

Setback for AM spectrum expansion:
Region 2 defers decision on 9 khz

Broadcasting Mar 24

The newswEEKly of broadcasting and allied arts

Our 49th Year 1980

TONI TENNILLE. NOT JUST ONE OF THE BOYS.



THE TONI TENNILLE SHOW

Vive la différence!

Available in 60 or 90-minute form.

MCA TV

© 1980 Universal City Studios, Inc. All rights reserved.

361121184 XTK DEC/82
A U LIBRARY
US AIR FORCE
SERIAL ACQ SECTION
MONTGOMERY AL 36112

SPAPER



It's a go!



**YOUR
NEW DAY**
WITH VIDAL SASSOON

Premieres September 8, 1980

You said "go" and go it is! Thanks to the overwhelming response of the television industry, advertisers and ad agencies, Your New Day comes to television September 8th, 1980. It's a 30-minute Monday through Friday daytime strip show that goes beyond entertainment to educate, stimulate, inform the 18-49 year old female viewer.

Remember that date. September 8th, 1980. And go! Straight to your phone for more information about Your New Day.

Contact: SIM MEDIA CORPORATION • 1180 Avenue of the Americas • New York, N. Y. 10036 • (212) 790-4800



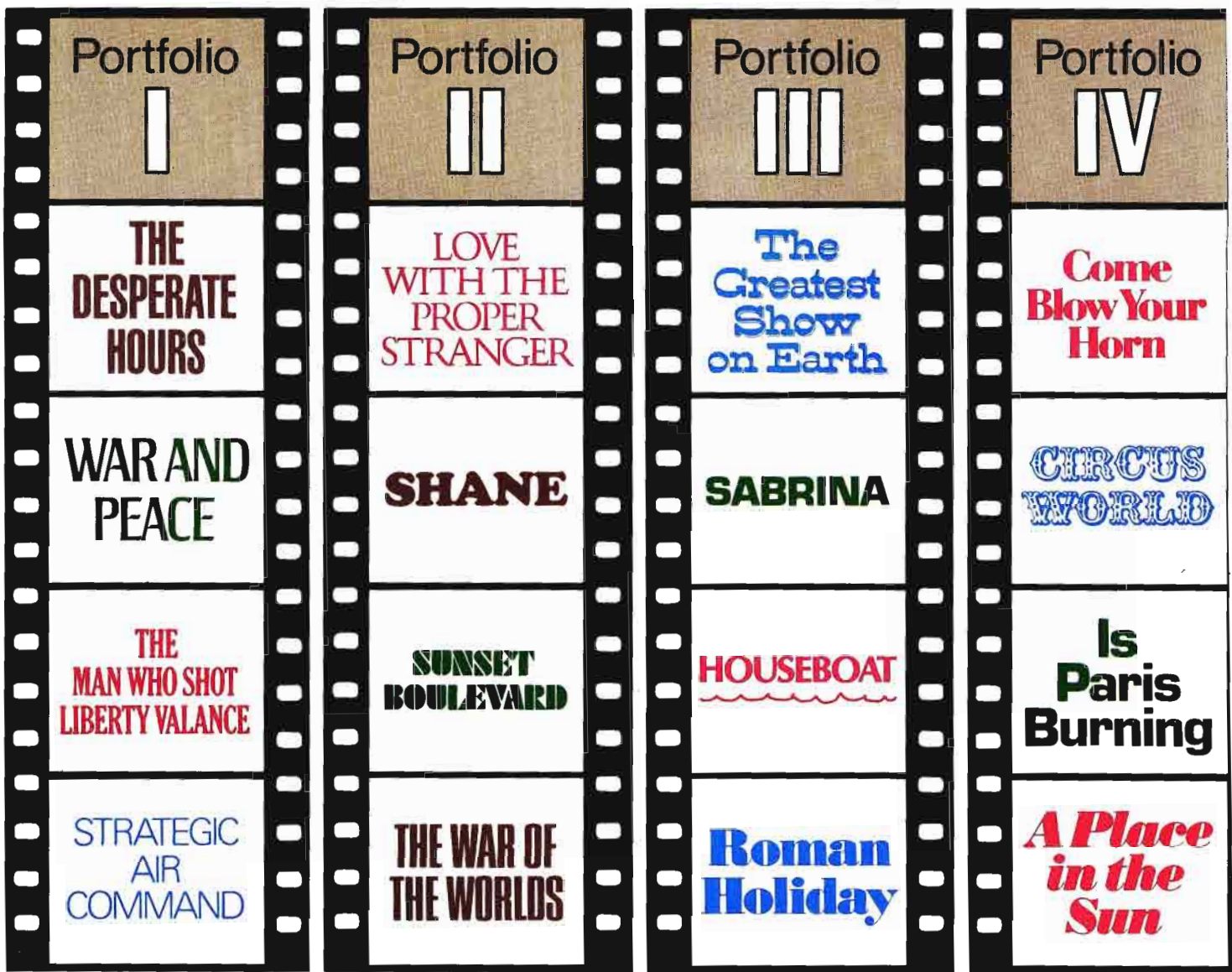
Mr. William Moyes
Mr. E. Karl
and
Mr. Dick Springfield
cordially invite you to a private meeting
at our NAB suite at the MGM Grand
for the purpose of discussing methods of improving
your market position and strategic planning through
perceptual, lifestyle, and diagnostic research.
Please just call our offices for a convenient appointment.



The Research Group

Perceptual Audience Research for the Communications Industries • San Luis Obispo, California

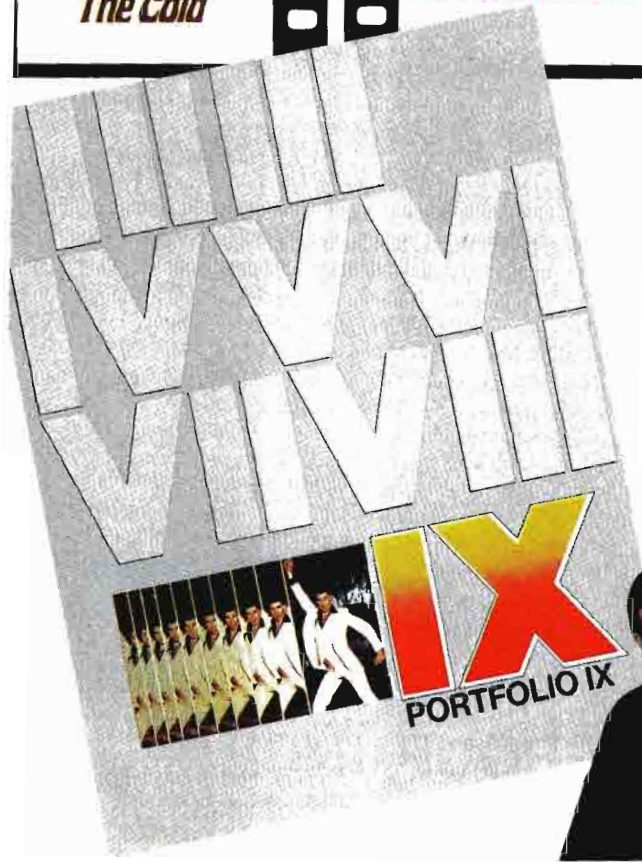
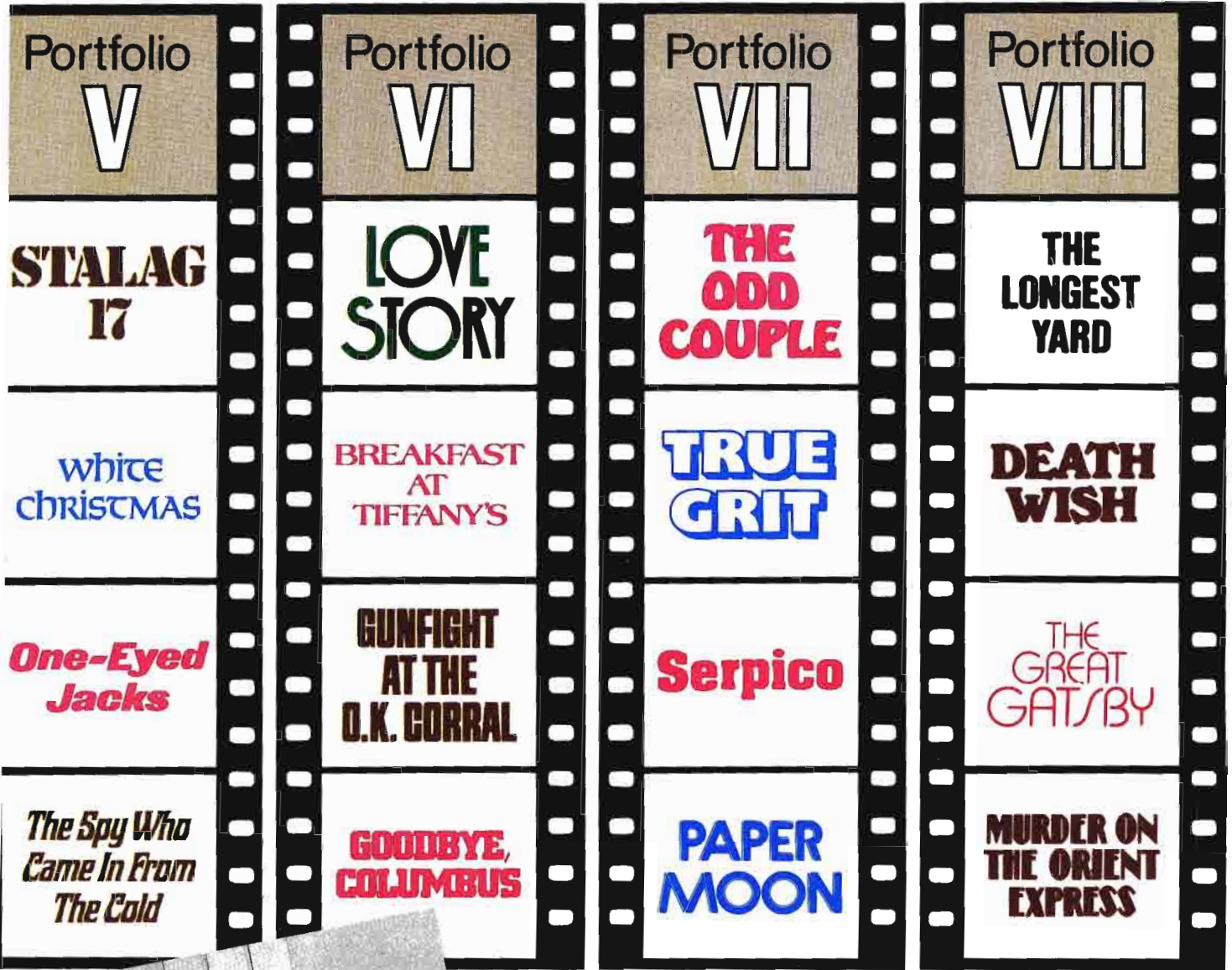
For your appointment, call (805) 541-2838



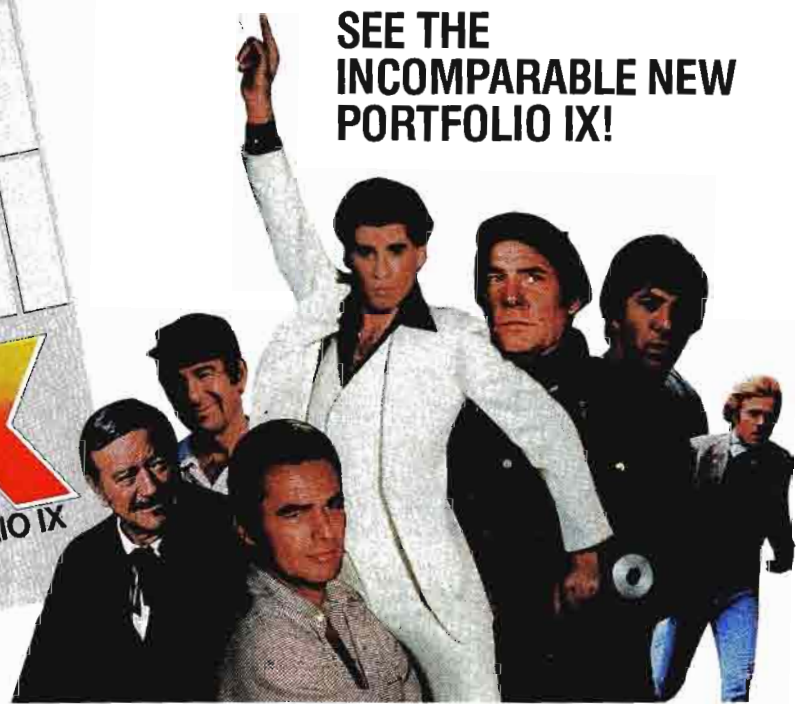
Now you can add to the line-up of great Movie Portfolios from Paramount

From PARAMOUNT TELEVISION DOMESTIC SYNDICATION

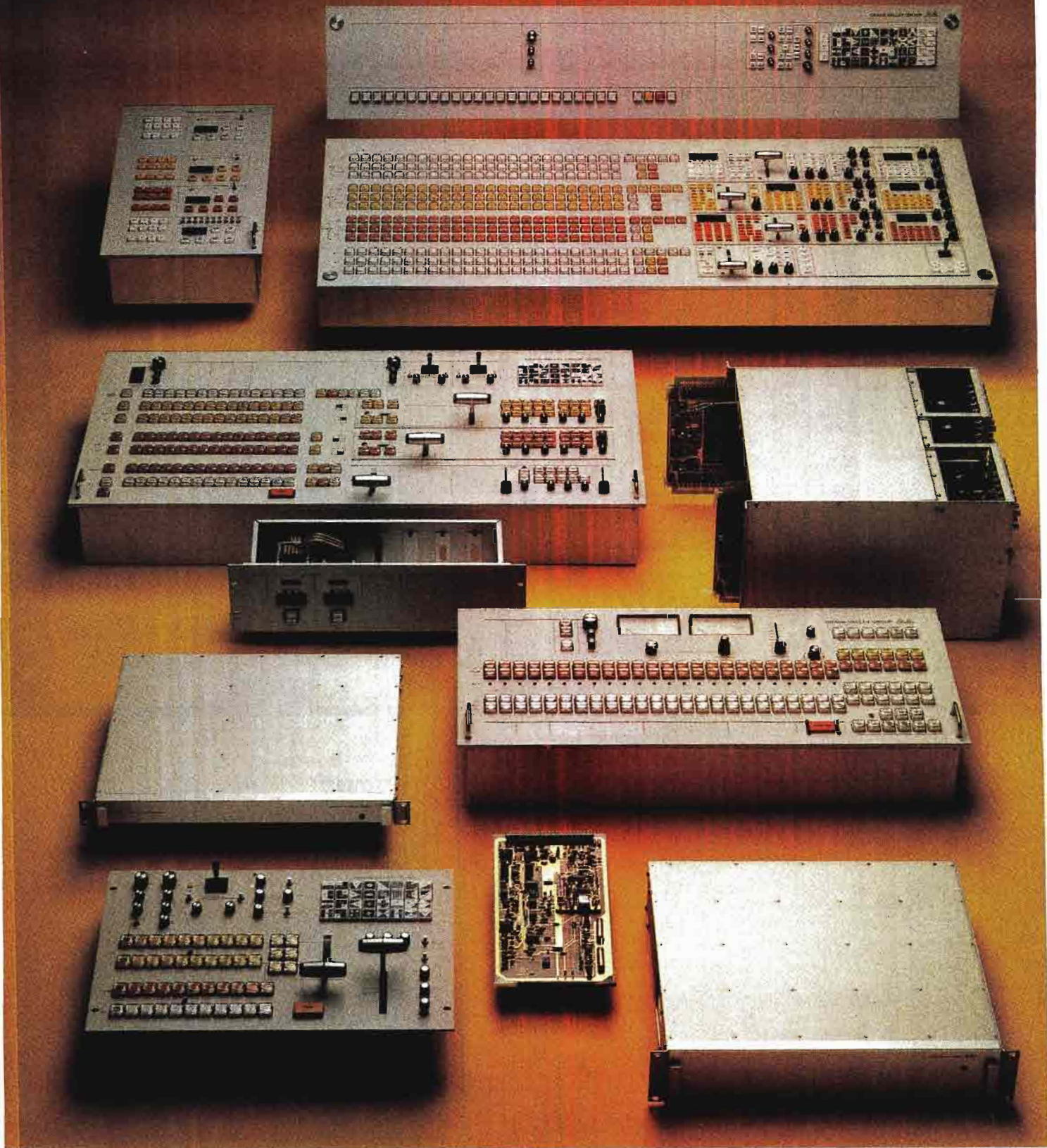




SEE THE INCOMPARABLE NEW PORTFOLIO IX!



World leader in television switching,
signal processing, and distribution systems



THE GRASS VALLEY GROUP, INC.

P.O. BOX 1114 GRASS VALLEY CALIFORNIA 95945 USA • TEL: (916) 273-8421 TWX: 910-530-8280

A TEKTRONIX COMPANY

Offices: WEST; 21243 Ventura Blvd Ste 206, Woodland Hills, CA 91364 (213) 999-2303 • SOUTHEAST; 1644 Tullie Cir NE, Atlanta, GA 30329 (404) 321-4318 • NORTH CENTRAL; 810 W Bristol St, Elkhart, IN 46514 (219) 264-0931 • NEW ENGLAND & MID ATLANTIC; Station Plaza East, Great Neck, NY 11021 (516) 487-1311 • SOUTH-WEST; Seminary South Office Building Ste 316, Fort Worth, TX 76115, (817) 921-9411 • MIDWEST; 3585 N Lexington Ave Ste 238, Arden Hills, MN 55112 (612) 483-2594

The Week in Brief

TOP OF THE WEEK

DON'T MAKE A MOVE □ Kastenmeier asks the FCC to hold up on cable deregulation until the Copyright Royalty Tribunal reviews things as they are. **PAGE 25.**

SECOND AND 10 □ The U.S. makes no headway in its campaign to persuade western hemisphere nations to accept 9 khz. The decision is postponed until November 1981. **PAGE 25.**

ET TU, NAB? □ Official Washington continues to fret about the association's letter, to Buenos Aires delegations, asking delay of a 9 khz decision. **PAGE 26.**

RALLYING AROUND THE FTC □ ACT's Washington symposium on children's programming provides an opportunity for supporters of the beleaguered trade commission to sound the bugle. **PAGE 28.**

JOURNALISM

FIRST SHALL BE FIRST □ The Williamsburg congress finds journalists, lawyers and others from the media re-emphasizing the need for broadcast equality, courtroom access and a program to educate the public to First Amendment rights. **PAGE 30.**

PROGRAMING

FALL PROSPECTS □ Agency and advertiser executives are afforded a Los Angeles preview of what the TV networks plan for fall. Opinions are tentative. **PAGE 36.**

CBS GETS SERIOUS □ It's part of a new programming strategy that Grant says will make the TV network's sitcoms more appealing to older demographics. **PAGE 36.**

COUNTRY RADIO IN '80 □ Ratings, taste and format were among the high points of the Nashville seminar. **PAGE 42.**

DOWN TO WIRE □ ABC-TV squeaks by to win the rating race in the week ended March 16. CBS-TV claims it was hurt by a live Carter telecast. **PAGE 50.**

BUSINESS

CHANGING TIMES □ B&B's Moore urges agencies to

establish expertise in the new emerging media. The same AAAA meeting hears researcher Fitzgibbon say that advertising must adjust to changing social values. **PAGE 56.**

ARF CONCERNS □ The research association tackles the problem of the influence of new media and the escalating costs of all media **PAGE 57.**

TOPS IN SPOT □ TVB gives a rundown of the first 100 such advertisers whose total spending was \$2.9 billion in 1979. **PAGE 59.**

MEDIA

UP TO DATE IN KANSAS CITY □ FCC Chairman Ferris briefs the National Public Radio Conference on possible benefits to it in an expanded AM band. He also suggests ways the public medium could acquire more money. **PAGE 60.**

KRON-TV'S STRIKE □ Chronicle Broadcasting Co.'s 235 employees who walked out face an eighth week on the picket line. One of three unions involved considers a compromise. **PAGE 62.**

LAW & REGULATION

BITTERNESS AND APPREHENSION □ The appeals court's support of the FCC in the Carter-Mondale "reasonable access" case leaves a bad taste in the mouth of attorneys and networks. It is seen as an invitation to more regulation of TV network practices. **PAGE 66.**

RKO'S ALTERNATIVE □ Faced with loss of its broadcast holdings, it asks the FCC to let it spin off properties to a completely independent company. **PAGE 67.**

TECHNOLOGY

A BOON TO PAY TV □ It could come indirectly through an FCC plan to allocate more spectrum to MDS. **PAGE 69.**

PROFILE

IN CAROLINA COACHING TRADITION □ John Johnson is proud of the stability of key players on Southern Broadcasting's team. But that spirit stems from the example he's given the organization he co-founded and has guided for 34 years. **PAGE 91.**

Bottom Line.....	59	Datebook.....	18	Inter Media.....	61	Open Mike.....	22
Business Briefly.....	10	Editorials.....	92	Monday Memo.....	16	Play Back.....	54
Changing Hands.....	63	Fates & Fortunes.....	85	Monitor.....	52	Stock Index.....	89
Closed Circuit.....	9	For the Record.....	70	News Beat.....	33	Washington Watch.....	67

Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue \$1.50 except special issues \$2.50. Subscriptions, U.S. and possessions: one year \$45, two years \$85, three years \$120. Canadian and other international subscribers add \$12 per year. U.S. and possessions add \$155 yearly for special delivery, \$90 for first-class. Subscriber's occupation required. *Weekly Playlist* \$12 annually. Annually: *Broadcasting Yearbook* \$55.00. *Across the Dial-Around the Channels* \$3.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year \$35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year \$27.50).

Index to advertisers ■ ABC-TV Network 17, 19, 21, 23 □ Associated Press 48-49 □ Blackburn & Co. 64 □ Broadcast Electronics 55 □ CBS Radio Network 35 □ Continental Electronics 34 □ Dolby Labs 53 □ Drake-Chenault 41 □ Sandy Frank 38-39 □ Grass Valley 6 □ Group W Productions 15 □ Hague-Curtis & Co. 85 □ Harris 11, 51, 63 □ Day Hayslett & Associates 71 □ Heller-Oak 65 □ KING-TV 45 □ Kaman Sciences 43 □ MCA-TV Front Cover, 8 □ MIP-TV 73 □ Jack Masla 10 □ Metromedia Producers 37 □ NEC 31, 32, Back Cover □ Paramount 4-5 □ Radio Advertising Bureau 24 □ Research Group 3 □ Richter-Kalif 66 □ SFM Inside Front Cover □ Sono Mag 14 □ William B. Tanner 68 □ Thomson-CSF 47 □ WSOC Inside Back Cover □ Warner Brothers 12-13 □

Whatsizname?

**"Can you name the hosts of
all the game show strips available
for access or early fringe?"**

"Are you kidding?"

"Can you name ten?"

"Of course not!"

"How about five?"

"Well, not really."

"All right. Can you name one?"

"You bet your life I can!"

**BUDDY
HACKETT**
STARRING IN
**YOU BET
YOUR LIFE**



Buddy Hackett—a name everyone knows. A star you can promote! An uproarious half-hour strip you can play anytime—day or night!

**NOW AVAILABLE ON AN
ATTRACTIVE BARTER BASIS!**

Contact your MCA TV representative.
Or call Steve Mathis/Dick Gold
(213) 273-9400 or (212) 888-5150.

MCA TV

Closed Circuit®

Insider report: behind the scene, before the fact

Double trouble

Channel spacing wasn't only issue causing problems for U.S. last week at western hemisphere conference on AM spectrum planning (see page 25). Some observers saw danger to technical criteria that now protect signals of U.S. clear channel stations. Cuban proposal to give protection only for groundwave service, not for secondary service on which clear channel stations' signals travel at night, is said to have substantial support. And working group that prepared recommendations for conference offered proposal that would deny clear channel stations protection at border they now receive.

U.S. has proposed that, whatever conference does, U.S. clears be protected to border (BROADCASTING, March 10). It wasn't clear how U.S. was doing on that issue.

Losing ground

FCC's Broadcast Facilities Division, which since late last year has been beefed up with dozen additional staffers, has been processing applications for new stations and for changes in existing ones at accelerated rate. But in almost all categories backlogs are increasing. Pending AM applications were down at beginning of 1980 from beginning of 1979, from 389 to 319. But FM, TV and translator applications were up by at least 100 in each category—281 in case of FM.

Dispositions in same period were also up, except for AM, where number dropped from 301 to 257. Dispositions of television applications almost doubled, from 44 to 87, at same time backlog was increasing from 283 to 385. FM dispositions were up from 446 to 471, and translators, from 421 to 612.

Politics

Now that Arnold Lerner, WLLH(AM)-WSSH(FM) Lowell, Mass., has announced he won't seek re-election as chairman of National Association of Broadcasters radio board ("Closed Circuit," March 17), seat is up for grabs. Ed Fritts, of Fritts stations, Indianola, Miss., radio vice chairman, has officially said he would not stand for re-election to that job but last week said upcoming chairmanship vacancy had "reopened my thought processes."

If Fritts stays out, likely candidate for chairmanship would be Cullie Tarleton, WBT(AM)-WBCY(FM) Charlotte, N.C., who ran close race against Fritts for vice chairmanship last year. Another would be Mike Lareau, WOOD-AM-FM Grand Rapids, Mich., said to be favorite of top brass at

NAB. In background is prospect that winner would be next joint board chairman, job slated for radio director by customary rotation after incumbent Tom Bolger of Forward Communications, who came out of TV board, ends term in June 1981. (That could be year custom is disrupted; there's support for Bob King of Capacities, chairman of TV board, to move up next.)

Star wars

CBS News Correspondent Roger Mudd, passed over as successor to anchorman Walter Cronkite (BROADCASTING, Feb. 18) and currently on leave to decide what to do about it, has hired new agent. He's Ralph Mann of International Creative Management. One theory of associates is that Mudd figures Dan Rather got nod for Cronkite job in part because Rather's agent (Richard Leibner of N.S. Bienstock Inc.) outmaneuvered Mudd's agent, Bill Cooper.

ABC News and NBC News have both been talking to Mudd, who has said he won't decide for week or so whether to go with one of them, or stay with CBS. Betting last week was that he'd go with NBC News.

Untouched

Despite cutbacks ordered in federal budget, FCC's three-week trip to Republic of China next May (BROADCASTING, Feb. 18) is still on, although details are being kept so secret in chairman's office they're unknown to key staffers who must make travel arrangements. Word is that FCC party will number 21, plus spouses of some of five commissioners who will be in party. That other delegation from Congress and executive branch, headed by Henry Geller, director of National Telecommunications and Information Administration, is also still set to go to China in April.

Road show

CBS's top brass, about 50-strong, moves to Washington this week for two-day semiannual AdCom (administration committee) meeting, with agenda ranging from Art Buchwald to General Motors (and Business Roundtable) Chairman Thomas Murphy. It'll also include views of other prominent outsiders as well as CBS group and division heads, mock interviews to teach press relations and real-life Q&A with CBS President John Backe.

Among group and division leaders reporting: CBS/Broadcast Group President Gene F. Jankowski and CBS News's President William Leonard and Vice

President Ernest Leiser. Among outsiders taking part: Arthur Newmyer, government relations counsel; Bruce MacLaury, president of Brookings Institution; House Majority Whip John Brademas.

Inevitable force

Are there manifestations of discord between FCC and National Telecommunications and Information Administration? Question of who has White House ear has always bugged FCC chairmen, and it's no different with Charles D. Ferris and White House adviser, Henry Geller, NTIA boss.

Early in Carter administration, Geller, Ferris and Michael Pertschuk, chairman of Federal Trade Commission, ostensibly were playing same kind of ball. Times have changed, with FTC fighting for survival and FCC under increasing fire. NTIA has half-dozen year-old pleadings languishing at FCC.

Home sat

Comsat continues to talk with number of domestic and foreign manufacturers searching for one that will provide low-cost, one-meter earth stations for its contemplated satellite-to-home television service. Nippon Electric Corp. and Sony have been added to list of suppliers known to be interested in business. Tandy and Scientific-Atlanta were first on list. Talk is of dish in \$250 range.

Bi-channeled?

Some government planners see cable eventually divided into at least two regulatory slots: common carrier with channels for lease to other programmers, with cable franchiser himself programming only few channels for such services as pay cable and ancillary services (security, information retrieval, etc.). Notion is that divided regulation will evolve during next decade.

Frontier outposts

Advertising agency interest in new communications technology is growing rapidly. Among major agencies, practice is either to assign media executive to monitor developments in cable TV, pay cable and videocassettes or to form committee to gather information in this sector. Among major agencies known to have established new-media resources are J. Walter Thompson, Young & Rubicam, Grey Advertising, Ogilvy & Mather, Doyle Dane Bernbach, McCann-Erickson, Dancer Fitzgerald Sample and NW Ayer ABH International.

Business Briefly

TV ONLY

Kellogg's □ Second-quarter campaign introducing cereal, Raisins, Rice & Rye, begins in mid-April in various markets, concentrating in Washington, Oregon, California and Texas. Agency: Leo Burnett, Chicago. Target: children, 6-11; total family.

Peerless □ Ten-week campaign for faucets begins in April in 47 markets. Spots will run during fringe times. Agency: Atwood Richards, New York. Target: adults, 35 plus.

Zales □ Seven-week campaign for jewelry stores begins April 28 in approximately 70 markets including Wichita, Kan., Oklahoma City, Seattle-Tacoma and Portland, Ore. Spots are placed in day and fringe times. Agency: The Bloom Agency, Dallas. Target: adults, 18-34.

Delta Airlines □ Three-week campaign begins April 1 in 12 markets including Dallas-Fort Worth. Spots will run during day, fringe and prime times. Agency: Burke Dowling Adams, Atlanta. Target: men, 25-49; adults, 25-54.

Bema U.S.A. □ Campaign for Schwimmflugel swimming aids (water wings) begins this week in Florida markets of Tampa-St. Petersburg, Miami, Orlando, Jacksonville, and Fort Myers. Spots are placed in early morning, day, early and late news, fringe and late movies. Agency: Archer Advertising, Clearwater, Fla. Target: women, 18 plus.

King Cola □ Two-week campaign for soft drink begins May 12 in seven markets. Spots are placed in day, fringe and prime times. Agency: Warwick, Welsh & Miller, New York. Target: women, 25-49.

Rheem □ Nine-week campaign for air conditioning services begins March 30 in 14 markets including Texas cities of San Antonio, Houston and Austin and Oklahoma City, Atlanta and Rochester, N.Y. Spots will be placed in prime access and news times. Agency: Clinton E. Frank, Chicago. Target: adults, 25-49.

Flowers Industries □ Four-to-six-week campaign for Buttermaid bread begins in April in 11 markets including Atlanta. Agency: Tucker Wayne, Atlanta. Target: women, 25-54.

RADIO AND TV

Crocker Bank □ Three-week campaign for banking begins March 31 in six radio markets and 12 TV markets. Agency: Needham, Harper & Steers, Los Angeles. Target: adults, 18-49.

Victoria Needlework □ Four-week network campaign for "Reversepurse" begins in May in more than 15 radio markets including New York, Chicago and

Radio only

MASLA MEANS BUSINESS

Ask Dick Meeder
WKLS AM/FM, Atlanta

JACK MASLA & COMPANY, INC.
MAJOR STATIONS IN KEY NATIONAL AND REGIONAL MARKETS

New York, Chicago, Detroit, St. Louis, Atlanta, Dallas, Los Angeles, San Francisco



Dallas. Creative work handled by Philip Catoggio. Agency: Zakin & Catoggio, New York. Target: women, 18-34.

RADIO ONLY

Allis-Chalmers □ Twelve-week corporate campaign begins April 13 in 24 markets including Cincinnati, Detroit, St. Louis, Los Angeles, Seattle, Philadelphia, Boston and New York. Agency: Hoffman York, Milwaukee. Target: men, 35-64.

Fleetwood Co. □ Eight-week campaign for Wate-On begins in May in 21 markets including Providence, R.I., Boston, New Haven, Conn., Syracuse, N.Y., Miami-Fort Lauderdale, Winston-Salem, N.C., New Orleans, Salt Lake City and San Diego.

HARRIS ANSWERS THE AM STEREO CHALLENGE

There is a potential for a major improvement in the quality of AM broadcasting. AM stereo offers the broadcaster a bright new dimension; it also challenges the industry to address the key issues of the fu-

ture quality of the AM broadcast signal. Harris believes its V-CPM AM Stereo System is the only system that answers all of these challenges.

AM STEREO CHALLENGES

9 KHZ SPACING

STEREO AND MONO COVERAGE

RECEIVER COMPATIBILITY

FIELD-PROVEN CAPABILITY

SIGNAL QUALITY

HARRIS' ANSWERS

Only Harris' V-CPM insures maximum audio fidelity while minimizing adjacent channel interference. The NTIA feels that the V-CPM concept exhibits meritorious properties in this respect.

Only Harris' V-CPM maximizes listener coverage, with no reduction in mono coverage, and stereo coverage exceeding 90% of mono.

Only Harris' V-CPM is compatible with today's AM receivers and the advanced synchronous receivers now entering the market.

Only Harris' V-CPM has been field tested with unanimously positive results.

Only the Harris V-CPM system maintains the stereo signal in the same bandwidth as the mono signal. This results in high-fidelity stereo service superior to that of other proposed systems.

The AM stereo system selected will have an enormous impact on the quality of AM reception, and it is in the public interest that the system maximize the potential for the future of AM broadcasting. Harris has the best proposal for bringing stereo broadcasting to the AM band. As a member of the broadcast community, we ask that you reflect on the issues raised above, and let your voice be heard in the appropriate forum.

For more information contact Harris Corporation, Broadcast Products Division, P.O. Box 4290, Quincy, IL 62301. 217/222-8200.



HARRIS
COMMUNICATION AND
INFORMATION PROCESSING

Visit the Harris TV and Radio Equipment Display
at the 1980 NAB, Las Vegas.

THE
LATEST
STRING OF
PEARL
MARKETS
SOLD





San Diego

Seattle-Tacoma

Shreveport

Spokane

Springfield (Mass.)

Washington (D.C.)

Tucson

Worcester

Yakima

St. Louis

menton
kton

PEARL

Warner Bros. Television Distribution



A Warner Communications Company

Agency: United Advertising Companies, Downers Grove, Ill. Target: adults, 18-34.

Beer In Bottles □ Eight-week campaign promoting glass containers begins in June in San Diego, San Antonio, Tex., Greensboro, Winston-Salem and High Point, all North Carolina, St. Louis, Milwaukee, Toledo, Ohio and Syracuse, N.Y. Agency: Howard Swink Advertising, Marion, Ohio. Target: men, 18-49.

Dow Jones □ Six-week campaign for *Wall Street Journal Employment* weekly begins April 26 in New York and Chicago only. Spots will run in weekend programming and Monday morning drive times. Agency: Lawrence Butner Advertising, New York. Target: men, 25-54.

Footlocker □ Four-week campaign for Kinney shoes begins April 7 in Minneapolis, Washington, Dallas and Los Angeles. Agency: Sawdon & Bess, New York. Target: teen-agers, 12-17; adults, 18-24.

Thompson & Monroe □ Four-week campaign to promote Puerto Rican tourism begins this week in about 10 markets including Chicago and Los Angeles. Agency: Vitt Media International,

New York. Target: adults, 25-54.

Colgate-Palmolive □ Four-week campaign for dental cream begins April 21 in 42 markets including Portland, Ore., Memphis and Raleigh, N.C. Spots will run in morning drive, daytime, and afternoon drive. Agency: Ted Bates, New York. Target: women, 18-49.

Rosarita Foods □ Two-week campaign for refried beans begins April 21 in various Washington markets. Spots will run in all dayparts. Agency: Daily & Associates, Los Angeles. Target: women, 25-49.

Trewax □ Two-week campaign for various wax products begins this week in 10 markets including Phoenix, San Francisco, Seattle, Salt Lake City and Dallas. Agency: S.M. Newmark & Associates, Los Angeles. Target: women, 18-49; adults, 18 plus.

Crisco □ One-week campaign for Crisco solid shortening begins March 31 in various Southern markets including Houston, Atlanta, Birmingham, Ala., Charleston, S.C., Lexington, Va., and Miami-Fort Lauderdale. Agency: Compton Advertising, New York. Target: women, 18-49.

We've moved!

SMC, maker of the CAROUSEL® and automation systems of ability, has moved to a new 35,000 square foot factory and office complex in the Normal, Industrial Park — Normal, Illinois. Having consolidated three buildings into a larger, modern facility, SMC is expanding their production and product line.

See the new ESP-1-T Programmer from SMC at the NAB — Las Vegas (booth 309).

Sono Mag Corporation
1833 W. Hovey Avenue
P.O. Box 129
Normal, Illinois 61761
309/453-5313
TWX Number 510-352-2506

National and International Marketing
Stephen S. Sampson
Sono Mag Corporation
P.O. Box 129
Normal, Illinois 61761
309/452-5313

Northern Tier
Bob Popke
850 Yale Lane
Highland Park, Illinois 60035
312/433-1253

Southern Tier
Pete Charlton
491 Elbow Court
Weatherford, Texas 76086
817/441-8052
Toll Free 800/824-7888
in California 800/852-7777



AdVantage

Skewing upward. Trend toward older demographics in both television and radio spot buys is on upswing, according to Katz Agency, New York. Analysis by Katz of statistics during 1979 shows that 21.3% of radio sales presentations and 24.6% of TV presentations made by representative's salespersons included demographic data on adults, 25 to 54. In radio change was dramatic, rising from only 11.3% in 1978 and moving into first place from fourth in 1978. In television, 25-54 classification climbed to 24.6% of presentations in 1979 from 20.2% in 1978. Still in leadership spot is 18 to 34 which fell slightly to 16.8% from 17.2% in 1978. "The trend is understandable," commented Bill Schrank, vice president, Katz TV/Radio Research. "Right now adults 25-54 account for 46% of the 12-plus population. By 1985 they will represent 50% of the 12-plus population."

□
Ogilvy wins. Ogilvy & Mather topped seven other agencies to land \$3-million account of Warner-Amex Satellite Entertainment Corp. Ogilvy is first full-time agency for pay cable programming service. Initially company plans to use trade publications, local print and radio and direct marketing to promote its 24-hour movie channel that is reaching 250,000 paid customers, and Nickelodeon, 18 hours daily of programming for children that reaches 1.5 million homes. Ogilvy was picked before some of competing agencies had chance to make presentation. Others in running: Young & Rubicam; Grey Advertising; Tinker, Campbell-Ewald; Hecht, Higgins & Peterson; Benton & Bowles; Scale, McCabe Sloves and Ketchum, New York.

□
Advanced preparations. American Advertising Federation is gearing up for annual convention to be held June 7-11 in Dallas. Agenda is not yet complete, but guest speakers now include David Frost and Federal Trade Commissioner Patricia Bailey. As always, ADDY Awards will be presented, as will Annual Club Achievement Awards. Inside look at home computers is planned, along with major discussion on future trends and developments in advertising and marketing with Stanley Marcus, chairman emeritus of Neiman-Marcus.

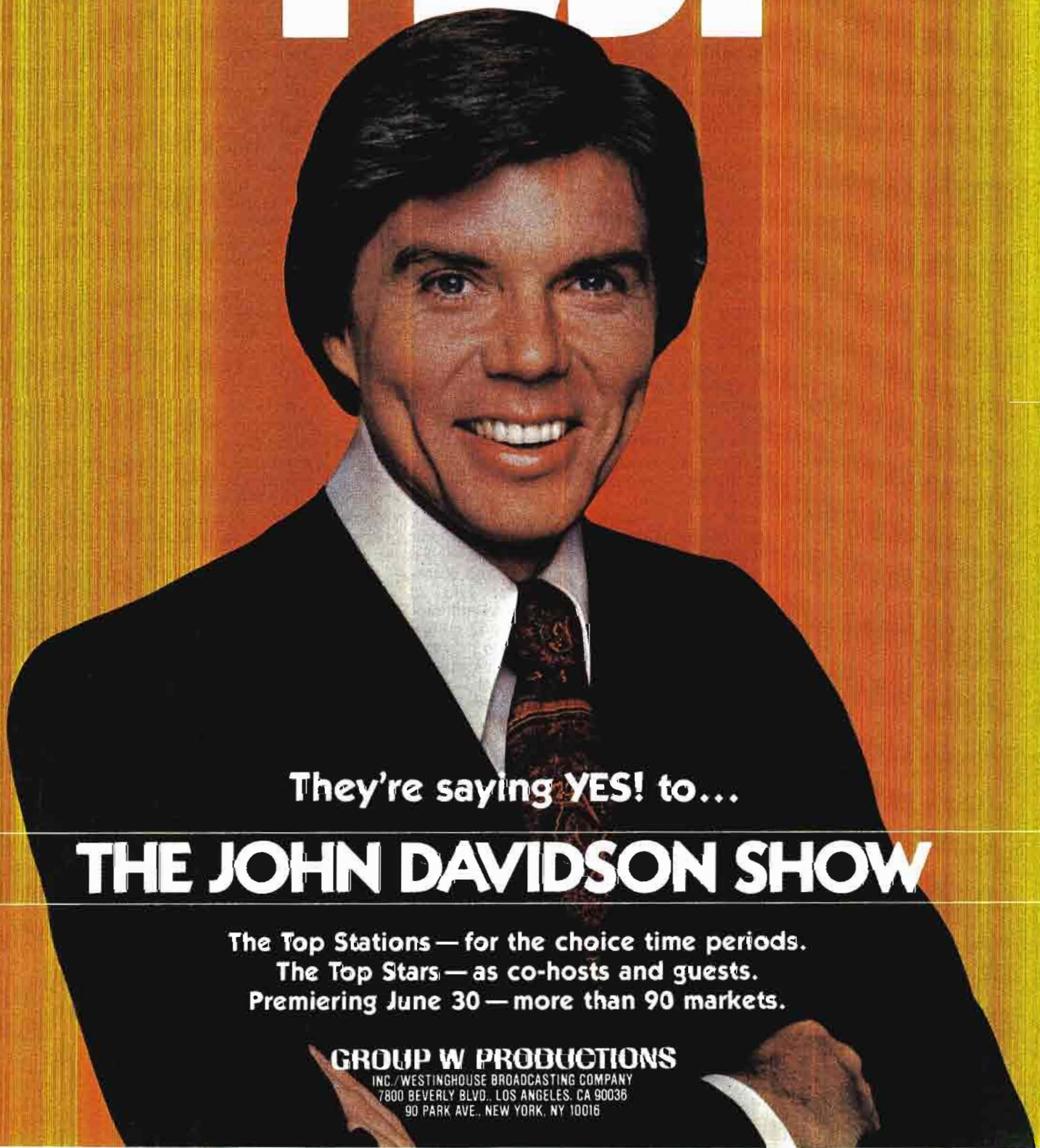
RepReport

WTCR(AM) Ashland, Ky.-WHEZ(FM) Huntington, W. Va.: To McGavren Guild from Selcom.

□
WTLB(AM) Utica, N.Y.: To McGavren Guild from Buckley Radio Sales.

□
KZZP-AM-FM Phoenix: To McGavren Guild (no previous rep).

YES!



They're saying YES! to...

THE JOHN DAVIDSON SHOW

The Top Stations — for the choice time periods.
The Top Stars — as co-hosts and guests.
Premiering June 30 — more than 90 markets.

GROUP W PRODUCTIONS

INC./WESTINGHOUSE BROADCASTING COMPANY
7800 BEVERLY BLVD., LOS ANGELES, CA 90036
90 PARK AVE., NEW YORK, NY 10016

Monday Memo®

A broadcast advertising commentary from Edward Vick, vice president and management supervisor, and Hal Grant, senior vice president and director of music, Ogilvy & Mather, New York

Music can be the right note to add to advertising

Music is the third largest industry in America today. Records alone gross more than movies and television together. Music plays a huge but intimate role in the lives of Americans. It excites us, it soothes us. And it can persuade us.

Music can be a powerful selling tool for consumer products. Consider the world's biggest food chain, soft drink company and automaker; McDonald's, Coca-Cola and Chevrolet. Not coincidentally, they are also three of the best users of music in commercials.

But can music work for hard-sell packaged goods and food products? Absolutely. If it's used right, it can add an extra dimension to their sell: Music can deliver a rational sales message while also communicating on a nonrational level.

Let's look at three aspects of music in advertising: Who should consider trying music, what music can accomplish and how to develop a good musical campaign.

A bit of warning fits here: It's easy to fail with music. Many do. There are certainly more weak music commercials around than strong ones. The risks in using music are high, but so are the rewards.

Who should try music? Try music if you have a simple premise. Music can repeat a promise frequently without being grating.

Consider music if your product has an emotional benefit. It may not seem that many food products and packaged goods have strong emotional side benefits, but they do.

Try music if you are a category leader. Good music can give the look of a leader, a national institution. The anthem-like quality of the Hershey music sets off the premise that Hershey is "the great American chocolate bar."

What are the objections to music? Music isn't persuasive? Not true. Between 1975 and 1977, Mapes & Ross, the copy-testing company, studied 522 music and nonmusic commercials. The ones we judged to be good music commercials—that had a solid promise to deliver and that adhered to most of our principles of good advertising—were shown to be just as persuasive as the nonmusic commercials. Some, such as those that included brand information, were even more persuasive.

Music doesn't recall well? Partly true. Music generally does not recall well from a single exposure. Good music, however, does recall from multiple exposures. Further, we aren't convinced that recall is a better predictor of sales than persuasion. "Take off your coat, America" for Procter & Gamble's Sure deodorant was a recall bomb. But the agency, Wells, Rich,



Edward Vick has been vice president and management supervisor at Ogilvy & Mather since 1976. Earlier he had been account executive for four years at Benton & Bowles. Hal Grant joined Ogilvy in 1977 as vice president and director of music and was elected senior vice president in 1979. Grant began his career in 1948 as a professional musician and in 1963 founded Grant & Murtaugh Productions, a New York music supplier.

Greene, persevered and got the campaign into the test market. It proved to be a winner.

Music needs heavy spending? Not true. Consider the following 1977 music-advertising success stories and their advertising spending: General Tire & Rubber Co., \$5 million; Metropolitan Life, \$3 million; Peter Paul Mounds, \$4 million; Sara Lee, \$4 million and KLM, \$2 million.

If your products and product categories can lend themselves to music, try it. Music can often do things for a brand—and its image—that other kinds of commercials cannot.

