share for previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

Earnings figures are exclusive of extraordinary gain or loss. Footnotes: *Stock did not trade on given day; price shown is last traded price. ** No P/E ratio computed, company registered net loss. ***Stock split. + Stock traded at less than 12.5 cents.

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:

- Jan 21  Was 1979 another record year in TV, AM and FM station sales? The full year's track record will be presented next Monday in BROADCASTING's **annual special report on station trading**. Including: a supplementary report on the boom in **cable TV system prices**, with the biggest deals and dealing on that side of the media fence.
- Jan 28  Annual accounting of **the top 50 agencies** in broadcast billings.
- Feb 11  **Pre-NATPE**. Getting ready, getting set and . . .
- Feb 18  **NATPE**. . . going on the year's—and the world's—largest program marketplace, this time (Feb. 16-21) in San Francisco. Included among our advancing: an exclusive overview of the evolving program business from some of its leading practitioners.
- Mar 3  Annual special report on **baseball**.
- Mar 10  A "**Fifth Estate**" report on **Ted Turner**, television's most exciting—and perhaps most controversial—media entrepreneur.
- Mar 24  **Over-the-air pay TV**: the next frontier?
- Apr 7  **Pre-NAB**.
- Apr 14  **NAB**.
- Also  As yet undated special reports on "**Broadcasting: The Next 25 Years**" and "**The New Status Quo in Radio Networking**." Along with still other extra efforts just off the edge of our drawing board.

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.

Anne P. Jones: an independent voice at the FCC

Last April, when the FCC was driving toward adoption of its proposed rulemaking aimed at deregulating cable television, the signal was clearly on to reject the National Telecommunications and Information Administration's proposal regarding retransmission consent. The General Counsel's Office argued vigorously that the commission lacked the authority to require cable systems to obtain the consent of those whose programs they wanted to relay, and Chairman Charles D. Ferris opposed the idea. But the commission ultimately voted to invite comments on the proposal: The swing vote, cast by the commission's newest member, Anne P. Jones, had swung against the chairman.

Jones has cast other important votes in the nine months she has been a commissioner. But that one seemed particularly significant; it demonstrated the truth of what she had been saying publicly and privately since President Carter in October 1978 chose her to succeed Margita White: Old school ties and conventional wisdom notwithstanding—Ferris and Jones have known each other since Boston College law school days, and Ferris had recommended her to the White House when it was seeking FCC candidates—she would not be an automatic vote for the chairman.

That is not the only preconception Jones is in the process of knocking down. Another is that, despite her classically conservative approach to government—she is one of those who feel government is best when it governs least—she is not an automatic vote, either, for the industries the commission regulates.

The reason for such independence is probably what she says drives her—a need to be “right.” Now, there is probably not a soul in government or business who would admit to taking a position he or she did not think “right.” But in Jones the drive seems almost a compulsion. Indeed, even she concedes her drive to be “right” might constitute a “weakness,” since other commissioners have made a point of finding and advocating a cause. “I want to be right,” she says. “I want to do a really good job.”

A minute's reflection makes it clear that her kind of commissioner is not entirely reliable. At one time or another, she says, she's liable to step on anyone's toes. And her votes indicate the truth of that. Last month, for instance, she was the swing vote in a 4-3 commission decision rejecting the request of television stations along the Canadian border for relief from the practice of program producers who sell



Anne Patricia Jones—FCC commissioner; b. Feb. 9, 1935, Somerville, Mass.; BS, Boston College, magna cum laude, 1958; LL B, Boston College Law School, cum laude, 1961; Ropes & Gray law firm, Boston, July 1961-April 1968; Securities and Exchange Commission, rising through ranks from April 7, 1968, when she was appointed attorney-adviser in Division of Corporate Regulation, to January 1976, when she was named director of Division of Investment Management; Federal Home Loan Bank Board, general counsel, January 1978-March 1979; present position since April 2, 1979.

their product to Canadian stations before it is available in the U.S. She was uncomfortable even with the thought that the commission has the power to ban pre-release of programs in Canada; indeed, she questioned the constitutionality of such power (BROADCASTING, Dec. 3, 1979).