Here are the most important benefits in a good music campaign:

- Music can build more enduring campaign awareness. Cigarettes stopped advertising on television in the U.S. nearly 10 years ago. Who remembers what most of them *said* back then. But it's hard to forget, "Winston takes good like a (snap! snap!) cigarette should." It's even harder to forget the music from "Marlboro Country."

- Music can allow you to worry less about campaign wear-out. Music can take longer to build. But it also seems to stay fresh longer. Most beer drinkers in the Northeastern U.S. will say that Schaefer's song, "Schaefer is the one beer to have when you're having more than one," has been around a while. A while? It has worn

well for 20 years.

- Music can help build an accepting, favorable attitude toward your product. The "I Love New York" campaign stimulated tourism and probably helped New Yorkers like their town more than they were liking it in the early 1970's.

- Music can help build a distinctive personality. Competitive promise is extremely important. A competitive promise reinforced by a distinctive personality is even better. For years, Zest deodorant bars has assaulted Dial advertising with hard-hitting testimonials. But for years, they've made little headway against "Aren't you glad you use Dial?"

- Music can help break through television's clutter. Understandably, advertisers believe they are paying more and getting less as their commercials get lost in today's television clutter. Many of these ads are "talking heads" of some kind: stand-up presenters, slices-of-life, etc. Music can make a product stand out. Beautifully photographed attractive women, accompanied by a very upbeat song building to the climax, "You never looked so good," do the job superbly for Avon. "Libby's, Libby's, Libby's on the label, label, label" really breaks through.

- Music allows for easier campaign transfer to efficient secondary media, like radio. General Foods' Country Time has moved successfully into radio with a 60-second version of its "Tastes Like That Good Old-Fashioned Lemonade" song.

- With music, people may be more likely to keep your promise at the top of their minds. They're singing it.

How to use music? Show the package and product in use. Voice-over music gives food advertisers, for example, the opportunity to deliver their promise and show the product being enjoyed at the same time.

Put your brand name and promise in the lyrics. You want to deliver a commercial every time people sing your song. Make the lyric simple and clear. You have to be understood before you can be remembered. Try to have your "reasons to believe" spoken. A great music commercial does not have to be a wall-to-wall song.

Make the tone of the music match the personality of the brand. The mellow music Lowenbrau uses sets up a relaxed mood perfect for the theme, "Tonight, let it be Lowenbrau." However, Tempo, a sporty fragrance from Avon, uses upbeat disco music.

Many advertisers who seem to shy away from music automatically should consider exploring it. But music must be approached carefully. It is easy to fail. Music is a great opportunity, if you can learn to use it well.

ABC News wins seven of the most prestigious awards in broadcast journalism.



ABC News World News Tonight—
"Second to None?"



ABC News Closeup—"Arson: Fire for Hire!"



ABC News Closeup—"The Police Tapes"



ABC News Closeup—"Mission: Mind Control"



ABC News Closeup—"The Killing Ground"

In the last month, ABC News has been honored with the most revered awards in broadcast journalism—winning two Alfred I. duPont Awards, and five Emmys presented by the National Academy of Television Arts and Sciences.

For "... its outstanding examination of Salt II, its background and its prospects..." the jurors honored "Second to None?", an unprecedented eleven-part "Special Assignment" report on ABC News "World News Tonight."

And, from what they considered "the season's best documentary series, 'ABC News Closeup,' the jurors selected... 'Arson: Fire for Hire!', an eloquent presentation of one community's struggle with a growing nationwide problem."

The judges honored three more "ABC News Closeup" programs by declaring "others in this winning

sequence included 'The Shooting of Big Man,' 'The Killing Ground' and 'Asbestos: The Way to Dusty Death,' all compelling treatments of important subjects."

The National Academy of Television Arts and Sciences also recognized the excellence of the "ABC News Closeup" series by awarding five News and Documentary Emmys to three individual programs: "The Police Tapes," "Mission: Mind Control" and "The Killing Ground."

"ABC News Closeup—The Killing Ground" has been honored with another distinction. It has become the first commercial network television documentary ever to be nominated for an Academy Award—in the Best Achievement in Documentary Films-Feature Category.

All of these honors underline the primary goal of ABC News—to continue to be the leader in television journalism.

ABC NEWS 

Datebook

■ indicates new or revised listing

This week

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

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

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

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

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

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

March 25-26—*Oklahoma Cable Television Association* spring meeting. Holiday Inn West, Oklahoma City.

March 26—*International Radio and Television Society* newsmaker luncheon. Speaker: Kitty Carlisle Hart of New York State Council on the Arts. Waldorf-Astoria, New York.

March 26—*Radio Advertising Bureau* sales success clinic. Hilton Airport Plaza Inn, Kansas City, Mo.

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

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

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

■ **March 28**—*Federal Communications Bar Association* luncheon meeting. Speaker: Brian Moir, legal counsel, House Commerce Committee. Capitol Hilton, Washington.

■ **March 28-30**—*Society of Professional Journalists, Sigma Delta Chi* Region 2 conference. Sheraton hotel, Charlotte, N.C.

■ **March 28-29**—*Society of Professional Journalists, Sigma Delta Chi* Region 12 conference. Sam Peck hotel, Little Rock, Ark.

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

■ **March 29-30**—*Society of Professional Journalists, Sigma Delta Chi* Region 3 conference. Riviera Hyatt House, Atlanta.

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

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

April

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

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

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

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

April 7-9—*Arkansas Cable Television Association* annual convention. Camelot Inn, Little Rock.

■ **April 7-11**—Audio production workshop sponsored by *Portable Channel Inc.*, 1255 University Avenue, Rochester, N.Y. Information: (716) 244-1259.

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

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

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

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

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

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

April 10-11—*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 11-12—*Maryland-Delaware Cable Television Association* spring meeting. Gateway West, Ocean City, Md.

April 11-12—*National Federation of Local Cable Programers* central states region spring conference. Old Capitol, Frankfort, Ky.

■ **April 11-12**—*Society of Professional Journalists, Sigma Delta Chi* Region 5 conference. Stouffer's Louisville Inn, Louisville, Ky.

Major Meetings

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 1-4—*Public Broadcasting Service* annual meeting. Washington Hilton.

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* 25th annual seminar and *Broadcast Designers Association* second annual seminar. Queen Elizabeth hotel, Montreal. Future seminars: June 10-14, 1981, Waldorf-Astoria hotel, New York; June 6-10, 1982, St. Francis hotel, San Francisco; June 8-12, 1983, Fairmont hotel, New Orleans; June 10-14, 1984, Caesar's Palace, Las Vegas; 1985, Chicago.

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

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

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

Oct. 26-30—*National Association of Educational Broadcasters* 50th 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.

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

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

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

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

March 13-18, 1981—*National Association of Television Program Executives* conference. New York Hilton. Future conferences: March 12-17, 1982, Las Vegas Hilton; March 18-23, 1985, Las Vegas Hilton.

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

The Ohio State Award competition honors ABC.



The Ohio State Awards, the oldest program competition in broadcasting, honors excellence in educational, informational and public affairs programming. This year, "Friendly Fire," an ABC Theatre presentation, was

chosen as the best in its category for its "extraordinary reality and sensitivity" in dealing with the personal aftermath of war. "A Child's Eye View," aired on the ABC News program "Directions" was acclaimed as a "brilliantly conceived and executed" presentation in the field of social science and public affairs. And "Home Run for Love," from the ABC Afterschool Specials series, won its award for "exceptional treatment" of a unique relationship between an elderly black man and a young white boy in the 1940's. ABC is proud to have won these prestigious awards in recognition of our ongoing commitment to the highest standards of quality in informational, educational and entertainment programming.

ABC Television Network 

■ **April 11-12**—*Society of Professional Journalists, Sigma Delta Chi* Region 6 conference. Downtowner, Green Bay, Wis.

■ **April 11-12**—*Society of Professional Journalists, Sigma Delta Chi* Region 7 conference. Airport Hilton Inn, Des Moines, Iowa.

■ **April 11-12**—*Society of Professional Journalists, Sigma Delta Chi* Region 11 conference. The Pointe Resort, Phoenix.

■ **April 12**—*California Associated Press Television-Radio Association* 33d annual convention and awards presentation. Hilton hotel, Fresno.

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

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

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

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

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

April 15-18—*Electronic Industries Association* spring conference. Shoreham hotel, Washington.

April 16-17—*Alabama Cable Television Association* annual Citizen of the Year award meeting. Downtowner Inn, Montgomery, information: Otto Miller, Box 555, Tuscaloosa, Ala. 35402; (205) 758-2157.

April 16-20—*International Television Association* 12th annual conference. Aladdin hotel, Las Vegas.

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

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

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

■ **April 18-20**—*Society of Professional Journalists, Sigma Delta Chi* Region 8 conference. Quality Inn, Arlington, Tex.

April 19—*Radio-Television News Directors* region 1 workshop. Ridpath hotel, Spokane, Wash. Information: Dean Mell, KHQ(AM) Spokane.

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. Speaker: Elton H. Rule, president, ABC Inc. Waldorf-Astoria, New York.

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

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

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

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

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

April 25-26—*Broadcasters Promotion Association* board meeting. Queen Elizabeth hotel, Montreal.

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

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

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

April 28—*UPI New England's* 24th annual Tom Phillips New England Broadcasting Awards banquet and presentation. Marriott hotel, Newton, Mass.

April 28-29—*Society of Cable Television Engineers*

meeting and workshop. Sheraton Inn, Memphis.

April 29-30—*American Association of Advertising Agencies* advanced media seminar. Water Tower Hyatt, Chicago.

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

May

May 3—1980 Midwest Acoustics Conference on microphone techniques for recording and broadcasting sponsored by *Audio Engineering Society, Chicago Chapter of Acoustical Society of America, Chicago Section of Institute of Electrical and Electronics Engineers, Chicago Acoustical and Audio Group and IIT Research Institute*. Hermann Hall, Illinois Institute of Technology, Chicago. Information: Tony Tutins, (312) 455-3600.

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

■ **May 2-3**—*Society of Professional Journalists, Sigma Delta Chi* Region 1 conference. Americana Rochester hotel, Rochester, N.Y.

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

■ **May 2-4**—Regional meeting cosponsored by *Radio-Television News Directors Association*, region 12 and Pennsylvania AP Broadcasters Association. Host Inn, Harrisburg, Pa.

May 3—*Iowa Broadcast News Association* annual convention. Starlight Village Convention Center, Fort Dodge. Speakers: Steve Bell, ABC-TV anchor; Curtis Beckmann, Radio-Television News Directors Association president.

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

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

May 6-9—*Audio Engineering Society* convention. Los Angeles Hilton.

■ **May 7-10**—*Concert Music Broadcasters Association* meeting. Executive House, Chicago. Information: Hal Rosenberg (714) 239-9091 or John Major (312) 751-7110 or (212) 797-1320.

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

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

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

■ **May 9-11**—*Society of Professional Journalists, Sigma Delta Chi* Region 10 conference, in conjunction with 48th annual SDX Distinguished Service in Journalism Awards ceremonies. Park Hilton hotel, Seattle.

May 10—*Radio-Television News Directors Association* region 8 workshop. Bowling Green University, Bowling Green, Ohio. Information: Lou Prato, WDTN-TV Dayton, (513) 293-2101.

May 12-15—*ABC-TV affiliates* annual meeting. Cen-

tury Plaza hotel, Los Angeles.

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

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

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

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

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

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

May 14-17—*American Association of Advertising Agencies* annual meeting. The Greenbriar, White 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 27-29—*Electronic Industries Association's Communications Division* fifth annual Hyannis Seminar. Dunley's Hyannis hotel, Hyannis, Mass.

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.

May 30-31—*Texas Associated Press Broadcasters* annual convention. Four Seasons hotel, San Antonio.

June

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

June 1-4—*Public Broadcasting Service* annual meeting. Washington Hilton.

June 2—Deadline for comments in FCC's children's television programming rulemaking proceeding (Docket 19142). Reply comments due Aug. 1. FCC, Washington.

June 3—*Broadcast Pioneers* annual Mike Award dinner. Pierre hotel, New York.

June 3—*International Radio and Television Society* annual meeting and presentation of Broadcaster of the Year award to CBS's Don Hewitt, executive producer of *60 Minutes*. Waldorf-Astoria hotel, New York.

June 3-4—*American Association of Advertising Agencies* advanced media seminar. Wilshire Hyatt House, Los Angeles.

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.

June 5-6—*Society of Cable Television Engineers* meeting on preventive maintenance. Empire State Plaza Convention Center, Albany, N.Y.

June 5-6—*Arizona Broadcasters Association* spring convention. Holiday Inn, Lake Havasu City.

Errata

Story in March 3 issue on Olympics incorrectly stated that bulk of \$440.40 charge for telephone service went to Lake Placid Olympic Organizing Committee. Entire cost was for telephone company charges only.

□

Telephone number of newly formed **Society of Radio Personalities and Programers** was incorrectly reported in March 3 issue. The correct number is (816) 444-3500.

Nearly two-thirds of all Emmys ever awarded for sports by the National Academy of Television Arts and Sciences have been won by ABC Sports. This year, we again dominated the competition in the field of sports television by winning 4 of the 6 major sports awards for the 1978-79 season!

Jim McKay won this year's Award for Outstanding Sports Personality. Extraordinary among this year's Emmy winners, he accepts this honor for his seventh time... a remarkable and unprecedented achievement.

"ABC's NFL Monday Night Football" was named the Outstanding Live Sports Series for the second time. Dennis Lewin is producer.

"The American Sportsman" won its first Emmy for Outstanding Edited Sports Series. This series' producer is John Wilcox with Robert Duncan, Curt Gowdy, Sr. and Bob Nixon, producers.

"Spirit of '78: The Flight of Double Eagle II" was named as the Outstanding Edited Sports Special; John Wilcox, producer.

Executive Producer for all three Emmy Award-winning programs is Roone Arledge.

We congratulate these ABC Emmy Award winners for their excellent achievement in the sports broadcasting field. It is talented individuals like these covering exceptional sports events who keep ABC Sports on top—year after year!

ABC SPORTS 

THE LEADER IN SPORTS TELEVISION IS THE LEADER IN SPORTS EMMYS... AGAIN!



© NATAS

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

June 5-7—Kansas Association of Broadcasters annual convention. Holiday Inn, Hays.

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

June 6—Deadline for entries for Radio-Television News Directors Association's annual Michele Clark Award for "exceptional application of journalistic skills evidenced by writing, reporting, editing or investigation." Information: Dave Bartlett, News Director, WRC Radio, 4001 Nebraska Avenue, N.W., Washington 20016.

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

June 8-27—Institute for Religious Communications 12th annual workshop for religious communicators. Loyola University, New Orleans. Information: Communications Department, Loyola University, 6363 St. Charles Avenue, New Orleans 70118; (504) 865-3430.

June 11—Federal Communications Bar Association annual meeting. Capitol Hilton, Washington. Speaker: FCC Commissioner Anne P. Jones.

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

June 11-15—Broadcasters Promotion Association

25th annual seminar and Broadcast Designers Association second annual seminar. Keynote speaker: James Duffy, president, ABC Television Network. 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 12-14—Hawaiian Association of Broadcasters annual convention. Kahala Hilton hotel, Honolulu.

June 13-15—Mississippi Broadcasters Association annual convention. Royal d'Iberville hotel, Biloxi.

June 15-17—Montana Cable Television Association annual convention. Outlaw Inn, Calispell, Mont.

June 16-22—National Sisters Communications Service 5th annual seminar on "Communications in Religious Life." Loyola University, Chicago.

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.

Open Mike®

Fighting back

EDITOR: I was very interested in the National Association of Broadcasters' insurance report story in the March 10 issue, especially the last paragraph, which talked about varying degrees of success from one state to another in defending defamation suits and in attempts to control the size of judgments when they lose.

We have been long battling the litigation explosion. The broadcasting industry should find of interest the announcement by the Rand Corp. of the formation of the Institute for Civil Justice. Alliance President Paul S. Wise is one among many prominent people involved.

The consumers of the civil justice system now have an organization to represent their interests. The institute will engage in long-range study of the system, and this research should help provide a base for appropriate improvements where indicated.—Lawrence C. Christopher, vice president-communications, Alliance of American Insurers, Chicago.

Missing minorities

EDITOR: I read your headline "FCC Tightens the Screws on EEO" in the Feb. 18 issue with a great deal of enthusiasm; then I read the related article with cautious optimism; then I leafed through this rather formidable issue on NATPE and finding only Fred Sanford and George Jefferson, my mood changed to one of chagrin; then after watching the mob of participants at NATPE via CBS's *Sunday Morning* I was depressed. Where was the claimed 11.7% cadre of black decision makers?—Arnold D. Wallace, director,

university relations, Howard University, Washington.

Editor's note: According to the FCC's 1979 report, 11.7% of employees at the three principal TV networks are from racial minorities.

Not older, better

EDITOR: I noted with interest the letter from Bob McRaney Sr. who is restoring the RCA 250-K transmitter for the Mississippi Broadcasters Museum [BROADCASTING, March 10].

Here at KWXV we are using a transmitter that is a year older than McRaney's 1939 RCA. It is a Collins 20-H built in 1938. After seeing service at KYA, KWKW, KAGH and KALI it was the standby for KBIG Avalon. I purchased it in 1968, and since then, with modifications, it has been in daily use. Its proof and reliability record exceeds most recently built transmitters.—Glen Barnett, owner, KWXV(AM) Palm Springs, Calif.

Worcester on its own

EDITOR: Permit me to express my displeasure with your dismissing Worcester, Mass., as "outside Boston" as you did on page 27 of your March 10 issue.

Admittedly Worcester has never been hailed as the Paris or Athens of the New World, but it is a good 45 miles from Boston and is a distinct entity of its own. It is also the home of several radio stations, one television station, two highly respected newspapers and colleges and universities whose number is far out of proportion to Worcester's population of about 200,000.—Joe Dine, Martha's Vineyard, Mass.

BROADCASTING PUBLICATIONS INC.

Sol Taishoff, chairman.
Lawrence B. Taishoff, president.
Edwin H. James, vice president.
Irving C. Miller, secretary-treasurer.

Broadcasting

The newswEEKly of broadcasting and allied arts

TELEVISION®

Executive and publication headquarters
Broadcasting-Teletesting building
1735 DeSales Street, N.W., Washington 20036.
Phone: 202-636-1022.

Sol Taishoff, editor.
Lawrence B. Taishoff, publisher.

EDITORIAL

Edwin H. James, executive editor.
Donald V. West, managing editor.
Rufus Crater, (New York), chief correspondent.
Leonard Zeidenberg, senior correspondent.
J. Daniel Rudy, assistant managing editor.
Frederick M. Fitzgerald, senior editor.
Mark K. Miller, Kira Greene, assistant editors.
Alan Green, Harry A. Jessell, Kathy Haley,
Mary Pittell, staff writers.
Stephen T. McClellan, editorial assistant.
Pat Vance, secretary to the editor.

YEARBOOK □ SOURCEBOOK

John Mercurio, manager.
Joseph A. Esser, Betsy Lemos, assistant editors.

ADVERTISING

David Whitcombe, director of sales and marketing.
Winfield R. Levi, general sales manager (New York).
John Andre, sales manager—equipment and engineering (Washington).
Gene Edwards, Southern sales manager.
David Berlyn, Eastern sales manager (New York).
Tim Thometz, Western sales manager.
Linda Petersen, classified advertising.
Doris Kelly, secretary.

CIRCULATION

Kwentin K. Keenan, circulation manager.
Kevin M. Thomson, subscription manager.
Byron V. Day, Earlene Jones, Kay Marshall,
Christopher J. McGirr, Patricia Waldron.

PRODUCTION

Harry Stevens, production manager.
Don Gallo, production assistant.

ADMINISTRATION

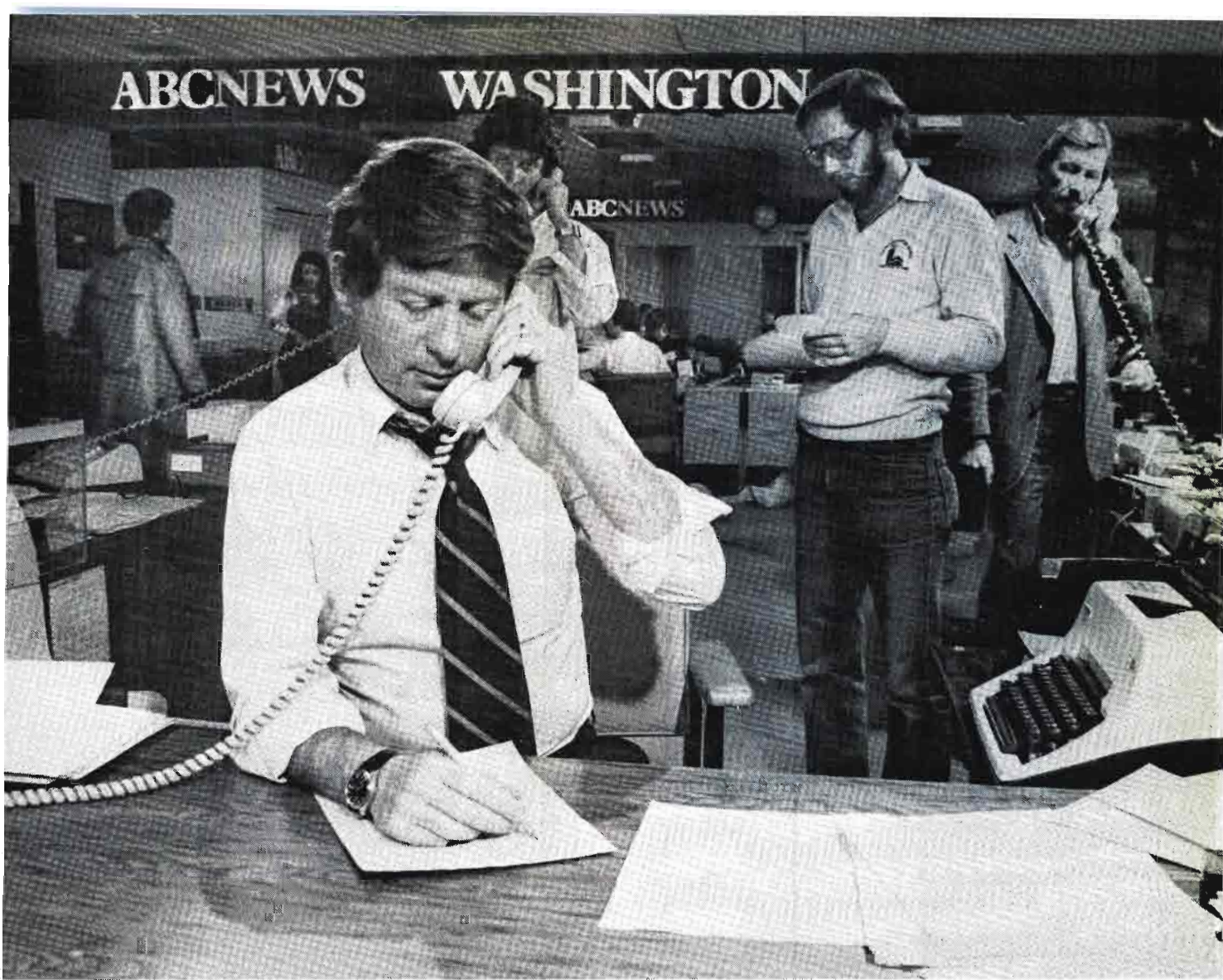
Irving C. Miller, business manager.
Philippe E. Boucher.
Doris E. Lord
Gale Smith, secretary to the publisher.

BUREAUS

New York: 630 Third Avenue, 10017.
Phone: 212-599-2830.
Rufus Crater, chief correspondent (bureau chief).
Rocco Famighetti, senior editor.
Jay Rubin, assistant editor.
Anthony C. Herring, staff writer.
Karen Parhas editorial assistant.
Winfield R. Levi, general sales manager.
David Berlyn, Eastern sales manager.
Harriette Weinberg, Marie Leonard, advertising assistants.
Hollywood: 1680 North Vine Street, 90028.
Phone: 213-463-3148.
James David Crook, assistant editor.
Tim Thometz, western sales manager.
Sandra Klausner, editorial-advertising assistant.
London: 50 Coniston Court, Kendal Street, W2.
Phone: 01-402-0142.
William J. Soosato, correspondent.



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



Introducing the last word in television news.

Tonight, after the late local news, ABC News brings you "Nightline," America's first regularly scheduled late-night network news broadcast.

"ABC News: Nightline" is a twenty-minute, end-of-the-evening world news report that gives you late-breaking developments on today's major stories.

"ABC News: Nightline" will bring you the people making the news, when it happens and where it happens in live, on-the-scene reports from parts of the world

where tomorrow has already begun.

"ABC News: Nightline" is a groundbreaking newscast that will have the innovation and impact that have become a trademark of ABC News. And, because our reporters have had a full day and evening to cover the major stories, they will give you a perspective on the world that no one else can.

"ABC News: Nightline," with anchor-man Ted Koppel. Tonight, it becomes the last word in television news.

The last word in television news.

ABC NEWS: NIGHTLINE
abc MONDAY-THURSDAY 11:30PM/10:30PM
Eastern/Pacific Central/Mountain

Look what's putting heat on the old "retail" medium.

Newspapers are starting to feel the hot breath of the new retail medium. Radio.

In the past 10 years, local businesses have increased their expenditures in radio 185%.

It's not surprising when you compare radio to newspapers. Radio's audience has jumped over 60% since 1967. Daily newspaper circulation has grown less than 1%. And over the same period, newspapers' cost-per-thousand went up 111%. Radio cpm increased only 52%.

But radio isn't just cost-efficient. It also lets you target different types of customers. Which makes radio a "no-waste" buy. (Another reason why retailers are turning to radio as a primary advertising medium.)

Also, radio is primary with customers.

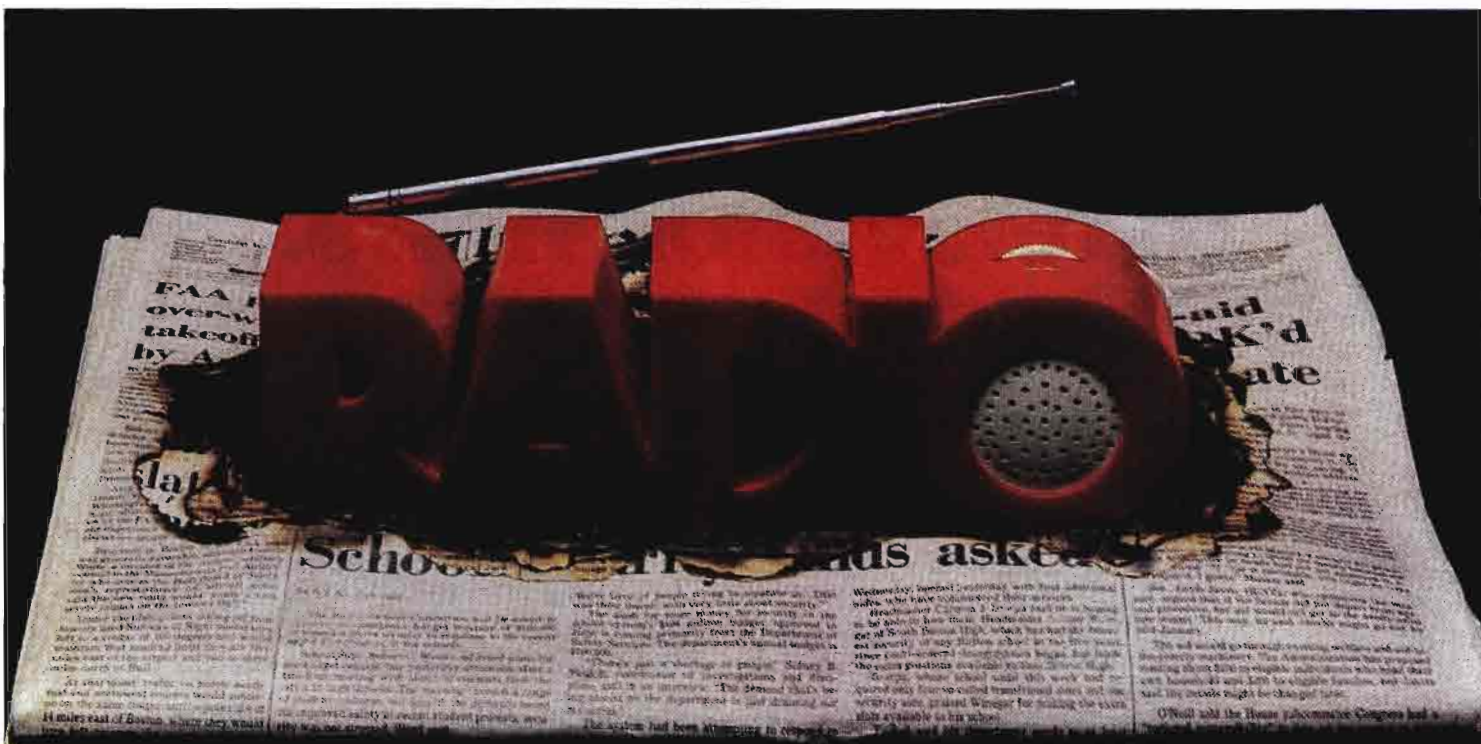
Every day, radio reaches more people than all other media.

The average American (18-plus) listens to radio three hours and 23 minutes a day. That's a big advantage for radio. Newspapers get only 34 minutes of reading time a day. (This may be why retailers say newspapers don't generate traffic like they used to.)

Which leads us to the last and probably the most important reason why retailers all over America are warming up to radio. It sells merchandise at a cost they can still afford.

For more facts, write to Radio Advertising Bureau, 485 Lexington Avenue, New York, New York 10017.

Or call us at (212) 599-6666 and ask for the Radio Facts Book.



RADIO It's red hot.

TOP OF THE WEEK

Kastenmeier wants FCC to put a hold on deregulation of cable TV

Copyright subcommittee chairman says the old rules don't apply now

Representative Robert Kastenmeier (D-Wis.), chairman of the Subcommittee on Courts, Civil Liberties and the Administration of Justice—the unit that deals with copyright—has requested that the FCC delay its proposed deregulation of the cable industry.

In a letter to FCC Chairman Charles Ferris, Kastenmeier, whose Judiciary subcommittee has been examining cable copyright questions, requested that the commission delay any action until the Copyright Royalty Tribunal has concluded its review of copyright payment rates to see they are keeping up with inflation.

The letter, dated March 13, is a follow-up to a letter of last November, when Kastenmeier informed Ferris of his related interests in the cable retransmission of broadcast signals and the powers granted to the tribunal—matters his subcommittee was exploring.

But unlike the first letter, Kastenmeier this time expressed more than just an interest, asking Ferris to hold off any action. "Complete deregulation of the cable industry at this time would not only have the effect of placing enormous burdens on a tribunal not fully prepared to meet them, but would also precipitate a panicked rush to Capitol Hill for remedial copyright legislation."

The Copyright Royalty Tribunal is also trying to resolve a dispute that eventually will determine how \$12 million in royalties paid by cable companies will be distributed. Attorneys for the major parties involved in the dispute worked out a formula to divide the money, but it was rejected last week by the membership of the Motion Picture Association of America.

The terms of the formula called for the following split: program syndicators, 66%; broadcasters, 13%; sports interests, 12%; music licensing groups, 5%, and the Public Broadcasting Service, 4%. With the MPAA rejecting the formula, the tribunal will continue with the proceeding as planned,

with evidentiary hearings planned next.

In his letter, Kastenmeier said that the tribunal was reviewing the statutory royalty structure for cable TV, and this proceeding will be critical in determining confidence in the tribunal's ability to balance the interests of copyright owners and cable systems under the 1976 law.

He added that the 1976 act was written with then-existing communications law and regulations in mind, and it is impossible to separate copyright law and communications policy as the act is now written.

"Therefore, I would urge the commission to delay any action which would disturb the delicate balance of copyright and communications policy until the Copyright Royalty Tribunal has been given an opportunity to carry out its 1980 review and Congress is in a position to respond, if necessary," Kastenmeier concluded.

Region 2 won't buy 9 khz—yet

Western hemisphere nations feel technical justifications haven't been developed; U.S. delegation hopes they will be by next session of conference and that others will come around to its position

The U.S. drive to persuade western hemisphere countries to reduce AM channel spacing from 10 khz to 9 stalled last week in the face of unwillingness by a number of countries to proceed without further studies. Indeed, the U.S. was even unable to persuade the AM spectrum-planning conference in Buenos Aires to accept language in a resolution stating that a majority of the countries attending favors 9 khz. The conference simply conceded an inability to reach a consensus and postponed a final decision until the second of the two sessions of the conference, in November 1981.

The result, then, was in line with the recommendation of a controversial letter the National Association of Broadcasters sent to 22 Latin American countries in advance of the conference (BROADCASTING, March 3, 10, 17). It urged them to defer action "until the matter has been thoroughly studied."

But for the U.S. delegation in Buenos Aires, the setbacks were cause for deep discouragement. FCC Commissioner Robert E. Lee, following a long and acrimonious committee meeting on Wednesday, when the key decisions were made, said: "I consider myself a loser."

However, he remains doggedly op-

The FCC, which received the letter last week, has not yet prepared a response, but expects to supply the subcommittee with pertinent information soon. A commission official would not speculate what effect the letter would have.

The centerpiece of the commission's cable regulation policy is the rule limiting the number of distant signals cable systems may import. A year ago, the FCC initiated a rulemaking looking forward to the repeal of its distant signal and syndicated exclusivity rules.

Thomas Wheeler, president of the National Cable Television Association, expressed displeasure with Kastenmeier's proposal. "The Copyright Royalty Tribunal is authorized to do another review when the FCC changes its signal carriage rules, so this is saying hold up on deregulation until they adjust for inflation, which isn't a real issue," Wheeler said.

timistic about the ultimate outcome. "We have the best engineers in the world, and we've spent a lot of money on the project. Unless the studies find the U.S. position unsound, it's a cinch."

Indeed, one member of the U.S. delegation who did not make the trip to Buenos Aires, Harold Kassens, said the "wish lists" of additional AM outlets the countries will submit for the second session of the conference would "force" the region to adopt the 9 khz plan. The U.S. maintains that the plan, in creating 12 new channels, would provide the flexibility needed to accommodate the burgeoning demands for AM service.

But Kassens, a veteran broadcast engineer, is not submerged in the gloom of his colleagues in Buenos Aires. He feels the U.S., under the lash of the FCC and the National Telecommunications and Information Administration, had been precipitous in attempting to sell the conference a 9 khz plan before a proper justification was made. "You can justify 9 khz," he said, "but you have to do a good study." The U.S., he said, had not done one, for lack of time.

The International Telecommunication Union's engineering arm, the International Frequency Registration Board, will conduct parallel studies of the efficiency of 9 khz and 10 khz channel spacing, between the two sessions. The IFRB will be aided by an advisory committee of experts, drawn from the U.S. and other countries, on both sides of the 9 khz issue.

The studies will be made in light of the

The meanwhile meeting. The U.S. and Canada, which have had more than their share of conflicts in communications matters in recent years, have decided to try to improve relations in that sphere. The first effort was to be made over the past weekend in a meeting of small delegations from each side at Niagara on the Lakes, a small Canadian town over the border from Buffalo, N.Y.

The initiative for the meeting came from Canada, and the U.S. responded with enthusiasm. The purpose of the meeting was to enable the U.S. and Canada to inform each other of developing policy—in new technology, for instance—that will affect the other side. "We've had problems in a lot of international forums," said one American making the trip. "It doesn't do any good to have your neighbor give you elbows and knees." One elbow and a knee that the U.S. feels Canada administered to it at the western hemisphere conference under way in Buenos Aires was to be discussed. That is the U.S. proposal to reduce AM channel spacing from 10 khz to 9. Canada played a major role in persuading the conference to postpone action on the issue until its second session, in November 1981.

The U.S. delegation was headed by FCC Chairman Charles D. Ferris and Henry Geller, head of the National Telecommunications and Information Administration. Others on the delegation were Steven J. Lukasik, head of the commission's Office of Science and Technology; Elliott Maxwell, OST's deputy chief for policy; Melvin Barmat, an NTIA telecommunications policy specialist; Donald Jansky, NTIA associate administrator for federal systems and spectrum management, and two State Department officials—Arthur Freeman and Boyd Haight, both of the Economic and Business Affairs Bureau.

western hemisphere countries' inventories of existing AM stations and needs through 1982, as well as of the technical criteria being adopted at the first session to provide a framework for the frequency assignment plan to be adopted at the second session.

How much weight should be assigned to the NAB letter in the conference's decision to postpone a decision is difficult to determine, although no one in Buenos Aires would say it was decisive. (Indeed, conference delegates received similar letters from the National Radio Broadcasters Association and the InterAmerican Association of Broadcasters; see page XX). Some small countries lacking in technical expertise were said to have been impressed by the NAB's letter. But a number of the countries, including Argentina and Canada, simply were not prepared to decide.

Essentially, members of the American and Canadian delegations agree, opposition was based on the ground that only the U.S. had studied the feasibility and efficiency of the plan. Nor were the skeptics among the delegates impressed by the fact that countries in the ITU regions—Europe and Africa, and Asia and the Pacific—have already adopted 9 khz channel spacing.

Robert Foosner, an FCC staff member who served as spokesman for the U.S. on the committee that considered the 9 khz proposal, attributed the U.S.'s failure to "fear of the unknown." Lack of detailed knowledge, he said, produced "very strong opposition." The U.S. had attempted to provide the necessary information in technical papers distributed to countries in the region in advance of the conference.

But Edward Ducharme, head of the Canadian delegation, said: "There just hadn't been time to do the studies to convince us that 9 khz was the way to go. Now we'll get the studies. If 9 khz is right, we go that way. If not, or if the benefits are not proved, we go the other way."

Actually, Canada, despite its opposition

to the 9 khz proposal, offered for consideration a tentative plan of its own employing the reduced channel spacing. The plan, still in preliminary form, would have greater potential than the U.S. proposal for adding stations to metropolitan markets, but at the cost of fewer stations over-all, and at greater—in some cases substantially greater—expense to the existing stations that would be required to change frequencies. Instead of the 12 new channels to be created being distributed across the spectrum every 90 khz, as in the U.S. proposal, the Canadians are suggesting adding new channels in blocks of two, three or four.

"If you're going to compare 10 khz with 9 khz," Ducharme said, "let's make it a genuine comparison and compare the best."

As the conference, which began on March 10, turns its full attention to other matters still to be considered before scheduled adjournment this Friday, the U.S. has learned a humbling lesson regarding its influence in the region, even in an area—telecommunications—in which it is accepted as a leader.

It had gone into the conference reasonably optimistic regarding the channel-spacing issue. And in the first week, its headcounters thought 13 or 15 countries supported the idea and no more than eight opposed it (BROADCASTING, March 17).

But ITU conferences generally reach decisions on the basis of consensus; nations try, though not always successfully, to avoid votes in which there are winners and losers. And there was a practical necessity of avoiding a vote on the 9 khz matter: Losers might reserve the right to continue to operate on 10 khz—which, if they did, would result in serious interference among stations operating on the different channel-spacing systems. There was another reason for avoiding a vote. U.S. support would have been shown to include—besides such Latin countries as Brazil, Mexico and Cuba, the non-hemispheric countries of the United

Kingdom, France, the Netherlands and Denmark, which have territories in the region. The Soviet Union, which as a member of ITU, attended as an observer, also supported the proposal. On the other hand, at least one country opposing 9 khz, the Dominican Republic, has not paid its ITU dues and is not entitled to vote.

So a consensus was reached in favor of postponement. But the U.S., which had participated in that consensus only reluctantly, on Monday, had not played its last card. It sought to have included in the resolution calling for postponement the statement that "a majority" of the countries participating favored 9 khz.

To some, it seemed merely an effort at face saving. But others thought it was an attempt to give the IFRB a signal as to the conclusions its studies should reach. That was how Argentina read the language, at least, and it led a major effort, in committee, on Wednesday, to erase it.

Ultimately, the U.S. bowed. For Argentina had warned that if the issue were forced to vote in the plenary—which is to be held today (Monday), and when final action on the matter is taken—it could muster a majority in favor of 10 khz spacing. The U.S. headcounters noted the arrival of several new countries to the conference and concluded, as one State Department official said: "There was a danger that if there was a vote, we'd lose."

Backlash over NAB's 9 khz intervention

Government reaction to letter to delegations to Buenos Aires talks is obviously negative; some say feelings could spill over into other areas—deregulation, for one

The National Association of Broadcasters may feel it has done pretty well in the international battle over AM channel-spacing, now that the conference of western hemisphere nations has decided to postpone a decision on whether to reduce the spacing from 10 khz to 9. But the NAB is not doing so well in the ongoing war with the one government it must live with.

The NAB has embittered a member of the FCC who has long been considered a friend of broadcasting—Commissioner Robert E. Lee, who is heading the U.S. delegation at the conference in Buenos Aires. Its credibility rating with the FCC has dropped, and its relations with government generally have soured.

Among those in official Washington with whom the NAB deals frequently, it seemed last week that only Representative Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, was not expressing a measure of indignation at the organization. But that was only because, as Van Deerlin put it,

"I've never been a wide-eyed maiden in my dealing with the NAB."

A couple of weeks ago, he was less contained. In a statement inserted in the *Congressional Record*, he said the NAB had strained "the limits of propriety" in an exercise aimed at protecting "narrow self-interest."

NAB had stirred up the ruckus with its letter to 22 Latin American countries attending the AM-spectrum planning conference. It urged the countries to defer action on the issue "until the matter has been thoroughly studied."

The letter was seen by its critics as an effort simply to shut the door to the competition of several hundred new AM stations the proposal would make possible. Van Deerlin made that point in his statement.

NAB officials, who last week were preparing a statement expressing pleasure at the conference's decision to defer action, deny that fear of the entry of new stations was the motivation—or even that they necessarily oppose 9 khz channel spacing.

Additional time is needed to study the matter, NAB President Vincent Wasilewski said last week. And Donald Thurston, immediate past chairman of the NAB joint board, who had spent nine days in Buenos Aires as an observer for the radio board, noted that the NAB had supported the FCC's request for funds for studies of the 9 khz issue—studies, he pointed out, that are not yet complete. "I don't know if I'm against [the 9 khz proposal] or for it," said Thurston, president of WMNB-AM-FM North Adams, Mass.

Almost lost sight of in the controversy over the NAB letter was one that the National Radio Broadcasters Association sent to the same group of foreign delegations—and that took a position in clear opposition to the U.S. proposal.

The letter, signed by Abe J. Voron, executive vice president, expressed the view that the proposed reduction in channel spacing would result "in degraded [sic] signal quality, increased interference and poorer service to radio listeners" throughout the western hemisphere, and added:

"We believe it important for you to know that the radio broadcasters of the United States do not agree with or support the 9 khz proposal . . ." (The letter ignored the Daytime Broadcasters Association, the earliest backer in the U.S. of the 9 khz proposal.)

Some international associations had also expressed themselves on the issue. The InterAmerican Association of Broadcasters sent delegations copies of a resolution it adopted at a conference in Washington last summer endorsing the need for comprehensive study. And the North American National Broadcasters Association, composed of networks in Canada and the U.S., wrote to Canada's deputy minister of communications and to Lee, expressing opposition to the proposal. The letter said the plan would result in interference to existing stations and cause them

Mad in Murfreesboro. Washington isn't the only locale in which NAB stirred up wrath with its 9 khz intervention. Monte Hale, president of WMTS-AM-FM Murfreesboro, Tenn., responded with a call for formation of another industry organization to represent smaller broadcasters. The NAB "has clearly demonstrated they are for the 'clears' and current full-time broadcasters," he said in a letter to BROADCASTING. "The NAB is not for the majority of the nation's broadcasters, as clearly exhibited by this latest atrocity on the daytimers!"

financial problems, in terms of capital costs and the loss of listeners. The U.S. network members are ABC, CBS, NBC, the Corporation for Public Broadcasting, National Public Radio and the Public Broadcasting Service. The public broadcasting entities, which favor the 9 khz proposal, were not referred to in the letter.

Nevertheless, it is the NAB letter that is at the center of the controversy. It was the one cited by members of foreign delegations in asking the Americans in Buenos Aires what, after all, is the real U.S. position on the issue. Lee said the NRBA letter was "not the big one." The NAB letter, he said, had the impact.

Certainly it did on Lee. Over his 26 years on the commission, he had maintained friendly relations with the broadcasting industry. And he was, he said, "hurt" by NAB's failure to send him a copy of the letter. What's more, observers in Washington noted, he was having enough problems in dealing with the 9 khz issue without the NAB compounding them.

At the FCC, Chairman Charles D. Ferris said—and said again—he "can't consider [the dispatch of the letter] a casual event at all." And although he said there would be "no vendetta" against the NAB, he did not know how the incident "will affect the subtle relations" between the association and the commission.

He noted that "any trade association" likes to be regarded as having "credibility" and being "above board." "Something like this"—the NAB letter—"has a significant impact" on an agency that has invested considerable effort in the project. The FCC, of course, recommended that the U.S. push for 9 khz at the Buenos Aires meeting.

Commissioner Joseph Fogarty was more blunt. The letter, he said, "lessens [the NAB's] credibility." He noted the NAB has endorsed the concept of encouraging minority ownership of broadcasting properties. Yet when there is "a golden opportunity" to expand the number of stations, he added, the NAB endorses "procrastination."

At the National Telecommunications and Information Administration, which had petitioned the commission for the rulemaking that led to the recommendation on 9 khz, there was the feeling that the NAB, in a sense, might have shot itself

in the foot. Sending the letter—without even a copy to Lee—"was bad form," said Henry Geller, the assistant secretary of commerce who heads NTIA. "It was a sour note. It doesn't help the NAB with the government."

Beyond the negative feelings the letter caused, there might be, for NAB, some practical adverse effects. One commission official noted that the agency is seeking to increase the number of AM stations at least in part to support its argument that the diversity of voices being made available in AM radio warrants deregulation. "If the 9 khz plan is blocked," he said, "we'll have a difficult time in court in defending deregulation." He also said that even a postponement of a decision on the issue could increase pressure on the commission to look to the 25 clear channels as a means of satisfying daytime broadcasters' demand for full-time operations. The daytimers have been pressing the 9 khz plan as a way to meet those demands.

For all of that, NAB officials last week seemed relaxed. Shaun Sheehan, senior vice president for public affairs, said, with some satisfaction, "I guess our letter has had some effect." And Wasilewski, who said the association had been surprised at the reaction to what he thought was a "pro forma" letter sent at the request of the radio board, added: "All we did was send a letter. Think of what would have happened if it had been a Mailgram."

Time's \$100 million entry into cable

The New York Times Co. is getting into cable ownership. In an agreement in principle announced last week, the firm signed to buy two affiliated cable companies that serve 55 franchised areas of southern New Jersey, near Philadelphia.

The terms of the agreement were not disclosed, but a source close to the negotiations said a reported price of more than \$100 million is "in the ballpark."

The CATV firms—Cable Systems Inc. and Audubon Electronics Inc.—are now owned by a group of investors of which Irving B. Kahn holds the controlling interest. Kahn, who founded Teleprompter Corp. and is now chairman and president of Broadband Communications Inc., is reported to have a 60%-70% interest in the two companies.

The systems now serve 42,000 subscribers through 27 cable systems now in operation. When all 55 franchises are completed, cable will be available in an area of about 225,000 households in Burlington, Camden and Gloucester counties.

Current subscribers receive three VHF and three UHF stations from Philadelphia and two independent VHF outlets from New York. They are also offered the pay services of Home Box Office and Prism.

Kahn said he will serve as consultant to the newly formed Cable Group unit of

New York Times Co., once the acquisition is completed.

Besides publishing the *New York Times* and other newspapers and magazines, the company owns WREG-TV Memphis, KFSM-TV Fort Smith, Ark., and WQXR-AM-FM New York.

Edwin L. Tornberg & Co., Washington, represented the sellers, and the First Boston Corp. represented the buyer in the cable transaction, which is subject to the approval of the New Jersey Public Utilities Commission.

ACT conference on health, TV dwells more on FTC proceeding

FCC's Brown calls for continuation of inquiry; NBC's Salant, PBS's Reed and NCTA's Wheeler describe their media's programing efforts

Action for Children's Television went to Washington last week for its eighth national symposium, "Children and Television: the Health Connection."

The two-day conference, sponsored in part by Johnson & Johnson, drew 250 professionals involved with children and the media, with Surgeon General Julius Richmond delivering the keynote address on Wednesday morning.

ACT President Peggy Charren, outlining the purpose of the symposium, said it was ACT's belief that television "should turn some of its awesome communications power to the task of promoting child health."

The timing for the conference was ap-

propriate, she added, for a number of reasons, including: (1) mounting evidence of severe health problems among children; (2) the proliferation of alternate channels of telecommunications, giving producers more opportunity to do specialized programming, possibly on health issues; (3) the ongoing FCC rulemaking on children's TV programming, and (4) a forthcoming congressional decision on whether or not to allow the Federal Trade Commission's children's advertising inquiry to proceed. "Without a rulemaking proceeding, there is no proper channel for debate and discussion—the process is simply cut off," Charren said. "ACT believes that the FTC rulemaking proceeding must be preserved, so that dialogue on the issues of children's television and health can continue in the proper forum."

Last Tuesday (March 18), the day before the conference opened, ACT, along with representatives of the American Cancer Society, the American Academy of Pediatrics and the Congressional Wives Task Force, held a news conference to announce support for the continuation of the FTC inquiry.

Also going to bat for the FTC last week was FCC Commissioner Tyrone Brown, who gave a luncheon address to the ACT conference on Wednesday.

Brown emphasized that he didn't want to judge the merits of the FTC's proposed rules, but rather the effects that congressional action to halt the inquiry in mid-stream would have on the FTC, as well as other regulatory agencies.

"I believe the message is loud and clear, though inadvertent, in the FTC authorization bills passed by the House and the Senate that well-organized business interests can go to Congress and, on a hit-or-miss basis, stop the regulatory agencies from carrying out in specific instances the general missions that Congress assigned them," Brown said. "If that is the signal that emerges, all American consumers will suffer in the long run. And, if that is the only message, then we will have hindered rather than advanced the cause of much-needed regulatory reform."

He added that intervention by Congress in ongoing proceedings will only result in confusion within the FTC and have a demoralizing effect on the staff. "I know



Brown



Charren

InBrief

There is **more competition for satellite video business and for last remaining orbital slots: Southern Pacific Communications Co.**, Burlingame, Calif., filed application at FCC last week seeking three orbital slots and authority to launch two large-capacity satellites. According to SPC's general counsel, John Kenny, satellites will be used to enhance SPC's voice, data and facsimile terrestrial microwave services and to provide means for company's entry into video services—"entertainment and teleconferencing." Kenny said satellites, with both analog and digital capability in both the 4/6 ghz and 12/14 ghz bands, have far greater capacity than any operational or proposed satellite. He said two in-orbit and one ground-spare satellite will each have capacity equivalent to 48 transponders, double capacity of present RCA and Western Union birds. Kenny said that SPC is requesting slots at 83, 132 and 79 degrees, but that other satellite carriers—RCA, Western Union and Hughes—have also requested those slots. SPC has filed petitions to deny competition's requests for slots. Kenny said, on ground SPC with its higher capacity satellites would make more efficient use of dwindling orbital space. Kenny said that orbital slots are becoming far too rare to award on first-come, first-serve basis.

□

This year's International Radio and Television Society **Broadcaster of the Year** is **Don Hewitt**, executive producer of CBS News's *60 Minutes*.

Presentation of award is scheduled for IRTS annual luncheon, June 3 at Waldorf Astoria in New York.

□

Columbia Pictures Television has made "**strategic withdrawal from the marketplace.**" Proposed talk-variety **'Steve Edwards Show'** will **not be available for syndicated airing until fall 1981**, six months later than originally planned, according to Ken Page, distribution executive vice president. In doing so, CPT released Edwards to host new nightly access magazine for CBS-owned KNXT(TV) Los Angeles (see page 52). CPT had intended to offer show free to stations in August, but those plans have been set aside (BROADCASTING, Feb. 25). In reaction to large number of talk shows offered at National Association of Television Program Executives convention, CPT had planned to hold show in reserve. That strategy still holds, Page said, because "**there's going to be a fall-out, ultimately.**"

□

Failure of Congress to approve continuing resolution for Federal Trade Commission—which is now technically out of funds—**may mean half-pay for FTC employes** when next check is issued March 31. Snag resulted last week when House couldn't find funds in budget to transfer to FTC; matter was complicated by death of Representative John Slack (D-W. Va.) (see page 88), chairman of appropriations subcommittee with FTC jurisdiction. Treasury Department is processing two checks for FTC staffers—each for half salary; if resolution is not approved and signed by

that would be the result of such intervention in ongoing proceedings before my agency, the FCC," he said.

If Congress does approve provisions terminating FTC proceedings, Brown said, the public will ultimately suffer, because regulatory agencies "will become even more likely than they have been in the past to avoid making tough decisions on hotly contested issues. That result will not enhance the credibility of the regulatory agencies or of the government in general."

A panel discussion on how television will address the needs and interests of children over the next five years brought three differences of opinion.

Dick Salant, NBC vice chairman, said his network had no format blueprint for programming directed to children, and he believed that was the best course. "The last thing in the world we need is structure," Salant said. "We need philosophy. There's a lack of understanding [about children] on the part of those who do the programming."

Salant said that starting next year NBC will initiate "Project Peacock," which will offer prime-time programming for children. He said that commercial broadcasters have tried to do more in children's TV, although they haven't succeeded. But he said that by keeping an open mind and trying new ideas, that could change. "I hope to come back in a year or two and hear you say that we're not doing such a bad job after all," Salant added.

William Reed, senior vice president for the Public Broadcasting Service, said public TV stations don't think PBS is doing enough in children's programming, but because of changes going on at PBS, that could change.

Reed is in charge of planning for PTV3, PBS's educational network. He said there is a refocusing on children's TV going on, and the next five years should bring quality children's programming to the

Undercooked. The consensus was that those who earn their livings in broadcast journalism need writers who can needle. That was after a long journey into the night last Thursday at the 36th annual Radio-TV Correspondents' Association dinner at the Washington Hilton—billed as a roast, with Walter Cronkite the roastee. But save for a handful of authentic quips, the celebrated newsmen received more kudos than barbs from his peers. Said CBS's Andy Rooney: "If this roast were served to me in a restaurant, I would send it back." ABC's Frank Reynolds—referring to Dan Rather's succeeding Cronkite next year—said CBS was trading in an "iron butt" for "hot pants," and that he knew Cronkite was washed up "two years ago when the College of Cardinals passed you over twice." ■ The proceedings were emceed by Ted Koop, former CBS News executive and Washington vice president. After about a dozen roasters had performed—including former NBC chairman (and ex-newsmen) Julian Goodman, who threw away his notes to spare the audience further long-winded tributes, and Jack Valenti, head of the Motion Picture Association of America, who recalled President Johnson's backhanded praise that Cronkite was "a good son of a bitch"—videotaped tributes were screened, featuring former astronaut Walter Schirra, Henry Kissinger, former President Ford, Israel's Menachem Begin and Egypt's Anwar Sadat. Cronkite ended the two-hour post-dinner marathon by observing that the evening "hasn't been a total loss. Now we all know that Frank Reynolds has a sense of humor." ■ President Carter, who had been expected, didn't show, for reasons unknown. It rained hard in Washington and, it was observed, he couldn't have been in the Rose Garden.



prime-time schedule.

Thomas Wheeler, president of the National Cable Television Association, predicted that with the advent of new technologies there would be specialized programming available for children. "The new decade will see a revolution where the child no longer watches television, but uses it. The 80's will be the decade when we link other technologies to the TV set," Wheeler said.

There are two channels of specialized children's programming already available to children, Wheeler said, but additional channels will not survive without consumer support.

He added that cable is having an impact because it is freeing the consumer from "the bondage imposed by scarcity and advertiser support." But he added that cable would not help bring about a change in

commercial broadcasting, as cable is evolving into a video publisher, collecting smaller and smaller special interest audiences, and would not take away the mass audiences.

Producer Norman Lear, in a Thursday speech, said the problems with TV were no different from those of society in general, and the win-at-all-cost mentality could only have a negative effect on children.

This type of thinking, Lear said, is the climate inherent in the business world today, and it filters through to television, where network executives are interested only in a moment of glory—such as high ratings—rather than long-term quality. This leaves little room for innovation, he added, and the biggest losers are the country's children, who are denied quality programming.

President before March 31, one check will be issued. If measure is signed, full pay will be forthcoming on schedule.

□

In 26-20 vote last Thursday night, **striking AFTRA members** on staff of KRON-TV San Francisco (see page 60) **voted to accept management's compromise offer**, and on-air talent, directors, announcers and writers could be returning to station as early as today. Concluding negotiations between AFTRA strike committee and management were to continue over weekend, including effort to strengthen position of news writers under new contract. Although AFTRA dispute appears all but settled, there was said to be no progress on negotiations with other two striking groups.

□

Representatives of **cable TV and advertising industries have formed ad hoc Cable Measurement Committee** to study methodologies for measuring local cable audiences. Committee will establish scope of study and solicit and evaluate proposals from independent research groups and present its findings through American Association of Advertising Agencies, Cable Television Administration and Marketing Society and National Cable Television Association. Committee co-chairmen are Gabe Samuels, vice president, media research, J. Walter Thompson Co., New York, and Bill Ryan, vice president, Palmer Communications, Naples, Fla.

□

Office of Management and Budget has forwarded to FCC its requests

for cuts in FCC's 1980 budget: **about 180 positions and \$165,000 in program costs.** FCC may seek appeal on some requests.

□

Fred. B. Weiner, president of Air Time International, radio production/distribution company, and executive vice president and co-founder of parent Air Time Inc., has left to launch new barter syndication firm, On the Air Inc. **Buy-out agreement in works** is expected to give Weiner's new company control of properties now handled by Air Time International. Joining Weiner, with ownership interests as well, are key Air Time International staffers, among them **Alvin Sussman** as executive vice president-station liaison and **Bill Carpenter** as vice president of marketing. Carpenter recently joined Air Time (see page 86). Air Time does not plan to continue in syndication business.

□

New late-night news show that starts on ABC-TV tonight has been titled **'ABC News Nightline.'** ABC News has also signed new sports correspondent—Dick Schapp, now with NBC. He switches networks on April 6.

□

Norman S. Hecht, vice president and general manager of Arbitron Television, New York, resigns to open own broadcast audience research consulting firm, effective April 25. He will be succeeded by **Anthony J. Aurichio**, now vice president and general manager of Arbitron Radio. **Michael Membrado**, vice president, sales, will succeed Aurichio. **Marshall Snyder**, vice president for Arbitron operations and production, Beltsville, Md., named vice president, research and planning.

Journalism

Fanfare for the First Amendment

Williamsburg conference finds journalists, lawyers, others from media in favor of granting broadcasters equality with print, including courtroom access; education programs urged to emphasize need for strong press

Praised as an "agenda for decades" and rapped as a "media love-in," part two of a 1980 First Amendment Congress last week urged an end to legal distinctions between electronic and print journalists.

The three-day Williamsburg, Va., conference was sponsored by the National Association of Broadcasters, the Radio-Television News Directors Association and 10 other media groups. It followed a Philadelphia meeting (BROADCASTING, Jan. 21) that concluded the press must strive harder to make the public recognize that free speech and free press guarantees are everyone's concern.

Some 140 delegates—news executives, press lawyers, media association representatives, journalism teachers and a handful of civic leaders—voted unanimously (a) against special regulations for broadcasters, (b) for public access to the press remaining within the sole discretion of journalists and (c) to allow radio-TV to cover courts "with all the tools of their profession."

Many of the resolutions called for programs to alert students to First Amendment issues, media critics or ombudsmen to scrutinize publicly a station's or publication's own performance and continued dialogue with judges, prosecutors

and lawyers to reduce bar-press conflict.

Sponsors of the congress hope excerpts from the Philadelphia and Williamsburg sessions will eventually be telecast over the Public Broadcasting Service. They envision similar meetings in the future on the national and state level and distribution of promotional material for school use.

The Philadelphia conference included several media "consumers" among the 250 participants. The absence of similar representation at Williamsburg was criticized by some participants.

Congress steering committee chairman Jean H. Otto, the *Milwaukee Journal's* op-ed page editor and president of the Society of Professional Journalists, Sigma Delta Chi, said there should have been more private citizens at the second session and attributed scarcity to a mix-up in invitations. But she ended the conference by praising participants for "delivering an elephantine challenge to journalists and the people." She told them to "take these conclusions home, contact your state and local media, and tell the people of their stake in the free flow of information."

Paul M. Davis, news director of WCIA-TV Champaign, Ill., president of RTNDA and a steering committee member, said the sessions tended to be a "media love-feast." He successfully convinced delegates to approve a statement urging non-media organizations to make the First Amendment an ongoing concern. "We have to urge others to do it," he said, "or we'll fail."

Stephen E. Nevas, the NAB's First

Amendment counsel, similarly appealed for a national, multimedia campaign to inform the public about the First Amendment, with emphasis on freedom of the press and information. "We have to show and tell the people that we're all on the same side," he said.

Jack Landau, a founder and director of the Reporters' Committee for Freedom of the Press, drew only 11 supporters (out of perhaps 90 in the room) for his proposal to break up what he called a "love-in" between news media and the courts. He urged that media publicly oppose the appointments of judges who have shown an insensitivity to First Amendment values. The heavy opposition came from delegates concerned about the possibility that they might not get fair treatment from a judge who they themselves had treated so "unfairly."

Jerome A. Barron, dean of the National Law Center, George Washington University, dissented from the statement that "access by the public to the columns and broadcasts of the press is not a right" and "must not be forced by government edict." He said some rights of public access are needed, but drew no support for that stand.

WCVB-TV Boston public affairs and editorial director Philip S. Balboni, president of the National Broadcast Editorial Association, triggered the session's closest vote: to strike a conclusion that "The press should seek to regain the support it once had but lost and to obtain for the first time the support it has not yet earned." He argued that this was insulting and inaccur-



First Amendmentists. Among the participants at last week's congress in Williamsburg were (at left, l to r): J. Laurent Scharff, counsel for the Radio-Television News Directors Association; Paul M. Davis, president of the Radio-TV News Directors Foundation and First Amendment conference steering committee member; Curtis Beckmann, RTNDA president (from wcco[AM] Minneapolis; Russ Tornabene, director of public

affairs, NBC News, and Bob Reid, an NBC News field producer. At right: Stephen E. Nevas, First Amendment counsel of the National Association of Broadcasters; Robert K. King, senior vice president, Capital Cities Communications, and NAB TV board chairman; Erwin G. Krasnow, NAB general counsel, and Stuart Brotman, special assistant to Henry Geller of the National Telecommunications and Information Administration.

NEC



Frame Synchronizer

FS-16



Under \$14,000 - see it at NAB

Nippon Electric Co. Ltd.

DESCRIPTION:

The FS-16 Frame Synchronizer has been developed to meet the ever increasing need for simple, low-cost signal synchronization. The FS-16 occupies less rack space than the average processing amplifier, has the same control capability, and is similarly priced. A user could well consider the FS-16 as a replacement for an existing processing amplifier, having the benefit of proc-amp functions, plus a frame synchronizer.

The compactness of the FS-16 leads to exciting capabilities in consideration of remote use of the synchronizer either in trucks, vans, automobiles, or any location where synchronization is required. The FS-16 consumes only 150 Watts at 110VAC, making it truly conservative in use either in the studio or in the field. At 34 pounds (15Kg) the FS-16 is easily handled.

As the pioneer in frame synchronization and DVE (Digital Video Effects), NEC has once again incorporated existing features that have increased the value of previous products... such as data rotation and a built-in memory analyzer. Data Rotation permits the user to quickly cover any memory failure while on-the-air by interchanging the most for least significant bit in the digital word flow. A built-in memory analyzer permits rapid fire isolation of memory failures... at the most three minutes from analysis to replacement. New features for the FS-16 include a separated sync output to provide vertical blanking switching to external equipment, cable equalization of up to 6Db to 8Mhz and remote control panel option.

The performance specifications of the FS-16 are unsurpassed by any competitive unit. NEC has incorporated 4 times subcarrier sampling and 9-bit quantizing to provide the most transparent digital video available. The FS-16 includes a digital I/O port for those applications requiring access to the input or output functions in the digital domain.

The FS-16 simply represents a new age in frame synchronization techniques and costs. Whether in the field or in the studio, the FS-16 gives latitude to new styles of operation.

FEATURES:

- The most compact frame synchronizer available
- True frame synchronization— not field
- Studio transparent quality based upon 4 times subcarrier sampling, 9-bit quantization
- Digital data input/output port provided
- Full processing amplifier controls
- Integral freeze-frame feature/field
- Data rotation and built-in memory analyzer

Preliminary Product Information

NEC NEC America, Inc.

Broadcast Equipment Division
130 Martin Lane
Elk Grove Village, Ill 60007
Tel.: 312-640-3792
Telex: 25-4379

ate; he won by a 57-43 vote. He also effected phrasing changes designed to underscore what he sees as the need for better contact between print and electronic journalists.

Herbert W. Hobler, president of Nassau Broadcasting, Princeton, N.J., and the NAB's steering committee representative, predicted that all reporters will share more First Amendment problems with the advent of the new technology. As an example, he wondered "what's going to happen when a community censors" a newspaper "delivered" by cable.

Some delegates objected to a proposal to call First Amendment freedom rights and Sixth Amendment fair-trial rights "in concert" instead of "in conflict." The proposal, which nevertheless passed unanimously, declared that "in protecting rights of one segment of society, the courts need not and should not infringe on the rights of another segment of society."

Conference keynote speaker James J. Kilpatrick, however, said the press will and should lose whenever those two rights come into direct conflict. The syndicated columnist and former CBS *60 Minutes* "Point-Counterpoint" commentator said the press should "take care not to appear petulant or paper-skinned" and avoid "eyeball-to-eyeball showdowns" with judges and "frivolous and needless" problems with confidential sources.

Although he thinks station owners' decisions about what's fit to air should be "at least as fair as newspapers," he said equal treatment for electronic and print journalism won't become a reality until some technology is developed to eliminate the need for broadcast use of spectrum space.

The congress reached consensus on a number of free press issues. Among them:

■ Delegates concluded that the press hasn't adequately informed the public that privacy claims may sometimes be used as tools "to shroud the operations and processes of government and the criminal justice system from public scrutiny." They held that media inquiries into peoples' private concerns should have a "compelling interest."

■ RTNDA general counsel J. Laurent Scharff chaired the group that produced a unanimously approved resolution to back programs to insure public commitment against "future government regulation of emerging technologies which may be employed by both print and electronic media for transmission of information."

■ The conference gave similar support to a resolution that the U.S. Supreme Court's *Stanford Daily* decision allowing search warrants to be used to examine the papers and premises of an innocent third party "infringes the rights of all citizens." An appropriate remedy at this time, the group stated, is "legislation requiring the use of subpoenas, not warrants" when such searches are asserted to be necessary.

■ Delegates concluded that "the media's integrity and credibility are seriously strained by the continuing shortage of employment opportunities for women and minorities." They therefore

NewsBeat

On the up and up. Last year's audience growth for TV networks' early evening news programs is continuing in 1980, with ABC making most headway. ABC research shows 5% gain for networks in first 10 weeks of year, as compared to same period in 1979. Over-all ratings went from 42.7 to 45.0. ABC's 14.1 rating/24 share average is said to be up 17%/20%. CBS's 16.6/28 and NBC's 14.3/24 each are up 1% in rating, with no change in share.

Cordtz's day. Reports from ABC news economics editor Dan Cordtz will cross dayparts March 27 when ABC-TV makes major news-budget commitment to exploring inflation and economy. Cordtz reports will begin on *Good Morning, America*; continue during half-hour special at noon with *GMA's* David Hartman and Steve Bell (to originate from set of pre-empted game-show, *\$20,000 Pyramid*); follow on *World News Tonight*, then wrap up with Ted Koppel on upcoming late-night news.

ENG in England. London-based news syndication service, Visnews, has become first news company in Britain to go with full ENG camera crews and editing facilities. All other networks and stations have been involved in protracted negotiations with film unions, which fear equipment will mean loss in jobs. ENG has been on 18-month trial at Visnews.

For money writers. Bagehot Fellowship program offers nine-month program at Columbia University in New York for journalists with at least four years of experience who are interested in learning more about business, finance and economics. Program offers free tuition and \$14,000 stipend. Further information may be obtained from Chris Welles, director of fellowship program, Graduate School of Journalism, Columbia University, New York, N.Y., 10027.

New award. Barnet Nover Memorial Fund plans to present first annual journalism awards for print and broadcast presidential news coverage at annual dinner of White House Correspondents Association in Washington on May 3. One award, including \$500, will go to Washington area-based daily journalist or writing team for "excellence in journalism in presidential news coverage." Other will go to radio or TV journalist "for excellence in broadcasting analysis of important national or world affairs pertaining to presidential news coverage." This will include \$250. Entries must be submitted by April 1 to Barnet Nover Memorial Fund, Room 1029, National Press Bldg., Washington 20045. Fund was established in December, 1979 in tribute to Nover, late Washington correspondent for *Denver Post*.

Who's complaining. Joseph Lowery, president of the Southern Christian Leadership Conference, charged that CBS *60 Minutes* segment on March 16 concerning SCLC fund raising was misleading. Report charged that West Coast telephone soliciting organization was taking 90 cents of every dollar raised; Lowery said that efforts were not strictly fund raising, but more of magazine solicitation and that SCLC got higher percentage of money. CBS News executive was quoted as saying, "We stand by our story."

Back with newsmagazine. Shana Alexander, former house liberal on *60 Minutes* whose departure brought on end of "Point/Counterpoint" segment, is returning to TV newsmagazine form but now through RKO's wor-tv New York. Alexander is host of *What's Happening America*, monthly magazine premiering Monday, March 24. RKO's other TV's will carry it and series also is being put up for national syndication. Alexander is host, but also plans to do reporting for later broadcasts.

Missouri's own. Missouri net, news and sports radio network now carried on 70 Missouri radio stations, has added three new programs to its daily fare. *Our Great Outdoors* is five-minute program describing outdoor activities available in state and has as hosts its writers, Charlie and Kathy Farmer. *Capitol Comment* is five-minute commentary on political and legislative news written and aired by Don Keough, editor and publisher of *Missouri Times*. And *Missouri in Business* is two-minute report featuring stock quotations on publicly held corporations based in Missouri. Missouri net feeds hourly five-minute newscasts six days per week from 6 a.m. to 6:30 p.m. and is one of 20 state and regional networks currently in business in U.S.

Down under. UPITN, news syndication service, has taken on Australia's Channel 9 Network as client for daily satellite feed. Service, which originates in New York, is also taken in Japan, Hong Kong, and various southeast Asia countries. Channel 9 is first Australian network to receive daily international news material besides service provided by Australian Broadcasting Commission.

recommended "renewed dedication to hiring and training more women and minority group members and to expanding their voice in the media marketplace."

■ To enlarge media perspectives and boost accuracy and fairness, delegates urged print and broadcast professions to "seek constructive criticism from individuals and community groups, utilizing ombudsmen, press councils and other appropriate devices."

■ The congress called for both "organized appeal" and jawboning to combat what it "views with great alarm: the tendency to close pre-trial and trial proceedings and to seal court transcripts" in the wake of the Supreme Court's *Gannett* decision.

■ It didn't approve an absolute shield law, concluding only that "at a minimum, the U.S. Constitution requires that before a journalist is compelled to disclose information obtained from a confidential source, it must be shown that the information sought is clearly relevant to the defense of a person charged with a crime and that it is available from no other source." In the "extremely rare" situation when identifying a confidential source is demonstrably vital to justice, the conference said only that the reporter must make "a very personal decision" about what to do.

How to make the public aware of First Amendment issues? The congress proposes an "informational blitz" aimed at the public generally and at students

specifically. Regular meetings between the sponsoring and cooperating organizations of the congress, grass-roots efforts and community education programs were some of the group's suggestions. Broadcasters should visit schools to discuss the First Amendment, make materials available to law and journalism programs, encourage tours of station operations and present workshops to such groups as teachers and librarians, the resolution stated.

In addition to the NAB, RTNDA and Sigma Delta Chi, the organizations sponsoring the congress were the American Newspaper Publishers Association, Associated Press Managing Editors, American Society of Newspaper Editors, National Broadcast Editorial Association, National Conference of Editorial Writers, Reporters Committee for Freedom of the Press, Associated Press and United Press International.

How women and minorities figure in broadcast news

A sharp increase in the number of women news directors in the past decade is reported in a survey for the Radio-Television News Directors Association.

The study was conducted at Southern Illinois University by Vernon Stone, RTNDA research chairman. It is based on replies from 473 commercial TV stations

and 400 radio outlets. Projecting the replies to account for all stations, Stone said, indicates 30 television stations are directed by women. Also, there's a woman in charge at between 400 and 500 radio stations.

This contrasts to earlier surveys that found two women TV directors in 1972 and only 11 in 1976. Four percent (in 1972) and 8% (in 1976) were the tallies for women news directors in earlier surveys.

RTNDA also reported that 94% of all TV stations had newswomen, up from 91% in 1977 and 57% in 1972.

Newswomen were at half of the radio stations in 1979 and in 1977. In 1972, they were at about one-fifth.

The returns, however, indicated that minorities failed to gain in numbers in this most recent survey, in the summer of 1979, as compared to RTNDA findings 21 months before.

In TV, minorities composed 15% of TV news personnel last year; the earlier figure was 16%. In radio, minorities marked time with 10% totals both times.

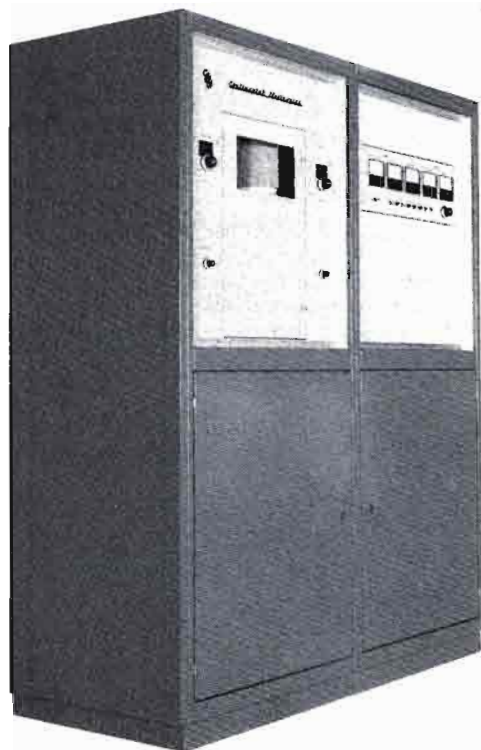
The latest RTNDA study offers this breakdown of news rooms:

Blacks account for 63% of the minorities in both TV and radio;

Hispanics make up 26% of the minorities in each medium;

Native Americans make up 7% in radio, 3% in TV;

Four percent of those in radio news and 8% of those in TV news have Asian backgrounds.



BOOTH 101, NAB Show

DISCOVER CONTINENTAL'S 315F 5 KW AM TRANSMITTER

It's the "best" 5 KW package you can buy.

Loud Sound

125% positive peak handling of asymmetrical audio.

Completely Transparent

What you program in is what goes out over the air. The 315F faithfully reproduces your program. Now that's quality sound.

State-of-the-Art Design

All solid-state exciter. One tube type and only two tubes.

Low Power Consumption

AM Stereo Compatibility

Proven "On-Air" Reliability

All components, output networks and power supply are rated for 10 KW operation. So you enjoy an extra operating margin with extended life and performance.

Ask for our brochure on the 315F: the 5 KW AM transmitter that offers quality sound with superior performance. Continental Electronics Mfg. Co. Box 270879 Dallas, Texas 75227 (214) 381-7161

Continental Electronics 

There's a new partnership in the radio industry: **Jefferson Pilot Broadcasting and WGBS/WLYF, Miami.**



Jefferson Pilot, a prestigious name in broadcasting, recently acquired South Florida's Number 1 Adult Combo*... WGBS/WLYF. Congratulations on your latest properties!

CBS Radio Spot Sales

The National Sales Representative for WGBS/WLYF...

...and the other most influential radio stations in America: WEEI, Boston; WCBS, New York; WCAU, Philadelphia; WTOP, Washington, D.C.; WWJ/WWJ-FM, Detroit; WLW, Cincinnati; WBBM, Chicago; KMOX, St. Louis; WCCO, Minneapolis-St. Paul; KPRC, Houston; KCBS, San Francisco; KNX, Los Angeles; KSDO/KEZL, San Diego

*Source: Arbitron October/November 1979 TSA Survey; Miami-Ft. Lauderdale-Hollywood; 6AM-12 Mid, Mon-Sun; Adults 18 Plus Average Quarter Hour Listeners. All figures based on data presented by the research service, subject to qualifications, which CBS Radio Spot Sales will supply upon request.

Madison Avenue gets sneak preview of fall's prospects

Networks present works in progress to agencies and advertisers, who are willing to draw few conclusions

Some 200 representatives from advertising agencies and their clients were in Los Angeles last week taking advance looks at the fall development packages being prepared by the three commercial television networks. The three meetings, a traditional part of the spring selling season in Hollywood, were unusual in that one network, NBC, opened its presentation to the press for the first time.

ABC programming executives met with the advertisers last Tuesday at the posh Bel-Air hotel. NBC had the audience Wednesday morning at the Century Plaza, and CBS wooed the bankrollers at its own Television City complex late that afternoon.

In large part, the networks announced little that had not been known before, but the audience was new. And its reactions to the packages may provide an early line on how Madison Avenue will be reacting to this fall's television season.

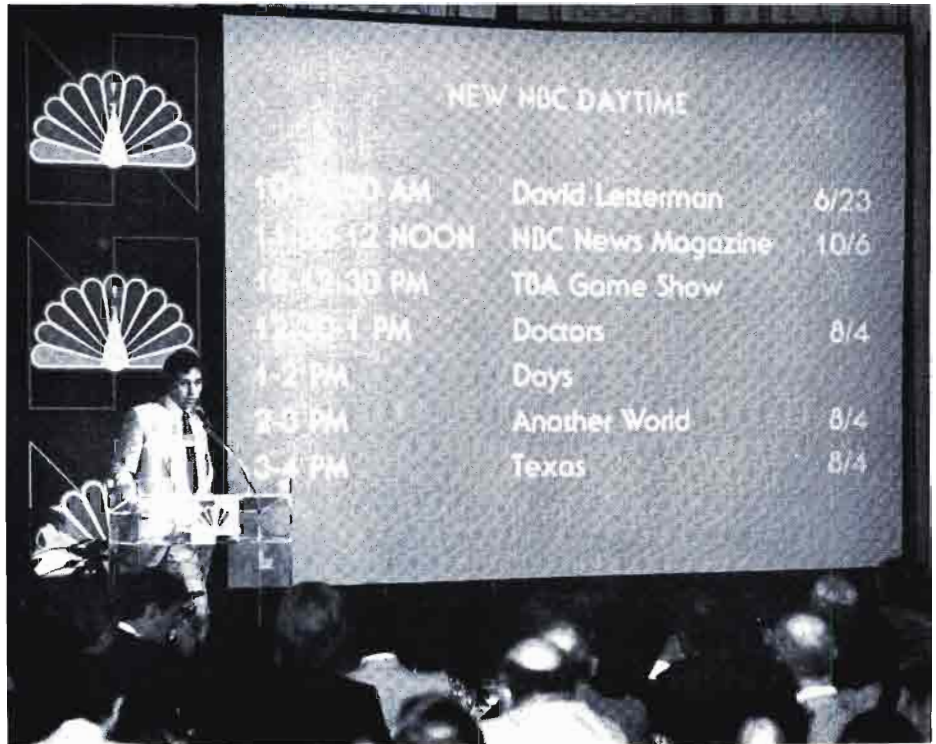
Among those interviewed, the consensus seemed to run that ABC offered the least impressive display of development prowess—although there were exceptions—while CBS appeared to be sticking to a more conservative game plan. Last-running NBC neither wowed the time buyers nor scared them off with its presentation.

"ABC's in trouble," one New York media planner said, basing his opinion, as did everyone else, on what they heard about the new crop of shows. ABC's development program "lacked the excitement" of previous years, he said.

One agency official from Michigan noted, however, that ABC seemed big on the longer forms this season and racier, more adult subjects. He noted, however, that while he was attracted to ABC's shows, he doubted that his conservative clients would be.

Yet another New Yorker, an advertiser, said ABC "didn't seem to have anything." He was not that enthused by any of the presentations, but when asked whether he would still be including the network in his fall buying as a result, he replied: "We always have."

CBS was described by most as offering a conservative approach for the fall. The network was "very low-key, like they have everything in their back pockets," said one member of the audience. Another described CBS's style as "plodding along" and its development plans as "tried-and-true" formulas.



Tartikoff talks to the advertiser-agency world

Another New York agency official praised the CBS presentation, saying that of the three it had offered the most details of its fall plans. He also noted there was less gambling at CBS than at the other two.

NBC, said one, "was very enthusiastic—but they don't have anywhere to go but up." Another agency executive said NBC seemed to lean perhaps too much on "cops and adventure" shows. Finally, another agency official seem impressed by NBC's multimedia presentation and called it "far and away the best" of the three.

There was no sign that any of those attending the two-day programming fete saw it

as much more than a very preliminary taste of the fall. The New York agency people said they saw the meetings largely as services for clients while the advertisers said they came largely just to keep up with what the networks are doing.

The networks will again invite the advertising community to look at their new shows after the fall schedules are announced in late April and early May. And despite the reservations and doubts expressed by some, no one appeared willing to base a prognostication of the fall race on what they heard and saw last week in Los Angeles.

"Ask me that again May 1," one said.

CBS will get more serious in sitcoms

Grant and his network are gambling that older demographics will want less farce, more sophistication; shows in development reflect that

Programs currently in development for CBS-TV's fall schedule represent an important change in thinking for that network. Plagued last fall by failures among its newly introduced half-hour situation comedies, most of which had broad, farcical elements designed for youth appeal, CBS is betting this fall that the American audience is ready for "more intelligent, more real" situation comedies, said B. Donald (Bud) Grant, vice president, programs, CBS Entertainment, last week.

In unveiling a collection of 18 comedy

pilots and 10 dramas, Grant said that CBS will be aiming for an older audience this season, reflecting the upward demographic shift in the general population since the late 1970's.

"We are impressed with the statistics our sales department has generated which indicate to us that many advertising agencies are now leaning away from the 18-49 age group and going for 25-54," Grant said. "Therefore, the very broad style of comedy which has appealed to the very young is something that we're not aiming for."

The results of the network's development projects will be known when CBS announces its fall schedule May 1.

In the dramatic field, the network is following the development trend in Holly-



Merv. Low risk... high yield.

In a chancy business like television, it's always nice to know that you're backing a winning show.

It's even more satisfying when the program keeps on winning.

And that's what makes "The Merv Griffin Show" such a happy choice.

Consider this for a moment: In early fringe time — in the top 50 market network affiliates — Merv is enjoying a higher average rating and share than any type of program competition. And that includes his talk/variety rivals, sitcoms, movies and action dramas.

And talking about sign-on to sign-off, the story is just as exciting. Merv, now sold in more than 100 markets, is the number one talk/variety show coast to coast. You name the category — total households, persons, adults, men, women — Merv leads in all of them.

The message is obvious. Doesn't it make sense to put your money on a consistent winner?

**METROMEDIA
PRODUCERS CORPORATION**

485 Lexington Avenue, New York 10017. (212) 682-9100

Source: NSI Nov '79 (Top 50 market affiliates 3-6PM EST)
NSI Nov '79 Syndicated Report.



face the music

In Los Angeles It's A Gold Medal Winner!

- In its first two weeks on the air—in the most competitive market in the U.S. (seven VHF's)—FACE THE MUSIC “took the gold” ... it was No. 1 in its time period!

Los Angeles—Local ARB Ratings/Shares
7:30-8 PM (3/3-3/13)*

KABC	KNXT	KNBC	KTLA face the music	KCOP	KHJ	KTTV	
VARIOUS ⁽¹⁾	VARIOUS ⁽²⁾	VARIOUS ⁽³⁾		STS. OF SAN FRANCISCO	TIC TAC DOUGH	ALL IN THE FAMILY	
Rating	9.5	7.5	10.1	11.5	4.4	6.4	10.8
Share	15	12	16	18	7	10	17

*14 numbers unavailable by ad deadline.

face the music—In Los Angeles, just as in New York, is a winner!

face the music—The only new first-run game strip available to start immediately prior to the critical May sweep report—and returning Fall '80!

face the music—Programming that works. From the “We deliver” folks:

SANDY FRANK TELEVISION DISTRIBUTORS, INC.

645 Madison Avenue, New York, N.Y. 10022
(212) 628-2770 • TELEX 640-042 • TWX (710) 581-5205

¹ That's Hollywood/Tune/Squares/Match

² Muppets/Two On The Town/Kids To Kids/Gong

³ Buyline/Sha Na Na/Young Peoples Special/Search

wood this season by looking for traditional dramatic series that lend themselves to touches of humor. The network is also leaning toward more detective shows, in large part because the network's long-running *Hawaii Five-O* will definitely be leaving the schedule and *Barnaby Jones* is likely to go, Grant said.

But it is among the network's comedy programs where there is a decided shift in emphasis.

"The broader style of comedy, I think, is on the way down," said Grant. "I think the more sophisticated, intelligent comedy is on the way up. It's that style of comedy that we are reaching for in our development."

"I think we're aiming more for the 25-54 group that is apparently the demographic breakout of the 1980's."

Grant stressed that many of the shows on his fall development list could be executed for either broad or narrow appeal—"in a broader, more farcical manner or a real, more intelligent manner"—but that the network will be emphasizing the more sophisticated approach in its production.

He cited only one development project, *Ethel Is an Elephant*, as a program designed with a younger audience specifically in mind.

Half-hour comedies in development for CBS include, said Grant:

Me on the Radio—Sally Struthers stars as a young woman working as a radio performer during World War II. Madelyn Davis and Bob Carroll Jr. are executive producers for Mother Struthers Productions.

Brothers—two brothers, "Rick the swinger and Mike the worker" share an apartment in San Francisco. Rick Rodell and Michael Preminger are executive producers for MTM Enterprises.

Bureau—another MTM project about print journalists stationed in Saigon during the Vietnam war. Gary Goldberg is executive producer.

Carlton, Your Doorman—producer-writer Lorenzo Music re-creates his character from *Rhoda* in an animated series. It is a production of MTM in association with Murakami/Wolf Films Inc.

The Countess and the Cowboy—Harve Bennett and Harris Katleman in association with Columbia Pictures Television tell the story of a young Italian countess who inherits a small ranch in Nevada, which is run by a widowed cowboy and his two children.

Did You Hear About Josh and Kelly?—Rod Parker/Hal Cooper Productions' offering has a young divorced couple who, realizing they still love each other, decide to move in together.

Ethel Is an Elephant—a young man in New York takes a baby elephant as a pet. Bob Sweeney, Larry Rosen and Ed Feldman are executive producers for their own firm in association with Columbia.

For Better or Worse—Grant Tinker and MTM are making this series about a young woman, who is a successful writer of children's books, her husband and their 13-year-old son.

The G.I.'s—a World War II comedy by Bernie Rothman and Jack Wohl in association with 20th Century-Fox Television.

Love at First Sight—the tale of a young married couple, the husband is a blind songwriter. Nick Arnold is producer-writer for Filmways.

The Many Wives of Patrick—Don Nicholl, Mickey Ross and Bernie West have another British-based comedy. Patrick is a middle-aged insurance agent in San Francisco who has been married six



Grant

times.

Mr. and Mrs. and Mr.—"complications arise when a former pro football quarterback, who supposedly died in a plane crash, returns home to find his wife remarried to a sportswriter." Rod Parker and Hal Cooper are producing for Elmar Productions.

My Wife Next Door—a divorced couple unknowingly purchase neighboring condominiums. Ian La Frenais and Allan McKeown are producers for Witzend Productions in association with Marble Arch Productions.

Our Place—Terry Becker is executive producer of this O'Connor/Becker Co. production about three San Francisco law

students who manage an apartment building.

Park Place—a supervisor and a staff of young lawyers man a New York legal clinic in this Warner Bros. Television production by executive producer Reinhold Weege.

The Trouble with Celia—also known as *Natural Enemies*, this Lila Garrett production, in association with Metromedia, is about a contemporary 15-year-old's conflict with her overprotective parents.

2 for 2—"a divorced, sophisticated New York plastic surgeon marries the divorced spouse of a Strategic Air Command pilot." Frank Konigsberg is executive producer in association with Fox.

The Two of Us—Charlie Hauck is producer for this Marble Arch story about a successful female novelist and her sophisticated English butler.

The network has eight hour-long dramatic pilots in development:

Enos—a spin-off of Warner Bros.' *Dukes of Hazzard*, Sonny Shroyer (Enos) becomes a plainclothes policeman in Los Angeles—a "Gomer Clousseau" who succeeds despite himself. Gy Waldron is executive producer.

Freebie and the Bean—Hy Averbach and Jay Folb, in association with Warner Bros., re-create that studio's theatrical release.

Gumshoes—Don Reo is executive producer for QM Productions of this series about a twin brother and sister who inherit their father's shoe-string private-eye business.

Heartland—Michael Filerman and David Jacobs are executive producers of this Lorimar Productions pilot focusing on a "number of high school students in a small, suburban, university town located between an agricultural area and an urban area." It has the alternative title of *Midland Heights*.

Our Shining Moment—also known as *The Home Front*, this show is about "four women whose husbands, fathers, brothers and lovers have gone overseas to fight in World War II." Charles Fries is executive producer for his own firm.

Pony Express Riders—Carroll O'Connor and Terry Becker are producing this western.

Ryker—David Gerber, in association with Columbia, is producer of this drama about "a hard, tough, but just cop whose career as a police detective ends when political pressures force his ouster." He becomes an undercover detective working only for the state's deputy attorney general.

Thorpe—Earl Hamner and Michael Filerman are producing this family drama set in rural Arkansas in the 1930's for Lorimar. Thorpe is a small town's only doctor and veterinarian.

CBS also has two two-hour pilots:

Magnum, P.I.—a Vietnam veteran and a former intelligence officer for the U.S. Navy is a private detective in Hawaii. Don Bellisario and Glen Larson are executive producers for Universal Television.

Pirates' Key—two brothers are detectives in the Florida Keys. Phil DeGuere is executive producer for Universal.

**RADIO
FOR THE 80'S
FROM DRAKE-CHENAULT**

BIG BANDS & MORE

Drake-Chenault recaptures the swing era in a format expressly designed to provide unique positioning on AM stations. "Big Bands and More" with ballads and blues works well with heavy community involvement and local features.

Drake-Chenault's Big Bands format was recognized by ABC-TV's "20/20" news show as the innovator in the return of the Big Band sound.

There can be only one Big Band sound per market. Call now to find out how the ORIGINAL "Big Bands and More" program concept can be used as full time programming or as a weekend "special".

CALL TOLL-FREE 800-423-5084 (CALIFORNIA AND OUTSIDE THE CONTINENTAL UNITED STATES, PLEASE CALL 213-883-7400).

**WWEWE
GO WITH!**

A circular logo with the name "Drake & Chenault" written in a white, cursive script font on a black background.

• SYNDICATED FORMATS • JINGLES • SPECIAL FEATURES • CUSTOM CONSULTING SERVICES •

DRAKE-CHENAULT ENTERPRISES, INC. • P.O. BOX 1629 • 8399 TOPANGA CANYON BLVD., CANOGA PARK, CALIFORNIA 91304 • U.S.A. • (213) 883-7400

Country is coming of age

Nashville seminar points out that format's problems are no longer its own but those of all radio programmers

The 1980 Country Radio Seminar brought together in Nashville March 14-15 nearly 400 representatives of radio stations and the record industry for a look back at simpler times and forward to a vastly bigger world.

One message filtering out of the discussion that weekend was that country radio has left behind its days of hillbilly music broadcast to blue-collar audiences, and is entering the 1980's with slick, well-produced music and much larger audience shares. Adding to country radio's prospects for the 80's is an emerging fascination in America with the country life style. Hollywood's plans to release several movies this year playing to this fascination were pointed to often at the seminar as an opportunity for increased station revenues and promotional tie-ins.

ABC Radio's Paul Harvey opened the seminar Friday morning with a keynote address. Carrying a light-grey, mink-shag cowboy hat given him by the seminar, Harvey combined one of his typical broadcasts with a plea to broadcasters to remember their responsibilities as "some of America's most potent thought-shapers." Harvey addressed the issue of government regulation by reminding broadcasters that "self-government without self-discipline won't work. To the extent that we vacate our responsibilities," he continued, "to that extent will government take it out of our hands."

After reminding broadcasters of the influence they could have on mainstream acceptance of President Carter's federal spending cuts to be announced later that day, Harvey zeroed in on today's country music. "Lately," he said, "country music has contained some of the most overt sen-



Closing act. Columbia recording artist Lacy J. Dalton was one of nine "new faces" on the country music scene whose performances were a finale to the Country Radio Seminar.

suality and raunchy lyrics on the air." Saying that country radio could become "the *Hustler* magazine of the air," Harvey recommended that broadcasters take a stand on today's country music "before cable TV brings on the hard-core porn, and government regulation descends."