Such a pattern indicates that NTIA's administrator, Henry Geller, is right in calling her “tough minded.” But the description seems misleading or at least incomplete in that it fails to convey an important Jones quality—her serenity.

Friends and acquaintances frequently remark—to her surprise—how happy she seems. And she is. “I like my life,” she says.

She didn't plan it the way it is turning out; she made no conscious decision to pursue a career and remain single. Like most women who came of age in the

1950's, Anne Jones was expected to get married and raise a family. And when over the years that did not happen, friends and relatives clucked their sympathy. But it was misplaced. Pursuing a career, she says, “was the right way for me to go.”

Ironically, at a time when it was still pretty much of a man's world, it was a collection of men who steered Jones onto the path she took. There was her father who drummed into her the concept that “God's greatest gift to man is work.” (She tells that story without even considering it might suggest sexism.) Then there was the dean of Boston College who cajoled her into taking a full load of courses when, as an 18-year-old secretary working in nearby Cambridge, she had planned to take a single night course. (She went to classes nights, Saturdays and summers and graduated magna cum laude in five years.) Later, there were those at Boston College, including the law school dean, Father Robert Drinan, now known as U.S. Representative Robert Drinan (D-Mass.), who persuaded her to go to law school when she was thinking of a graduate degree in business. (She graduated second in her class.) And there was the hiring partner at Ropes & Gray, a prestigious Boston law firm, who hired her for a summer job between her second and third years at law school, even though the firm had never before hired anyone from BC.

It wasn't of course, as though Jones didn't suffer sex discrimination. After graduating from law school in 1961, she was hired by Ropes & Gray, but at \$1,000 a year less than male law-school graduates were receiving. And when after seven years she left Ropes & Gray to join the staff of the Securities and Exchange Commission, her reason was to get the kind of experience in federal securities law that men, but not women, practiced in Boston.

Whatever the reason, the decision was significant. In government, Jones found her niche. She had planned to stay in Washington only two years, but she began moving up the bureaucratic ladder fast, and after eight years at the SEC, she was named director of the Division of Investment Management. And two years later, in January 1978, she moved over to the Federal Home Loan Bank Board as general counsel.

But if Jones is serene, she is not content. It's probable she never will be. There is, of course, that compulsion to be “right.” But more than that, despite her record, she does not consider herself a success. There is always something more, she feels. “It's the striving that brings satisfaction,” she says. “If I had done whatever was necessary to be a success, what else would there be?”

Screen pass

Federal Trade Commission Chairman Michael Pertschuk made the grand gesture last week. He offered himself as a human sacrifice in exchange for release of his children's television advertising rulemaking that has been held hostage by the Congress. The guess here is that Congress will judge it a poor swap.

A week earlier Pertschuk had won a court of appeals reversal of a district court decision that disqualified him from participating in the children's rulemaking (BROADCASTING, Jan. 7). What caused him to savor his restoration for a week and then announce his withdrawal from the rulemaking? Maybe he read the 2-to-1 appellate decision as it is read here: a questionable victory for him. The dissenting opinion by Judge George MacKinnon was reasoned and eloquent enough to demand attention by the Supreme Court if the advertising associations that took Pertschuk to court elected to pursue the matter.

In his announcement of withdrawal, Pertschuk recognized that the appellate court had by no means settled the question of his bias in the children's television proceeding. "I am concerned," he said, "that continuing controversy regarding my participation could become a focus of the debate" as Congress returns to the various legislative proposals now before it. Pertschuk, it is suggested here, is himself attempting to distort the focus.

The issue before the Congress is not whether Pertschuk is for or against children's advertising on television but whether his agency under present law is running out of control. The evidence overwhelmingly suggests it is.