Following Harvey, a panel discussion, "How to Talk to Arbitron," featured Arbitron advisory board members Don Nelson, who will soon leave WIRE(AM) Indianapolis to form his own brokerage, and Jim Phillips of KHEY(AM) El Paso. Nelson predicted that within two years, Arbitron's rates to broadcasters would double because of new services the company plans to offer, including extended measurement and information on demand. Nelson predicted that by 1982, Arbitron will "absorb all the research dollars available to most radio stations," making it virtually impossible for any other rating service to establish itself.

Phillips noted that his and Nelson's terms on the advisory board would expire at the end of 1980, and advised broadcasters to "get behind two people you believe in to represent country radio on the board." Nelson concurred, saying, "If we can't change the fact that there won't be any competitors, at least we can bring

as many facts (about our needs) to their attention as we can."

For a station owner who develops a problem with Arbitron, Nelson advised "Be positive, do as much homework as you can and find information to support your position, or you'll just be wasting your time." Nelson told broadcasters to send carbon copies of all letters to Arbitron to the advisory board. "If you don't get a response from Arbitron within three weeks," he said, "call the council."

Two other panels that day—"How Will You Program in the 80's?" and "Is Research the Answer for the 80's?"—featured major-market programmers who shared their experiences. At the programming panel, Barry Warner, sports director of KIKK-AM-FM Houston, told how a station can be identified as a sports information station without being in a major market. "Include sports in your news programing, put local athletes on the air and do some phone interviews," he said. "Package your programs and sell them," he continued, and noted that KIKK was identified as a sports information station without ever having broadcast play-by-play coverage.

Also participating in the programming panel was Malrite Broadcasting's vice president for programming, John Chaffee. Chaffee opened his presentation with an audio-visual program, "The Mediaville Horror," which warned broadcasters of the future proliferation of competition from new home entertainment and information services. Chaffee disagreed with the maxim that country radio today is the MOR radio of the future. "Country is country," he said, "and dream all you want about total demographics, we're a 30-to-60-year-old format."

Chaffee maintained that music is not a big problem in radio today, but what's broadcast between the records needs to be improved. Chaffee ended his presentation with another video program which satirized radio's attempts to capture the "me generation's" listenership.

At the discussion on research, Bill Ford of WCXI(AM) Detroit described how the use of focus-group studies keeps him in touch with the markets' perception of his station. "There is a cycle of market posi-



Country calling. At left, hat in hand, is Paul Harvey, who opened the Country Radio Seminar with a keynote address. With him are Don Boyles (l), general manager of WSUN(AM) St. Petersburg, Fla., and seminar president, and Mac Allen, national program director for Sonderling Broadcasting. Pictured at right is veteran sportscaster Red Barber, who punctuated Saturdays activities with a reminiscence about the development of sports coverage on radio and TV

The more computing suppliers, the merrier?

Wrong.

It's a simple fact. An abundance of computing suppliers just pecks away at your station's financial stability — as well as your nerves.

Eliminate these jitters with our BCS 1100 system — the powerful management tool that doesn't stop at just traffic and billing.

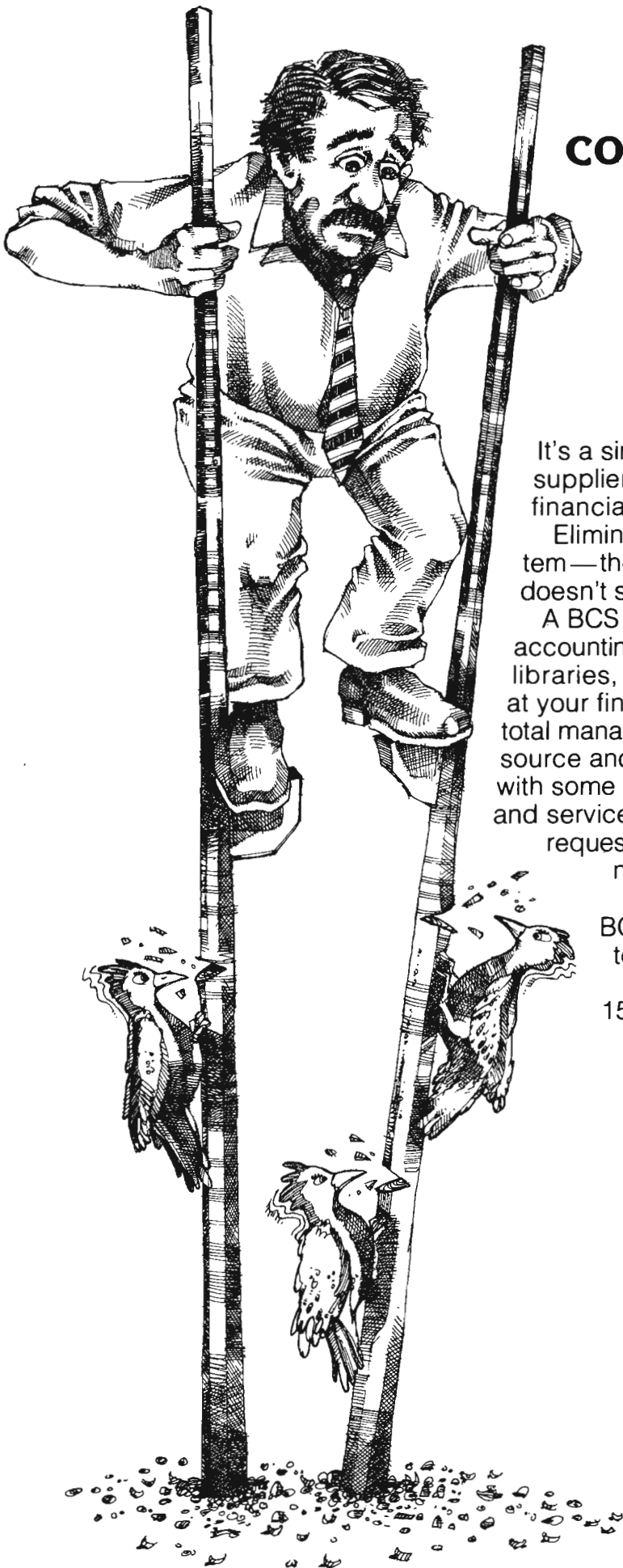
A BCS 1100 can also put complete automated accounting, control of carts, news and film libraries, and demographic information right at your fingertips. What's more, because this total management capability is available from one source and one system, we can provide you with some timely extras. Like reduced hardware and service costs. Unlimited demographic requests at no additional charge. And a significant drop in aggravation.

So get back on firm ground with the BCS 1100. For complete details, call us today at (303) 599-1601, or write Kaman Sciences Corporation, P.O. Box 7463, 1500 Garden of the Gods Road, Colorado Springs, Colorado 80933.

bcs
SYSTEMS

K KAMAN SCIENCES CORPORATION
A KAMAN COMPANY

Our systems belong in your station.





How Will You Program in The 80's? (l to r): Lee Masters, KLOZ(FM) El Paso, Tex., Barry Warner, KIKK-AM-FM Houston, Brad Messer, K TSA(AM) San Antonio, Tex., and John Chaffee, Malrite Broadcasting.



Finding Talent (l to r): Randy Michaels, Taft Broadcasting, Pat Martin, WXYQ(AM) and WSPT-FM Stevens Point, Wis., Bob Kraig, WTHI(AM) Terre Haute, Ind., (moderator), and Steve Dickert, WKDA(AM) Nashville.

tions that's the same for all products," he said. "There's introduction, growth, maturity and decline." Ford said he plans to continue to use focus group studies to determine when and how to re-introduce WCXI to the market before it reaches its decline.

Following Ford, John Randolph of WMPS(AM) Memphis, Tenn., outlined his station's methods for music research. Using a battery of phone operators and parent Plough Broadcasting's computer, the station has developed a "club" for country radio listeners. In return for a newsletter, free tickets and a weekly music survey, members rate 60 songs in a weekly phone interview with station personnel. Such research, said Randolph, has been "a real eye-opener and has tended to slow down the station's playlist."

Next, KIKK's Bill Figenshu related his station's use of a "Country Club" promotion as a research tool. In addition to gaining up to 1,000 new club members each week, the station receives information about its members' life styles on card application forms.

Saturday's seminar activities included an opening talk by veteran sportscaster Red Barber, who reminisced about his involvement in the mutual growth of American spectator sports and the broadcast media.

Later that day, communications lawyers Tom Wall of Dow, Lohnes & Albertson and Bob Heald of Fletcher, Heald & Hildreth were featured in a panel discussion entitled, "Rules and Regs for the 80's." Both panelists pointed often during this discussion to the contradiction in the FCC's proposal to deregulate radio, while it tightens regulatory control on the industry.

Wall cautioned broadcasters to be especially careful in fulfilling their equal employment opportunity obligations in the coming years: "If you don't play by the rules there, you could spend five to 10 years in litigation, or you can sell your station [in a distress sale] for 75% less than you would have been able to."

Concurring with Wall, Heald noted that small stations are particularly vulnerable to the FCC's distress-sale policy, "because they can't afford years of litigation and because minorities can come up with the money to buy small stations."

At another panel discussion, "How To Find and Develop Programing Talent," Steve Dickert, news director of WKDA(AM)

Nashville, opened with the observation that there is "more news talent running around these days than there was five or six years ago. People want news," he said, "not as an entry to other jobs, but as a specialty, and because of this, programers should ask more of each applicant to determine if he or she fits a station's needs."

Outlining some of the points set forth in his pamphlet, "The Secrets of Programing Power," Pat Martin of WXYQ(AM)-WSPT-FM, Stevens Point, Wis., described some of his methods for finding talent in a small-market situation. Martin said he carries a cassette deck when traveling so he can record the work of announcers in other small markets. After contacting the an-

nouncers to compliment their performance, and mentioning the possibility of future employment, Martin keeps a tape-file in the event of an opening.

Continuing, Martin said he delegates a different responsibility to each member of his staff, making each one an assistant program director. "Small-market programers have to be realistic," he said. "People aren't going to stay at our stations forever."

Next year's country seminar will be held March 13 and 14 in Nashville. Mac Allen of WMZQ(FM) Washington, will serve a second term as president of the seminar and Kim Pyle, of WOKX(AM) High Point, N.C., will assume the duties of agenda chairman, held this year by Don Boyles of WSUN(AM) St. Petersburg, Fla.

Contenders. By the time the National Association of Television Program Executives conference was in full swing last month in San Francisco (BROADCASTING, Feb. 25), 246 distributors had entered just about the same number of new programs into the syndication marketplace.

How many will make it to the airwaves remains to be seen. But, with many postponed or withdrawn, the number already has dropped to 149.

A format breakdown by NATPE of the 149 shows has music/variety as the leading category, with 30 new entries, followed by game shows (22); instructional (18); children's (16); sports (12); talk/interview (11); documentary (9); comedy (8); drama (7); magazine (6); adventure (4); women's (4), and science fiction (2).

Twenty off-network series were released for syndication as well.

NATPE's list is as follows: (*indicates barter; ** barter and cash):

FIRST-RUN PRODUCT				
Title	No. Episodes	Length	Category	Distributor
After School Specials	14	1 hour	Children's	Time-Life
American Express Presents*	24	½ hour	Instructional	Vitt Media
Animaland	104	4 minutes	Children's	Laff-A-Bits
Animated Holiday Specials	5	½ hour	Children's	Four Star
Backlot	24	½ hour	Talk/Interview	Silverbach/Lazarus
Backstage at the Grand				
Old Opry*	26	½ hours	Music/Variety	Show Biz
Battle for the Ballot*	34	1 minute	Instructional	Carter-Grant
B.B. Beegle Show	24	½ hour	Comedy	Y & R
Beachcombers	150	½ hour	Adventure	CBC
Beatlemania	Weekly	½ hour	Documentary	Lexington
Bert Convy Show		60-90 min.	Music/Variety	Colbert
Bet Your Bottom Dollar		½ hr. strip	Game	MPC
Bill Dance Outdoors*	39	½ hour	Sports	Advanswers
Body Break	130	1 minute	Instructional	Rhodes
Bounce Back	65	½ hr. strip	Game	Claster
Bullseye		½ hr. strip	Game	Colbert
Bourbon Street Parade	26	hour	Music/Variety	William F Frank
Baker, Butcher	260	1 minute	Women's	Rhodes
The Casino Game	240	½ hr. strip	Game	MPC
Camouflage	26	½ hour	Game	Firestone
Canned Film Festival	26	90 minutes	Comedy	Lexington
Card Sharks		½ hr. strip	Game	Firestone
Champions: the Competitive				
Edge	39	½ hour	Sports	Hollywood Distributors

Continued on page 46

TWO MORE VICTORIES FOR CHINA AND VOLLEYBALL.

KING-TV is proud to announce that the National Association of Television Program Executives (NATPE) has presented us with two Iris Awards for our local programming excellence.

The two winning shows are "Reflections Of China With Jean Enersen" and

our public affairs series "Evergreen Express," which featured subjects ranging from the Seattle economy to a Seattle Smashers volleyball star.

This marks the fourth and fifth times KING-TV has won the Iris. NATPE, we thank you.



K5
KING TELEVISION

Books for Broadcasters

T471. THE COLLEGE RADIO HANDBOOK by Billy Grant. A readable, information-packed examination of college radio stations. The author discusses the purpose of college radio stations, programing factors, responsibility and ethics, and funding. There's also a section on how to overcome engineering problems, staff the station and promote a station image. Must reading for the broadcast professor and student alike. 210 pages. **\$14.95**

T483. HOW TO WRITE, DIRECT & PRODUCE EFFECTIVE BUSINESS FILMS AND DOCUMENTARIES by Jerry McGuire. Designed for anyone involved in the production and direction of business films. An informative behind-the-scenes course in the art of writing, directing and producing compelling documentaries and business films. All aspects of this topic are covered, from researching, interviewing, and writing a script, right down to the actual shooting of the film. 280 pages, 32 illus. **\$14.95**

T480 UNDERSTANDING SOUND, VIDEO, AND FILM RECORDING by Michael Overman. All about the history, theory, practice and hardware of recording and reproducing sound and picture on cylinders, discs, films and tape. Here's an authoritative, readable analysis of sound, video and film recording, a fascinating insight into their technical evolution and theory with precise explanations of how each works. Of interest to anyone involved in the technical side of audio or video recording. 140 pages, 74 illus. **\$8.95**

T423. MANAGING TODAY'S RADIO STATION by Jay Hoffer. Outlines principles evolved by the author during his 20 years as a broadcaster. 288 pages, illustrated. **\$12.95**

BROADCASTING BOOK DIVISION 1735 DeSales St., NW Washington, DC 20036

Please send me book(s) number(s) ____ My ____ payment is enclosed.

Name _____

Firm or Call Letters _____

Address _____

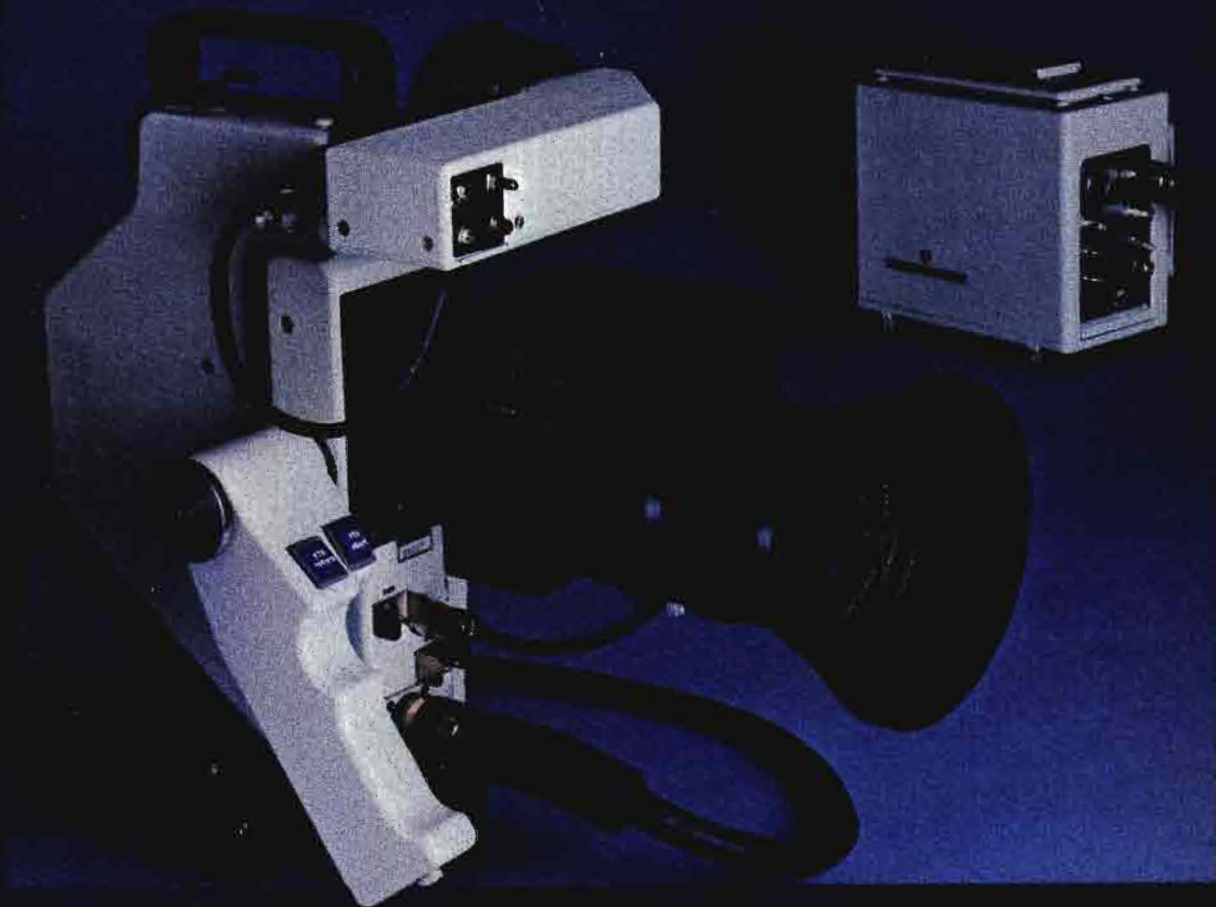
City _____

State _____ Zip _____

Continued from page 44

Title	No. Episodes	Length	Category	Distributor
Children's Specials	12	½ hour	Children's	Video Voice
Chuck Connor's Great Western Theatre	26	90/60 min.	Adventure	Leo A. Gutman
Circle Square	26	½ hour	Children's	Janus
Connection	5	½ hour	Documentary	D. L. Taffner
Coors Western Outdoorsman*	26	½ hour	Sports	Advanswers
Countryside	104	2 minutes	Talk/Interview	Compro
Dear Tony	150	1 minute	Instructional	Rhodes
Don Lane Show	26	hour	Music/Variety	Worldvision
Doug Llewelyn Entertainment Report	260	1½ minutes	Talk/Interview	Woodlake
Eyewitness To the Past	39	½ hour	Instructional	Hollywood Distributors
Face the Music		½ hr. strip	Game	Sandy Frank
50's Connection	24	½ hour	Music/Variety	Visual
Fight Back! With David Horowitz	26	½ hour	Instructional	Group W
Five Star Whozit?		½ hr. strip	Game	Rhodes
Flappers	26	½ hour	Comedy	CBC
Food, Folklore and Fun	26	½ hour	Women's	Gerber/Carter
The Fourth Dimension	7	hour	Science Fiction	Con Hartsock
Fantasies Fulfilled*		½ hr. strip	Game	Air Time
Fun and Fitness	118	½ hour	Instructional	Hollywood Distributors
Future Flipper	26	½ hour	Adventure	NTA
Garden Gazette	260	1½ min.	Instructional	Mighty Minute
Glitter	78	½ hour	Talk/Interview	Visual Productions
Good Taste		½ hr. strip	Magazine	Mighty Minute
Hank Grant—Hollywood Reporter	260	90 seconds	Talk/Interview	Mighty Minute
The Health Field*	26	½ hour	Instructional	Lexington
Hour Magazine	26	hour	Talk/Interview	Group W
Incredible World	5	½ hour	Documentary	Lexington
Inside Track	29	½ hour	Children's (teens)	Janus
Instant Comedy		½ hr. strip	Game	MPC
Invitation To Dance**	26	hour	Music/Variety	Tele-Tran
Irish Shower Half Hour	24	½ hour	Music/Variety	Visual Productions
It's a Fact	130	1 minute	Instructional	Rhodes
Jerry Van Dyke Show	90	min.	Music/Variety	MPC
John Davidson Show	90	min.	Music/Variety	Group W
Johnny's Oasis Bar & Grill		½ hr. strip	Music/Variety	TVS
Just Between Us	130	½ hour	Instructional	Rhodes
Kid Break	130	1 minute	Children's	Rhodes
Kidoozie	26	½ hour	Children's	Television Syndication
Kid Stuff*	26	½ hour	Children's	Syndicast
Let's Make A Deal*		½ hr. strip	Game	Rhodes
Little Rascals	195	20 seconds	Instructional	King World
The Littlest Hobo	26	½ hour	Children's	Silverbach/Lazarus
Lively Country	78	½ hour	Music/Variety	Visual Productions
Lively Specials	26	½ hour	Music/Variety	Visual Productions
Look What They've Done To My Song*	26	½ hour	Music/Variety	Lexington
Magic Star Traveller**	86	½ hour	Children's	Joseph Green
Malu, a Woman	13	hour	Drama	TV Globo
Masters of the Marital Arts	26	½ hour	Instructional	Television Syndication
Meet The Lipits	26	½ hour	Music/Variety	Gerber/Carter
Melody Ranch	38	½ hour	Music/Variety	Jeral
Merry Morning	104	2 minutes	Comedy	Compro
Mismatch	25	½ hour	Game	Time-Life
The Monte Carlo Show*	24	hour	Music/Variety	20th Century-Fox
Morning Affair*	90	min. strip	Magazine	ICM
Motor Race of the Week	11	½ hour	Sports	Lexington
Mouthtrap		½ hr. strip	Game	MPC
Ms. Fixer Upper	1303	½ minutes	Instructional	Laff-A-Bits
Music Country, U.S.A.	20	hour	Music/Variety	NTA
Music World	78	hour or		
	156	½ hour	Music/Variety	Hollywood Distributors
Nashville Swings	26	½ hour	Music/Variety	William F. Cooke
Nellie, Daniel, Emma and Ben	12	½ hour	Comedy	Media Lab TV
New Ed Allen Show*	260	½ hr. strip	Instructional	American Television
New Original Amateur Hour	24	hour	Music/Variety	Brad Marks
The New Quiz Kids	24	½ hour	Game	Columbia TV
Nutz and Boltz Theatre	26	½ hour	Children's	Hollywood Distributors
Olympic Gold*	7	½ hour	Sports	Syndicast
Open House Theater	26	½ hour	Music/Variety	Hollywood Distributors
Operation Prime Time	24	1 hour	Drama	Various
Our Incredible World		½ hour	Documentary	Lexington
Pandemonium		½ hr. strip	Game	Silverbach/Lazarus
Phrase It		½ hr. strip	Game	Paramount
The Picture of Health	65	½ hour	Instructional	Bardon & Associates
Pink Panther	26	½ hour	Children's	UA-TV

Continued on page 50



\$25,500.
Lowest Price. Lowest Weight.
Microcam.[®]

For a limited time only, we're offering you a great camera at a great price. Microcam for \$25,500.

This makes Microcam the lowest priced, broadcast quality, shoulder-mount color camera you can buy.

The price includes lenses and tubes. And the highest resolution, truest color picture this side of a \$100,000 studio camera. Lowest weight, too.

Microcam for \$25,500. For the quality conscious, canny camera buyer. But not for long.

It's a deal you can't afford to resist.

Contact your nearest regional manager; and see the new Microcams at the Thomson Booth #919 at the NAB Show.

MID-ATLANTIC	
Albert E. Audick	(202) 296-9189
MID WEST	
Harvey Caplan	(314) 831-3320
NORTHEAST	
Frank G. Shufelt	(203) 327-7700
SOUTHEAST	
Frank D. Benson	(404) 487-6756
SOUTHWEST	
Martin J. McGreevy	(713) 933-1700
WEST	
Michael W. Clayton	(213) 849-2188

 **Thomson-CSF**
Broadcast, Inc.



Broadcast Services

WE RE-INVENTED THE BROADCAST WIRE.

Your needs have been changing rapidly, and we've responded.

Nearly 40 years ago, we established our first wire service for broadcasters, providing a much-needed basic news and information service. Since then, we've grown into the largest broadcast news service in the world.

In 1979, we literally re-invented the broadcast wire. We examined your needs and started from scratch to create the most flexible, comprehensive package of broadcast services in the industry. Everything is as up-to-date as today's programming and formats demand.

The AP Radio Wire is like a programming machine.

The AP Radio Wire works harder for you, because it's 100% ready to air—the latest news, information and bulletins; everything as it happens.

Our hourly news summaries provide three minutes of fully scripted news programming, not just separate stories. We've created short mini-programs around special events, sports, Wall Street, politics, the economy, and more, to give you highly topical news in its most useable, saleable form. And, all scripts are tight and con-

versational, using language specially written for the ear.

We've developed a strong package of regular features that will fit any format. Personalities, health, travel, movie reviews, consumer reports, sports, even outer space—all interesting, listenable material that you can use easily and effectively. Plus, AP Radio Wire features are programmed on a regular schedule, giving you the added dimension of strip programming with sponsorship potential.

We know your special needs. And we respond. The AP Radio Wire delivers ready-to-air, ready-to-sell news and programming that gives you a competitive edge in attracting listeners and advertisers.

The Only Wire Service Designed Exclusively for TV.

The AP TV Wire is a high-speed (1200 wpm) source wire, which provides all the world's news accurately, objectively, and fast. It's specially designed to fit television's need for in-depth background on today's news—the vital data critical to the development of high-rated newscasts. It's this incredible speed that gets all the news to your newsroom right when you need it, to keep you on top of

fast-breaking stories.

But, the AP TV Wire is more than just a news source. Fully one-third of its material is designed for story and feature programming. Consumer tips, health and fitness, movie reviews, "magazine-style" stories, plus lots more, ready to be stripped into your noon shows, AM shows, or other local programming.

And you can make the AP TV Wire even more useful and effective by adding our two photo services—AP PhotoColor and AP LaserPhoto.

The Flexibility to Meet Your Needs.

Whichever AP service is best for you, you'll get the most flexible, useable news and programming available. 24-hours-a-day, every day, the AP provides fast, accurate, objective news from around the nation and the world, plus more depth of coverage by region and state than is available anywhere else.

We've re-invented the broadcast wire to meet your needs. To help you strengthen your product, build ratings, and be more saleable.

Associated Press Broadcast Services, 50 Rockefeller Plaza, New York, N.Y. 10020 (212) 262-4011



Broadcast Services

INNOVATION for better news programming

Associated Press Broadcast Services: AP Radio Wire AP TV Wire AP Radio Network AP Newscable AP PhotoColor AP LaserPhoto

Continued from page 46

Title	No. Episodes	Length	Category	Distributor
Play The Percentages		½ hr. strip	Game	Colbert
PM Magazine Special Edition	6	hour	Magazine	Group W
Portrait—The New Breed	24	½ hour	Talk/Interview	Four Star
Prisoner of Cellblock H	260	½ hour	Drama	Firestone
Press Your Luck		½ hr. strip	Game	Columbia
Punchlines		½ hr. strip	Game	MPC
Rex Reed's Movie Guide	26	½ hour	Talk/Interview	Group IV
Roaring Doughnuts	26	½ hour	Children's	United Children's TV
Rock 'A Mania	24	½ hour	Music/Variety	ITC
Rock World	26	hour	Music/Variety	NTN
Sensational Seventies	52	½ hour or		
	12	hour	Documentary	American Television
Snickle Tickle Library		½ hr. strip	Children's	Osmond Television
Sounds Good	78	½ hour	Music/Variety	Visual Productions
Sports Extra	26	½ hour	Sports	Lexington
Sports Stars	26	½ hour	Sports	Jerall
Sports Whirl	26	½ hour	Sports	Coe Films
Spy	6	hour	Drama	Viacom
Star Tracks	26	½ hour	Music/Variety	Fremantle
Steve Edwards Show		60/90 min.	Talk/Interview	Columbia
Stranger Than Fiction	26	½ hours	Science Fiction	NTA
Studio Two Revue	25	½ hours	Music/Variety	Gerber/Carter
Success	104	½ hours	Talk/Interview	Janus
Successworld	25	½ hours	Magazine	Southbury
The Sullivans	600	½ hr. strip	Drama	TAT
Superspecials	8	hour	Music/Variety	CBC
Superstar Profile	13	½ hours	Documentary	Jerry Dexter
Suspense Theater of the Air	52	hr. or ½ hr.	Drama	Cine Centrum
Teamwork	36	½ hour	Talk/Interview	Television Syndication
Tennis Break	130	1 minute	Sports	Rhodes
That Good Ole Gospel Music	78	hour	Music/Variety	Hollywood Distributors
That Joan Rivers Show	260	½ hour	Comedy	TV National
T.H.E. Hospital		½ hr. strip	Comedy	20th Century-Fox
This Was America	12	½ hour	Documentary	BBI Communications
Three On The Go*	25	½ hour	Adventure	JWT
Toni Tennille Show		60/90 min.	Music/Variety	MCA TV
Top Of The Hill	4	hour	Drama	Paramount
To Tell The Truth		½ hr. strip	Game	Viacom
Wayne and Shuster	70	½ hour	Comedy	D.L. Taffner
Wayne Thomas Show	26	hour	Music/Variety	Visual Productions
Whatever Happened To?	26	½ hour	Magazine	Deepwood Productions
The White Escape	13	½ hour	Sports	Dick Barrymore
Wide World of People	200	½ hr. strip	Magazine	Victory Television
Wide World of Women	26	½ hour	Women's	Coe Films
Wilderness Alive	4	hour	Documentary	Time-Life
The World Beyond	120	hour	Documentary	Hollywood Distributors
World Tennis	17	hour	Sports	Hollywood Distributors
Yellow Woodpecker Ranch	80	½ hour	Children's	TV Globo
You Bet Your Life	26	½ hour	Game	MCA TV
You Can Do It*	20	½ hour	Instructional	Blair Advertising
Your New Day	130	½ hour	Women's	SFM
Your Tax Man	65	45 sec.	Instructional	Vipro
ZAP		½ hr. strip	Game	MPC

OFF-NETWORK

Barnaby Jones	178	hour	Drama	Worldvision
Barney Miller	128	½ hour		
(available fall 1980)			Comedy	Columbia
Best of Sullivan				
Returns to Television*	52	hour		
(edited to ½ hours)			Music/Variety	Syndicast
Charlie's Angels	100	hour		
(available fall 1981)			Drama	Columbia
Dallas	52	hour	Drama	Lorimar
Dan August	10	hour	Drama	Goldwyn TV
Dean Martin Show	26	hour	Variety	NTA
Eight Is Enough		1 hour	Comedy	Lorimar
The Flip Wilson Show	26	hour	Music/Variety	NTA
I, Claudius	13	hour	Drama	MPC
The Jeffersons	159	½ hour	Comedy	TAT
Laugh In	130	½ hour	Comedy	Silverbach/Lazarus
Little House On The Prairie	170	hour	Drama	Worldvision
One Day At A Time	161	½ hour	Comedy	TAT
Return Of The Saint	22	hour	Drama	ITC
Sonny & Cher Comedy Hour*	26	hour	Music/Variety	Air Time
Three's Company	130	½ hour	Comedy	D.L. Taffner
Washington: Behind Closed Doors	12	hour	Drama	Paramount
What's Happening	89	½ hour	Comedy	Columbia
Wonder Woman	61	hour	Adventure	Warner Bros.

Ratings go down to the wire

ABC squeaks by to win week ended March 16; CBS claims it was hurt by its live telecast of Carter

ABC-TV squeezed by CBS-TV with a prime-time victory for the week ended March 16. But the winning margin—three-tenths of a rating point—was small enough to prompt speculation at CBS that it might have been a different ratings story had ABC given live coverage to a press conference by President Carter instead of delaying it past prime time.

For the week, ABC earned an 18.6 rating and a 29.4 share; CBS had an 18.3/28.9, and NBC was third with a 17.4/27.5.

This second-guessing by CBS is symptomatic of the heightened competitiveness in the ratings as the unofficial end of the season approaches next month and only two-tenths of a point separates ABC and CBS in season-to-date scores since last Sept. 17 (ABC 19.7; CBS 19.5, and NBC 17.8).

ABC's decision not to carry the President live Friday, March 15, at 9 p.m. had brought accusations from CBS that it was a choice based on ratings and not news judgment (BROADCASTING, March 17). ABC, however, had asserted that live coverage shortly before the Illinois primary would give the President an unfair advantage over his rivals and that the suggestion to go late-night with the conference had started with News President Roone Arledge.

Whatever the motivation, CBS tongues continued to wag after the ratings numbers came in.

Both CBS and NBC carried the news conference, at 9-9:38 and 9-9:34, respectively, setting back their prime-time schedules. ABC instead began its made-for-TV movie, *Where the Ladies Go*.

The first half hour of the film certainly was no blockbuster (15.4/24) against the sustaining (nonrated) press conference carried by the other two network competitors.

CBS, however, wondered if its delayed *Dukes of Hazzard* might have inflicted more damage to the movie's opening had it gone head-to-head. The network also wasn't pleased about sacrificing the last 38 minutes of its top-rated *Dallas* (which ran after 11 p.m. and therefore was not counted in the averages) while ABC's prime-time schedule remained intact.

In response, ABC suggested that *Hazzard* and *Dallas* prime-time ratings didn't look as if they had suffered (they were 26.9/43 and 25.7/45 respectively) and that the what-if speculation was all hypothetical.

The press conference, however, wasn't the only piece of programing that pointed out the level of competition as the season nears its end. It showed up a week earlier

Double play for 'Squares.' The ABC owned-and-operated TV's have taken exclusivity wraps off the veteran game show, *Hollywood Squares*—at least partially. ABC O&O's run *Squares* twice weekly in access and now will allow syndicator Filmways Enterprise to sell the show as a strip in the same markets as long as it doesn't play between 5:30 and 9 p.m. or compete with the opening of the O&O's movie at 4:30 p.m. According to O&O vice president, programming, Roy Polevoy, *Squares* strip play in other dayparts shouldn't have adverse effect. He said the group has had no problem with the afternoon stripping of *Match Game* (on CBS TV) while ABC-owned stations run it once weekly in access. Filmways, in the meantime, is beefing up *Squares*. Comedian Paul Lynde is returning and the set will move to the Las Vegas Riviera hotel, with more comics as guests. Filmways Enterprises President Jamie Kellner said there currently are about 50-60 *Squares* stations and he's already received offers from a couple of stations in ABC O&O markets now open. Among the reasons for the new form of "cooperation" between ABC and Filmways, he said, is the cancellation of the morning version of *Squares* on NBC-TV. "They want us to continue to supply," Kellner said.

during Home Box Office's unsuccessful attempt to block the broadcast of ABC's Sunday, March 16, movie "Force 10 from Navarone." ABC's lawyers had told a federal district court judge that the ratings race was so close that a weaker film in place of "Navarone" might decide the ultimate standings for the season.

ABC in its court pleading had projected that the theatrical film would pull a 30 to 33 share of the audience. In prime time, it earned a 19.1/29; including a 28-minute runover, it brought a 19.2/31.

Nightly wins were split as equally as seven can be. CBS won three (Monday, Friday and Sunday), with ABC and NBC each taking two (Tuesday and Thursday and Wednesday and Saturday respectively).

Leading the top-10 prime-time program list and by a wide margin was CBS's Sunday night lead-in, *60 Minutes* (28.8/45), followed by the same network's *Dukes of Hazzard* (26.9/43), *M*A*S*H* (26.9/39) and *Alice* (26.6/39); NBC's *Real People* 26.5/40; CBS's *Dallas* (25.7/45); ABC's *Three's Company* (24.9/37); CBS's *One Day at a Time* (24.5/36); NBC's *Diff'rent Strokes* (24.5/38) and ABC's *That's Incredible* (23.6/35).

Among the shows recently added to the network schedules, ABC's *That's Incredible* fared the best and CBS's *Beyond Westworld* (11.4/17) and the premiere of NBC's *Pink Lady and Jeff* (11.4/18) the worst. (*Pink Lady* also was caught in the delay for President Carter).

The second episode of *The Big Show* on

NBC brought a 20.5/31, with the critically acclaimed premiere of *United States* following it with a 16.4/27. Also in the stable of NBC premieres was *Facts of Life* Friday at 8:30 which earned only a 15.0/25, unable to keep up the ratings of a *Facts of Life* preview (21.6/34) earlier in the week which had *Diff'rent Strokes* (24.4/38) as its lead-in. Other NBC premieres saw *Sanford* earn an 18.0/30, *Boomer* a 16.2/28 and *From Here to Eternity* a 16.0/27. A *From Here to Eternity* movie two days before had brought the same share but a better rating (17.1/27).

ABC's premiere of *When the Whistle Blows* earned a 14.7/25 and *Galactica 1980*, back as a series after a miniseries play earlier this season, scored a 15.1/24.

Alternate Olympics hope TV will foot the bill; networks doubt they can do it

Boycotting countries propose multinational events, envision TV rights paying most of the way; broadcasters aren't so confident

Representatives of 12 nations announced plans last week for a "post-Olympic international sports festival" this summer, to be spread among several countries. But U.S. network sources appeared skeptical

Now you really can sound *good* and *loud*!

NEW MSP-90 TRI-BAND AGC AMP PROTECTS YOUR AUDIO QUALITY WHILE SIGNIFICANTLY INCREASING LOUDNESS



Today's listeners are more discriminating, and "loudness without quality" audio is not acceptable to most audiences over the long term. The Harris MSP-90 Tri-Band AGC Amplifier has been designed with this in mind—and introduces a new type of processing that makes you sound not just loud, but *good* and loud.

The Harris Tri-Band AGC uses true RMS power sensing (vs. the typical peak or average sensing of competitive models), and coherent filtering that is bandsplit so precisely that it may be summed without error. The result is a cleaner, more dynamic sound.

In addition, the Harris Tri-Band AGC has adjustable turnover frequencies, ± 10 dB level adjustment of three bands with front panel controls, dynamic program dependent attack time—plus many other features not found in competitive AGC amplifiers.

This is the one unit that further refines the AGC concept to provide a performance level far beyond anything previously available. For more information on the new Harris Tri-Band AGC write or call Harris Corporation, P.O. Box 4290, Quincy, IL 62301, 217-222-8200.

Visit the Harris TV and radio equipment display at the 1980 NAB, Las Vegas



HARRIS
COMMUNICATION AND INFORMATION PROCESSING

Scheduling changes. *Love Boat*, ABC-TV series launched in prime time and now also offered late-night, sails into daytime schedule as well beginning June 30. Series will run at 11-noon, followed by daytime *Family Feud*, which moves from current 11:30 a.m. slot. Dropped from daytime schedule to make room for *Love Boat* are *Laverne & Shirley* reruns and *\$20,000 Pyramid* game show. At NBC-TV, shifts are coming on Saturday-morning children's schedule: "Pro-social" *Hot Hero Sandwich*, live-action hour at noon, ends run after 11 originals and 10 repeats April 12 and although not officially canceled, it is expected not to be back in September. Remainder of line-up, all animation, has been shuffled for addition of *The Jetsons* and *Jonny Quest* cartoons. Beginning April 12 as well, stations in West will receive NBC baseball at 11 a.m.

□

'Dallas' does England. Program *Dallas* has attracted mass following in Britain, despite lack of any cultural similarities. Show on ITV is often in the top 10, and series stars such as Larry Hagman have become subject of full-page features in popular national newspapers. Since episodes are several weeks behind, however, some newspaper columnists have taken to tipping off Britons on major developments in show.

□

From the past. New TV syndicated series combines audio interviews of leading world personalities with film footage. *In Their Own Words* half-hour series is based on recorded conversations TV producer-commentator Arnold Michaelis conducted over past 25 years with such notables as Maurice Chevalier, Eleanor Roosevelt, Adlai Stevenson, Hubert Humphrey, Richard Rodgers and Martin Luther King Jr. Series is being produced by Michaelis/Clark Ltd., New York, and Unitel Production Services, videotape production facility in New York. Series will make its debut on April 12 on RKO General's wor-TV New York and will be presented subsequently on other RKO-owned stations in Los Angeles, Boston and Memphis.

□

First. KNXT(TV) Los Angeles has become first network-owned station to announce plans for nightly access magazine, according to Van Gordon Sauter, vice president and general manager of CBS O&O. As yet unnamed show will debut in September at 7:30-8 and will replace current once-weekly offering, *2 on the Town*, starring Connie Chung and Steve Edwards. Latter will remain on new magazine. Development of new program is being handled by Larry Forsdick, director of programing. New show will require staff of 31

□

Olympic insight. Worldvision Enterprises is distributing *Olympic Gold*, series of seven half hours said to be "only international series reflecting the current crisis." Produced with "cooperation and agreement of International Olympic Committee," series, filmed on location in 10 countries, is expected to be in can next month (Derek Conrad is producer). Scripts have been rewritten in light of recent events, Worldvision said, with one episode about "political and athletic problems" caused by U.S. boycott of summer games in Moscow. Other episodes deal with Olympic history; one tells how athletes improve their performance, both legally and illegally.

□

Dance from 8H. NBC's occasional series, *Live from Studio 8H*, will have second telecast Wednesday, July 2 (9:30-11 p.m.), presenting "An Evening with Jerome Robbins." Members of New York City Ballet will perform dances by choreographer and director who returns to commercial TV after about 25 years. Robbins adapted his Broadway effort, "Peter Pan," for NBC in 1955. First *8H* event, tribute to late Arturo Toscanini, drew critical acclaim but poor numbers: 5.9 rating/9 share.

□

Up and coming. Metromedia Producers Corp. has added two more projects to its roster of network deals. For NBC-TV there's pilot of John McGreevy's *Staying Together*, hour family drama; Arthur Marks's *K.O.P.s* is possible CBS-TV hour about unconventional unit of Los Angeles police department. . . . Program Syndication Services, subsidiary of Dancer Fitzgerald Sample, plans late summer syndication of *A Savage Nature*, four one-hour wildlife specials produced by Jonathan Donald.

□

Front-page drama. Ten U.S. journalists have been signed by ABC to participate in "Byline 1980" program to develop story ideas, treatments and screenplays for theatrical ABC Motion Pictures as well as ABC Television motion pictures. Journalists selected are Phil Burger (*Sunday New York Times Magazine* and *Village Voice*), Bob Friedman (*Mother Jones* and *New York* magazine), Harry Hurt (*New Times* and *Boston Real Paper*), Don Katz (*Rolling Stone* and *New Republic*), Tony Kornheiser (*Washington Post* and *Newsday*), Tom Nolan (*Village Voice* and *New West*), Jane Shapiro (*New York Times* and *Ms.*), Paul Slansky (*Esquire* and *Village Voice*), Jim Stewart (*Village Voice* and *Savvy* magazine) and Phil Taubman (*New York Times* and *Esquire*).

about the group's apparent confidence that American networks would finance the games by snapping up TV rights.

They appeared skeptical—but nevertheless did not deny interest in taking a look at whatever game plans are offered them. As a CBS executive put it, "we have been contacted and we have indicated interest in knowing more about it." An ABC spokesman similarly expressed interest but said much more information was needed before a decision could be made on whether to bid for rights.

NBC—which has rights to the Moscow Olympics but is not expected to exercise them unless the Carter administration's "irrevocable" demand for a U.S. boycott is somehow revoked—apparently was not contacted immediately about the alternative games and was taking the position that it, too, needed more information.

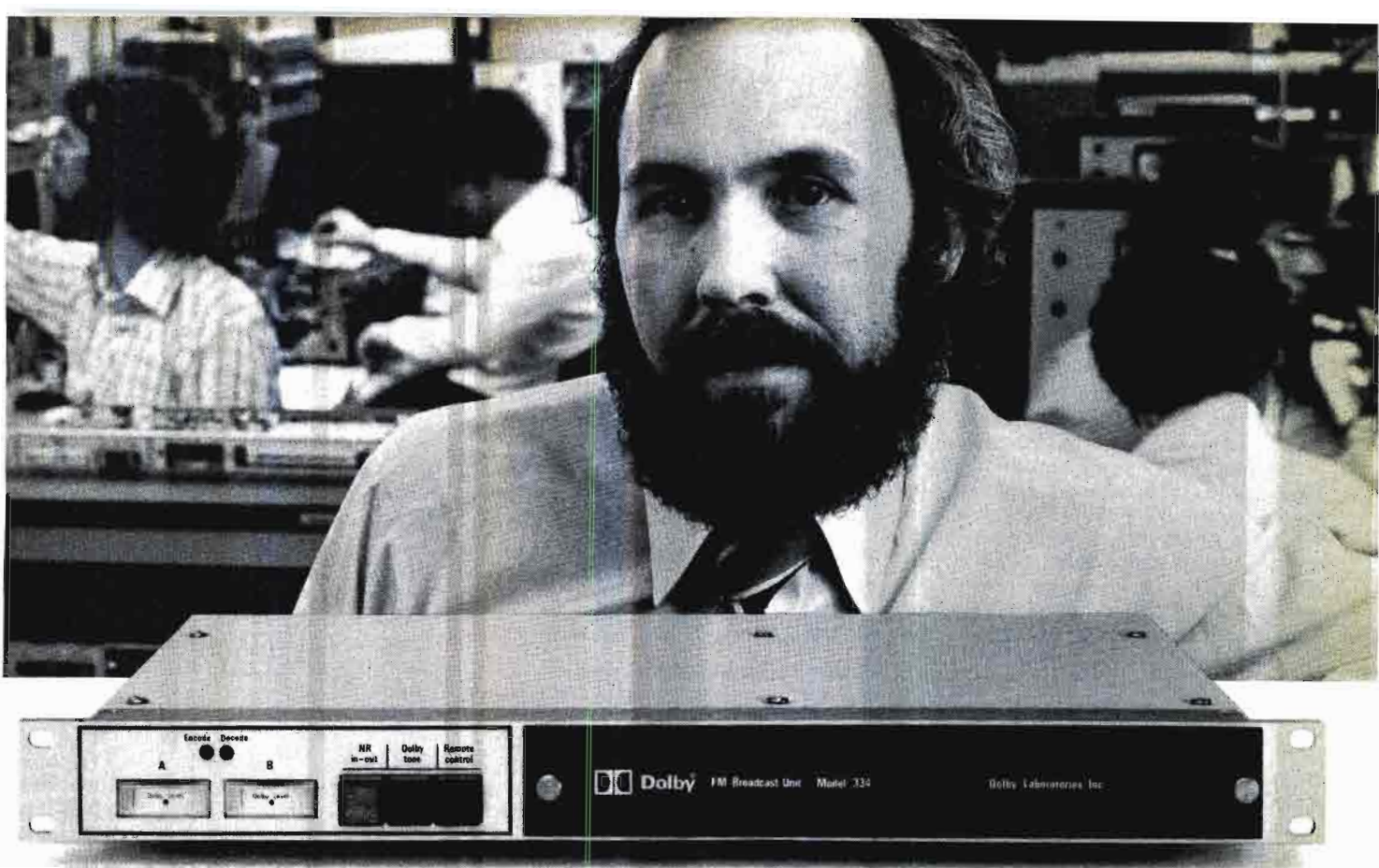
The 12-nation group, led by the U.S., Britain and Australia, concluded in a two-day meeting in Geneva that an alternative Olympics competition would be feasible, to be held at sites in several countries not yet specified. Leaders said the meeting was not concerned with a boycott of the Moscow Olympics, scheduled July 18-Aug. 5, and that the alternative games would not be "a counter-Olympics" but would be open to athletes of all nations.

Lloyd Cutler, legal adviser to President Carter and leader of the U.S. delegation at the Geneva meeting, said the meeting decided that the sale of TV rights could finance the games. David Wolper, TV producer and member of the Los Angeles Olympics Committee, who was one of the U.S. representatives at Geneva, was quoted as saying he was sure, based on experience, that U.S. networks would be interested in acquiring TV rights to the alternative games.

U.S. networks sources, however, saw several problems. One was shortness of time to get set. Another was logistics, with the games to be spread among several sites, linked by satellite. Another problem was timing: If the games were held in mid-August, say, they would conflict with the Democratic national convention (week of Aug. 10) and the concentration of equipment needed there; if held the latter part of August they would face the problem of dispersing equipment in time and of preparations for the start of the 1980-81 prime-time season in early September. The quality of the games themselves was cited as another question-mark and, with it, the question of their salability and the time in which to do the selling.

Countries represented at the Geneva meeting in addition to the U.S., Britain and Australia were Canada, the Netherlands, Kenya, Saudi Arabia, Portugal, Dominican Republic, Sudan, Costa Rica and the Philippines.

The State Department meanwhile released a list of 28 countries that it said have publicly supported the U.S. decision to boycott the Moscow games. In addition, the State Department said it had received private assurances from about 20 other countries that they intend to stay away from the Moscow games.



There's More To Dolby[®] FM Than Another "Black Box"

When you decide to broadcast Dolby FM, you get more than the proven technology of the Dolby Model 334 Broadcast Unit. You also get the personal assistance of Tim Prouty, Dolby FM Development Manager. The engineering, service, and marketing support of Dolby Laboratories. And the opportunity to take advantage of probably the best known single name in consumer, professional, and cinema audio.

Dolby FM provides the increased high frequency headroom that makes it possible to reduce limiting without sacrificing level. That can mean a higher quality signal for your sound-conscious listeners and clients. And a higher quality signal can lead to a unique marketplace position audibly above the competition, which can help increase your local sales.

If the prospect of a higher quality signal makes sense to you, call us at (415) 392-0300 to arrange for an on-air trial at no cost. That way you can see and hear for yourself what Dolby FM is really *all* about.

Learn more about Dolby FM at the NAB Convention: Silver State Room in the Las Vegas Convention Center, April 13-16.

DOLBY LABORATORIES, 731 Sansome Street, San Francisco CA 94111, Telephone (415) 392-0300, Telex 34409 • 346 Clapham Road, London SW9, Telephone 01-720 1111, Telex 919109. Dolby and the double-D symbol are trademarks of Dolby Laboratories S80/2315



Goodman urges united network Olympic bids

It's the only way to hold down escalating costs, he says, despite antitrust hurdles

Julian Goodman still thinks the networks could brake the wildly escalating costs of Olympic rights by banding together for bidding and for coverage. NBC's former president and chairman again advocated the unified approach during a trip back to his native Kentucky to address the Paducah Area Chamber of Commerce.

He cited NBC's successful \$87-million bid for the 1980 summer Olympics in Moscow and ABC's 1984 TV contract for the same rights in Los Angeles at \$225 million. His summation: "That's too much."

Goodman said that during the bidding for this year's summer games, he had proposed to the other American networks that they bid for rights and share coverage as an entity. The agreement was to be subject to the approval of the Justice Department because of antitrust complications. However, he said, the idea failed to materialize when CBS pulled back from the agreement.

Soaring rights prices are paid eventually by the American consumer, Goodman pointed out, and build up the power of the International Olympics Committee, "which considers itself almost a sovereign state, not only on a level with other sovereign states but above them."

The IOC, he declared, is given to "arbitrary decisions and banal statements," describing the Russian aggression and the American response as politics.

PBS picks

Noncommercial stations spend \$29.9 million for 24 series

Public television stations, after whittling down a list of 224 proposals, have selected 24 series for the upcoming Public Broadcasting Service schedule.

A record \$29.9 million worth of national programming—up from \$23.4 million last year—was selected by PBS stations at the seventh Station Program Cooperative. In addition to a lot of established PBS fare, four new series were selected—three of which will be of special interest to minority viewers—along with one evening-long special, a daily news service and a fund for the production or acquisition of specials.

The new programs include *The Next Page*, a series of 13 half hours exploring minority life in magazine format; *I Remember Harlem*, four hour-long documentaries on the New York City community; *American Perspective: Another View*, 10 half-hour documentaries examining the country's diverse cultures; and *Matinee at The Bijou*, 16 90-minute vintage (1932-46) American films.

The stations also elected to fund once again the 90-minute Daily Exchange Feed, which this year will give PBS stations access to a package of national and international news prepared by WGBH-TV Boston.

The other shows stations selected were: *Austin City Limits*, *Bill Moyers' Journal*, *Crockett's Victory Garden*, *The Dick Cavett Show*, *The Electric Company*, *Evening at Pops*, *Firing Line*, *Great Performances*, *Here's to Your Health*, *The MacNeill/Lehrer Report*, *Mark Russell Comedy Specials*, *Meeting of Minds*, *Mister Rogers' Neighborhood*, *The 1980 Drum Corps International Championships*, *Nova*, *Over Easy*, *Sesame Street*, *Sneak Previews*, *Soccer Made in Germany*, *Soundstage* and *Wall Street Week*.

ABC denies Ali interview charge

It admits paying boxer fee but says champ's court costs for resulting libel case are not its responsibility

ABC acknowledges that it paid Muhammad Ali \$5,000 to cover his expenses to be interviewed by Howard Cosell, but it denies that what Ali said in the interview

was prepared for him by ABC.

The acknowledgement and the denial are contained in a suit filed by ABC in U.S. Southern District Court in New York to set aside a \$193,352 award by an arbitration panel to cover Ali's legal fees in defense of a libel suit that followed the interview.

The interview was recorded March 28, 1975, and broadcast on ABC-TV's *Wide World of Sports* the next day. In it, according to ABC's complaint, Ali repeated charges he had made earlier that Anthony Perez, referee of the fight in which Ali had successfully defended his heavyweight title against Chuck Wepner, was a Puerto Rican racist, among other things.

Perez sued Ali for \$20 million, alleging libel. Ali sued for indemnity by ABC. Both actions were eventually dismissed. Ali then started an arbitration proceeding, demanding that ABC pay his legal fees and expenses in defending the Perez libel suit. By a 2-to-1 vote, the arbitration panel sided with Ali on the major issues and, last Jan. 31, said he was entitled to \$193,352 from ABC.

ABC's current suit contends that under the American Federation of Television and Radio Artists code, Ali was responsible for what he said or did in the interview, and ABC is not obligated to defend him against suits arising as a result. A majority of the arbitration panel ruled, however—

PlayBack

Double duty. New York radio personality Barry Farber's services no longer will be exclusive to WMCA(AM) there. He's also taken job at another station in town. Aside from weekday afternoon drive responsibilities at WMCA, he'll have two-and-half hour overnight show at WEVD(AM). It also will be syndicated.

Access. WRC(AM) Washington has distributed "VIP phone numbers" to newsmakers on Capitol Hill, at White House and elsewhere in nation's capital who may want to respond to NBC-owned news/talk station's programming. Actress Lauren Bacall, consumerist Ralph Nader, former CIA director William Colby, political comedian Mark Russell and long list of senators and congressmen are among those who've called WRC in past two months.

Gospel hit parade. Heil Enterprises, Lancaster, Pa., is offering *Gospel Greats*, weekly two-hour syndicated radio program featuring music from gospel top-40, news from gospel music world and interviews with popular artists and groups. Dave Kyllonen, manager and bass singer for Couriers Quartet of Harrisburg, Pa., hosts program, which allows up to 12 minutes of local time per hour for news and advertising. For more information, contact Paul Heil at (717) 299-5899.

First fives. The top five records in **contemporary radio** airplay, as reported by BROADCASTING'S *Playlist*: (1) *Call Me* by Blondie on Chrysalis; (2) *Another Brick In the Wall* by Pink Floyd on Columbia; (3) *Working My Way Back To You* by the Spinners on Atlantic; (4) *Too Hot* by Kool & the Gang on De-Lite; (5) *Crazy Little Thing Called Love* by Queen on Elektra. The top five in **country radio** airplay: (1) *Two Story House* by George Jones and Tammy Wynette on Epic; (2) *Lesson In Leavin'* by Dottie West on United Artists; (3) *Like We Never Said Goodbye* by Crystal Gayle on Columbia; (4) *Honky Tonk Blues* by Charley Pride on RCA; (5) *I'd Love To Lay You Down* by Conway Twitty on MCA.

Two weekly "Playlists," charting the top 100 records in contemporary radio airplay and the top 100 records in country radio airplay, are now available to BROADCASTING subscribers, each for \$12 annually to cover handling and first-class postage. Mail orders to "The Contemporary Playlist" or "The Country Playlist" c/o BROADCASTING, 1735 DeSales St. N.W., Washington, D.C. 20036.

“notwithstanding the uncontradicted testimony of ABC’s expert witnesses” that Ali was an ABC employe at the time of the interview and that his words “were not ad libs but were materials furnished by ABC as to which ABC had to indemnify Ali.”

ABC’s suit asks that the award be set aside, or at least modified to exclude legal expenses arising from Ali’s statements to other newsmen or from other actions not related to the Cosell interview.

From little screen to big in Europe

Distributors there are putting American made-for-TV films into theaters, with mixed success

“SOS Titanic” is the latest in a relatively new phenomenon: U.S. made-for-television movies and miniseries going into general release in European movie theaters. “Titanic” appeared on American television as a three-hour movie but has been cut by an hour for the cinema version now showing in Britain.

The producers hope to bring in money through the box office in addition to earnings from later selling the rights to European television networks. Leslie Halliwell, program buyer for Britain’s ITV network, said the strategy does not always work, because publicity and other costs are sometimes not even covered by film receipts. In addition, delaying the sale of the film to television can reduce its value to the network.

Halliwell believes one of the larger TV-movie theater movies, “Battlestar Galactica,” did succeed. ITV will be showing the series this fall and Halliwell said the movie exposure has increased viewer interest in the program.

But, Halliwell said, in most cases made-for-TV movies do not have enough sex and violence for moviegoers: a sort of reverse corollary to the problem of adapting regular movies to television.

Halliwell also believes that the quality of TV movies has declined in the past 10 years. He said made-for-TV efforts such as “Welcome Home, Johnny Bristol,” made in 1972, are in many ways technically superior to those made today. He also claimed that most TV movies are padded, pointing out that “The Dain Curse” was released as a movie in Europe at only two hours, down from the six hours shown on television.

Peter Beal of EMI Films denied that “Titanic” was padded at all, and he said that it was not a television movie in the first place. In effect, he said, two movies were shot: a more complete version for television and a shorter one with less plot for general release.

Beal said the success of moving films from TV to theaters depends on how it is done. Movie audiences can’t be expected to accept the standard television movie, he said. EMI plans to sell “Titanic” to an overseas television network after its theater showing.

STILL NUMBER



in design, performance and features

Spotmaster®

5300B

MULTI-DECK

The cart machine with features competitors can't match...

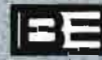
FEATURES

	5300B	ITC 3D	HARRIS 90-3
Nortronics® Duracore™ Heads	YES	YES	No
Single Connector Plug-In Decks	YES	No	No
Companion Record Amplifier	YES	YES	No
Low-Voltage Solenoid	YES	No	No
Independent Azimuth Adjustment	YES	No	No
Shielding Above & Below the Head	YES	No	No
LED Service Aids	YES	No	No
Tapered Cartridge Guides	YES	No	No
Companion Audio Switcher	YES	YES	No
Do the decks lock in place to a bulkhead permitting operation with the front panel down?	YES	No	YES



Plug-in removable decks and superb electronics make this the most up-to-date monaural or stereo three deck cart machine available. Rugged machined deck, quiet air-damped solenoid, unique cartridge guidance system, drop down front panel and run lights next to each deck. The improved 5300B now includes individual level controls for each cue tone.

For complete information call or write your local **Spotmaster®** distributor or contact:



a FILMWAY company

BROADCAST ELECTRONICS INC.

4100 NORTH 24th STREET • P.O. BOX 3606
QUINCY, IL 62301 • PHONE: (217) 224-9600

Try out the new media now

That's the advice of B&B's Moore to fellow advertisers; start experimenting with disks, cassettes; he expects cable to become primary delivery system and says agencies should be ready

The current broadcasting structure "will still be the basic way of doing business throughout [this] decade," but agencies ought to begin now to "get our hands dirty with some real first-hand experience" with the emerging new media.

That is the opinion of Benton & Bowles as relayed by Michael D. Moore, B&B senior vice president and director of media management, who said the agency also believes that eventually "cable will become the dominant broadcast delivery system" but will get there slowly, perhaps approaching 42% penetration by 1990.

Moore spoke at an annual joint meeting of the Southeast and Southwest councils of the American Association of Advertising Agencies, March 14-15 held at St. Thomas, Virgin Islands.

"The hurdle that cable has to get over is the wiring of urban American" Moore said. "If this can be accomplished economically, then the industry will have taken a long leap forward."

Pay cable, he said, is currently the biggest spur to cable's growth, while "down the road" two-way communications can be a big selling point and fiber optics can lower the cost—and could also be the avenue for AT&T involvement. "If they get involved," Moore said, "they have the plant, the people, the know-how and most important the money to truly wire America."

Among other future attractions for cable growth he listed videotext, various home services and "the probability that government will continue to give cable preferred treatment."

But he also saw some retarding factors, starting with the investment needed to wire the country, particularly urban areas. Among others: cost to subscribers, especially in poorer areas; probably some consumer resistance to two-way communications on grounds of "invasion of privacy" or for other reasons, and a potential slowdown in acceptance of cable in areas where over-the-air pay TV gets established first.

Moore said B&B expects videocassette recorders to "grow but be only a limited factor throughout the 1980's," and videodisks to grow even more slowly than VCR's. But both, he said, could be put to other uses: "In the future we may be putting advertising on tapes and disks and

supplying these devices to the consumer for little or no cost."

B&B expects pay TV to evolve, he said, from a straight subscription business into a multitiered service with, say, a consumer paying on a per-program basis for top box-office attractions, or on a monthly basis for service without commercials, or at a considerably lower rate for the same monthly service carrying "a limited amount of advertising."

Moore envisioned "some but limited erosion of the three-network audience during the decade," with the network share dropping from its present 91% to 86% by 1985 and 82% by 1990.

Even so, he said, "it is no longer sufficient for us to sit back and watch the development of these new broadcast media."

He said agencies should start working with the research services to make sure they develop ways to measure the audiences of the new technologies "in a way that we can use them to make advertising decisions." More than that, he said, agencies should begin to seek out and evaluate advertising opportunities that are available for their clients now.

"I refer particularly to the new satellite-to-cable networks which are currently selling advertising time," he said. "Not only should we be evaluating these availabilities but we should be eager to find a way to make them work for our clients so we can purchase them and get our hands dirty with some real first-hand experience. I think you will find many advertisers eager for the opportunity to know more."

"And we should be prepared to step forward with potential solutions to the big question regarding the new technologies: Where will all the programming come from? As I have said before, I believe that much of it will come from us, the advertising community. And if we can become program suppliers for the new technology we will be taking a giant step forward toward insuring that we have protected our clients' interests in the face of the new technologies which some think of as a threat. I prefer to think of it as an opportunity."

Researcher Fitzgibbon tells AAAA audience it will have to deal with changing social values

Television reflects social changes more than it generates them, but those changes are having—or will have—far-reaching effects on TV audiences and their value to advertisers, in the opinion of Jane Fitzgibbon, senior vice president of the research firm of Yankelovich, Skelly & White, New York.

"Whether it's good or bad is really not

for me to say," she told the American Association of Advertising Agencies meeting, but essentially television's role has been "to legitimize new life styles after they have emerged," rather than to create the changes.

"I think we can also honestly say," she added, "that the television medium has speeded up what you might call the filtration of new values and new life styles throughout the population. Television does this simply by *documenting* new life styles, particularly through its news service. And it documents new life styles with an audio/visual impact and clout that is absolutely essential in what has become a nonlinear society, where audio/visual mechanisms are *the* key modes of information communication."

In any case, Fitzgibbon said, the life-style changes are having their effects:

"We now have at least two audiences to appeal to if we talk in *grosso modo* terms: traditional values—and they are still around—and new values. But within the new values segment there are two groups. There's the self-fulfillment, quality-of-life, self-improvement segment; and there's the experience and the escapist-oriented new values segment. What we see this leading to is more and more audience fragmentation, probably smaller market shares, smaller rating shares and probably few blockbuster shows."

For advertisers in particular she offered this analysis:

"There is still a youth market, but between this and the married market there is [now] an important singles market. We used to assume that the period between school and marriage was a brief rite-of-passage and not really worth developing from a marketing standpoint.

"The new values place less and less of an emphasis on the role of the family as a life-style prerequisite. Accordingly, there are going to be more and more singles. There are going to be young singles and there are going to be old singles.

"Look at the married market. We used to think married meant children, automatically. We now have declining birthrates *and* a growing acceptance of childlessness. So there are really two married markets: the traditional married market and the new married market that will not include children in the mix.

"Finally, there is the mature market, which is now becoming more and more desirable as the new values catch up in the population. We have more and more 50's and 60's interested in products that we have normally assumed belonged to their younger counterparts. The mature market is becoming an attractive one for American business . . ."

Television's role as a reflector rather than generator of social change, Fitzgibbon said, does not mean that it is "reg-

ated to the catch-up role of social historian."

What it does mean, she said, is that "television must be consistently attuned and alert to life-style changes (this goes for the advertisers as well as the writers), so that it can accurately and responsibly portray them at a point in time when the public will neither be bored because they are too outdated, nor outraged because they are too far out on the fringes.

"Instead, television's portrayal of societal change can insure that the public be stimulated, informed, sensitized, reassured about what is happening in their own personal lives and the lives of other people in the world at large."

More media and higher costs are ARF's concerns

Annual meeting focuses on how new technologies can help or hinder research, and how research can work to keep down expenses

The influence of the new media and the challenge of escalating media costs in the 1980's were principal subjects on the agenda of the 26th annual conference of the Advertising Research Foundation in New York last Tuesday and Wednesday.

More than 1,300 executives attended the morning and afternoon sessions that covered a wide spectrum of advertiser-related topics, including copy testing, physiological measurements of advertising, and techniques calculated to reduce the cost of media exposure.

Richard J. Solomon, an associate with the Communications Policy Research Program of the Massachusetts Institute of Technology and a research fellow in information resources at Harvard University, pointed out that communications transmission costs in this era of the computer are becoming lower and will con-

tinue to decline. He said this development holds far-ranging implications for advertisers and the media.

"If you are going to spend your working day watching television at the office, participating in some business conference, how will that restructure the environment?" Solomon asked. "What kind of video media will people be watching for entertainment if they watch television all the time during business hours. Will they be watching at night? Perhaps."

He noted that 50% of U.S. business mail today is delivered by means other than the Postal Service. He feels that a large proportion of this correspondence will be delivered through "electronic mail." Solomon said "electronic mail" can also play a significant role in the delivery of newspapers and magazines.

The expected continuance of high inflation in the 1980's for most goods and services will dictate a change in marketing and advertising strategy, according to J. Barry Mason, chairman of management and marketing, University of Alabama, Tuscaloosa.

Mason said that based on a survey his department had conducted among top business executives, the 1980's will be marked by consumer interest in long-lasting, quality-made products; in fewer but better goods; in quality products that do not have to be replaced frequently and in clothing and accessories that are resistant to style changes.

Because of this trend toward austerity, there will be "lean marketing," Mason said. He believes that companies will pay less attention to product differentiation and the stress will be on universal appeals such as good price-value relationships. He said consumer advertising will be more factual as buyers seek more detailed information about products, and promotional efforts will focus more on consumer education about product merits and optimal uses, as currently implemented by petroleum companies and public utilities.

Laurence D. Wiseman, vice president,

Yankelovich, Skelly & White Inc., New York, outlined some of the opportunities and challenges that advertisers and marketers can expect from cable television. He said it is important to understand the fabric of cultural and social values into which the cable television technology is woven.

He pointed out that two-way cable TV may be used to provide improved research. He said this system may well provide better feedback but added it may well run counter to "the deep and growing public concern about privacy." He claimed that almost eight in 10 Americans identify the collecting and giving out of personal information without their knowledge as "a serious violation of their privacy."

Wiseman said the development of shopping from home via cable is heralded for its convenience, but he added that shoppers have said that much of the product information they learn comes at the point of sale. He described a recent study by his firm as revealing that more than half of the people questioned said they were "getting too little" information about a product's life expectancy, instructions for use and possible hazards.

"So what happens if you limit point-of-sale contacts, through expansion of home shopping?" he asked. "It might, in fact, lead to increased pressure to include more hard product information in the advertisements themselves."

Wiseman reported that many large companies have video communications programs directed to the homes of their employees. On one hand, he said, cable offers new opportunities to provide employees with more information about their jobs. But Wiseman conjectured that such cable use could be viewed with "tremendous skepticism, if not hostility," because of the concern by many Americans of the power of large corporations in local politics.

William Bernbach, chairman of Doyle Dane Bernbach, suggested there are pitfalls when research attempts to solve the

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

Company	Period/Ended	Revenues	Current and change				Year earlier		
			% Change	Net Income	% Change	Per Share	Revenues	Net Income	Per Share
Cohu.....	year 12/31/79	22,968,077	+20.7	1,176,733	+126.2	.70	19,024,989	520,081	.30
Columbia Pictures.....	6 mo. 12/29/79	296,975,000	+22.6	16,164,000	-10.5	1.64	242,085,000	18,060,000	1.86
Comtech.....	6 mo. 1/31/79	10,374,363	-3.59	-759,705	*	-.43	10,760,229	-18,002	-.01
Foots, Cone & Belding.....	year 12/31/79	137,427,000	+24.4	13,037,000	+56.5	4.99	110,444,000	8,333,000	3.24
Gross Telecasting.....	year 12/31/79	10,630,899	+ 3.6	2,720,316	+10.3	3.41	10,254,798	2,465,431	3.09
MCA.....	year 12/31/79	1,266,140,000	+13.0	178,688,000	+39.2	7.65	1,120,644,000	128,379,000	5.52
Post Corp.....	year 12/31/79	70,674,000	+25.3	3,839,000	- 7.5	2.10	51,641,000	4,152,000	2.30
Rockwell International.....	3 mo. 12/31/79	1,559,000,000	+ 8.6	68,700,000	+ 6.2	1.88	1,434,500,000	64,700,000	1.83
Teleprompter.....	year 12/31/79	174,638,000	+19.2	**14,281,000	- 9.6	.84	146,447,000	15,796,000	.93
Texscan Corp.....	9 mo. 1/31/80	11,157,566	+46.8	419,153	+80.1	.40	7,596,110	232,845	.30
J. Walter Thompson.....	year 12/31/79	265,227,000	+15.5	13,637,000	+11.5	4.51	229,662,000	14,891,000	4.43
Transamerica.....	year 12/31/79	4,044,647,000	+14.7	240,202,000	+14.6	3.66	3,526,529,000	209,705,000	3.15
Valtec.....	year 12/31/79	62,900,000	+154.5	3,569,000	+87.4	.86	40,700,000	1,904,000	.47
Varian Associates.....	3 mo. 12/28/79	133,870,000	+32.2	4,273,000	+160.8	.56	101,272,000	-6,873,000	-.93

*Percent too great to be meaningful.

**Reflects \$9.4 million provision for settlement of Leeds vs. Teleprompter suit

creative problems in advertising.

"The fact is that after you have produced the best product, packaged it brilliantly, priced it right, distributed it magnificently and positioned it to meet the needs of the consumer, you will have sinfully wasted all these great marketing skills if nobody knows you have done these things," Bernbach said.

In communications, Bernbach continued, "familiarity breeds apathy." He argued that even a truth must be "told in a new, fresh, artful form or it will bore the beholder."

Among the obligations he said agencies owe to clients are: to lead, not to follow, in creating advertisements; to make certain the advertisements are looked at; to create advertising that sells; to establish a personality for the client and to stand up for their convictions when clients challenge the advertising.

A. Spencer Bruno, president of Spencer Bruno Research Associates, Princeton Junction, N.J., reported on two radio advertising evaluation techniques—day-after recall and diagnostic testing.

Since 1971 Bruno has been offering the day-after research service that involves the screening of respondents in shopping malls for age, product usage and target audience qualifications. Eligible respondents are asked to visit an interviewing center where they fill out two questionnaires while a radio is carrying entertainment programming and commercials.

The next day respondents are telephoned and asked if they recalled hearing music or a radio playing while they were in the listening centers. Those who answer in the affirmative become part of the listening audience and they are asked standard day-after recall questions.

Bruno said that radio commercials compare favorably with TV or print in recall scores. He suggested that a paramount point resulting from radio research is the need for brand names to be stressed.

The diagnostic testing service involves respondents in a shopping mall asked to evaluate a radio program. The program consists of "old time" radio, including segments of the Jack Benny and Bing Crosby programs, and is designed to accommodate five commercials. The respondents are asked to rate the program in terms of their likelihood of listening and to reply to questions on their awareness of the brands advertised and their attitude toward the brands.

NAB funds study of public attitudes toward contraceptives and personal products

The National Association of Broadcasters has granted Market Opinion Research of Detroit close to \$100,000 to conduct a study of public attitudes on human sexuality. The project could lead to the advertising of contraceptives on radio-TV.

The study, approved at NAB's January

board meeting, will survey as many as 4,000 people on their views on personal product and contraceptive advertisements. The 4,000 people will be taken from around the country, which will be broken out into six regions. Larry Patrick, NAB's vice president and director of research, said it is being done this way, "so broadcasters can get a precise reading of their particular region."

Market Opinion Research, in conjunction with NAB, will do several preliminary test questionnaires. The whole project is expected to take "a minimum of nine months, a maximum of 18 months," Patrick said.

The results will be forwarded to the television code board which will then decide whether to recommend contraceptive advertising or to change the restrictions on existing personal-product advertising. The code board will forward its decisions to the NAB television board, which will then have the final say.

Healthy TV growth tracked for newcomers to advertising

TVB study finds that ad billings by personal-service companies rose by 44% in 1979, topping \$83-million mark

Professional personal-service firms, including some that only recently have been allowed to advertise, are putting increasingly large budgets into television, according to a Television Bureau of Advertisers analysis released last week.

Six categories—lawyers, real-estate agents, medical/dental services, investment brokers, tax services and travel agents—accounted for \$83.2 million in TV spending in 1979, 43.8% more than they spent in 1978, TVB reported. The analysis uses estimates compiled by Broadcast Advertisers Reports.

Real-estate agents were the biggest spenders, in total, with \$42 million in spot and network TV advertising, but outlays for legal services—until 1977 not generally permitted to advertise—were the fastest growing, increasing by 355.5% to \$4,521,700 in 1979 from \$992,600 a year earlier.

Investment brokers spent \$19,156,700 in television in 1979, up 78.3% from 1978; medical/dental services invested \$7,389,100, up 92.9%; tax services spent \$7,297,000, up 10.6%, and travel agents spent \$2,899,800, up 31.5%.

"Television advertising is the catalyst that has materially changed the marketing and operations of many services that traditionally have been individualistic and local in nature," TVB President Roger D. Rice said. "The outstanding success of services using television is evident in the rapid growth of their advertising expenditures."

Leading TV users in the real-estate field

put the bulk of their TV money into spot but in most cases also used some network. TVB identified them and their totals as Century 21 Real Estate Corp., \$18,603,400 with \$14,242,900 in 1978; Electronic Realty Association, \$4,340,400 vs. \$2,782,100; Realty World, \$2,181,100 vs. \$1,123,800, and Gallery of Homes, \$1,985,900 vs. \$956,900.

TVB quoted Tom Jenkins, president of Gallery of Homes, as saying that "television is the key to modern marketing," and Ray Townsend, chairman of Wells, Rich Greene/LA, Century 21's agency, as declaring TV "the most dynamic of all media in terms of building an image in the minds of the public."

Use of television advertising by legal services was permitted by the Supreme Court in a 1977 decision. In 1979, according to TVB-BAR figures, the firm of Jacoby & Meyers was the largest TV spender in the category, investing \$1,098,200 in New York, Los Angeles and Sacramento, Calif., three times its \$316,400 outlay in 1978. Nationwide Law Firm ranked second with \$292,100 as compared with \$34,900 in 1978, followed by Consumer Services Organization with \$232,400 vs. nothing the year before; Hyatt Legal Clinic, \$207,000 vs. \$63,700, and Kaiser Hill & Rogers, \$181,400 vs. nothing in 1978.

In the investment brokerage field, Merrill Lynch, Pierce, Fenner & Smith led in 1979 with \$6,651,500 as compared with \$4,352,000 in 1978. It was followed by Dean Witter Reynolds, \$5,059,200 vs. \$59,900; E.F. Hutton, \$2,485,700 vs. \$2,146,200; Paine Webber Jackson & Curtis, \$1,690,500 vs. \$1,567,100, and Bache Halsey Stuart Shields, \$1,435,300, down from \$1,560,600 in 1978. Nearly three-quarters of the brokerage house total was in network.

TVB said medical/dental TV advertising is primarily on behalf of clinics, hospitals and health centers, although BAR's monitoring also picked up limited TV use by individual doctors, dentists and chiropractors. The largest single advertiser was Comprehensive Care Corp., which TVB said spent \$1,857,200 on behalf of alcoholism care units in 23 markets in 1979, up from \$789,000 a year earlier. Another alcoholism treatment advertiser, Raleigh Hill Hospital, spent \$1,051,400 in eight markets, as compared with \$630,000 in 1978.

H&R Block, which pioneered the use of spot TV in the tax-services field in 1964, invested \$5,777,400 in television in 1979, all in spot, as compared with \$5,354,500 in 1978. Beneficial Corp.'s tax-service advertising was put at \$1,121,800 in 1979, mostly in network, as compared with \$907,200, also mostly in network, in 1978.

Travel agents' TV advertising, all in spot, was led by Crimson Travel Service of Boston with 1979 expenditures of \$901,100 as compared with \$647,900 in 1978. Thompson Travel Agency of Chicago was the second largest TV user in the category with \$253,500. Thompson had no reported television billings in 1978.

Tops in spot

Largest advertisers include 7 new to top 10; total spending rises to \$2.9 billion in '79

A record-breaking number of national and regional spot TV advertisers, 2,627, invested almost \$2.9 billion in 1979, up 11% over 1978, according to the Television Bureau of Advertising.

Based on Broadcast Advertisers Reports data, the compilation shows that 10,854 different brands were advertised during the year. Seven companies joined the annual spot TV top-100 list for the first time last year: Estee Lauder, \$9 million; Hershey Foods, \$9 million; General Cinema (Sunkist soft drink), \$8 million; Asahi Optical, \$7.1 million; Colonial Penn Group, \$7.1 million; Suffolk Marketing (records), \$6.7 million, and Beecham Group, \$6.4 million.

Advertising categories showing substantial gains were horticulture, up 55% to \$22.9 million; apparel, footwear and accessories, up 50% to \$58.2 million; jewelry, optical goods and cameras, up 34% to \$45.1 million; publishing and media, up 31% to \$79.6 million, and beer and wine, up 29% to \$113.7 million.

Nighttime—7:30-11 p.m.—got the largest share of spot billings, \$856,204,800 or 29.7%, according to TVB. Early evening (5-7:30 p.m.) came in second with \$754,258,000 or 26.2%. Daytime (sign-on to 5 p.m.) was third with \$701,052,500 or 24.3% and late night (11 p.m. to sign-off) accounted for the rest, \$569,782,600 or 19.8%.

Spot TV's top 100

1. Procter & Gamble	\$173,760,200
2. General Foods	88,014,200
3. General Mills	56,022,000
4. PepsiCo.	46,897,700
5. Coca-Cola	46,699,600
6. American Home Products	42,464,800
7. AT&T	41,416,100
8. Lever Bros.	40,402,900
9. Time	37,082,500
10. Ford Motor	30,919,700
11. ITT	30,891,000
12. General Motors	29,904,700
13. A.H. Robins	29,321,000
14. Kraftco	28,087,500
15. Colgate Palmolive	27,900,300
16. Nestle	27,886,500
17. William Wrigley Jr.	26,069,900
18. Toyota Motor Distributors	25,539,100
19. Milton Bradley	25,052,100
20. Mars	24,666,800
21. Bristol-Myers	23,647,400
22. Kellogg	21,680,100
23. Warner-Lambert	20,034,000
24. Revlon	19,293,100
25. Norton Simon	18,017,200
26. Triangle Publications	17,465,700
27. American Motors	17,265,100
28. Philip Morris	16,767,400
29. Consolidated Foods	16,715,800
30. Scott Paper	16,474,200
31. Gillette	16,222,500
32. CPC International	15,528,200
33. Jos. Schlitz	15,291,100
34. Pillsbury	14,648,900
35. Beatrice Foods	14,488,000
36. Esmark	14,438,700

Bottom Line

Oak seeks cash. Oak Industries, Crystal Lake, Ill., equipment maker, has registered proposal with Securities and Exchange Commission to offer \$50 million of 20-year convertible debentures. Proceeds are to be used for working capital and capital financing. Sale is expected within few weeks through underwriters led by Drexel Burnham Lambert Inc. Oak Chairman Everitt A. Carter last month told New York security analysts that company "has bet our corporate life on subscription TV" (BROADCASTING, March 3).

Ready to go. Following receipt of required Internal Revenue Service rulings, consummation of merger of Sonderling Broadcasting into Viacom has been set for tomorrow, March 25. Spin-off of Sonderling's Chicago radio stations and theater properties to Roy and Egmont Sonderling is to take place same day. All other Sonderling stockholders of record on that date will get special \$4.50 per share dividend; under merger agreement, Sonderling shareholders receive either \$28 cash or one share of new Viacom convertible preferred stock for each Sonderling share.

Fox wants to jump common, then split. Twentieth Century-Fox Film Corp. shareholders will be asked to vote at April 24 meeting on proposed increase in authorized common shares to 30 million from 15 million. If approved, and in absence of adverse developments, board of directors intends to declare four-for-three split of common stock. Directors earlier had declared new quarterly dividend of 50 cents per share, up from 35 cents and payable March 25 to shareholders of record March 11. In addition, special cash dividend of 40 cents per share will be paid March 25 to shareholders of record March 11. New 50 cent dividend rate is expected to be retained for balance of year.

37. Chrysler	13,953,600	92. Suffolk Marketing	6,652,700
38. Mattel	13,940,800	93. Mobil	6,617,200
39. Nabisco	13,832,500	94. IFI International	6,603,400
40. Hasbro	13,670,200	95. Dodge Auto Dealers	6,578,100
41. Anheuser-Busch	13,154,800	96. H&R Block	6,407,700
42. Quaker Oats	12,861,100	97. Beecham Group	6,361,300
43. Mego International	12,422,600	98. Tomy	6,322,800
44. Adolph Coors	12,378,700	99. Chevrolet Auto Dealers	6,274,100
45. Nissan Motor	12,243,300	100. Waishe American	6,221,500
46. Ralston Purina	11,943,400		
47. Richardson Merrell	11,682,200		
48. American Dairy	11,579,200		
49. K-Tel International	11,479,900		
50. CBS	11,411,200		
51. Alberto Culver	11,237,100		
52. American Cyanamid	10,994,800		
53. G. Heileman Brewing	10,797,200		
54. Ronco Teleproducts	10,709,100		
55. Pabst Brewing	10,382,200		
56. Trans World	10,271,100		
57. American Express	10,190,300		
58. Royal Crown Cola	9,636,500		
59. American Airlines	9,399,100		
60. Volkswagen	9,380,600		
61. Standard Brands	9,179,800		
62. General Electric	9,124,500		
63. Estee Lauder	9,058,100		
64. Hershey Foods	9,036,900		
65. North American Philips	8,980,600		
66. Ideal Toy	8,945,900		
67. Campbell Soup	8,769,400		
68. UAL	8,742,800		
69. Standard Oil of Indiana	8,727,200		
70. Ford Auto Dealers	8,710,700		
71. Cadbury Schweppes U.S.A.	8,589,200		
72. Toyota Auto Dealers	8,561,500		
73. Toro Manufacturing	8,485,700		
74. Seiko Time	8,340,900		
75. Schering-Plough	8,291,300		
76. Quibb	8,142,500		
77. H.J. Heinz	8,120,700		
78. General Cinema	8,012,600		
79. Faberge	7,987,300		
80. American Can	7,840,300		
81. Borden	7,677,600		
82. Morton-Norwich Products	7,677,300		
83. Olympia Brewing	7,634,300		
84. Stroh Brewery	7,589,500		
85. F&M Schaefer	7,303,400		
86. Chesebrough Ponds	7,251,100		
87. Dr Pepper	7,144,000		
88. Asahi Optical	7,118,800		
89. Colonial Penn Group	7,116,100		
90. R.J. Reynolds	6,923,900		
91. Oldsmobile Auto Dealers	6,699,300		

Please send

Broadcasting

The newswEEKly of broadcasting and allied arts

Name _____

Company _____

Business Address
 Home Address _____

City _____

State _____ Zip _____

Type of Business _____

Title/Position _____

Are you in cable TV operations Yes No

Signature (required) _____

3 years \$120 2 years \$85 1 year \$45
(Canadian and international subscribers add \$12/year)

1980 Yearbook \$55.00
(If payment with order: \$50.00)

Payment enclosed Bill me

For Address Changes Place Most Recent Label Here.

1735 DeSales Street, N.W., Washington, D.C. 20036

Ferris extends helping hand to noncommercial

FCC chairman suggests to NPR that public medium should get some of stations that would be provided by expanded AM band; he also thinks outlets could bring in more money by marketing some subsidiary services such as cassettes, FM sidebands

FCC Chairman Charles Ferris suggested last week that additional outlets created by the expansion of the AM band might be reserved for public radio.

Speaking to the National Public Radio Conference in Kansas City, Mo., Ferris told a luncheon audience that the FCC is looking for ways to insure continued growth of public radio. "I have suggested on several occasions that we consider additional FCC initiatives to fill the demand for new public radio outlets," Ferris said. "One of these might be to reserve some or all of the expanded AM band, achieved at last year's World Administrative Radio Conference, for public radio. There is no logical reason why public radio should be considered only an FM service."

Expansion of public radio to increase news and public affairs programming, said



Ferris

Ferris, would be preferable to setting minimum requirements for informational programming by commercial licensees.

He noted that the Washington Court of Appeals has directed the FCC to hold hearings when stations with unique formats propose to change them. And while he said the court is "rightly concerned" about the diversity of choice listeners have, he disagreed with its remedy.

(The FCC has been granted Supreme Court review of the affiliate ruling.)

"I would prefer to encourage expansion of public radio, which has proved it will program formats that may not make it in the advertiser-supported marketplace, where numbers are all that usually count," Ferris said. "A minority of listeners may care intensely about these formats and will therefore support them with direct subscription dollars."

Given public broadcasting's financial problems, Ferris said the FCC should help "in your search for new ways to use most efficiently the investment American citizens have made in your facilities."

He referred to a recent commission decision approving use by Public Broadcasting Service stations of their earth stations for private commercial video and message traffic (BROADCASTING, March 17).

"This decision, I believe, signals the beginning of the end of the FCC tradition of viewing public broadcasting in the most narrow, moralistic terms," he added.

Ferris said this earth station decision shows that the FCC "can be pragmatic in approaching innovative ideas to bolster public radio and television's financial underpinnings." Some of the other ideas he suggested included: (1) subscription public TV or radio, using scrambled signals, (2) use of public radio subcarriers to deliver home information systems, if FCC current restrictions are lifted, and (3) the marketing of public radio programming in cassette form.

"In any fundamental re-examination of what we—and by we I mean both the FCC and the American public generally—expect from our reserved radio frequencies and their public licensees, the bottom line test, I expect, will be whether public radio can diversify its funding sources while still delivering what the advertiser-supported commercial marketplace cannot or will not supply.

"With these caveats, I still think that you have much to gain and little to lose by trying out new ideas for as many innovative uses of your facilities as you can conceive," Ferris concluded.

On the following day, Harriet (Sis) Kaplan, president of the National Radio Broadcasters Association, called for a close working relationship between noncommercial and commercial radio. "I grant you many broadcast companies and individual broadcasters do not feel as I do about the need for an alliance," Kaplan said. "I believe their views are shortsighted and unrealistic. Through NRBA I intend to change this direction."

One project on which Kaplan said the two can work together is radio deregulation. "I know there are many common points of view, and where they exist we need to march together," she said.

She predicted there would be no con-

gressional deregulation this year, but she said that NRBA's "principal goal" for next year will be to press for Communications Act reform.

"It may take several years, but it is so timely, so equitable, so necessary and so much in the public interest that I believe that common sense will finally triumph and that radio will eventually be deregulated," she added.

Other speakers at the conference included Robben Fleming, president of the Corporation for Public Broadcasting; Henry Loomis, former president of CPB; and Richard Neustadt of the White House domestic policy staff.

And in all the speeches, the same theme emerged: The future of federal funding for public broadcasting looks dim, and, as Ferris mentioned, public broadcasters should look for alternative ways to finance their media.

Two major awards were presented at the conference, which drew approximately 800 people. Karl Schmidt, creator and director of NPR's radio drama series, *Earplay*, was awarded the Distinguished Service Award and Susan Stenberg, co-host of NPR's *All Things Considered*, was awarded the Edward R. Murrow Award, for "significant contributions to public radio."

Mad at a mailing

A membership solicitation by the National Citizens Committee for Broadcasting, the Washington-based media reform group, has touched a sensitive nerve in at least one broadcaster.

The mailing piece, claiming a success for NCCB in its fight against TV violence, said the organization is now "working to reform what has become the public's single biggest complaint about television—commercials." It also pointed out that contributions will be matched under a \$20,000 grant from the Veatch Program. The Unitarian Veatch Church, Plaindome, N.Y., funds a number of public-interest groups ("Closed Circuit," June 11, 1979).

The man who didn't appreciate the NCCB letter to his home is William R. Varecha, president of WTOA(FM) Murphysboro, Ill. In a reply to NCCB Executive Director Samuel A. Simon, Varecha wrote it is "disheartening" to see the broadcasting industry "painted as an impersonal harvester of the nation's wealth." Five commercial improprieties were cited by NCCB. "Only five problems look like a good track record to me," said Varecha.

Rather than being "the fat cats your descriptions imply, the majority of stations [are owned] by small businessmen who struggle to make ends meet," Varecha declared. He said WTOA's total profit for the past seven years was under \$35,000, during which time it had provided valuable

community services with a strictly limited commercial policy.

"We're not trying to blow our own horn," Varecha declared. Then, referring to the suggested NCCB restrictions, he added: "We're only trying to get some relief [as] the most regulated business in this country."

Broadcasters pick up tempo for census countdown

Radio-TV praised for its efforts to secure cooperation; special steps taken to avoid undercounts of minorities

When Uncle Sam starts his decennial head count next week, it will be with a tip of his hat to broadcasters helping him with his p's and q's.

Dick Krolik, consultant to the Census Bureau and radio-TV coordinator, last week lauded those in broadcasting and allied fields for their efforts on the air and in their communities to indoctrinate the public about the census.

"Also," he added, "it is an indication that broadcasters realize the bottom line [in the census] will be better demographics for their own use."

Krolik, formerly of Time-Life Broadcasting and later aide to the House Communications Subcommittee, is coordinating the efforts of the Broadcasters Census Committee of '80 (BROADCASTING, April 23, 1979). Committee chairman is Jack Harris, president of KPRC-TV Houston and WTVF(TV) Nashville.

One of the major promotional barrages is targeted for March 28-April 1 (Census forms are expected to be in the nation's 80 million mail boxes on March 28). The Advertising Council has sent a package of PSA's to every radio and TV station. All the spots are derived from a 60-second "Living Map" appeal in which celebrities sing out in behalf of the census. On the visual, these participants are grouped in a mass to represent the shape of the United States.

Krolik, in an earlier report to the broadcasters census committee, cited special efforts that were being made by broadcasters to explain the value and purpose of the census to minorities. These included the availability of spots in English, Spanish, Arabic and other foreign languages. The report also listed typical efforts of broadcasters who conducted workshops, bought print space and made donations of time to help the census effort.

The minorities, themselves, are making their strongest effort ever to insure that their numbers are properly and adequately recorded.

Commerce Secretary Phillip Klutznick met two weeks ago with leading communications organizations to enlist their further cooperation in a public service pro-

Intermedia

Who was first with four? Federal judge in Los Angeles denied NBC's motion for dismissal of \$10.5-million suit filed against network by Klein &, Los Angeles-based promotion firm. Suit, filed last August, is set for trial at end of month. Klein, leading maker of promotional spots for local television stations, charges NBC infringed on its service and trademarks with its "We're for you" campaign for SNBC-TV New York last year. Various Klein promotions had used phrase previously as well as graphics—"We're 4 you"—for stations on that channel. Klein is asking for \$500,000, which it claims to have lost due to unfair competition, and \$10 million "exemplary damages." WNBC campaign was prepared by Creamer Inc., New York agency, which is not party in suit, however.