A bill awaiting action on the floor after the Senate returns from recess would make necessary repairs in the Magnuson-Moss Act of 1975 which gave the FTC sweeping powers to issue trade regulations for whole lines of business on a finding of unfairness. A standard as loose as that is certain to invite abuses such as Pertschuk's crusade to clear children's advertising off the air on the grounds of unfair exploitation. Pertschuk, it may be noted, is particularly qualified to get the most out of the Magnuson-Moss Act. As chief counsel to the Senate Commerce Committee, he all but wrote it.

With or without him, however, the agency is mandated to indefinite adventuring as long as Magnuson-Moss goes unrepaired. Pertschuk may have stepped aside. The real problem hasn't.

Filling the trough

Apart from its other imperfections, the Federal Trade Commission's discredited rulemaking on children's television advertising has demonstrated how public servants can squander public funds in the name of reimbursing "citizens" for participating in such proceedings. The demonstration is of added interest, now that the FCC has begun a rulemaking to establish its own reimbursement system (BROADCASTING, Dec. 24, 1979).

At last report, the FTC had handed out more than \$200,000 to Peggy Charren's Action for Children's Television, Robert Choate's one-man Council on Children, Media and Merchandising and a few others of their kind to prepare testimony for the children's advertising rulemaking. The recipients, of course, were the primary instigators of the proceeding. Here is the perfect illustration of the professional citizen as both agitator and beneficiary—the certain product of reimbursement systems that the FTC operates and an FCC majority wants.

Not surprisingly, ACT is one of the professional citizen groups that have been badgering the FCC to start disbursing handouts. It is of more than passing interest, however, that of 161 comments filed by ordinary citizens during the initial phases of the FCC pro-

ceeding, 150 were solidly opposed to the reimbursement principle.

FCC Commissioner Robert E. Lee, in a sagacious dissent to the reimbursement rulemaking, reminded his colleagues: "I still believe that my job is representing the public interest and that the staff's job is the same. If the real intention here is to benefit the commission in its decision-making processes, I would prefer to use our resources for staff expertise and contract work we control, including research suggested by participants in our proceedings."

Lee added: "I just don't understand why the taxpayers should pay twice."

Perhaps when this rulemaking comes to a final vote, Lee and his fellow dissenters, Abbott Washburn and Anne Jones, will find one more colleague who also cares about the taxpayers.

Points of origin

In historic Philadelphia's Hall of Congress this week there is to be much talk about the present status of the First Amendment. The occasion is the first First Amendment Congress sponsored by 12 journalistic organizations. The program lists speakers as disparate as Walter Cronkite, who adheres to the purist belief that the amendment means what it says when it decrees freedom of the press, print or broadcast, and Professor Jerome Barron, who thinks the First Amendment means unfettered public access to the media.

It is apt to be a contentious session, of the kind the First Amendment was written to encourage. All to the good if, as promised, it reveals the main cross-currents of current thought on a subject that is too often taken for granted when on the public mind at all.