Gold medalists. Seven radio stations were awarded medals by Lake Placid Olympic Organizing Committee in recognition of their fund-raising efforts through station-sponsored promotions. Biggest fund raiser was WMAL(AM) Washington, with more than \$17,000. Other six medalists were WGBS(AM) Miami, KFHM(AM) Wichita, Kan., WLOR(FM) Toledo, Ohio, WNOK-FM Columbia, S.C., KPNW(AM) Eugene, Ore., and WATN(AM) Watertown, N.Y.

Changing guard. Richard S. Lessler, vice chairman of Interpublic Group of Companies, New York, will not stand for re-election as vice chairman or member of board of directors when his term expires May 13 but will continue as executive consultant, on part-time basis, working directly with Philip H. Geier, chairman and chief executive. Interpublic would make no further comment.

More on children. Professor at University of Pennsylvania says that children who watch TV ask their parents for 13 products weekly—items they've seen advertised on screen. And, according to study by Dr. Scott Ward, who did research last year in Boston, their mothers readily agreed to buy them low-cost items like snack food, although there was a reluctance to buy expensive toys.

Cobb winner chosen. Everett H. Erlick, senior vice president and general counsel for ABC, has been named recipient of National Association of Broadcasters' 1980 Grove C. Cobb memorial award. Created in 1975, award is given annually to broadcaster or public servant who demonstrates unusual dedication to improving broadcasting's relationship with federal government. NAB's Television and Radio Political Action Committee chooses award winner. Award will be presented to Erlick last day—April 16—of NAB's convention in Las Vegas.

Gift from Millers. Paul Miller and his wife, Louise, have donated \$10,000 to student-run WTR-FM at Rochester (N.Y.) Institute of Technology. Miller is retired chairman of board of Gannett Co. and Associated Press. He currently serves as director and executive committee chairman of Gannett as well as chairman of Frank E. Gannett Newspaper Foundation. Rochester, N.Y., FM station will also benefit from used transmitter donated by Sconnix Broadcasting Corp.'s WCMF(FM) there.

Promotion, past and present. Broadcasters Promotion Association archives, formerly stored at WOTV(TV) Grand Rapids, Mich., have been moved to telecommunications department library at San Diego State University where materials are being cataloged. Collection, including audio and videotape, films and print materials spans more than two decades of broadcast promotion and advertising.

gram to encourage blacks to be counted in the census. Attending were representatives of the National Black Network, World Institute of Black Communications, CBS Records, Black Music Association, National Association of Black Owned Broadcasters and the Sheridan Broadcasting Network.

Made available at the meeting was a package of 26 spots by various CBS recording stars. Wordings are geared for use before April 1, on that date, and after the census begins.

The National Association of Spanish Broadcasters, concerned about an undercount to the Hispanic count, has distributed a position paper to individuals and organizations interested in the 1980 cen-

sus. Its analysis is not necessarily oriented to broadcasting. Rather it is more concerned with explaining the importance of accurate Hispanic data for apportionment of seats in Congress, allocation of federal funds and in enforcement of civil rights. One detriment the paper cited was an unavoidable dearth of qualified Hispanics within the Census Bureau work force. Another problem was the reluctance of illegal Hispanic aliens to cooperate.

There has been some help from the White House on the last-named problem. First Lady Rosalynn Carter has recorded four radio and television spots in English and Spanish. Falling back on Spanish lessons she has been taking since going to the White House, she introduces herself,

"Yo me llamo Rosalynn Carter." Then she reassures: "No tenga miedo de responder al censo"—Don't be afraid to answer the census.

KRON-TV strike drags on into its eighth week

Three unions are involved, one leaning toward settlement; issues involve jurisdiction, fringes, but unions maintain company is trying to break them—charge that station, making do with supervisors and others, denies

The solidarity of the three unions striking KRON-TV San Francisco appeared to weaken last week as the walk-out by 235 employees of the Chronicle Broadcasting Co. station entered its eighth week. One union appeared inclined to accept a compromise offered by the station, but the members were still divided on whether they should return to work or remain out in support of two other striking groups.

Late last week, union officials were holding to their position that the station has set out to rid itself of at least one and perhaps all of the striking unions. The company, denying that it intends to break any of the unions, has refused to sign at least one national agreement covering the benefits afforded freelance talent, and should Chronicle be able to maintain that position during the bargaining there could well be—in the opinion of the strikers—a general weakening of the American Federation of Television and Radio Artists across the country.

Neither the unions nor the station knows for sure, but it has been estimated that approximately \$700,000 of wages has been lost during the strike.

On Feb. 1, AFTRA, the International Brotherhood of Electrical Workers and the Office and Professional Employees International Union struck KRON-TV on what all three agree were largely jurisdictional and fringe benefit issues and not questions of pay. In fact, most of the on-air AFTRA members are covered by personal service contracts not affected by union agreements. The IBEW is resisting the introduction of nonunion personnel into jobs previously held by union members. And the OPIEU members, for whom pay is an issue, are concerned about the company's apparent desire to concentrate union members in some departments.

■ The AFTRA dispute centers on two primary issues: the status of the contract covering freelance talent and management's desire to replace union news writers with nonunion middle-management personnel. Fifty-five AFTRA reporters, announcers, writers and directors are out; each gets \$200 a week in strike benefits.

■ IBEW members are protesting the company's plans to use nonunion freelance and client personnel in its new

Our station managers aren't just running the show. They are the show.

Because of a strike at Channel 4, our regular newscasters are out, and our station



Dave McLean: Asst. News Director/Co-anchor

management people have taken to the air. We wondered how our regular viewers would react. And, frankly, we were surprised at how they liked our newscasters' refreshing, different and honest styles.

Watch Dave what's-who-cause, Lucy somebody. Steve the weather guy and Bob with the sports.

Not many people know or recognize our current news team of management people. But don't let that fool you. Each of them has years of behind-the-scenes experience.

Co-anchors Dave McLean and Lucy Ablin are formerly the assistant news director and a news producer for NewsCenter 4. And they've both been writers and reporters.

The weatherman, Steve Levin, has been in television management and sales for 14 years; he still works his other job at Channel 4 as Vice President of Operations. And Bob Mansbach, who now does our sports, has done sports reporting, play-by-play and sports producing.



Lucy Ablin: News Producer

We're improving with age.

After a few weeks on the air, our newscasters are feeling more comfortable in front of the cameras. Their performances lately prove that.

And the behind-the-scenes news crew is getting better, too.

In fact, they have news journalists have said we're now operating with pre-strike efficiency on all our newscasts.

An occasional mistake still does pop up.

But that just proves that we're all only human.



Steve Levin: Weather Reporter

The best news programs possible.

During our current labor difficulties, we've continued to bring you the best news programs possible. With news stories from wherever news happens, live on-the-spot reports, with telecasters 4, and more.

So, if you haven't already, maybe you should try watching our current news team. Who knows? You might like our news team of management people better than the team you're watching soon.



Bob Mansbach: Sports Producer/Sportscaster

NewsCenter 4
Weeknights: 6 & 11 P.M.



Both sides. In full-page newspaper ads, KRON-TV introduces its management personnel now doubling as air personalities, and a striker maintains the picket line outside the station.

subsidiary, Chronicle Productions. There are 145 technicians, cameramen, floor-men and artists striking. Although the union continues to pay health, dental, medical and life insurance premiums at a rate of \$110 monthly for the striking workers, IBEW has no strike benefits.

■ The 35 striking OPIEU members are seeking a 36% pay increase over three years (including a cost-of-living escalator) while management is offering at best 27%. The office workers, who now have a top pay of \$257 a week also are demanding definitive job descriptions and a redesigned health and dental plan. The union is paying its members \$35 per week in strike benefits.

Last Thursday, the AFTRA members were to vote on a compromise contract in which the company agreed to provide pension and welfare benefits to freelancers. The company refused to weaken on the writers' issue, however. Union officials who negotiated the compromise were saying they expected the membership to ratify the new contract. Still in doubt, however, was whether the AFTRA members would vote to go back to work and thus cross the IBEW and OPIEU picket lines.

"The other unions have to understand that AFTRA is not going to stay out until July 4 in support," said Rollin Post, a reporter and chairman of the AFTRA strike committee.

During much of the strike, union members have charged that Chronicle was out to break the unions, a charge not uncommon in labor disputes. In July 1978 Chronicle declined to extend the freelancers' AFTRA contract. A standard agreement in the industry, the freelancer com-

pact is viewed by union members as a basic contract upon which union agreements and personal service contracts depend. The union did not pursue the matter in 1978, choosing to wait until the current negotiations.

Also about six months ago the company set up the new production subsidiary with plans to expand into the commercial and national syndication fields. The company wanted to do that without union technicians and without station employees.

Finally, the office workers complained that the company shifted them about within the different departments, while there were no clear descriptions of jobs they were required to do. Since the strike began, the company has hired replacements for some of the striking office workers, and, according to a company spokesperson, the new employees' status could become permanent. Such hirings have prompted the use of the word "scabs" from some union officials.

The unions also point to a special strike-training program the company began offering management personnel six weeks before the walkout as the most obvious example of Chronicle's desire to rid itself of unions. The classes, conducted twice weekly between 2 a.m. and 5 a.m., were designed to teach basic station operations to department managers and nonunion employees.

The station has been using sales and creative services employees and managers to man the on-air positions and other station functions performed previously by union members. Some nonunion technicians have also been added to the KRON-TV staff. In all, some 120 employees are operat-

ing the station.

Francis A. Martin, KRON-TV vice president, station manager and a member of the Theriot family that controls the station and its parent Chronicle Publishing Co., has had much of the responsibility for conducting the station's side of the three-way negotiations. He has denied that the strike classes were part of a plan to lock out union members. "It is normal, worst-case planning. It had nothing to do with anything but being prepared," he said.

"This company's not in the union-busting business. If we were going to do that we would have brought people in from our other stations. It would have started out completely differently," Martin said. "I negotiated the contracts in 1972 and 1976, and I can assure you that if this company were in the union-busting game there would have been plenty of opportunity to engage in that then."

Yet, according to John F. Crowley, of the San Francisco Labor Council, AFL-CIO, he is more convinced than ever that KRON-TV wishes to do away with at least the office workers' union. "From the outset," Crowley said, management has had the intention of "eliminating OPIEU from the plant"; "instituting a nonunion production company, excluding all three unions," and "ultimately excluding any unions" from the station. "I am convinced of this now," Crowley said last week.

An uncertain future still clouds the dispute, and the charges and countercharges still fly. "We have met with them repeatedly," said Martin of the unions' statements that the station has been generally unwilling to negotiate. "People say what is most self-serving to their individual interests."

But the union members point to a letter from station attorney Gary Scholick dated Jan. 25 wherein he wrote "an impasse had been reached" in the prestrike negotiations, or to Martin's trips out of the city and away from the negotiating tables, or to chief attorney Robert Lieber's apparent inability to speak with the authority of station management during informal negotiations. Union officials use words like "lying," "bad faith" or "deceived" describing their talks with the station.

Striking AFTRA employees who have negotiated with the station in the past for their personal service contracts are surprised by the company's apparent unwillingness to settle the disputes. One newspaper person, who said, "I'm not a strong union person at all. I'm a member because I had to be," was aghast at what she saw as an intransigence on the part of the company: "It seems that they wanted the strike."

"The logical thing is they wanted to break the unions," said another. "But to break all three would be difficult."

"I have a great fear that they might settle with AFTRA but not with the other unions," remarked another on-air personality.

The NBC affiliate continues to operate with its staff of 120 working employees. Full-page newspaper ads have been run to introduce the audience to the new faces on

the station's news programs, and three nonunion public affairs hosts continue with their programs.

The station has denied that it has lost \$2 million in advertising as a result of a union plea for advertisers to stop running commercials on KRON-TV.

And although AFTRA, at least, appeared closer than any of the others to a settlement, the IBEW and the OPEIU disputes still appeared far from settled. In

1974, noncommercial KQED(TV) San Francisco was struck for four months. In 1977 the ABC O&O, KGO-TV, was struck for five-and-a-half months. San Francisco is among the most unionized cities in the country. Bitter labor disputes have become part of the city's business life.

"I wouldn't characterize this as a long strike," said Martin. "In the annals of strikes in San Francisco a 45-day strike is not a very long one."

Changing Hands

PROPOSED

■ **WOKF(FM)** Clearwater, Fla.: Sold by Broadcast Enterprises National Inc. to Metroplex Communications for \$4 million. Seller is group owner of five AM's, including WTAN(AM) Clearwater, three FM's and one TV, principally owned by Ragan Henry. (BENI bought AM-FM combination in Clearwater less than four years ago for total of \$850,000 [BROADCASTING, Sept. 20, 1976].) Buyer is owned by Norman Wain and Robert Weiss who also own KEZK(FM) St. Louis, WHYI(FM) Fort Lauderdale, Fla., and WWOK(AM) Miami. Last month FCC granted approval of their sale of KOAX(FM) Dallas to Westinghouse Broadcasting for \$7 million (BROADCASTING, March 3). (They bought KOAX(FM) less than four years ago for \$1.7 million [BROADCASTING, Sept. 6, 1976].) They have purchased, subject to FCC approval, WPIK(AM) Alexandria-WXRA(FM) Woodbridge, both Virginia (BROADCASTING, Feb. 18). WOKF-FM is on 95.7 mhz with 100 kw and antenna 450 feet above average terrain.

■ **WTOW(AM)** Towson, Md. - **WZIP(AM)** Cincinnati - **WGOR(AM)** Toledo, Ohio: Sold by Gore Broadcasting Inc. to JACO Broadcasting for \$1.5 million plus \$400,000 consultancy agreement. Seller is owned by Harold Gore who also owns WINQ(AM) Tampa and 80% (pending FCC approval) of WAVS(AM) Fort Lauderdale, both Florida, and 50% of KBZT(FM) San Diego. Buyer is owned by Terry Jacobs (85%), John Boyd, Thomas Steele and Lee

Schimberg (5% each). Jacobs is senior vice president of Great American Insurance Co., Cincinnati. He also owns 25% of Cincinnati real estate firm and 43% of Wilmington, Ohio machine tool company. He owns cable systems in Inglewood, Calif. Boyd and Steele are partners in Garden Grove, Calif., broadcast consulting firm, and each owns 10% of KFEL(AM) Pueblo, Colo., and KKIM(AM) Albuquerque, N.M. Schimberg is Cincinnati business broker and financial consultant and 15% owner of Evanston, Ill., real estate firm. WTOW is on 1570 khz with 5 kw day. WZIP is 1 kw daytimer on 1050 khz. WGOR is on 1520 khz with 1 kw full time.

■ **WADY(AM)** Hollywood, Fla.: Sold by Community Service Broadcasting Inc. to Sunshine Wireless Co. for \$1 million. Seller is owned by Jerome and Elaine Glassman (50% jointly), sons, James and Bill (25% each). They also own WMCL(AM) McLeansboro, Ill., WDXI(AM) Jackson, Tenn., and WKWK-AM-FM Wheeling, W.Va. Buyer is owned by Eric Esbensen (50%) and Donald and Richard Berlanti, brothers (25% each). They also own WKQS(FM) Boca Raton, Fla., and KLVV(AM)-KRQK(FM) Lompoc, Calif. Esbensen is president and general manager of stations. Berlantis are investors, Donald in Potomac, Md., and Richard in Somerset, Pa. WADY is on 1230 khz with 5 kw full time. Broker: Richard A. Shaheen.

■ **WMBN-AM-FM** Petoskey and **WATT(AM)** Cadillac, both Michigan: Sold by Les Biederman (52.5%), William Kiker and Gertrude Zerle (16.25% each) and Drew

CVS is Now Harris Video Systems!

See the complete HVS equipment line
at the Harris Exhibit, 1980 NAB Convention,
North Exhibit Hall, Las Vegas Convention Center.

April 13-16, 1980



HARRIS
COMMUNICATION AND
INFORMATION PROCESSING

McClay (15%) to MacDonald Broadcasting Co. for \$900,000. Sellers also own WTCM-AM-FM Traverse City, WATZ-AM-FM Alpena, and WATC(AM) Gaylord, all Michigan. Buyer is owned by Kenneth MacDonald, who also owns WSAM(AM)-WKCQ(FM) Saginaw, Mich. WMBN(AM) is 1 kw daytimer on 1340 khz. WMBM(FM) is on 96.7 mhz with 1 kw and antenna 320 feet above average terrain. WATT(AM) is 1 kw daytimer on 1240 khz.

■ **WXUS(FM)** Lafayette, Ind.: Sold by Twin Cities Broadcasting to U.S. Broadcasting Inc. for \$700,000. Seller is owned by Donald Walters and Charles Bradshaw (50% each) who have no other broadcast interests. Buyer is owned by Michael Sigelman (50%), S. Walter Richey, F.A. Koscielak, C.W. Arend Jr. and R.W. Carlson (12½% each). Sigelman is former vice president and general manager of WEET(AM)-WDSY(FM) Pittsburgh. He will become general manager of WXUS upon acquisition. Richey is chairman and Koscielak is financial vice president of Collateral Control Corp., St. Paul, Minn., financial services firm. Carlson and Arend are St. Paul realtors. They have no other broadcast interests. WXUS is on 92.7 mhz with 3 kw and antenna 215 feet above average terrain.

■ **WLSD-AM-FM** Big Stone Gap, Va.: Sold by Big Stone Broadcasting Corp. to Valley Broadcasting for \$359,000. Seller is owned by Gary Rakes (25%) and J.D.

Nicewonder (75%) who have no other broadcast interests. Buyer is owned by Don Wax who owns 75% of mobile and modular home sales company and 75% of real estate firm, both in Big Stone Gap. He has no other broadcast interests. WLSD(AM) is daytimer on 1220 khz with 1 kw. WLSD(FM) is on 93.5 mhz with 3 kw power and antenna 1,210 feet above average terrain.

■ **WWJ(FM)** Johnstown, Ohio: Sold by Triple S Communications to Kramer Communications for \$250,000. Seller is owned by Richard Seiler Jr. (37.5%), James Goldurs (25.83%), Robert Cohen (20%), Richard Zellers, Kenneth Grubbs, Richard Hill and William Wright (4.16% each). None of sellers has other broadcast interests. Buyer is owned by Robert Kramer, wife, Mary, son, Robert II, and last's wife, Joanna (25% each). Senior Kramer owns Columbus, Ohio, industrial ventilation equipment company. His wife is housewife. Robert II was Army captain released from active duty last month. His wife was also in Army until recently. They have no other broadcast interests. WWJ(FM) is on 103.1 mhz with 3 kw and antenna 300 feet above average terrain.

■ **WOKL(AM)** Eau Claire, Wis.: Sold by OK Radio Inc. to Progressive Communications for \$202,000. Seller is owned by Robert Nelson who has no other broadcast interests. Buyer is owned by William Payne (40%), Martin Hannemann, Robert

Braun, Dennis Hogan, Arthur Devine and Murtis Smith (10% each) and Fred and Kay Ebertino (10% jointly). Payne is sales manager of WOKL(AM). Hannemann is pattern maker for Wausau, Wis., manufacturing company. Braun is Waterloo, Iowa, attorney. Hogan is 70% owner of Waterloo accounting firm. Devine is Waterloo surgeon. Smith is housewife. Fred Ebertino is Waterloo oral surgeon and wife is housewife. They have no other broadcast interests. WOKL is 1 kw daytimer on 1050 khz.

■ Other proposed station sale is WAAN(AM) Waynesboro, Tenn. (See "For the Record," page 70).

APPROVED

■ **KOVR(TV)** Stockton, Calif.: Sold by McClatchy Newspapers to Outlet Co. for \$65 million, record price for broadcast station. Approval was granted in same March 12, decision that granted transfer of control of McClatchy Newspapers from Eleanor McClatchy to nephew, Charles K. McClatchy (BROADCASTING, March 17) and assignment of license of KNEV(FM) Reno to McClatchy (see below). Seller is privately held group owner/newspaper publisher based in Sacramento, Calif. It owns four AM's, four FM's and one TV. Buyer is publicly traded group owner of three AM's, three FM's and four TV's. Joseph Sinclair is chairman and 19.95% owner. Bruce Sundlun is president and 1% owner. David Henderson is president of broadcast division. KOVR is ABC affiliate on channel 13, with 281 kw visual, 42.7 kw aural and antenna 1,490 above average terrain.

■ **WKID(TV)** Fort Lauderdale, Fla.: Sold by CB TV Corp. to Oak Communications Inc. for \$4.1 million. Station will provide STV service. Seller is owned by William Johns (38%), Alvin Koenig (22%), Abel Holtz (19%) and three others. None has other broadcast interests. Buyer is subsidiary of publicly traded Oak Industries Inc., manufacturer of industrial electronic components. Oak Communications also owns 50% of KBSC(TV) Los Angeles, subscription TV station, and has purchased, subject to FCC approval, 24.5% of WSNS(TV) Chicago, which will be converted to subscription television (BROADCASTING, March 17). It also has applications pending for new TV's in Gary, Ind., Denver and St. Petersburg, Fla. Everitt A. Carter is president and chairman of parent. WKID is independent station on channel 51 with 355 kw visual, 70.8 kw aural and antenna 1,020 feet above average terrain.

■ **WXCL(AM)** Peoria-WZRO(FM) Pekin, both Illinois: Sold by Peoria Valley Broadcasting to Louisiana Television Broadcasting Corp. for \$1.75 million. Seller is owned by Syl Binkin, Melvin Feldman and Richard Cohen (one-third each). They have no other broadcast interests. Buyer is owned by Charles P. Manship (35%); brother, Douglas (30%); latter's sons, Richard, David and Douglas Jr. (11.2% each), and daughter, Dina (1.2%). They also own WJBO(AM)-WBRZ(TV) Baton Rouge and Baton Rouge Advocate and

- BROKERAGE
- FINANCING
- APPRAISALS

Experience you can rely on!

BLACKBURN & COMPANY, INC.

RADIO • TV • CATV • NEWSPAPER BROKERS / NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C.
20036
1111 19th Street, N.W.
(202) 331-9270

CHICAGO, 60601
333 N. Michigan Ave
(312) 346-6460

ATLANTA, 30361
400 Colony Square
(404) 892-4655

BEVERLY HILLS, 90212
9465 Wilshire Blvd
(213) 274-8151



New Address

3/24/80

State Times. Senior Manships jointly own KRGV-AM-TV Weslaco, Tex. WXCL(AM) is on 1350 khz with 1 kw full time. WZRO(FM) is on 104.9 mhz with 3 kw and antenna 265 feet above average terrain.

■ **WRRR(AM)** Rockford, Ill.: Sold by 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 KMNS(AM)-KSEZ(FM) Sioux City, Iowa (BROADCASTING, Feb. 18). WRRR is 1 kw daytimer on 1330 khz.

■ **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 Dowdy 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.

■ **KOBE(AM)** Las Cruces-KOPE(FM) Messilla, both New Mexico: Sold by Las Cruces Broadcasting Co. to Sun Country Radio for \$830,000. Seller is owned by Walter Rubens, 37-year broadcast veteran who will join Sun Country Radio as consultant. He has no other broadcast interests. Buyer is owned by Leah D. Ross (66.3%); Frank G. Ross (8.3%) and his wife, Helen M. Ross (8.3%); Patrick Thiessen (8.3%) and his wife, Lorraine R. Thiessen (8.3%), and Richard Dale Wood (0.5%). Leah D. Ross is Wichita investor and former owner of flour milling firm. She has no other broadcast interests. Frank and Helen Ross, distant cousins of Leah, and others are owners of KAFE-AM-FM Santa Fe, N.M. KOBE is on 1450 khz with 1 kw day, 250 w night. KOPE is on 104.9 mhz with 3 kw and antenna height -32 feet below average terrain.

■ **WRNB(AM)-WAZZ(FM)** New Bern, N.C.: Sold by 1st Capital Radio Inc. to Interstate Communications Inc. for \$790,000 including assumption of liabilities and noncompete agreement. Seller is principally owned by Theodore J. Gray Jr. who also owns 94% of WKDE-AM-FM Altavista, Va.; 100% of WTTX-AM-FM Appomattox, Va., and 100% of WRHI(AM) Rock Hill, S.C. Buyer is owned by L. Brent Hill, who was officer and director of Cosmos Broadcasting Corp., group owner, but resigned in January. WRNB is 1 kw daytimer on 1490 khz. WAZZ is on 101.9 mhz with 100 kw and antenna 580 feet above average terrain.

■ **KNEV(FM)** Reno: Sold by Everett Cobb and wife, Eleanore, to McClatchy Newspapers for \$700,000. Cobbs have no other broadcast interests. Buyer is privately held group owner/newspaper publisher (see

sale of KOVR(TV) above). KENV is on 95.5 mhz with 50 kw and antenna 530 feet above average terrain.

■ **WTAW-AM-FM** College Station, Tex.: Control (75%) sold by John Hicks and family to Radio Brazos Inc. for \$625,000. Hicks family also owns KLUF(AM) Lufkin, KLAR(AM) Laredo and KLVI(AM) Beaumont, all Texas. Buyer is owned by Rodger Watkins who already owns 25% interest in WTAW-AM-FM. He also owns 31.5% interest in both KLAR and KLUF-AM-FM. WTAW(AM) is 1 kw daytimer on 1150 khz. WTAW-FM is on 92.1 mhz with 3 kw and antenna 275 feet above average terrain.

■ **WLAR(AM)** Athens, Tenn.: Sold by

Cumberland Broadcasting Corp. to Athens Broadcasting Corp. for \$500,000. Seller is owned by James R. Pickel who has no other broadcast interests. Buyer is owned by Steve Snowden who is president and 50% owner of First Central Corp., Smithville, Tenn., bank holding company. He has no other broadcast interests. WLAR(AM) is on 1450 khz with 1 kw day and 250 w night.

■ Other approved station sales include: noncommercial WGTB-FM Washington; WDJZ(AM) Bridgeport, Conn.; WLSC(AM) Loris, S.C.; KBAN(AM) Bowie, Tex.; and KTUX(TV) Rock Springs, Wyo. (see "For The Record," page 70).

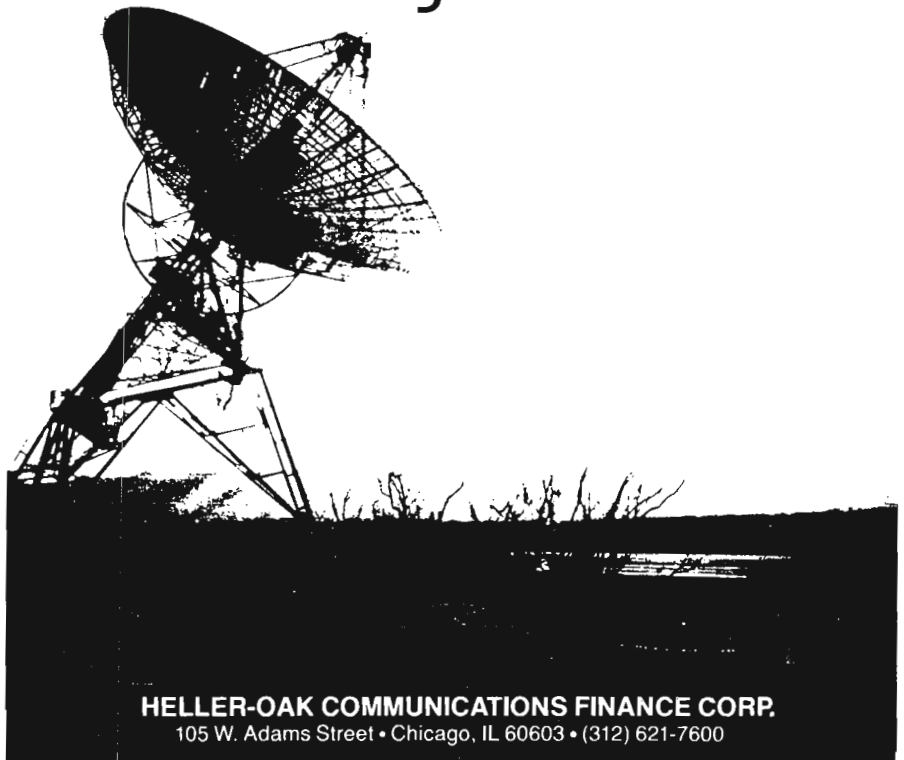
When you're expanding faster than your money, discuss your financial needs with Heller-Oak. As the pioneers in communications financing, we have the imagination and resources to put your deal together: to arrange a loan or lease for new construction, equipment, acquisitions, or re-financing, whether for \$200,000 or \$20,000,000.

At Heller-Oak, our magic

formula is no formula. Each transaction is an "original," structured to your specific needs. There is no commitment or investigation fee, nor do we look for equity participation. Our growth and leadership come from helping broadcast and cable operations grow.

Find out more. Write or call Loren N. Young, Vice-President, or Edward H. Zukerman, Vice-President.

for expanding money, try Heller-Oak.



HELLER-OAK COMMUNICATIONS FINANCE CORP.
105 W. Adams Street • Chicago, IL 60603 • (312) 621-7600

Taking stock in the wake of Carter-Mondale

Networks ponder whether to appeal appellate-court decision that they see as inviting commission regulation of television network practices

The three television networks last week were licking the wounds they feel were inflicted by the U.S. Court of Appeals in its opinion in the Carter-Mondale "reasonable access" case (BROADCASTING, March 17). At midweek, none had made a decision on whether to appeal. But the grumbling of network lawyers indicated that some of them at least harbored a strong urge for another go at the FCC and, for that matter, the appeals court, which had come down on the commission's side of every argument.

"It's as bad a decision as we could get," said one attorney. "An appeal is under active consideration," said another.

The court in a unanimous opinion had

affirmed the commission's decision that the networks had been unreasonable in rejecting the Carter-Mondale Presidential Committee's request to buy a half hour of time in December to air a documentary that would help kick off President Carter's re-election campaign.

No one is any longer concerned about the broadcast of the documentary. The Carter-Mondale committee accepted ABC's offer to sell a half hour in January. But it's the law the opinion has created that is troubling the networks.

The opinion holds that, under the "reasonable access" provision of the Communications Act—Section 312(a)(7)—which was adopted in 1971, candidates for federal office have an "affirmative right" of access to the broadcast media. It also holds that the commission's standards for implementing the law are reasonable.

Not only do the network lawyers continue to disagree with those conclusions. Some complain that Senior Circuit Judge David Bazelon, who wrote the opinion for the court, virtually ignored many of the networks' arguments. They note that the multiplicity-of-candidates argument—that selling time to Carter-Mondale in December might have triggered requests for half-

hour blocks from the 12 major candidate then running—was not addressed.

Bazelon had come down hard on the networks for the across-the-board policies that led to the refusal to sell time to the Carter-Mondale committee. ABC and NBC said they were not ready in December to sell time to candidates, and CBS offered only five-minute blocks. Individual requests must be treated in terms of individual needs, Bazelon wrote. But said a lawyer, it would be presumptuous of a broadcaster to tell the President or any candidate what his needs are.

At bottom, the networks' concern, as reflected in the private comments of attorneys, is that they have lost a degree of editorial discretion to the government. "The court's construction of the act and its construction of the commission's discretion [under it]," one attorney said "makes for a major new element for the intrusion of a politically appointed agency into a very sensitive area."

The opinion says it is for the commission—based on "all relevant facts and circumstances"—to determine when a campaign has begun. It is also the FCC's role to insure that the broadcaster, in responding to time requests, was reasonable.

Some attorneys say their concern about government "intrusion"—and the danger to the First Amendment—receives support in the concurring opinion written by Judge Edward A. Tamm, (the third judge in the panel was Chief Judge Howard T. Markey of the U.S. Court of Customs and Patent Appeals). Judge Tamm noted that the record of the Nixon administration warrants concern that the commission might become a tool of the White House in administering the reasonable access law. He said, in fact, that the commission in the Carter-Mondale case has "come perilously close to falling into the chasm of impermissible government action." But he also said that, "as long as the agency consistently maintains a very limited 'oversee' role consistent with its obligation of careful neutrality, its action does not contravene the Constitution."

The networks' concern was not limited to the court's interpretation of the "reasonable access" law itself. For in affirming the commission's contention that the law applies to networks as well as to licensees, the court appeared to lend weight to the argument that the commission has the power to regulate the networks directly, at least in specific areas. Bazelon noted that the Supreme Court has held that the commission's authority to regulate is "restricted to that reasonably ancillary to the effective performance of the commission's various responsibilities for the regulation of television broadcasting." And, Bazelon said, application of the reasonable access law to the networks is "reasonably ancillary" to exercise of the commission's authority.

Western Cities Broadcasting

has purchased

KZZP-AM/FM

Mesa, Arizona
(formerly KQXE & KIOG)

for

\$2.5 million

The undersigned initiated this transaction.



RICHTER-KALIL & CO., INC.

3438 N. COUNTRY CLUB
TUCSON, ARIZONA 85716 • (AREA CODE 602) 795-1050

By the same token, it could be argued, the commission's authority to regulate the networks in, say, the area of equal employment opportunity, is "reasonably ancillary" to the exercise of the commission's authority.

The Carter-Mondale decision wasn't the first in which a court has held that the commission could regulate networks directly. The U.S. Court of Appeals in New York held that the commission could do that in affirming its prime-time access rule, in 1971. The Bazelon decision would appear to add further support for any future commission action directed at network regulation.

The grimness with which network attorneys greeted the decision was matched by the relaxed air with which it was received at the FCC. There, lawyers tended to regard it as welcome but as less than of overriding significance.

"What it means," said one, "is that there is an obligation on the part of broadcasters to deal with individual requests on an individual basis. Across-the-board policies won't be upheld, but broadcasters will still have significant flexibility as to when and how much time is to be made available."

What the decision does not mean, the same official said, is a great deal of litigation. "The practical result," he said, "is that there won't be a spate of cases coming to the commission. These problems work themselves out."

That assessment would not have many takers among the network attorneys. Then why weren't the networks ready to appeal the decision to the Supreme Court, or to ask the full 11-member appeals court to rehear the case?

"You have to weigh the prospects and risks," said one attorney. "If you lost on appeal, you might be worse off."

NAB objects to EEO guideline alterations

It says commission shouldn't have changed requirements without a rulemaking and calls new ones 'unrealistic'

The National Association of Broadcasters has told the FCC that it may have exceeded its jurisdiction in ordering changes to its equal employment processing guidelines without a rulemaking. So it has asked the FCC to reconsider its decision (BROADCASTING, Feb. 18), stay the April 1, 1980, effective date and institute a rulemaking proceeding.

NAB said the new processing standards are "wholly unrealistic" and have the "real potential to encourage if not indeed mandate, minority and female employment well in excess of 50% of true work force availability."

NAB said a rulemaking should be instituted to "explore the significant legal and constitutional issues" posed by the

new guidelines, and to "amass a full record as to the complex factual and jurisdictional issues involved here."

The broadcaster association said that the FCC may have violated the Administrative Procedures Act in adopting the new standards. In addition, NAB warns that the standards are not "mere guidelines addressed to its staff," but the "consequences of a failure to meet the newly announced standards include at the very least the subjection of the station involved to close scrutiny of its affirmative action efforts."

RKO's alternative

Beleagued company seeks to protect its broadcast holdings by seeking FCC OK to set up independent company

RKO General Inc. has asked the FCC to approve a spin-off of 13 of its stations into a separate broadcasting company that would be held by the shareholders of its parent company, General Tire & Rubber.

The move is an attempt to narrow FCC application of its Jan. 28 order denying renewal of three RKO licenses—WNAC-TV Boston, WOR-TV New York and KHJ-TV Los Angeles—and placing RKO's remaining 13 licenses in jeopardy on the ground that RKO lacked the necessary character qualifications to be a licensee.

It is also a response to a petition filed by New England Television Corp. (NETV), a proposed company to be formed by the merger of the two applicants that have been competing with RKO for WNAC-TV's license, asking the FCC to approve a construction permit to NETV and to approve in principle a transaction acknowledging that NETV intends to purchase the physical assets and goodwill of WNAC-TV for \$54 million "on terms to be agreed upon and submitted to the commission by a date certain" (BROADCASTING, March 10).

RKO contends that NETV's petition cannot be "lawfully entertained" unless RKO and NETV enter into a new agreement and RKO waives its procedural

rights. RKO says the petition "presupposes that RKO is no longer interested in pursuing its application for the renewal and assignment of WNAC-TV."

What RKO does propose, in addition to the spin-off, is that the FCC grant conditional approval to WNAC-TV's license coupled with approval of its proposed sale to NETV. RKO is also willing to waive a provision of the agreement making issuance of a tax certificate a condition to the sale. RKO feels that this proposal, which in effect says RKO will waive its right, in the existing sale contract, which "makes a favorable determination of RKO's qualifications a condition precedent to complete the sale," will not prejudice any parties—including RKO—to the New York or Los Angeles proceedings. RKO intends to challenge the FCC's ruling.

Since the crux of the FCC's ruling was that there was a strong connection between RKO and GT&R, RKO said its spin-off proposal would insure that the new company, called "NewCo," would be "wholly free of control or influence by GT&R or RKO or any of their past or present directors."

The spin-off would include RKO's 12 radio stations—WOR(AM)-WXLO-FM New York, WRKO(AM)-WROR(FM) Boston, KHJ(AM)-KRTH(FM) Los Angeles, WHBQ(FM) Memphis, WGMS-AM-FM Washington, WFYR(FM) Chicago, KFRC(AM) San Francisco and WAXY(FM) Fort Lauderdale, Fla.—and its Memphis television station, WHBQ-TV. And, RKO maintains, any "taint" from the other three proceedings would be removed.

RKO filed a similar petition in September 1976, asking for a spin-off of RKO, including its Boston, New York and Los Angeles television stations, from General Tire, which was then under siege from the Securities and Exchange Commission for illegal foreign payments and political contributions. The plan was framed then to protect all the radio-TV properties from license challenges (BROADCASTING, Sept. 27, 1976). That proposal has never been acted on by the FCC.

RKO, which is still awaiting a final order

Washington Watch

New in town. Rosenman Colin Freund Lewis & Cohen, New York law firm with practice in corporate and communications law, has opened office in Washington. Meyer Eisenberg and Burton L. Raimi have been assigned to new office as resident partners.

Glass houses. FCC Commissioner James Quello, speaking before Capitol Press Club, in Washington, outlined FCC's present efforts in equal employment area, its public participation rulemaking, and license challenge process. But he said: "We at commission must still do a better job of making our practice equal our preaching." Most questions centered on EEO procedures, and one faulted FCC for not doing more in cable franchise selection process, which it does not regulate.

Take another look. U.S. Court of Appeals in Washington has told Federal Trade Commission to review its rules concerning advertising for eye-care services because 1977 court decision maintained that total advertising bans were unconstitutional, and FTC rules were therefore unnecessary. FTC has not yet decided whether to appeal ruling.

of the January decision, said that the news release announcing the order raises "serious doubt that past policy and current policy have been applied even-handedly to RKO."

But, it added, "although RKO continues to maintain that it is fully qualified to be a licensee, it believes that it is in the public interest, as well as its own interest, to remove promptly any cloud on the stations not now involved in any pending proceeding, and to limit the scope of any further proceedings."

RKO cautioned the FCC that "ultimate sanctions should not be employed by administrative agencies if a more restricted remedy would serve the public interest."

There were two other oppositions filed against the NETV petition—one by the FCC's Broadcast Bureau, the other by Multistate Communications Inc., a competing applicant for WOR-TV.

The Broadcast Bureau said the petition is "premature" and "fatally flawed." "NETV urges the commission to approve a settlement agreement the conditions of which have not been met," the bureau filing said.

It added that "the tenuous nature of the relief sought is further underscored by the petitioner's repeating that by filing the instant petition they have not waived their right to proceed either individually or collectively as if the petition had not been filed—they are not committed to it themselves."

CBS pressures FCC for background data involving children's television rulemaking

FOI request is filed for two studies; network says they're necessary for its submission of comments

CBS has asked the FCC for two studies that were conducted by the commission's Children's Television Task Force and led to the proposed rulemaking on children's programming.

The network filed a Freedom of Information Act request last Monday for "all unpublished data underlying the two studies . . . including all data which would indicate whether individual television programs were classified as 'entertainment,' 'nonentertainment' or 'instruction'." The studies CBS seeks are: "The Amount of Children's Television Instructional Programming Aired During the 1973-74 and 1977-78 Television Seasons" by Dr. Brian Fontes of the task force staff, and "Program Trends in Network Children's Television: 1948-1978," by Dr. Joseph Turow of the Department of Communications, Purdue University.

CBS had made two previous informal requests for the information, which had been denied. CBS said the FCC replied

that the Fontes study "is not being made available to the public," and the Turow study "is in the possession of the party with whom the commission contracted to perform the research in question."

It is the underlying data CBS is interested in, and not the studies themselves, since they were released with the commission order last November. Should the FCC fail to make this distinction, CBS may have to make yet another request.

CBS said the requested materials are "essential to CBS's right to comment" on the proceeding, and that "it will not suffice for the commission merely to disclaim custody of all the materials in question." The letter added, "where the commission contracts for private research and then chooses to rely on the results for policy decisions on which the public has a right to comment," it is obligated to provide that material. "Any other procedure would make a mockery of the rulemaking process."

CBS believes that the material is all the more relevant because it was central to the FCC staff's determination that broadcast licensees had not acted responsibly in providing sufficient amounts of children's educational programming in line with the commission's 1974 policy guidelines.

CBS feels that the staff may have misclassified programs as to whether they were entertainment or instructional and wants to know how many "anomalies of this sort" occurred.

Gabbert doesn't give up

While the FCC has decided not to decide for the time being on how to deal with frivolous petitions to deny, Jim Gabbert, president of KIOI(FM) San Francisco, is pushing the issue.

Gabbert wrote a letter to FCC Chairman Charles Ferris after the commission, while noting concern about frivolous petitions to deny, voted only to study the matter further (BROADCASTING, March 3). Gabbert said there are basically "three types of petitions to deny filed": a "legitimate one" in which a broadcaster is accused of wrongdoing, one in which a competing broadcaster tries to delay a competitor's improvement of his facilities and one in which "the classic self-interest groups hold out for a pay-off."

Gabbert contends that "the only reason a competing broadcaster will file against an application is to attempt to block that application and hope that time will finally run out for his competitor."

Gabbert is "convinced" that if the commission were to flag, for expedited action, any application that had a petition to deny filed against it, "frivolous petitions to deny will cease to exist."

Such a technique, said Gabbert, would produce the opposite result of what the petitioner wants "which is delay." On the other hand, he said, if a petition is valid, the FCC process would be speeded up and "a distress sale to a new minority owner" could take place, getting rid of a wrongdoer "as quickly as possible."

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.

FCC wants to give MDS more spectrum

Commission proposes using space now allocated to ITFS; it also thinks lottery may be one means to solve competing applications

In keeping with its recent moves to open the marketplace for additional programming sources, the FCC has proposed reallocating spectrum space to make more room for pay television entrepreneurs that use multipoint distribution service.

MDS is now confined to the two channels in the 2150-2162 mhz band. Since 1971, when the first common carrier applications were filed for MDS service, the FCC has authorized 131 MDS stations; 86 have completed construction and are offering or prepared to offer service. But the number of filings has rapidly increased and currently there are 467 pending applicants, of which 338 are in contests between two or more.

The FCC's plan to offset this backlog and add more channels for MDS, is to reallocate frequencies in the 2500-2690 mhz band, now set aside primarily for instructional television fixed service (ITFS). ITFS is a television microwave system that enables an educational licensee to transmit up to four channels of instruc-

tional programs simultaneously. There are 31 channels in this band allocated for ITFS use.

Since there are currently many channels in the 2500-2690 mhz band not in use by ITFS, the FCC feels it is "natural" to consider it for expanded use by other services, namely MDS and operational fixed services (OFS), microwave services used for private radio communications systems.

The FCC proposed to split the 31 channels in this fashion: 11 to ITFS, 10 to MDS and 10 to OFS. However, after the channels are given over to their primary use, they may then be shared. This does not mean, however, that 31 channels will be in use in any given city, because there are often restrictions due to adjacent channel interference.

The FCC also proposed to seek comment on future use of broadcast satellite service in this band.

The FCC also came up with a proposed rulemaking that would provide technical requirements for MDS operations. The rulemaking would establish standards for acceptable interference and geographic spacing between MDS operations in the 2150-2162 mhz frequency band. The FCC contends that if technical rules specify with adequate precision the technical rights and responsibilities of MDS operators, there would be fewer petitions to deny and processing would be speeded up.

The FCC has also begun a rulemaking and inquiry on alternative procedures to be used for the selection of mutually exclusive MDS applicants. These approaches—paper hearings, lotteries or auctions—would be used, the FCC said, in place of the costly and time-consuming oral hearing on mutually exclusive applicants.

Under the paper-hearing option, applicants would be limited to written statements of their qualifications and comments on the relative merits of each proposal with respect to efficient frequency use, anticipated quality and reliability of the proposed service and the comparative cost of each proposal in context with the benefits of efficient spectrum use.

The FCC lottery proposal, which is also the subject of an inquiry into broadcast licensing (BROADCASTING, Aug. 13, 1979), says that when no "meaningful differences exist" or "cannot be relatively measured," a lottery could "be used as one means by which equitable treatment of qualified applicants could be assured."

The auction proposal would insure that the license would go to the highest bidder. The FCC, which admitted that its legal authority to adopt this procedure was in doubt, said the license would "go to the user who valued it the most." In addition, the FCC said "a spectrum auction would put a direct and explicit price on the right to use a portion of the spectrum."



Off the ground. Rosalynn Carter, who with her husband has played a prominent role in the development of the closed captioning television system for the benefit of the hearing-impaired, was hostess at a White House reception Wednesday that took note of the inauguration of the service last week "Closed captioning," she said in a video spot that demonstrated the manner in which dialogue is translated into captions, "will make the silent screen speak." The screen is said to be "silent" for some 14 million hearing-impaired Sears, Roebuck & Co., which is manufacturing and marketing the \$250 adapters needed to switch on the captions, was to ship 5,000 units to hearing-impaired last week, the first week they became available. The reception was attended by some 250 representatives of government agencies, private industry and civic groups that contributed to the development of the system. Shown above in the picture at left are (l-r) Senator Jennings Randolph (D-WVa.), one

of the system's principal backers in Congress; Lawrence Grossman, president of the Public Broadcasting Service (hidden); Corydon Dunham, NBC executive vice president and general counsel; Secretary Shirley Hufstedler of the Department of Education; Carter; John Ball, president of the National Captioning Institute, the private, nonprofit organization now captioning 16 hours of prime-time programming of ABC, NBC and PBS, and Robert Thompson, vice president of Sears for the home appliance group. Ball is holding an adapter unit inscribed in appreciation of the White House's efforts in mobilizing support for the closed-captioning service that was presented to the Carters. At right, Frederick S. Pierce, president of ABC Television, addresses guests at the reception, as Carter watches Jinny Lewis, of the Department of Education's bureau for the handicapped, translate the remarks into sign language.

As compiled by BROADCASTING March 10 through March 14 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New Stations

TV applications

■ *Garden City, Kan.—Board of Trustees Garden City Comm. Jr. College seeks ch. 9; ERP 316 kw vis., 31.6 kw aur., HAAT 1270 ft.; ant. height above ground 1309 ft. Address: 401 Campus Dr. Suite 107 Garden City 67846. Estimated construction cost \$2,162,600 first-year operating cost \$300,000; revenue \$2,200,000. Legal counsel Thomas Cannon Esq. Garden City consulting engineer A.D. Ring & Assoc. Principals: Applicant is nonprofit educational institution. Bryce Frederick is chairman of board of trustees. Dr. Thomas F. Saffel is president of college. They have no other broadcast interests. Ann. March 4.

■ New Orleans, La.—Oak Television of New Orleans seeks ch. 38; ERP 2576 kw vis., 257.6 kw aur., HAAT 946 ft.; ant. height above ground 971 ft. Address: Box 28759 Rancho Bernardo Calif. 92128. Estimated construction cost \$2,976,000 first-year operating cost \$778,000; revenue \$800,000. Legal counsel Dow, Lohnes and Albertson, Wash. D.C. consulting engineer Lohnes & Culver, Wash., D.C. Principals: Oak Industries Inc. (100%), publicly traded electronics and communications firm based in Rancho Bernardo, Calif. Everitt A. Carter is chairman of parent. John P. Gwin is chairman of applicant and executive vice president of parent. Parent owns 50% of KBSC-TV Corona, Calif., WKID(TV) Fort Lauderdale, Fla., and 24.5% of WSN(TV) Chicago. It has pending applications for new TV's in Gary, Ind., Denver, Colo., and St. Petersburg, Fla. Ann. March 4.

■ Williston, N.D.—Prairie Public TV Inc. seeks ch. 4; ERP 100 kw vis., 20 kw aur., HAAT 3120 ft.; ant. height above ground 823 ft. Address: 4500 S. University Dr. Fargo, N.D. 58103. Estimated construction cost \$778,063 first-year operating cost \$45,050; revenue \$500,000. Legal counsel Marmet Professional Corp., Wash., D.C. consulting engineer Don Geiken. Principals: Applicant is non-profit corp. Dennis Folk is president. Ann. March 4.

■ Charleston, W.Va.—Appalachian Broadcasting Co. seeks ch. 23; ERP 3243 kw vis., 324 kw aur., HAAT 1187 ft.; ant. height above ground 1095 ft. Address: 10 Larchmont Dr., Huntington, W.Va. 25701. Estimated construction cost \$1,630,965 first-quarter operating cost \$175,000; revenue \$1,805,000. Legal counsel William Bernton, Wash., D.C. consulting engineer Palmer Greer, Greenville, S.C. Principals: Richard Husted (51%), Richard Wilkes (47%) and two others. Husted is sales consultant for WKLC-AM-FM St. Albans, W.Va. Wilkes is Executive Director of AFL-CIO Appalachian Council, Huntington, W. Va. They have no other broadcast interests. Ann. March 4.

■ Rawlins, Wyo.—Strang Telecasting Inc. seeks ch. 11; ERP 34.5 kw vis., 6.9 kw aur., HAAT 334 ft.; ant. height above ground 214 ft. Address: 3 Park Ave. New York 10016. Estimated construction cost \$1,097,000 first-quarter operating cost \$97,000; revenue \$200,000. Legal counsel Peter Shuebruk, N.Y. consulting engineer Lohnes & Culver, Wash., D.C. Principals: Stuart K. Strang who is veteran broadcaster in Chappaqua N.Y. who has bought subject to FCC approval, KTUX(TV) Rock Springs, Wyo. Ann. March 4.

FM actions

■ Chickasaw, Ala.—Phillips Radio Inc. granted 98.3 mhz, 1.7 kw, HAAT: 410 ft. Address: 19 Caison Trace Spanish Fort, Ala. 36527. Estimated construction cost \$31,728; first year operating cost \$98,012; revenue \$120,000. Format: standard pops. Principals: William Phillips and Houston Pearce (30% each); Patsy Phillips and Voncile Pearce (20% each). William Phillips is instructor at Faulkner State Jr. College, Bay Minette, Ala. Wife Patsy is high school teacher, Daphne, Ala. Houston Pearce is 50% owner WARF(AM) Jasper, Ala. and pending FCC approval, 50% WTVG(AM) Tuscaloosa, Ala. He also is 50% owner of WJDQ(AM)-WDAL(FM) Meridian, Miss. as well as WJUD(FM) Pascagoula, Miss., and 50% interest in pending application for new FM at Gulfport, Miss. Wife Voncile is 20% owner of permittee WGTW(AM) Mount Dora, Fla., and is math instructor at Jr. College in Jasper, Ala. Action Feb. 29.

■ Chickasaw, Ala.—ALJ Reuben Lozner dismissed application of Chickasaw Broadcasting Associates for 98.3 mhz, 3 kw, HAAT 205 ft. P.O. address: Box 1425, Gum Street, Mobile, Ala. 36601. Estimated construction cost \$34,138.60; first-year operating cost \$55,800; revenue \$110,000. Format: contemporary. Principals: Jay Dickie Robertds, C. Alvin Robertds (cousins), Stephen S. Riggs and Ellen A. Bailey (25% each). Robertds cousins own WGOK(AM) Mobile. Riggs formerly owned interest in WLPR(FM) Mobile. Bailey has realty and investments in Alabama and Florida. Action Feb. 29.

■ Plover, Wis.—Broadcast Bureau dismissed application of Viking Communications Ltd. for 1570 khz, 50 kw-D, 10 kw (CH) Address: 1803 Stewart Ave., Wausau, Wis. 54401. Estimated construction cost \$293,100; first-three months operating cost \$66,695; revenue \$500,000. Format: MOR. Principals: Charles W. Halverson (60%) and Gerald F. Guith who own KVRA(AM)-KVRF(FM) Vermillion, S.D. Action Feb. 27.

Licenses

■ The following FM stations were granted licenses as of March 5:

- KXKQ(FM) Safford, Ark.
- KGTL(FM) Homer, Ark.
- KHIP(FM) Hollister, Calif.
- WMNF(FM) Tampa, Fla.
- WAVW(FM) Vero Beach, Fla.
- KYRS(FM) Chariton, Iowa
- WMLA(FM) Leroy, Ill.
- WGNA(FM) Springfield, Ill.
- KQXL(FM) New Roads, La.
- WCTD-FM Federalsburg, Md.
- *WKR(B) Brooklyn, N.Y.
- *WWRC(FM) Lawrenceville, N.J.

Ownership Changes

Applications

■ *WXUS(FM) Lafayette, Ind. (FM: 92.7 mhz, 3

kw)—Seeks assignment of license from Twin Cities Broadcasting to U.S. Broadcasting Inc. for \$715,000. Sellers: Donald Walters and Charles Bradshaw who have no other broadcast interests. Buyer: Michael Sigelman (50%), S. Walter Richey, F.A. Koscielak, C.W. Arend Jr., and R.W. Carlson (12½% each). Sigelman is veteran broadcaster. Koscielak and Richey are associated with Collateral Control Corp., St. Paul, Minn. financial services firm. Richey is chairman, Kocielak, financial vice president. Carlson and Arend are St. Paul, Minn. realtors. They have no other broadcast interests. Ann. March 12.

■ *WTOW(AM) Towson, Md.-WZIP(AM) Cincinnati-WGOR(AM) Toledo, both Ohio (WTOW(AM): 1570 khz, 5 kw-D; WZIP(AM): 1050 khz, 1 kw-D; WGOR(AM): 1520 khz, 1 kw)—Seeks assignment of license from Gore Broadcasting Inc. to JACO Broadcasting for \$1.5 million plus \$400,000 consultancy agreement. Seller: Harold Gore who also owns WINQ(AM) Tampa and 50% of KBZT(FM) San Diego and 5% of WAVS(AM) Fort Lauderdale, Fla., which he will acquire 75% more of pending FCC approval. Buyer: JACOR Inc. (85%), John Boyd, Thomas Steele and Lee Schimberg (5% each). JACOR is owned by Terry Jacobs who is senior vice president of Great American Insurance Co., Cincinnati, Ohio. He also owns 25% of Cincinnati real estate firm and 43% of Wilmington, Ohio machine tool manufacturer. He owns cable system at Inglewood, Calif. Boyd and Steel are partners in Garden Grove, Calif., broadcast consulting firm. They each own 10% of both KFEL(AM) Pueblo, Colo., and KKIM(AM) Albuquerque. Schimberg is Cincinnati business broker and financial consultant and 15% of Evanston, Ill., real estate firm. Ann. March 12.

■ *WMBN-AM-FM Petoskey, WATT(AM) Cadillac, both Michigan (AM: 1340 khz, 1 kw-D; FM: 96.7 mhz, 1 kw Cadillac AM: 1240 khz, 1 kw-D)—Seeks assignment of license from WMBN Radio Inc. to MacDonald Broadcasting Co. for \$900,000. Sellers: Les Biederman (52.5%), William Kiker and Gertrude Zerle (16.25% each) and Drew McClay (15%). They also own WTCM-AM-FM Traverse City, WATZ-AM-FM Apena and WATC(AM) Gaylord, all Michigan. Buyer: Kenneth MacDonald, veteran broadcaster who also owns WSAM(AM)-WKCQ(FM) Saginaw, Mich. Ann. March 12.

■ *WWJ(FM) Johnstown, Ohio (FM: 103.1 mhz, 3 kw)—Seeks assignment of license from Triple S Communications to Kramer Communications for \$250,000. Sellers: Richard Seiler Jr. (37.5%), James Goldurs (25.83%), Robert Cohen (20%), Richard Zellers, Kenneth Grubbs, Richard Hill, William Wright (4.16% each none of whom has other broadcast interests. Buyer: Robert Kramer II, Joanna Kramer, Robert Kramer and Mary Kramer (25% each). Robert II was Army Captain until release from active duty Feb. 1, 1980. Wife Joanna was also in army until recently. Kramer owns industrial ventilation equipment company. Wife Mary is housewife. They have no other broadcast interests. Ann. March 12.

■ *WAAN(AM) Waynesboro, Tenn. (AM: 1400 khz, 1 kw-D)—Seeks assignment of license from Waynesboro Broadcasting Co. Inc. to CESR Radio Inc. for \$142,000. Seller: Carl Swafford (100%) who also owns 50% WLIC(AM) Adamsville, Tenn. Buyers: Ernie Ashworth and O.H. Freeland (45% each) and Ann Freeland and Betty Ashworth (5% each). Freeland is part owner of plumbing and electrical supply company in Adamsville, Tenn. Ashworth is Nashville, country singer. Ashworths and Freelands are married. They have no other broadcast interests. Ann. March 12.

■ *WLSD-AM-FM Big Stone Gap, Va. (AM: 1220 khz, 1 kw-D; FM: 93.5 mhz, 3 kw)—Seeks assignment of license from Big Stone Broadcasting Corp. to Valley Broadcasting Inc. for \$359,000. Sellers: Gary Rakes (25%) and J.D. Nicewonder (75%) who have no other

broadcast interests. Buyer: Don Wax (100%) who owns 75% of mobile and modular home sales company and 75% of real estate firm both Big Stone Gap, Va. He has no other broadcast interests. Ann. March 12.

■ ***WOKL(AM)** Eau Claire, Wis. (AM: 1050 khz, 1 kw-D)—Seeks assignment of license from OK Radio Inc. to Progressive Communications for \$202,000. Seller: Robert Nelson who has no other broadcast interests. Buyer: William Payne (40%); Martin Hannemann, Robert Braun, Dennis Hogan, Arthur Devine and Murtis Smith (10% each) and Fred and Kay Ebertino (10% jointly). Payne is sales manager for WOKL(AM) Eau Claire, Wis. Hannemann is pattern maker for Wausau, Wis., manufacturing company. Hogan is 70% owner of Waterloo, Iowa accounting firm. Devine is Waterloo, Iowa surgeon. Ebertino is Waterloo, oral surgeon. Wife Kay and Smith are housewives. Braun is Waterloo attorney. They have no other broadcast interests. Ann. March 12.

Actions

■ ***KQVR-TV** Stockton, Calif. (ch. 13; 281 kw vis. 42.7 kw aur.)—Granted assignment of license from McClatchy Newspapers to KQVR-TV Inc. for \$65,000,000. Seller: Charles K. McClatchy is principal owner of Sacramento based group owner of four AM's, four FM's and one TV and is newspaper publisher. Also granted KNEV(FM) Reno Nev. in same decision that granted transfer of control of corporation to Charles K. McClatchy from Eleanor McClatchy (see below and Broadcasting March 17). Buyer: Outlet Co. (100%) publicly traded group owner of three AM's, three FM's and four TV's. Joseph Sinclair is chairman and 19.95% owner. Bruce Sundlun is president and 1% owner. David Henderson is president of broadcast division and .3% owner. Action March 12.

■ **WGTB-FM** Wash. D.C. (FM: 90.1 mhz, 6.7 kw)—Granted assignment of license from Georgetown University to University of District of Columbia for \$1.00. Both seller and buyer are universities in Wash. D.C. Neither has other broadcast interests. Action March 12.

■ **WDJZ(AM)** Bridgeport, Conn. (1530 khz, 5 kw-D)—Granted transfer of control of WDJZ Broadcast Co. from Daniel J. Fericola and Arthur L. McClinch (100% before; none after) to F. Francis D'Addario (none before; 100% after). Consideration: assumption of liabilities. Fericola also owns minority interest in applicant for new AM at Newark, N.J. McClinch has no other broadcast interests. D'Addario is Trumbull, Conn., businessman, who has interests in CP for new TV at Valdosta, Ga. and applicant for new TV at Bridgeport. He has purchased, subject to approval, WDHN(TV) Dothan, Ala., and one-third of KWRB-TV Riverton, Wyo. Action Feb. 28.

■ **WJAZ(AM)** Albany, Ga. (960 khz, 5 kw-D)—Granted 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. Action Feb. 28.

■ **WXCL(AM)** Peoria-WZRO(FM) Pekin, both Illinois (AM: 1350 khz, 1 kw-U, DA-2; FM: 104.9 mhz, 3 kw)—Granted transfer of control of Peoria Valley Bcstg from Binkin et al (100% before; none after) to Louisiana Television Bcstg Corp (none before; 100% after) Consideration \$1,750,000. Principals: Sellers are Syl Binkin, Melvin Feldman and Richard S. Cohen, 1/3 each. They have no other broadcast interests. Buyer is owned by Douglas L. Manship Sr. (30.2%); brother Charles P. (35%); Douglas' sons, Richard (11.2%); David (11.2%); Douglas Jr. (11.2%) and Douglas' daughter Dina (1.2%). Through parent company Baton Rouge Broadcasting Co. they own WJBO(AM) and WFMF(FM) Baton Rouge, La. of which Douglas Sr. is president. They also own WBRZ(TV) Baton Rouge Douglas Sr. and brother Charles own 50% each of KRGV-AM-TV Weslaco, Tex. Action March 7.

■ **WRRR(AM)** Rockford Ill. (1330 khz, 1 kw-D)—Granted 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). Action Feb. 29.

■ **KOBE(AM) KOPE(FM)** Las Cruces/Messilla, N.M. (AM: 1450 khz, 1 kw-D, 250 w-N; FM: 104.9 mhz, 3 kw)—Granted assignment of license from Las Cruces Broadcasting Co. to Sun Country Radio for \$930,000 (including \$100,000 employment contract for Walter L. Rubens). Seller: Walter Rubens president and owner of Las Cruces will be joining Sun Country Radio as consultant. He is thirty-seven year broadcast veteran. He has no other broadcast interests. Buyer is principally owned by Leah D. Ross who has no other broadcast interests. Dale N. Wood is president of Sun Country with less than 10% interest. He is also 25% owner and president of Enchanted Land Broadcasting Co., licensee of KAFE-AM-FM. Action Feb. 29.

■ ***KNEV(FM)** Reno, Nev. (FM: 95.5 mhz, 50 kw)—Granted assignment of license from Everett and Eleanore Cobb to McClatchy Newspapers for \$700,000. Seller: Cobbs have no other broadcast interests. Buyer is privately held group owner-newspaper publisher based in Sacramento. They own four AM's, four FM's and one TV. FCC last week granted transfer of control from Eleanor McClatchy to nephew Charles K. McClatchy, and at same time granted assignment of license of KQVR-TV Stockton, Calif. and instant transaction (see above and Broadcasting March 17). Action March 12.

■ **WRNB(AM)-WAZZ(FM)** New Bern, N.C. (AM: 1490 khz, 1 kw-D; 250 w-N; FM: 101.9 mhz, 1 kw)—Granted assignment of license from 1st Capital Radio Inc. to Interstate Communications Inc. for \$790,000 including assumption of liabilities and noncomplete agreement. Seller is principally owned by Theodore J. Gray Jr. who also owns 94% of WKDE-AM-FM Altavista, Va.; 100% of WTTX-AM-FM Appomattox, Va. and 100% of WRHI(AM) Rock Hill, S.C. Buyer is owned by J. Brent Hill, who is currently an officer and director of Cosmos Broadcasting Corp. which is licensee for WIL-AM Columbia, S.C.; WSRZ-FM Sarasota, Fla.; WIS-TV Columbia, S.C.; WSFA-TV Montgomery, Ala.; WTOL-TV Toledo, Ohio; and WDSU-TV New Orleans. Hill has submitted resignation to take effect Jan. 4, 1980. Action Feb. 29.

■ **WLSC(AM)** Loris, S.C. (AM: 1570 khz, 1 kw-D)—Granted transfer of control from Harry A. Fogel (38.5% before, none after) to Randy G. Ghent (15% before, 53.5% after) for \$19,250. Seller: Harry Fogel is selling interests in WLSC in order that he may concentrate his broadcast activities in Georgetown, S.C. where he owns WINH(AM) and WGMB(FM). He also has 25% interest in WDXY(AM) Sumter, S.C. Buyer has had numerous employee positions with radio stations since 1962. He has no other ownership interests. Action Feb. 29.

■ **WLAR(AM)** Athens, Tenn. (AM: 1450 khz)—Granted assignment of license from Cumberland Broadcasting Corp. to Athens Broadcasting Corp. for \$500,000. Seller: James R. Pickel who has no other broadcast interests. Buyer: Steve Snowden (100%), who is president and 50% owner of First Central Corp.

a bank holding company. He has no other broadcast interests. Action Feb. 29.

■ **KBAN(AM)** Bowie, Tex. (AM: 1410 khz, 500 w-D)—Granted transfer of control from J.W. Harmon to Everett Mason. Consideration: \$65,000. Principals: Harmon is general manager of KAUZ-TV Wichita Falls, Tex. Mason is superintendent of Silex, Mo. public schools. They have no other broadcast interests. Action March 12.

■ **WTAW-AM-FM** College Station, Tex. (AM: 1150 khz; FM: 92.1 mhz)—Granted transfer of control of Radio Bryan Inc. from Hicks family (75% before; none after) to Radio Brazos Inc. (25% before; 100% after). Consideration: \$625,000. Hicks family also owns KLUF(AM) Lufkin, and KLAR(AM) Laredo, both Texas. Buyer is owned by Rodger B. Watkins, who also has minority interest in three other Hicks stations: KLAR (25%) and KLUF-AM-FM (20%). (KLUF-FM has been sold, subject to FCC approval.) Action Feb. 27.

■ **KTUX(TV)** Rock Springs, Wyo. (ch. 13)—Granted transfer of control of Western Broadcasting Inc. from Gerald Devine, et al (100% before; none after) to Strang Telecasting Inc. (none before; 100% after). Consideration: \$295,680. Seller is principally owned by Gerald E. Devine and his wife, Linda. Neither they nor other two stockholders have other broadcast interests. Buyer is owned by Stuart K. Strang (100%). He is also applicant for new UHF TV at Lima, Ohio and new VHF in Rawlins, Wyo. Action Feb. 28.

Facilities Changes

Actions

■ ***KDCD(FM)** Longmont, Colo.—Granted CP to change TL to West side of Northeast County Line, St., 2.5 miles N. of Intersection with Route 66, Longmont, Colo.; install new trans.; make changes in ant. sys.; ERP 0.10 kw (H&V), ant. height 270 ft. (H&V); condition (BPED-790518AE). Action Feb. 28.

■ **WTGI(FM)** Hammond, La.—Granted CP to make changes in ant. sys.; change type ant.; change ERP to 100 kw (H&V), ant. height to 500 ft. (H&V) (BPH-791217AO). Action March 4.

■ **WKDL(AM)** Clarksdale, Miss.—Granted mod. of CP to change SL to 509 Cherry St., Helena, Ark. (Remote Control to remain at TL (BMP-791211AP). Action March 3.

■ **WGUC(FM)** Cincinnati, Ohio—Granted CP to make changes in ant. sys.; change TL to 2222 Chicasa west St., Cincinnati; change SL to 1223 Central Parkway, Cincinnati, change ERP to 12 kw (H&V), antenna height 880 ft (H&V) (BPED-791227BD). Action March 4.

■ **KOCC(FM)** Oklahoma City, Okla.—Granted mod. of CP to change TL to .3 miles of intersection of Memorial Dr. & Eastern Ave., Oklahoma City; change SL and remote control location to Oklahoma Christian College between Eastern Ave. & Bryan Ave., on Memorial Dr., Oklahoma City, Okla. (BMPED-791217AN). Action March 4.

Attention Station Owners

Now is the time ... to list your Station!

Our "One on One" Technique matches specific properties to specific clients providing expertise in a comfortable atmosphere for negotiations. With no pressure In strictest confidence.

Dan Hayslett & ASSOCIATES INC.
 **Media Brokers**
 RADIO, TV and CATV
 APPRAISALS

11311 N Central Exwy - Dallas, Texas - Telephone (214) 691-2076

Summary of Broadcasting

FCC tabulations as of Jan. 31, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,527	3	28	4,558	93	4,651
Commercial FM	3,110	2	43	3,155	181	3,336
Educational FM	1,010	0	25	1,035	92	1,127
Total Radio	8,647	5	96	8,748	366	9,114
Commercial TV						
VHF	514	1	2	517	9	526
UHF	222	0	7	229	62	291
Educational TV						
VHF	99	1	5	105	5	110
UHF	155	2	5	162	5	167
Total TV	990	4	19	1,013	81	1,094
FM Translators	291	0	0	291	152	443
TV Translators						
UHF	1,247	0	0	1,247	359	1,606
VHF	2,494	0	0	2,494	173	2,667

*Special temporary authorization

**Includes off-air licenses

In Contest

FCC decisions

■ Myrtle Beach, S.C.—The FCC Review Board has granted King Communications, Inc. extension of time to complete construction of WGSE-TV at Myrtle Beach, S.C., but conditioned extension upon King's filing within 60 days applications for assignment of CP to Carolina Christian Broadcasting, Inc. Construction would then have to be completed 18 months after the applications have been granted. King was originally granted CP for new TV in Nov. 1977 with construction to be completed within 18 months. With construction incomplete after deadline King cited failure to gain CBS affiliation as reason for extension of CP. Broadcast Bureau noted that affiliation was not originally stated as contingency for completion of station. Action Feb. 20.

Designated for hearing

■ Chubbuck, Ind. **AM Proceeding:** (BC Docs. 80-101-02)—Broadcast Bureau designated for hearing in consolidated proceeding mutually exclusive applications of Good Times, Inc., and Temujin Corp. for CP for new AM station on 1490 khz at Chubbuck, to determine with respect to both applicants, whether they are financially qualified, whether their ascertainment efforts were adequate, which proposal would better serve public interest and which application should be granted. Ordered Good Times to file amendment, as specified in paragraph 5 of order, indicating commitment to comply with Fairness Doctrine and an equal employment opportunity program, and ordered Temujin to file amendment, as specified in paragraph 9 of order, wherein Robert Billings, vice president, director and one-third owner of Temujin's stock who is currently employed as chief engineer at stations KSEI(AM) and KRBU(FM) in Pocatello, Idaho, should state his intentions with respect to that management level position in event Temujin's application is granted. Action March 5.

■ Muncie, Ind. **FM Proceeding:** (BC Docs. 80-96-98)—Broadcast Bureau designated for hearing in consolidated proceeding mutually exclusive applications of Muncie Broadcasting Corp. Ben-Del Broadcasting Corp. and Hoosier Favorite Station, Inc., for new FM station on 104.9 mhz, Muncie, Ind., to determine whether Ben-Del is financially qualified, which proposal would, on comparative basis, better serve public interest, and which application should be granted. Action Feb. 29.

■ Columbia, Pa. **AM Proceeding:** (BC Docs. 80-99-100)—Broadcast Bureau designated for hearing in consolidated proceeding mutually exclusive applications of Columbia Broadcasting Corp. and Columbia Radio Broadcasting, Inc. for new AM station on 1580 khz at Columbia, to determine whether Columbia Broadcasting is financially qualified and whether it interviewed leaders of blacks, labor and agriculture in connection with its ascertainment effort; to determine whether Columbia Radio is financially qualified and whether its ascertainment efforts were adequate, which proposal would better serve public interest, and which

application should be granted (BC Docket Nos. 80-99-100). Action March 5.

Allocations

■ Martinez, Ga.—In response to petition by R. E. Watkins, Jr., and Patrick G. Blanchard, assigned 94.3 mhz, to Martinez, Ga. as first FM assignment, effective April 25 (BC Doc. 79-216, RM-3331). Action March 5.

■ Manhattan, Kan.—In response to petition by Richard H. Kaldor and Timothy A. Hawks, assigned 103.9 mhz to Manhattan, Kan. as its second FM assignment (BC Doc. 79-212, RM-3295). Action March 5.

■ Warrensburg, Mo.—In response to petition by Big Country of Missouri, Inc., assigned 105.5 mhz, to Warrensburg as its first FM assignment, effective April 25 (BC Doc. 79-261, RM-3412). Action March 5.

■ Poughkeepsie, N.Y.—In response to petition by Olympian Broadcasting Corp., licensee of WKIP Poughkeepsie, proposed assigning 92.1 mhz to Poughkeepsie as its third FM assignment (BC Doc. 80-94, RM-3306). Action March 5.

■ Las Piedras and Ponce, P.R.—Broadcast Bureau denied petition by Jose David Soler requesting assignment of 101.7 mhz to Las Piedras as first FM assignment and substitution of 102.1 mhz for 101.9 mhz at once (RM-3258). Action March 5.

■ Bountiful, Centerville and West Jordan, all Utah, and Rock Springs, Wyo.—In response to two separate petitions for assignment of 99.5 mhz, and 102.7 mhz, to Bountiful, Utah, and counterproposal for assignment of 102.7 mhz to West Jordan, Utah, proposed five alternative plans: (1) Assigning 99.5 mhz and 102.7 mhz to Bountiful, deleting 105.5 mhz from Bountiful and assigning it at Centerville, Utah, instead; assigning 104.5 mhz, to Rock Springs, Wyo.; (2) Deleting 105.5 mhz from Bountiful and assigning it to Centerville, assigning 99.5 mhz to Bountiful, 104.5 mhz to Rock Springs; (3) Assigning 99.5 mhz to Bountiful, deleting 105.5 mhz from Bountiful and assigning it to Centerville, assigning 102.7 mhz to West Jordan, and assigning 104.5 mhz to Rock Springs; (4) Assigning 102.7 mhz to Bountiful, deleting 105.5 mhz from Bountiful and assigning it to Centerville; and (5) Deleting 105.5 mhz from Bountiful and assigning it at Centerville, and assigning 102.7 mhz at West Jordan. Comments are due May 6, replies May 22 (BC Docs. 80-95, RM-3117, 3165, 3204). Action March 5.

■ Buckhannon, W. Va.—In response to petition by West Virginia Wesleyan College, licensee of noncommercial educational station WVWC(FM) at college, assigned 93.5 mhz, to Buckhannon as its first FM assignment; effective April 25 (BC Doc. 79-214, RM-3382). Action March 5.

■ Chilton, Clintonville and Manitowoc, all Wisconsin—In response to two petitions, one by R&D Broadcasting requesting assignment of 92.1 mhz, to Chilton, Wis., as its first FM assignment, and substitution of 99.3 mhz, for ch. 221 at Manitowoc, Wis., the other by Add, Inc., requesting assignment of 92.1 mhz as a first

FM assignment to Clintonville, Wis., proposed assigning 92.1 mhz to Clintonville, or ch. 221 to Chilton, and substituting 99.3 mhz for 92.1 mhz at Manitowoc. Comments are due May 6, replies May 27. Ordered licensee of WKKB(FM), Manitowoc, to show cause why its license should not be modified to specify operation of 99.3 mhz instead of 92.1 mhz (BC Doc. 80-21, RM-3196, RM-3254). Action March 5.

Translators

■ Hooper Bay, Alaska—Hooper Bay City Council seeks CP for new VHF translator on ch. 7 (TPO: 10w, HAAT: 25 ft.) to rebroadcast indirectly KUAC-TV Fairbanks, Alaska. Ann. March 12.

■ Minto, Alaska—Minto Village Council seeks CP for new VHF translator on ch. 7 (TPO: 30 ft. HAAT: 10w) to rebroadcast indirectly KUAC-TV Fairbanks, Alaska. Ann. March 12.

■ Seward, Alaska—City of Seward seeks CP for new VHF translator on ch. 3 (TPO: 100w, HAAT: 16 ft.) to rebroadcast indirectly KUAC-TV Fairbanks, Alaska. Ann. March 12.

■ Ashland, Mont.—Ashland Television District seeks CP for new VHF translator on ch. 9 (TPO: 10 w, HAAT: 34 ft) to rebroadcast indirectly KTVQ(TV) Billings, Mont. Ann. March 12.

■ Parowan, Utah—Iron County seeks CP for new UHF translator on ch. 48 (TPO: 20 w, HAAT: 25 ft) to rebroadcast indirectly KTUX(TV) Salt Lake City, Utah. Ann. March 12.

■ Parowan, Utah—Iron County seeks CP for new UHF translator on ch. 50 (TPO: 20w, HAAT: 25 ft) to rebroadcast indirectly KUTV(TV) Salt Lake City, Utah. Ann. March 12.

Satellites

■ There are a total of 3,893 satellite earth stations. Transmit-receive earth stations total 340, with 140 pending applications and 200 operational. Receive-only earth stations total 3,553 with 1,293 pending applications and 2,260 operational.

Earth station applications

■ The following earth station applications have been filed as of March 10:

■ Cable News Network, Inc.—Atlanta (11m; S-A; E2001).

■ Rockdale Cable TV Co., Inc.—Rockdale, Ill. (5m; Microdyne, E2002).

■ World Cablevision, Inc.—Mt. Vernon, Ill. (5m; Comtec; E2003).

■ Chillicothe Cablevision—Chillicothe, Ill. (5m; AFC; E2004).

■ General Cable Vision, Inc.—Braytown, Ky. (5m; AFC; E2005).

■ Somerset County Cable Co., Inc.—Somerset, Pa. (5m; AFC; 2006).

■ Somerset County Cable Assoc.—Berlin, Pa. (5m; AFC; E2007).

Earth station grants

■ The following earth station applications have been granted as of March 10:

■ Trinity Broadcasting of Denver, Inc.—Denver, Colo. (KP77).

■ Trinity Broadcasting of Oklahoma City, Inc.—Oklahoma City, Okla. (KP78).

■ Florence Cable TV, Inc.—Florence, Ore. (KY99).

■ American Satellite Corp.—Pacific Beach, Wash. (K725).

■ Alascom, Inc.—Minchumina, Alaska (KZ27).

■ OVC Telecommunications, Inc.—Madison, Ind. (WZ37).

■ Newchannels Corp.—Corning, N.Y. (WZ42).

■ Western Kentucky University—Bowling, Ky. (WZ50).

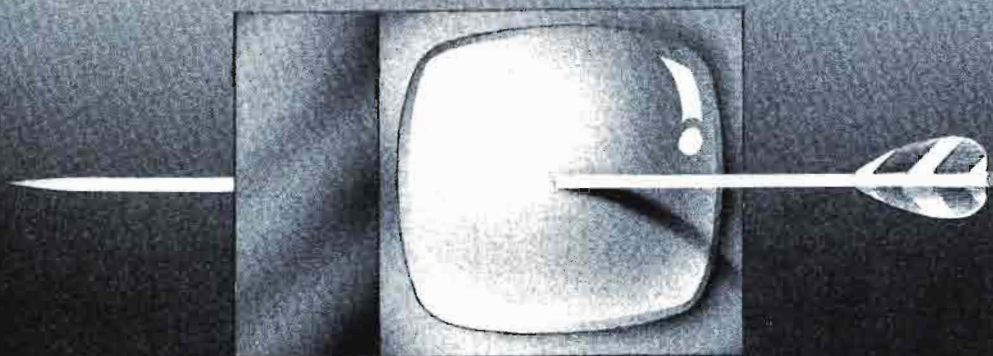
■ The Board of Regents of Florida—Tallahassee, Fla. (WZ51).

get on target!

To meet television
program
and production
executives from
all over the world
and to take
your rightful place
in the
International Television
Program Market.

At MIP-TV '79:
3019 Professionals from
104 countries representing
246 television networks
and stations and 617
production and distribution companies.
Get right on target -
be at the
Palais des Festivals in CANNES
April 18-24, 1980 for:

MIP-TV'80



MIP-TV'80

BERNARD CHEVRY
COMMISSAIRE GÉNÉRAL

XAVIER ROY
INTERNATIONAL DIRECTOR

179, av. Victor-Hugo - 75116 Paris - France
Tél. 505.14.03 - Télex - 630.547 MID-ORG
BERNARD LEMAIRE
INTERNATIONAL SALES EXECUTIVE

U.K. representative: Jack Kessler
International Exhibition Organisation L.t.d.
9, Stafford street, LONDON W1X 3 PE
Tel. (01) 499 23 17
Telex: 25230 MIP-TV-MIDEM LDN

U.S.A. office: c/o John Nathan
30, Rockefeller Plaza - Suite 4535
New York, N.Y. 10020
Tel. (212) 489 13 60
Telex: 235.309 OVMU

Professional Cards

ATLANTIC RESEARCH CORP.
Jansky & Bailey
Telecommunications Consulting
Member AFCCE
5390 Cherokee Avenue
Alexandria, Virginia 22314
(703) 642-4164

EDWARD F. LORENTZ & ASSOCIATES
Consulting Engineers
1334 G St., N.W., Suite 500
347-1319
Washington, D. C. 20005
Member AFCCE

A.D. RING & ASSOCIATES
CONSULTING RADIO ENGINEERS
Suite 500
1140 Nineteenth St., N.W.
Washington, D.C. 20036
(202) 223-6700
Member AFCCE

COHEN and DIPPELL, P.C.
CONSULTING ENGINEERS
1015 15th St., N.W., Suite 703
(202) 783-0111
Washington, D.C. 20005
Member AFCCE

CARL T. JONES ASSOCS.
(Formerly Gautney & Jones)
CONSULTING ENGINEERS
7901 Yarnwood Court
Springfield, VA 22153
(703) 569-7704
AFCCE

LOHNES & CULVER
Consulting Engineers
1156 15th St., N.W., Suite 606
Washington, D.C. 20005
(202) 296-2722
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
BOX 7004
DALLAS, TEXAS 75209
(214) 631-8360
Member AFCCE

SILLIMAN, MOFFET & KOWALSKI
Washington, D.C. Area
8701 Ga. Ave., Silver Spring, MD 20910
ROBERT M. SILLIMAN, P.E.
(301) 589-8288
1925 N. Lynn St., Arlington, VA 22209
JOHN A. MOFFET, P.E.
(703) 841-0500
Member AFCCE

STEEL, ANDRUS & ASSOCIATES
David L. Steel, Sr., PE
R.D. 1, Box 276, Grasonville, Md 21638
(301) 827-8725
Alvin H. Andrus, PE.
351 Scott Dr., Silver Spring, Md. 20904
(301) 384-5374
Member AFCCE

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
Radio & Television
Box 68, International Airport
San Francisco, California 94128
(415) 342-5208
Member AFCCE

JOHN B. HEFFELFINGER
9233 Ward Parkway, Suite 285
816-444-7010
Kansas City, Missouri 64114

JULES COHEN & ASSOCIATES
Suite 400
1730 M St., N.W., 659-3707
Washington, D.C. 20036
Member AFCCE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland, Ohio 44141
Phone: 216-526-4386
Member AFCCE

VIR JAMES
CONSULTING RADIO ENGINEERS
Applications and Field Engineering
Computerized Frequency Surveys
345 Colorado Blvd.—80206
(303) 333-5562
DENVER, COLORADO
Member AFCCE

E. Harold Munn, Jr., & Associates, Inc.
Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

ROSNER TELEVISION SYSTEMS
CONSULTING & ENGINEERING
250 West 57th Street
New York, New York 10019
(212) 246-3967

JOHN H. MULLANEY
Consulting Radio Engineers, Inc.
9616 Pinkney Court
Potomac, Maryland 20854
301-299-3900
Member AFCCE

HATFIELD & DAWSON
Consulting Engineers
Broadcast and Communications
3525 Stone Way N.
Seattle, Washington 98103
(206) 633-2885
Member AFCCE

MIDWEST ENGINEERING ASSOCIATES
Consulting Engineers
6934 A N. University
Peoria, Illinois 61614
(309) 692-4233
Member AFCCE

MATTHEW J. VLISSIDES, P.E.
STRUCTURAL CONSULTANT
TOWERS, ANTENNAS, STRUCTURES
Studies, Analysis, Design Modifications.
Inspections, Supervision of Erection
7601 BURFORD DRIVE McLEAN, VA 22102
Tel (703) 358-9504
Member AFCCE

C. P. CROSSNO & ASSOCIATES
CONSULTING ENGINEERS
P. O. BOX 18312
DALLAS, TEXAS 75218
Computer Aided, Design & Allocation Studies
Field Engineering,
(214) 321-9140
Member AFCCE

RADIO ENGINEERING CO.
Box 4399 RR 1, Santa Ynez, CA 93460
CONSULTANTS
ALLOCATIONS, INSTALLATIONS, FIELD
ANTENNA & TYPE ACCEPTANCE MEASUREMENTS
NORWOOD J. PATTERSON
(805) 688-2333
Serving Broadcasters over 35 years

JOHN FX. BROWNE & ASSOCIATES, INC.
CONSULTING ENGINEERS
1901 Pennsylvania Ave., NW
Washington, D.C. 20006
525 Woodward Avenue
Bloomfield Hills, MI 48013
Tel (313) 642-6226 (202) 293 2020
Member AFCCE


WILLIAM B. CARR & ASSOCIATES, INC.
DALLAS/FORT WORTH
WILLIAM B. CARR, P.E.
1805 Hardgrove Lane,
Burleson, Texas 76028. 817/295-1181
MEMBER AFCCE

Services

COMMERCIAL RADIO MONITORING CO.
PRECISION FREQUENCY MEASUREMENTS, AM-FM-TV
Monitors Repaired & Certified
103 S. Market St.
Lee's Summit, Mo. 64063
Phone (816) 524-3777

CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.
Cambridge, Mass 02138
Phone (617) 876-2810

DOWNTOWN COPY CENTER
FCC Commercial Contractor
AM-FM-TV & NRBA lists—tariff updates—search services—mailing lists, C.B., Amateur, etc.
1114 21st St., N.W., Wash., D.C. 20037 202 452-1422

Computerized Radio Advertising Monitor
Air Check Service—Special Projects
New York•Chicago•Los Angeles
Philadelphia•Detroit•Boston•Cleveland
American Radio Monitor, Inc.
6354 N. Broadway Chicago 60660
312-764-0405


AERONAUTICAL CONSULTANTS
Tower Location/Height Studies
FAA Negotiations
JOHN CHEVALIER, JR.
AVIATION SYSTEMS ASSOCIATES, INC.
1650 So. Pacific Coast Hwy.
Redondo Beach, CA 90277
(213) 378-2281

dataworld inc
AM • FM • TV
Directories
Allocation Studies
1302 18th St., N.W., Suite 502
Washington, D.C. 20036
(202) 296-4790

contact
BROADCASTING MAGAZINE
1735 DeSales St. N.W.
Washington, D. C. 20036
for availabilities
Phone: (202) 638-1022

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Georgia Gospel station taking applications for Manager-Salesperson. Send resume, Box 340, Cordele, GA 31015.

Southeastern major market station seeks a Sales Manager capable of utilizing research in local sales. Able to motivate a local sales team and maintain strong personal billing. Excellent base, incentives, and fringe benefits. EOE. Box C-154.

Wanted: first-rate Operations Manager for northeast major market AM/FM combo. Must have strong adult-contemporary background, ability to develop and direct two separate staffs, plus total commitment to long-term excellence. Air-shift mandatory. EEO. Send resume to Box C-165.

Marvelous Opportunity, new 100,000 watt FM contemporary Rock station, top western market, looking for unique Sales Manager who truly understands goals of FM radio and its audience! Station will be leader in market! Person must personally do minimum of \$100,000 annually in collections with top account list. Very strong compensation package, best benefits for right person. Write Manager, KAOH, Box 6167, Duluth, MN 55806.

Sales Manager in small market Minnesota AM station who will move into management when ability is proven. Box C-184.

General Sales Manager. Must be strong Sales Executive to head sales team in a large midwestern market. Mature adult, top money plus override and profit sharing. Call Neal Mason, 313-239-8631.

General Manager for medium market radio station in midwest. Must be aggressive and have a strong background in local and regional sales. Equal opportunity employer. Send resume and reference to Box C-245.

HELP WANTED SALES

General sales manager—Top 50 market located in the South. Ability to train/motivate sales staff. Black radio experience required. Equal Opportunity Employer. Send resume and salary requirements Box C-59.

If you can sell we may have the opportunity you've been looking for. Radio sales experience is desirable but not necessary. Call and let's talk dollars and market potential. Bob Outer, WBNR, 914-831-8000.

WSCR radio in Scranton, PA needs a strong aggressive sales person. Can you help us? Let's talk. E.O.E. Call Don Rieder, 717-342-1320.

Sales Manger for WFEA, Manchester, New Hampshire. Present sales manager just promoted to station manager. Five sales people. Great opportunity. Call 603-625-5491 or write: Donn Parker, WFEA, PO Box 370, Manchester, NH 03054.

Sell Gospel Music? Largest Gospel Radio Chain looking for several sales people in various markets with varying degrees of experience. Beginners to General Sales Manager. Immediate openings and tremendous growth. 11 Stations in Major Markets in only 15 years! Contact Dick Marsh, Vice-President, Universal Broadcasting, 3844 East Foothill Blvd., Pasadena, CA 91107 213-577-1224. It goes without saying, we are an Equal Opportunity Employer... just ask our people.

WNUS in Springfield, Massachusetts needs salesmen and women for here and a new station in New Hampshire. Call Dick Lange, 413-781-5200. E.O.E.

Vacationland opportunity for experienced radio salesperson. Need an aggressive street fighter. No desk jockeys wanted. Excellent benefit package and a top account list will be yours. Send resume immediately to E. Sporn, 2021 Superior Building, Cleveland, OH 44114.

Salesperson-Announcer needed immediately for S.C. 50KW FM/1 KW AM-Day. CBS radio affiliates. Present sales manager leaving after 7 years to accept general manager position. \$15-\$20K possible first year. Established list. Cold calls, too. Requires Sat. or Sun. air shift. Apply by mail only. Send resume, requirements, tape to C. W. Gallimore, WSNW/WBPM, PO Box 793, Seneca, SC 29678. EOE.

Account Executives, new 100,000 watt FM contemporary rocker that will lead this part of country's young adults! Top money for top salespeople. Strong draw, commission, bonuses, benefits. Must understand goals of FM radio and it's audience. Company owns many stations. Opportunity abounds! Resume, data to Manager, KAOH, Box 6167, Duluth, MN 55806.

Are you better than the station you're selling? If really good, but want to work for a station with good sponsor image, the numbers and gets results, let's talk. You get the back-up support you need here, and get paid well for your efforts. Arbitron says our two stations have over 91% of the 18-49 audience in the 7-stations Princeton/Trenton, NJ market. EOE. Send resume to Jeff Clark, WHWH-WPST, 221 Witherspoon St., Princeton, NJ 08540.

Radio Sales—Experience required, high pay, medical ins., exclusive territory Radio KXEM, PO Box 326, McFarland, CA 93250.

Sales Manager. Major FM station in Top 20 NE market with strong track record. Salary incentives, car. Group owned. EOE. Reply in confidence to Box C-227.

New Hampshire radio station to begin broadcasting soon. Need salesmen and women, announcers and news personnel. EEO. Box C-235.

HELP WANTED ANNOUNCERS

Top rated station in nation's fastest growing market needs MOR afternoon entertainer to become part of the good life. Tapes, resumes and salary requirements to Program Director, Box 7363, Ft. Myers, FL 33901.

No. 1-rated Eastern station wants bright, enthusiastic personality with proven experience. Excellent opportunity with leading broadcaster. EOE. Rush tapes and resume to Box 1350, Princeton, NJ 08540.

Radio is still fun ... in a small market. If you have a first-phone keep reading. If you can take reasonable directions ... let's talk. We are a full-time, 5 kw pop country/adult MOR station with good equipment and working conditions. \$865.00 per month for a beginner ... salary negotiable with experience. An equal opportunity employer. Call Butch Luth 1-307-682-4747 or write PO Box 1009, Gillette, WY 82716.

Oklahoma—Immediate opening for experienced announcer. Excellent facilities and equipment in AM-FM operation. Chain operation provides advancement opportunities. George Wilburn, KWHW, Box 577, Altus, OK 73521. EOE.

Announcer/Producer-Cultural Affairs: Annual salary (Radio announcer II) \$10,210. Selects & schedules classical music for weekday morning radio programs. Prepares commentary to inform listeners about the music. Performs duties of broadcast engineer, operating all broadcast equipment and performing other duties related to on-air operation during assigned shifts. Announces classical music for morning programs. Requires: Graduation from standard high school and two years experience as radio announcer. Send resume with references and nonreturnable audition tape to Rachel Vaccaro, Cultural Affairs Director, WFSU-FM, 420 Dittenbaugh Building, Florida State University, Tallahassee, FL 32306. EOE. Application deadline: 11 April, 1980. Position available 28 April, 1980.

Wanted—Announcers, News person. In beautiful hunting, fishing portion of Oregon. Wages negotiable. Send tapes, resumes. PO Box 1450, Klamath Falls, OR 97601

Eastern North Carolina's legendary contemporary station is searching for The Personality. Wanted for air shift and production skills. Send tapes, resumes, and salary requirements to: Danny Jacobson, Big WOOW, PO Box 647, Greenville, NC 27834. No calls please! EOE.