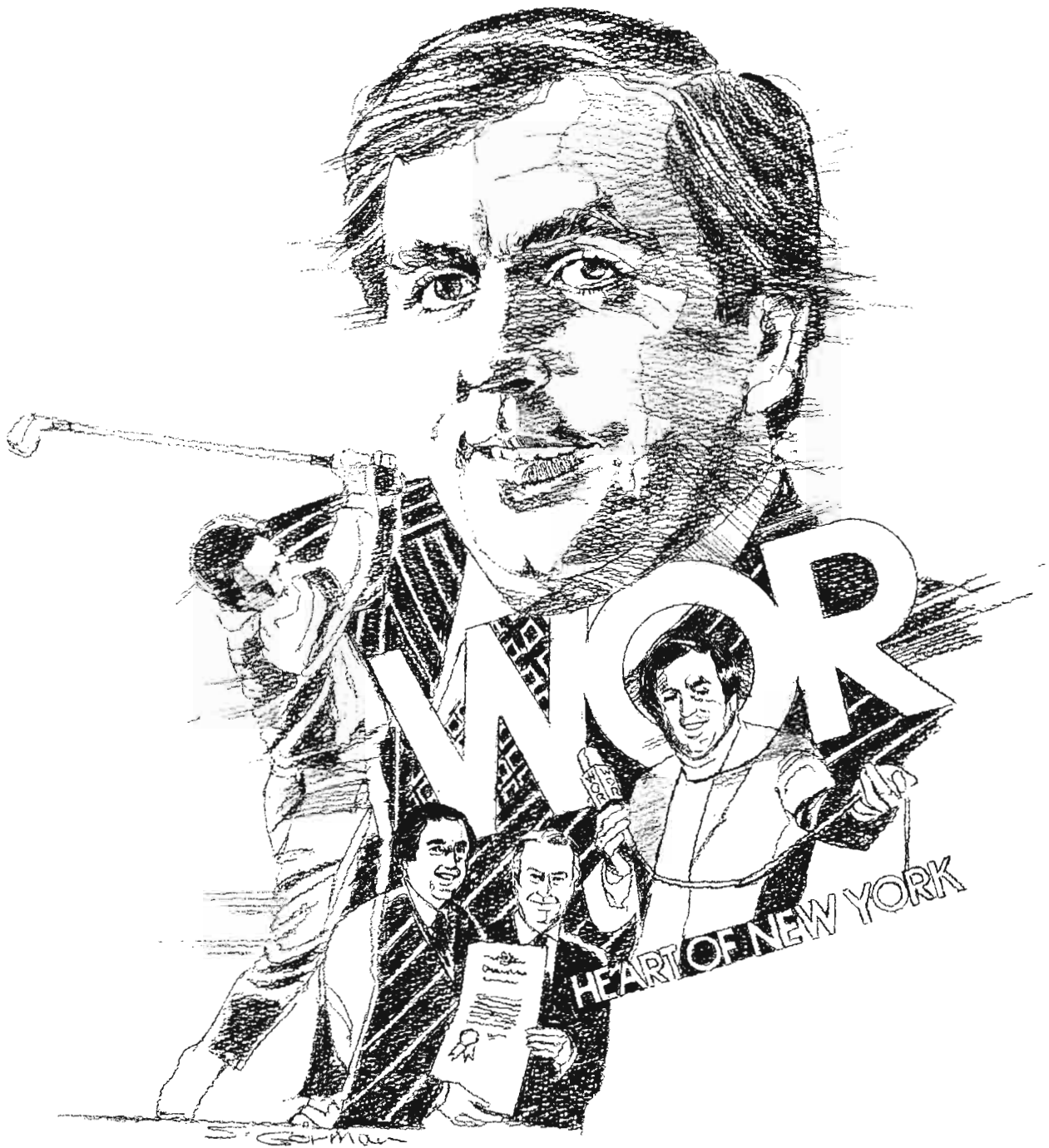
A sequel session, scheduled March 16-18 in Williamsburg, Va., another eminently appropriate site, is to address the problem of how First Amendment principles may be preserved.

Herewith, for future credit, the organizations that have united for this worthy project: American Newspaper Publishers Association, American Newspaper Editors Association, the Associated Press, AP Managing Editors Association, National Association of Broadcasters, National Broadcast Editorial Association, National Conference of Editorial Writers, National Newspaper Association, Radio-Television News Directors Association, Reporters Committee for Freedom of the Press, Society of Professional Journalists, Sigma Delta Chi, and United Press International. We hope their members pay journalistic attention to the two events.



Drawn for BROADCASTING by Jack Schmidt

"I think I'd enjoy engineering more if it weren't for all this technical stuff."



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**In New York
the 7:30 PM Action News on WPIX
delivers more 18-49 adults
than the NBC Nightly News with
John Chancellor on WNBC-TV***



Pat Harper, Bill Jorgensen, Steve Bosh

*New York NSI and ARB reports, Nov. '79
WPIX 7:30 PM Action News, 7:30-8 PM, M-F
WNBC-TV NBC Nightly News, 7-7:30 PM, M-F
Data subject to qualifications of the reports

11 *live*

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