Opening for a bright, young and enthusiastic DJ for Top 40 FM station on the move. Must have good references. Must have 2 to 3 years experience or more. No others need apply. Send tape, references and resume to KQ 93, 401 E. Coal Avenue, Gallup, NM 87301.

Minnesota religious FM station needs two announcer/producers. One for program director. First class license preferred. Contact Station Manager, KTIG Radio, Box 409, Pequot Lakes, MN 56472.

Immediate opening, afternoon drive, adult contemporary format. Must know music. Send tape, resume, and salary requirements. Scott Slonaker, WHPL, Box 828, Winchester, VA 22601.

Lincoln's top, A/C radio station has opening for mature announcer who can communicate with the audience. Great town, great radio station. Send tape and resume right away to: Jim Miller, KFOR, 825 Stuart Building, Lincoln, NE 68508. 402-475-6606. EOE.

Beautiful Music. We need a warm, friendly voice in the evening, and someone to grow with our company. Production skills a must. Group-owned FM with new facilities, serving Raleigh-Durham, home of three major universities. Resume and tape, including news, to Steve Hibbard, WYYD, Box 12526, Raleigh, NC 27605. E.O.E.

Beginner announcer, first ticket with potential for quick upward mobility in growing organization in South East. E.O.E. Resumes to: Box C-198.

Texas panhandle city of 30,000 seeking announcer, with strong production background. One year experience. Send tape and resume, to KGRO, Box 1779, Pampa, TX 79065.

Announcer for small Mid-Atlantic adult contemporary. PBP ability a plus. Smooth voice and delivery essential. Will consider exceptional beginner. EOE. Box C-216.

Superb opportunity for alert jock. Northeast Adult Contemporary. Commercial experience essential. Salary open. EOE. Reply Box C-223.

New Hampshire radio station to begin broadcasting soon. Need salesmen and women, announcers and news personnel. EEO. Box C-235.

50,000 watt FM, Top 40, seeks qualified a.m. drive jock. On air and production experience necessary. Minorities encouraged. No phone calls. Send tape and resume to WKHI, PO Box 758, Ocean City, MD 21842. EOE.

HELP WANTED TECHNICAL

Chief Engineer—for operation-maintenance 1 kw AM simple directional; 35 kw automated FM. Salary commensurate with ability. Contact James Smith, Manager, KOSY, PO Box 2018, Texarkana, AR 75501. Equal Opportunity Employer.

Chief Engineer: new public radio station. Responsibilities: studio/transmitter installation and maintenance. STL, remotes, satellite reception. Requires FCC first plus minimum five years chief engineer experience. \$17,500-\$19,500 annually. Deadline: March 21, 1980. Contact: Personnel Officer, Iowa Western Community College, Council Bluffs, IA 51501

Immediate opening for Broadcast Maintenance Engineer. Minimum three years experience in maintenance and operations, technical school and FCC First Class License. Excellent benefits, good location. Send resume to Personnel Office, 121 Lake Superior Hall, Grand Valley State College, Allendale, MI 49401. GVSC is an EEO/Affirmative Action Employer.

HELP WANTED TECHNICAL CONTINUED

Chief Engineer at 5 Kw full-time AM in Duluth, Minnesota. First Class license required. Will train electronic graduate. Position open May 1st. Send resume and salary requirements to Steve Terhaar, Box 2983, Fargo, ND 58108.

Assistant Chief for Chicago area FM/AM. Requires 1st phone, strong background in studio and transmitter maintenance. Digital knowledge needed. Experience in radio a must. Should be self-starter, able to work without direct supervision. Contact Mark Nielsen, Chief Engineer, WBMX/WOPA, 312-626-1030 or 408 South Oak Park Avenue, Oak Park IL 60302. An Equal Opportunity Employer.

Major Pacific Northwest AM/FM broadcaster with maximum facilities needs competent chief engineer. Send resume to Hammett & Edison, Inc., Box 68, International Airport, San Francisco, CA 94128.

Chief Engineer, FM, 100 kw, 24 hour live rock. Includes STL. Resumes to: Eliot Keller, GM, KRNA, 1027 Hollywood Blvd., Iowa City, IA 52240. EOE/AA.

Broadcasting Engineer—to maintain full-time AM-FM station. Good pay and benefits. Resume to KBUR/KGRS, Box 70, Burlington IA 52601.

Chief Engineer/Operations Manager for small FM near Ohio metro. Announcing required. Good opportunity for first management position. EOE. Tape, salary requirements: KCI, 2879 Berwick, Columbus, OH 43209.

Experienced engineer needed to work in West Kentucky's beautiful lakes region. Primary responsibility to maintain modern 100,000-watt NPR radio station, but some television work also required. FCC 1st class license and technical degree, plus experience required. Salary competitive. Application deadline, April 15, 1980. Position open June 1, 1980. Send resumes to Bruce L. Smith, Gen. Mgr., WKMS-FM, Box 3227, University Station, Murray, KY 42071. Station representatives will be at the Stardust Hotel in Las Vegas during NAB Convention, April 11-16. Murray State University is an Equal Opportunity/Affirmative Action Employer.

HELP WANTED NEWS

New 100,000 FM watt contemporary rock station, top midwestern city, looking for well versed News Director. Obtain, write, deliver news. Strong on interviewing! Strong on public affairs! Controversial subjects. Natural delivery! Tapes and resume to Manager, KAOH, Box 6167, Duluth, MN 55806.

Experienced, energetic reporter needed to gather, write, and anchor news. Must have good voice and knowledge of reporting skills. Join an award winning, three man news team in a beautiful east coast resort. Good pay. T&R to Doug Smith, WKZQ, News Director, Box 2389, Myrtle Beach, SC 29577

Reasonable remuneration for right radio reporter and reader. Rush reel, resume, writing to Curt Miller, WTRC, Box 699, Elkhart, IN 46515. WTRC is an EOE.

Immediate Opening—Top rated medium market news leader seeks strong on-air journalist to anchor prime morning news casts. Rush resume with salary history and references. EOE Employer Box C-174.

1 Assistant News Director/1 News Producer at Public Radio station, B.A. and at least two years experience desired. Send resume, audition tape, references and salary requirement to David Beach, KFJM/KFJM-FM, Box 8116, Grand Forks, ND 58202. EOE.

Needed: People to fill one full-time, on-air news-one part-time entry level reporter positions. Tapes & resumes to Cynthia Heath, KCBQ, PO Box 1629, San Diego, CA 92112. Equal Opportunity Employer.

Professional broadcast journalist for reporter/producer/news anchor position at WJR, Detroit. Must have college degree, 3-5 years experience in broadcast news and demonstrable excellence as a field reporter, writer and broadcaster. Please send letter, resume, writing samples and tape to: Dave White, News Director, WJR, Fisher Building, Detroit, MI 48202. No telephone calls please.

New Hampshire radio station to begin broadcasting soon. Need salesmen and women, announcers and news personnel. EEO. Box C-235.

Experienced News Director Virginia small market. Gather, write, deliver local news. Some board work. Good opportunity. EOE. Box C-209.

Sports Director: Requires strong sports knowledge, ability to do play-by-play, sports talk and commentaries. Must be personality with aggressiveness to cover high school as well as professional and college in this exciting sports city. Send resume, references, tape and salary requirements to Operations Manager, WAAM Broadcasting Corp., 4230 Packard Rd., Ann Arbor, MI 48104. EOE.

New England small market automated AM/FM station seeks experienced news director to handle all aspects of news. Please reply in writing to Box C-250.

News person for AM Drive. Tape and salary requirements to Operations Manager, Box 4376, Charlotte, NC 28204.

News Person: News oriented station (small market) needs broadcast journalist immediately. Good street reporting experience and positive air personality important. Experience preferred. Female applicants welcome. Contact Mark Weinberg, News Director, WTTB, PO Box 2440, Vero Beach, FL 32960. 305-562-5454.

News Dir. Information oriented station looking for developing pro who takes pride in broadcast news, and features. Salary & talent. Great Plains/small market. EOE. Write Box C-228.

WLAN AM/FM has a part-time opening in news. We are also accepting tapes and resumes for future openings. Send tape and resume to Ellen Wascou/News Director, WLAN, 252 North Queen Street, Lancaster, PA 17603.

News person for morning drive at highly respected contemporary. If your writing style and delivery are unique, but still believable, we're interested. Box C-248.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Longtime successful western AM/FM needs a PD. It does not need to be saved by a hotshot prima donna who wants to be left alone to do his own thing. We want a mature, responsible, experienced announcer/production person who will represent management with his staff and run a good operation in cooperation with other key people. EOE. Send full information to Box C-122.

Program Director ready for a challenge. Highly successful adult contemporary, modern showcase operation, eastern Mass. medium market. Must be creative, promotion-minded and know how to handle people. No beginners, no telephone calls please. Substantial salary for the right professional. Tape, resume, references to Bob Monarch, 72 Millstone Rd., Hyde Park, MA 01236.

Production Director/copy chief for new 100,000 watt FM contemporary rocker. Solid growth middle management opportunity with our growing company. Tape, resume to manager, KAOH, Box 6167, Duluth, MN 55806.

Program Director: New public radio station. Responsibilities: on-air and studio scheduling. Requires college degree plus minimum five years radio experience. \$14,500-\$17,500 annually. Deadline: April 7, 1980. Contact: Personnel Officer, Iowa Western Community College, Council Bluffs, IA 51501.

Experienced announcer for growing Florida market who can be PD for A/C station. Leadership, good writing and production a must. Send tape and resume to PO Box 897, Ocala, FL 32670. 904-629-8008.

Program Director to \$20,000 for right person! New 100,000 watt FM contemporary rock station in nation wide search. Excellent on air natural delivery, excellent production, excellent administrator and supervisor. Knowledge of new and old music, various rock formats, FCC regulations. Top benefits with our young aggressive company who owns many stations and looking for more. Cassette and resume to Manager, KAOH, Box 6167, Duluth, MN 55806.

WCIT, Lima, Ohio has opening for morning disc jockey. Call Pete Stevens, 419-228-9248 for personal interview. EOE employer.

KNIX and KNIX-FM, Phoenix, Arizona, are looking for qualified applicants to fill a number of positions in announcing and traffic (computer logging). Most positions full time, some part time. Mail resume (and air check) to PO Box 3174, Tempe, AZ 85281, c/o Larry Daniels, not later than April 5, 1980. Equal opportunity employer.

Production Director for adult midwest AM. Send tape and resume to Kent Braverman, KCJJ, Box 2118, Iowa City, IA 52240.

Number 1 small market country music station is in need of a full time, mature, conversational communicator with production skills needed for future opening. Great benefits, and enjoyable staff. Send replies with resumes immediately. Box C-230.

Prominent Southeast Station looking for talk show host. Must be able to make news with show as well as be conversant with it. Excellent salary and benefits. EOE. Send resume to Box C-244.

SITUATIONS WANTED MANAGEMENT

General Manager/Group Management. Lengthy experience with documented performance record in major and medium markets as vice president of station groups and general manager. Various formats, AM & FM. Availability due to sale of station. Excellent administrator, strong sales management, plus all the other qualifications needed for successful station or group management with references to prove it. Carefully looking for long term association with quality organization as general manager or in group management. Box C-10.

Need a Manager who knows promotion, programming, and sales? A man with a proven track record covering 20 years in broadcasting, last 14 with same company? Top flight professional looking for small to medium market position. All offers considered. Box C-170.

Black Station Manager 13 yrs experience 8 in management. Have taken two medium market stations to top. Strong sales and programming. Seeking top 100 FM. Box C-147

Former owner, President of group AM FM CATV, 25 years same co. 49 years old would like to get back into active broadcasting management and related field. Box C-185.

Experienced General Manager now available, excellent credentials, and an EEO bonus... female! Box C-246.

Seventeen years Broadcast Management experience, last 10 years as general manager. Major, medium and small market success record. Sales oriented. Interested in opportunity to participate in ownership. 817-467-2010.

SITUATIONS WANTED SALES

Do you need experienced salesman to take over existing list? Medium or small market preferred! Now working in Mid-west. Box C-241.

SITUATIONS WANTED ANNOUNCERS

Expert play-by-play in hockey, football, baseball, and basketball. I am willing to relocate immediately in Canada or U.S.A. and also have P.B.P. tape, and personal resume available. Ask for Joe 312-652-2452.

Help! I need work. Creative communicator with four years experience now available. Call Frank 312-739-3068.

Disco or R&B Jock ready now! 3rd phone. Talented, good pipes, dependable, energetic, creative! Send for resume and tape now! William Walker, 6531 S. Green St., Chicago, IL 60621 or call 312-597-6979.

Looking for first job. Second Class License. Reliable. Hard working. Will relocate. Paul Kaishian, 510 N. 106 St., Wauwatosa, WI 53226. 414-453-4548.

Stop! If looking for a combo man, staff or booth announcer. Bachelors. First Phone, veteran, married and 30 yrs. old. NY, CT, NJ, VA. EOE. Box C-157

SITUATIONS WANTED ANNOUNCERS CONTINUED

Experienced. Eager to learn more. Former teacher. Extensive coaching and refereeing. John 414-648-2189; Room 105; 9120 W. Hampton Ave., Milwaukee, WI 53225.

Versatile male, 25, broadcasting school graduate, good voice, third phone, working towards first wishes to relocate to southern climate. Prefer top forty or AOR. Ready to go! Box C-161.

Female trained. Trained talented. 3rd ticket. AOR, MOR. Will relocate. Dana Copeland, 411 Ventura Pl., San Ramon, CA 94583. 415-828-1112 messages at 415-431-9933.

Announce R&B will work part or full time. 2519 N 15 St., Milwaukee, WI 53206. 264-8960.

I've got a first phone, 15 years experience and ratings success story. Norm ... 501-862-1400.

All night personality seeking Midnight to 6 show. 7 year pro, excellent references, very dependable. Box C-226.

First phone soon—17 years experience, announcer etc. Prefer small-medium market. 904-771-7386. 3907 Angoi Place, Jacksonville, FL 32210. Randy.

Exp. Pro. First. Seeks station where auto not required. Relocate anywhere. Michael Cantoni 714-422-2063.

Young Male News/Sportscaster, medium market, trained in major market, seeks new challenge. Will relocate. Box C-218.

I've got the training, talent, and the desire; now I need a break. I'll do any format... prefer uptempo contemporary. Good newsman and know sports. Looking for Small/Medium market, where I can grow with you. Peter Arpin, 55 Masthead D.R., Apt 4, Warwick, RI 02886. 401-885-2087

Morning Drive, Air Personality. creative, dependable, upbeat 3rd. Tape and resume. Experienced. Will relocate immediately. Box C-240.

SITUATIONS WANTED TECHNICAL

Chief Engineer: Experienced; diverse background. 1st phone. Resume available. Box C-133.

Experienced Chief Engineer, directionals, proofs, automation, etc. Also C.A.T.V. Can announce and run production. Desires responsible position in A.M., F.M., C.A.T.V., or any combination thereof. Box C-206.

Best offer takes experienced EE PI DJ DR AM FM TV STL MW RC W KW CE IF HF VHF UHF. Box C-201

One of the old style engineers who does things right is now available. Expert in design, building, and automation. Box C-247

SITUATIONS WANTED NEWS

Diligent sportscaster. Currently play-by-play and producer for state-wide major college network. Award winner. Six years pro. Box C-19.

Professional newperson presently working at one of the nation's top radio stations, seeks employment at news-oriented major market station. Box C-121.

Award winning local and syndicated radio sportscaster looking for a better opportunity. Radio or TV. Top references... including present employer. Box C-139.

College Grad—seeking sportscaster position. Experienced P-B-P Strong writer, delivery, and commentary Contact Mike 313-541-8865.

Communicator-mature—journalism background. Seeks return to first love-radio news. Consider any offer. Box C-197

Male-female PBP team—Young, exciting, versatile, with love for local sports. Both with DJ and sports directing experience. Will provide PBP tape. 703-491-5584.

Major Market News Director—Operations Manager. Highly experienced, take charge professional. Prefer Southern metro, will consider others. Box C-211.

News/Sports—7 months experience, college grad. Bob 516-221-2498.

Heavily Experienced Network and Local Newsman, Editor, Newscaster. Available as News Administrator and/or Anchorman for your South Florida or Tampa-St. Petersburg Radio or Television Station. Profit oriented. Top credentials. Box C-202.

First rate professional seeks general sports reporting or baseball, basketball, or hockey, PBP position. Previous experience. Will relocate. Have resume, references, tapes. Box C-225.

22 yrs anchor, reporter, ND Currently top 30 mkt. Seek TV ND/Anchor medium mkt or top 15 radio anchor. Box C-160.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Need P.D.? Ten year radio pro including top five market, will building your 50,000+ to medium market station to TOP 40 winner. Have assistant P.D. will travel. 602-432-5584 24 hrs. Mike. Box C-181.

Dear Miami, thanks for waking up with me every morning on WKAT News/Talk Radio. I've enjoyed the learning experience of being WKAT's Operations Manager and AM Drive News/Talk Co-Anch. Thanks, too, Dick Fixaris!! You're the greatest boss I've had since Staryl Bush, KSXX, Salt Lake City. Now, tho, it's time to grow even more. Call Don Karnes at 717-322-7916 for a hard working News/Talk Program Director. I'm ready for a new challenge in News/Talk.

Seeking programming, production, promotion or M.D. position in N.Y. tri-state. B.S. in TV/Radio. Top market experience. Box C-224.

TELEVISION

HELP WANTED MANAGEMENT

Program Manager, Central California NBC affiliate. Must have minimum of 5 years experience in similar market, with demonstrated ability in supervisory responsibilities; also, be thoroughly familiar with all FCC rules/regulations relating to license renewal procedures, including ascertainment policies. Will assume responsibility for handling and scheduling all network and program materials. Needs extensive knowledge of production and promotion departments. Salary negotiable. Outstanding employer-furnished benefit package. Send resume, salary requirements, other pertinent information to J. Thompson, Station Manager, KMJ-TV, Channel 24, PO Box 12907, Fresno, CA 93779. Affirmative Action, Equal Opportunity Employer.

Assistant Business Manager—Progressive and growth-oriented broadcast group is seeking bright and aggressive applicants for their Business Office at the NBC affiliate in New Orleans. Hard work and ambition will be rewarded with promotion and advancement opportunities. Excellent salary, benefits and location. Send resume and salary requirements to: Terry Schroeder, Cosmos Broadcasting Corporation (WDSU-TV), 520 Royal Street, New Orleans, LA 70130. An Equal Opportunity Employer.

Our need could be your opportunity. Opportunity for a management position in the top 50 television market. Must be willing to re-locate in the Northwest area. Reply to Box C-222.

We are seeking a General Manager for a small market station. Western area location. Good chance for growth in position. Equal Opportunity Employer. Please send your resume to Box C-176.

HELP WANTED SALES

Retail Account Executive: Great opportunity for experienced Account Executive. Must have background in new business development and ability to work with direct retail and local agency clients. Must have previous television sales background. Progressive Sun Belt-College market area. Send resume to John Simons, WCTV, PO Box 3048, Tallahassee, FL 32303.

Immediate opening for broadcast sales trainee. Top VHF network affiliate in the southeast. Submit resume and starting requirements to Personnel Department, PO Box 2566, Montgomery, AL 36105. No phone calls, please. An equal opportunity employer. Female and male applicants from all races desired.

Midwest ABC affiliate looking for experienced salesperson. Some established accounts. This is not an entry level position. E.O.E. Send resume and salary requirements to Box C-220.

Account Executive—Top 10 Market VHF station needs an account executive with 3-5 years' television broadcast sales experience. An Equal Opportunity Employer M/F/H/Vets. Send resumes to Box C-153.

Midwestern Top 100 market. A self-motivating, numbers knowledgeable person needed for vacancy on top sales staff. Will consider individual currently buying time in media research or selling TV time in another market. List is worth \$19,000 to \$22,000 first year but average account executive on staff did \$42,000 in 1979. Please send resume to Box C-233.

HELP WANTED TECHNICAL

Come west to high Sierras overlooking Lake Tahoe. Rugged individual with 5 years experience needed as TV transmitter supervisor. Contact Director Engineering, Donrey Media Group, PO Box 550, Las Vegas, NV 89101 or phone 702-385-4241 extension 395. An EOE.

Illinois State University Instructional TV Engineer/Closed Circuit TV technician with 2 years of university or technical training or 4 years experience in maintenance/repair of small systems video/audio equipment. Work with faculty/staff/students. Sony background desirable. Excellent benefits. Resume/Salary requirements to: Jeff Szmulewicz, Production Manager, TV 10 News, Illinois State University, Normal, IL 61761 309-436-5481. AA/EO employer.

Assistant to Vice President—Engineering. Must have leadership experience in television, radio and cable operation. Excellent career opportunity for right applicant. Send resume and references. Equal opportunity employer. Box C-162.

Transmitter Maintenance Technician. Must be experienced in UHF transmitter maintenance. Self starter, able to assume full responsibility of transmitter maintenance and operations. An FCC first class license is required. Salary negotiable. Equal opportunity employer. Send all replies to Box C-231.

Chief Engineer Remote Operation for major mid Atlantic Production House. Top salary for hands on chief with experience on RCA 1" tape and cameras, GVG switching and terminal gear. Resume to Box C-213.

Transmitter technician and studio maintenance engineer needed for well-equipped small market TV station in Idaho. Get away from the crowds and to the good life. Excellent pay, fringe benefits, an equal opportunity employer. Resume to Box C-242.

Chief Engineer with strong administrative and technical skills in TV studio, transmitter, microwave and translators. Excellent facility and staff. Send resume, salary requirements to Cliff Ewing, KRTV, Box 1331, Great Falls, MT 59403. EOE.

Chief Engineer for small market. Exceptional benefits. New top of the line equipment. EEO employer. Box C-199.

Operating Engineer to operate VR-1200's, TK-760's, Ampex switchers, film island, VO-2860's, editing, commercial production, loading breaks, some light switching, and operating a remote controlled TV transmitter. Call or send resume to Roger Hightower, KJCT-TV, Box 3788, Grand Junction, CO 81502. 303-245-8880.

Assistant Chief Engineer with 5-10 years broadcast TV experience for major market facility. Must be well versed in engineering/production/remotes. EOE M/F. Resumes to Box C-215.

Maintenance Engineer. Progressive Public Television station seeking maintenance engineer with minimum 3 years digital experience. Knowledge of computerized editing systems and 1 inch VTR's desirable. First Class FCC License required. Good benefit package and long term growth in a beautiful South Florida environment. Salary range \$12,900 through \$19,752, depending on experience and expertise. Send resume in confidence, Administrative Services, WPBT/TV 2, PO Box 610001, Miami, FL 33161. An equal opportunity employer M/F.

**HELP WANTED TECHNICAL
CONTINUED**

Transmitter Engineering Supervisor for UHF Television station. Salary open. Contact Mike Neibauer, Chief Engineer at KEDT-TV, PO Box 416, Corpus Christi, TX 78403 or call 512-855-2213.

Chief Engineer. Immediate opening for a good UHF hands-on person. Beautiful Northern Michigan U with V satellite. Contact: Foster Winter 616-946-2900, 201 E. Front St., Traverse City, MI 49684.

Assistant Chief Engineer for modern major market television operation. Salary mid 20's. M/F, EOE. Send resume to Box C-207.

TV Transmitter Technician—Immediate opening for TV Transmitter Technician at Channel 7 operation. Technical education, FCC 1st Class license and experience necessary. Please send resume to Personnel Department, WNAC-TV, Boston, a CBS Affiliate, RKO General Building, Government Center, Boston, MA 02114. An Equal Opportunity Employer M/F/H/Vets.

Maintenance Engineer for major mid Atlantic Production House building a new facility. Experience with RCA 1" and 2" tape and cameras. GVG terminal gear. Resume to Box C-217.

Central Michigan University is seeking a Maintenance Engineer to be responsible for maintaining a high degree of proficiency in the performance of preventative maintenance of television and radio related apparatus which may include the following: Video tape equipment, TV Cameras, TV Monitors, film chain cameras, terminal equipment, radio transmitter control apparatus and equipment, audio recording and reproduction equipment. Education equivalent to two years of broadcast related repair training at the college or trade school level required. At least three years of regular broadcast experience of a qualifying nature. Possession of a valid first class FCC radio/telephone operator's license. Starting salary: \$13,540-\$17,596, commensurate with background and experience. Excellent fringe benefits. Apply by March 28, 1980 to: Personnel Office, 109 Rowe Hall, Mt. Pleasant, MI 48859. CMU is an equal opportunity and affirmative action institution.

Control Room Operator—First Phone. Northeast UHF ABC affiliate. Responsible for on-air operations and to assist in production. Will train. EOE M/F Reply to Box C-219.

HELP WANTED NEWS

Weekday Evening Anchor Reporter sought for an aggressive small-market news department. Co-anchor at six, anchor at eleven, coordinate coverage in between. Broad responsibilities. Weather experience desirable. Not entry level. Send resume, videocassette, and salary requirements to Dave Cupp, News Director, WVIR-TV, PO Box 751, Charlottesville, VA 22902.

Public Affairs/News Reporter—No. 1 Station, top 50 market seeking person strong in News/Public Affairs interviewing. E.O.E. Reply Box C-107.

Looking for experienced TV news reporter who can handle general assignments, live minicam and some anchor work. Send tape and resume to Jim Holtzman, KFMB-TV, Box 80888, San Diego, CA 92138. EOE.

Wanted: Weekend anchor/reporter. Must be familiar with both ENG and film. College education or minimum of 4 years TV news experience. Top VHF network affiliate in southeast. Submit resume to or contact Skip Haley, News Director, WSFA-TV, Montgomery, AL 36105. An equal opportunity employer. Female and male applications from all races desired.

News Reporter: Must be able to do video reports, operate ENG equipment and anchor Weekend News Briefs. Send resume by March 28, 1980 and audition tape to Kent Hormann, WFFT-TV, PO Box 2255, Ft. Wayne, IN 46801. Equal Opportunity Employer.

Photographer: Must have prior experience with ENG equipment and must be quick and aggressive in the field. Send tape and resume to News Director, PO Box 10502, Birmingham, AL 35202.

Experienced News Director/Anchor for start-up small market. Supervise small staff. EOE. Resume and tape to: KCWY-TV, Box 170, Casper, WY 82602.

WJTV, Jackson, MS, is accepting applications for News Director. Qualifications include college degree and a minimum of 5 years broadcast news experience. Significant work experience may be substituted for 2 years of college training. Must be knowledgeable in managing personnel and producing superior on-air product. Send resume of education and experience to General Manager, WJTV, Box 8887, Jackson, MS 39204. Equal Opportunity Employer.

News Anchor—Early and Late M-F. Qualifications: Previous anchor experience, college, good journalistic skills, and desire to set down roots in small, but attractive, S.E. Sunbelt market. Salary in twenties depending on qualifications. EOE. M/F Reply to Box C-159.

Reporters: Two reporters for television station with aggressive news department and the best ENG equipment. Not an entry level job and prior experience required. Send tape and resume to News Director, PO Box 10502, Birmingham, AL 35202. Equal Opportunity Employer.

Financial News Reporter. Bi-lingual reporter to write, interview, do on-camera work and mini-documentaries for nightly news. On-air news production experience and college degree required. Send resume in confidence to Administrative Services, WPBT/TV 2, PO Box 610001, Miami, FL 33161. An equal opportunity employer M/F.

11 PM Anchor—WDBJ Television has an immediate opening for an experienced journalist to anchor its late news. Some reporting involved. Strong journalistic and production credentials a must. Minimum of two years anchor experience required. Will consider weekend anchor in larger market. Send resume and tape to Jim Shaver, WDBJ Television, Call Service 7, Roanoke, VA 24022. No phone calls. EOE M/F.

Bureau Chief—If you are a self starter who works well without supervision, WDBJ Television can offer you the chance to work in your own office. We will supply you with tape equipment, photographer and automobile. You must be able to supply us with at least four years of solid journalistic experience and a passion for news. Send resume and tape to Jim Shaver, WDBJ Television, Call Service 7, Roanoke, VA 24022. No phone calls. EOE M/F.

News Anchor. Innovative news department in medium market, southeast, is looking for that person who can really communicate and who has a strong background in news. Highly competitive market so we're looking for the best. Network affiliate. Salary negotiable. Let's see your tape. Women and minorities urged to apply. Send resumes to Box C-200.

Reporter with some ENG photography experience to work a beat and anchor live shots. Prefer applicant with small market experience. Send tape including samples of reporting and photographic skills to John Denney, KARD-TV, Box 333, Wichita, KS 67201. Equal opportunity employer.

Assignments Editor. Immediate opening in a top news operation. Need experienced individual with background in all phases of reporting and news gathering. Network affiliate. Excellent working and living conditions. Salary open. Contact: Allen Hoffman, News Director, WAAY-TV, 1000 Monte Sano Blvd., Huntsville, AL 35801 205-539-1783. EEO.

Sports Director, immediate opening in sports oriented Midwestern market. 6 & 10 PM shows, packages, some radio play-by-play possible. EOE/M-F. Send resume and writing samples to Box C-210.

News Anchor. We are looking for that individual who has the genuine ability to communicate through pleasant delivery and personal involvement. Strong writing skills and good camera presence a must. Dynamic, aggressive news department with complete live capability. We like to try new ideas and we're committed to news—are you? Get in touch with us. Women and minorities urged to apply. Contact Allen Hoffman, News Director, WWAY-TV, 1000 Monte Sano Blvd., Huntsville, AL 35801.

Assignment Editor/Producer. We are looking for an assignment editor/producer to work with highly professional and aggressive news team. Successful candidate will be highly motivated, experienced and have the dedication necessary to produce a superior live news product. E.O.E. Sunbelt location. If you qualify, send resume to Box C-232.

Experienced reporters for top 50 market. Also looking for photographer for top rated news. E.O.E. Resume and salary requirements to Box C-208.

**HELP WANTED PROGRAMING,
PRODUCTION & OTHERS**

P.M. Magazine Co-hosts—No. 1 Station, top 50 market. E.O.E. If your experience with features stands out and

Television Program Director: Midwestern Network Affiliate in second 50 markets has immediate need for creative and resourceful Program Director. Must be experienced in production, FCC procedures, and program buying, as well as people management and supervision. An EEO employer. Send resume and salary requirements to Box C-134.

Announcer/On-Air Performer—No. 1 Station, top 50 market, seeking individual with strong on-air performance and commercial production experience. E.O.E. Reply Box C-106.

Community Services Supervisor: Co-ordinate production for local community programs; produce and schedule public service announcements. Professional broadcast experience and work with community groups essential; ability to speak Spanish preferred. Send resume to: Beth Rawles, Director of Public Affairs, WVIT, 1422 New Britain Avenue, West Hartford, CT 06110. We are an Equal Opportunity Employer.

Director—Immediate opening for candidate who can switch and direct. Minimum two years experience in directing news and commercial production. Must be creative. Progressive top 100 market located in the upper Southeast. An Equal

Co-Host for local two hour morning show. On-air and production experience of at least one year, plus college degree required. Field and studio features to be produced. Resume and tape to Lee Kinard, WFMV-TV, PO Box TV 2, Greensboro, NC 27420. EEO Employer.

PM Magazine needs photographer/editor who can also produce stories. Send tape and resume to Debby Messana, KFDM-TV, PO Box 7128, Beaumont, TX 77706.

WFMV TV, Greensboro, N.C. an equal opportunity employer, seeking Promotion Manager. Must have minimum two years promotion and two years production experience. All phases of promotion to be handled. Send resume to Personnel Manager, PO Box TV 2, Greensboro, NC 27420.

Pacific Northwest prime time magazine strip in the Top 25 Market seeks feature reporter with strong human interest reporting, writing and VTR editing background. Send audition cassettes and resumes to Production Manager, KATU, 2153 N.E. Sandy Blvd., Portland, OR 97232. An Affirmative Action and Equal Opportunity Employer.

SITUATIONS WANTED SALES

Aggressive experienced TV Sales looking to relocate. Excellent credentials and references. Management potential. I can do it for you! Write Box C-239.

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.

SITUATIONS WANTED NEWS

Award winning local and syndicated radio sportscaster looking for a better opportunity. Radio or TV. Top references... including present employer. Box C-139.

Mature, young officer now in the United States Army Reserves, seeks to keep that integrity in an entry-level Sportscasting position. Employed at NBC-New York before military obligation. Have tape, resume, letters of recommendation, references, to insure that this is the Sportscaster/Sports reporter you want. Jack Pagano, day 914-783-7805, eve 914-783-4432.

SITUATIONS WANTED NEWS CONTINUED

Broadcast Meteorologist—4 years experience—looking for market where weather is important. AMS Seal of Approval. Excellent visuals and delivery. Experienced in radar and satellite interpretation. Have presented many weather-related PR talks. Box C-124.

Now working as anchor with NYC UHF. Ready to move on. MA in Journalism. Good writing. ENG reporting. strong on-air delivery. Box C-155.

Major Market Pro reporter/anchor desires evening anchor. Knowledgeable, 35, degree, family. Box C-212.

Intelligent, young female looking for first break in TV news or production. Ready to work, eager to learn. Call Nancy at 607-749-4759.

Qualified Black Woman: degreed, articulate, attractive, 5 years experience; includes, news, public affairs, production and talk show host; looking for position as a news reporter or hosting magazine type show. Box C-221.

Sensitive to children, underprivileged & elderly. Poignant reporting; probing mind. Humorous & ironic sidebars my specialty. Smooth live standup. I'm Gil Fryer, 1620 11th Place, South No. 104, Birmingham, AL 35205. AC 205-324-3152 before 9 am Central.

Professional Broadcast Journalist now hosting popular magazine program in number 2 market. Refined research and aggressive reportorial skills. Strong delivery and camera presence. Creative writer, incisive interviewer, indefatigable worker. Background includes M.A., university teaching, gubernatorial and presidential campaigns; 4 years major market R/TV news. I am looking for a station-commercial or PBS-supportive of my total commitment to quality news and public affairs. 714-673-7086.

Black female reporter. Enthusiastic personality shows on the screen. More than two years TV experience. Presently in top 25 market. Looking for a medium or major move. Box C-238.

Photographer-Editor. Experienced all aspects ENG and film. Fast. Aggressive shooter, dedicated. Now in 40's market. Steve 717-343-1488/961-1700.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Artist seeking to relocate anyplace where there's a challenge. '78 graduate (BA) with experience in designing ads, posters, signs, TV cards, and t-shirt prints. John Gregory, 627 Myrtle St., Erie, PA 16501

The Jack Is Here: College educated ambitious young man, who dips a little in all facets of Broadcasting, who worked as a college D.J., wrote PR's some editing, worked camera and porta-pak, would like to see the light in any aspect of Broadcasting. Call Jeff-212-266-4224.

Entry Level Production position desired by college graduate with B.S. in television production. Hayes DeLisle, 6035 E. Pershing Ave., Scottsdale, AZ 85254, 602-991-8419.

Attn. Small Market Program Directors... Articulate male seeks job as magazine or public affairs host/producer, booth announcer, or feature reporter. Experienced. 313-355-2580.

Creative Producer with 6 years experience and M.A. University of Michigan wants position producing, directing, writing or reporting for PBS or commercial station. Gerald Holt, 4605 Coolidge, No. 3, Royal Oak, MI 48073 313-549-0663 or 517-835-1803.

**For Fast Action Use
BROADCASTING's
Classified Advertising**

CABLE

SITUATIONS WANTED TECHNICAL

Twenty years experience in commercial radio engineering. Have studied C.A.T.V. design engineering with C.R.E.I. Desires opportunity with future in C.A.T.V. Box C-124.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Director of Affiliates: for Motor Racing Network to service radio and television stations nationwide from our Daytona Beach, Fla. office. Responsibilities include sales, promotion, traffic, newsletter, and affiliates convention. Plenty of variety and challenge with an established, fast-growing organization. Resumes to: PO Drawer "S", Daytona Beach, FL 32015, 904-258-0100.

HELP WANTED SALES

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 Herbert Levine, VP/GM, Broadcast Marketing Co., 415 Merchant Street, San Francisco, CA. 94111.

HELP WANTED INSTRUCTION

FM Station Manager and Instructor. Seeking tenure-track Instructor/Assistant Professor to manage station and teach courses in broadcasting. 12 month position; salary range \$15,000 to \$17,000, depending on qualification. M.A. required, with appropriate professional experience. Send letter of application, resume and references by April 30, 1980 to: Dr. John P. Bakke, Department of Theatre and Communication Arts, Memphis State University, Memphis, TN 38152. An Equal Opportunity Employer.

Broadcast Pro for expanding radio/TV sequence at University of New Mexico. Prepared to teach beginning news (print), radio/TV courses from beginning to advanced. Broadcast news experience preferred to Ph.D. Both welcome, naturally. Resumes, cover letter by March 31, 1980 to Robert H. Lawrence, Chairman, Journalism Dept., The University of New Mexico, Albuquerque, NM 87131. AA/EOE.

Faculty Position to teach in areas of audio and radio production. Rank of Instructor, tenurable, beginning September 1. Advising and other instructional assignments according to interests and qualifications. MA and broadcasting experience required, previous teaching desirable. Salary is competitive. Apply to: Dr. Drew McDaniel, Director, School of Radio-Television, Ohio University, Athens, OH 45701

Director, School of Journalism: Administrative/Academic leader to direct nationally accredited communications education program. Knowledge and experience in multiple areas of mass media preferred. Ability to blend academic and professional interests a specific requirement. Write Search Committee, School of Journalism, University of Southern California, University Park, Los Angeles, CA 90007.

Assistant/Associate Professor of Broadcasting. Must have five years managerial experience in station or major department of commercial broadcast property, plus significant professional association membership and industry contacts. M.A. required. Teaching, consulting, research, advanced degree desirable but outweighed by professional broadcasting experience. To teach broadcast management, sales, and business communication. Salary negotiable. Apply by April 21 to Dorothy R. Johnson, Marshall University Huntington, WV 25701. Affirmative Action EOE.

Radio-Television, Assistant Professor: to teach radio-television production and mass communication theory. Preferred qualifications: Ph.D., teaching experience at the College level, interest in research and professional background in broadcasting. Submit letter of application, complete resume and full credentials by April 18, 1980 to: Dr. Ronald J. Koperski, Director, Division of Speech Communication, Bradley University, Peoria, IL 61625 Bradley University is an Equal Opportunity/Affirmative Action employer.

SITUATIONS WANTED MANAGEMENT

Experienced Fortune 500 Video Manager seeking similar position. Background includes needs analysis, budgeting, staffing, and broadcast production experience. Free to relocate and travel. Call 312-929-9211.

Law Student; graduate in May; bar in July; background in journalism and entertainment. Desires job to start August. Send for resume. Woody Wilcox, 3753 N. Park, Indianapolis, IN 46205.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331

Instant Cash For TV Equipment: Urgently need transmitters, antennas, towers, cameras, VTRs, color studio equipment. Call toll free 800-241-7878. Bill Kitchen, Quality Media Corporation (In Georgia call 404-324-1271.)

Wanted appropriate transmitter. Antenna, tower, cameras, VTR chain, etc. for new UHF Channel 21 Television

New hi band VHF-TV stations seeks info on outfitting facility with used hardware. Especially interested in complete transmitting and studio packages. Also need 1000 foot tower. Call Bill Varecha 618-457-2477

Paul Schafer wants to buy late model AM & FM transmitters good condition and Schafer 800T automation systems. Call or write Schafer International, 5801 Soledad Mtn Rd., La Jolla, CA 92037 714-454-1154.

Need 2 to 3 KW FM transmitter, 92.7 Mhz, good condition. Also, used tower, 150'. 602-942-2127

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

5" Air Helix Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfgs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

FM 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.

1,000KW Power Plant (One Million Watts): Perfect for standby generator for entire TV station (or small town). Diesel fueled. Like-new condition. \$150,000. Bill Kitchen, Quality Media Corporation. 800-241-7878.

Two-Matched RCA 50-H 50kw AM transmitters with BTA-50-J solid-state exciter. Both used less than 6 years. Like new. Many spare parts. Besco International, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600. (other AM and FM units in stock.)

1 KW AM Continental 314-D, all new tubes, s.s. rectifiers, excellent condition. M. Cooper 215-379-6585.

Telecine Specials: 16mm Phillips Norelco FP-16 TV telecine projector, current model, reconditioned . . . \$6,995. Eastman 275 optical/magnetic package . . . \$4,995. Eastman model 25B converted to telecine . . . \$3,995. Phillips FP-20 TV 35mm telecine film projector \$12,950. Buy, sell or trade any type of film equipment. International Cinema Equipment Co., 6750 N.E. 4th Ct., Miami, FL 33138 305-756-0699.

Stereo Generator, Collins 786M-1. Used very little in standby transmitter. Make offer. Chapman, Box 3297, Birmingham, AL 35205.

Ikegami HL77A. Excellent condition, best offer. Ms. Lyon or Ms. Moss 301-986-0512.

**FOR SALE EQUIPMENT
CONTINUED**

RCA TT-50AH VHF Transmitter—Excellent, many spares, ch. 11, \$12,000
Ampex TA55B UHF Transmitter—55KW, good condition ea. \$150,000
GE TT-57 30KW UHF Transmitter— spare klystrons, available fall \$45,000
GE PE-400 Color Cameras—pedestals, 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
Harris TE-201 Color Cameras—lens, cables, CCU's ea. \$10,000
IVC 500 Color Camera—lens, cables, encoder, \$4,000
RCA TK-43 Color Cameras—lens, cables, pedestals, good condition ea \$2,000
RCA TK-27A Film Camera—good condition, TP 15 available \$12,000
RCA 1600 Film Projectors—New, factory cartons, TV shutter ea. \$1,200
Eastman CT-500 Projector—optical and mag sound \$9,000
Eastman 285 Projectors—Reverse, good condition ea. \$6,000
RCA TVM-1 Microwave—7GHZ, audio channel \$1,000
RCA TR-22 VTR—RCA hi-band, DOC, one with editor \$18,000
RCA TR-4 VTR—RCA hi-band, velcomp, editor \$15,000
Ampex 1200A VTR's—Amtec, colortec each \$24,000
Norelco PC-70 Color Camera—16x1 200M lens 2 available ea. \$18,000
Norelco PCP-70 Color Camera—Portable or studio use \$8,000
Norelco PC-60 Color Camera—Updated to PC-70, new tubes \$8,000
 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.

2 guyed AM towers, 300 feet, standing Andrew HJ7-50A, over 300 feet, used Ron Krob, Box 2204, Fort Collins, CO 80522.

Jennings Vacuum Variable Capacitors, values from 10 to 1500uuf and 5 to 45Kv. Priced to sell. Capacitors, 1000 White Pine Drive, Chesapeake, VA 23323 or 804—487-1601.

5KW Gates 5-P2 immediately available, fine condition. IGM 500 Brain, Sparta turntables. Dick Pickens, KVET, Box 380, Austin, TX 78703. 512—474-1300.

2.5 KW FM CCA 6 mos. old. Like new. Will guarantee. M. Cooper 215—379-6585.

1 KW AM Gates BC1-T Complete set new spares. Current proof. M. Cooper 215—379-6585.

5 kw AM Gates BC-5P, ss rectifiers, current proof. M. Cooper 215—379-6585.

Eastman CT-500 16mm Color Broadcast Projector \$5,000. 205—956-2227

For Sale: Gates 10 pot stereo console ITC stereo cart machines rec/play. Excellent condition. Must sell. Make me an offer. Call Charlie Dee (Collect). 207—723-6630.

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 Twining, Dallas, TX 75227

Funny Fone Answering Machine messages. Custom cut. Information 25c. Refundable. Box 258B, Bartlett, IL 60103.

"Comic Relief." Just for laughs. Bi-weekly. Free sample. Whilde 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.

Custom, client jingles in one week. PMW, Inc. Box 947, Bryn, Mawr, PA 19010. 215—525-9873.

Disc Jockeys recording star trivia-news. Monthly publication. Free copy! Bord, 200 South Glenn, Suite 98, Camarillo, CA 93010.

RADIO PROGRAMING

Radio and TV Bingo. Serving over 1,000 stations, oldest promotion in the industry. World Wide Bingo—PO. Box 2311, Littleton, CO 80160. 303—795-3288.

INSTRUCTION

Free booklets on job assistance. 1st Class FCC. License and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212—221-3700. Vets benefits.

FCC "Tests-Answers" for First Class License Plus—"Self-Study Ability Test". Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco, 94126.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin March 25 and May 6. Student rooms at the school. 61 N. Pineapple Ave., Sarasota, FL 33577. 813—955-6922, 2402 Tidewater Trail, Fredericksburg, VA 22401. 703—373-1441.

San Francisco, FCC License 6 weeks 4/28/80. Results guaranteed, Veterans Training Approved. School of Communication Electronics, 612 Howard St., SF 94105. 415—392-0194.

KIIS Broadcasting Workshop in Hollywood. Announcing, Disc Jockey, News, Plus top rated account Executive program—all taught by top L.A. radio-TV teaching broadcasters. Evenings or day sessions. Kiis Broadcasting Workshop, 1220 N. Highland, Hollywood 90038. 213—462-5600. "Where tomorrow's broadcasters are today"

**RADIO
Help Wanted Technical**

**DIRECTOR OF ENGINEERING
MAJOR GROUP BROADCASTER**

Seven-station radio group in Minnesota needs a Director of Engineering to oversee technical activities.

- AM/FM combination in Minneapolis/Saint Paul.
- Five FM's throughout state.
- New 54,000 square foot studio and office facilities under construction.
- Satellite uplink and downlink, with downlinks at all stations.
- SCA Program Service
- Further expansion imminent

A prime position for an experienced management engineer at a dynamic, private corporation with an excellent working environment and benefits.

Submit resume, letter of interest including salary requirements, and references to Mr. Tom Kigin, Box B, Minnesota Public Radio Inc., 400 Sibley Street, Saint Paul, MN 55101

An equal opportunity, affirmative action employer.

ARE YOU A GROUP CHIEF ENGINEER

or ready to be a group chief? If you are and are certified with a valid pilot's license, we've got a twin aircraft and one sweet deal. Send complete information, resume, copies of licenses and ratings and salary requirements to: Mr. Dennis Behan, Behan Broadcasting Company, 6762 East Tanque Verde, Suite 8, Tucson, Arizona 85715.

**RADIO BROADCAST
TECHNICIANS**

One of the country's most important national noncommercial broadcast organizations is looking for BROADCAST/RECORDING TECHNICIANS and a BUREAU ENGINEER.

BROADCAST/RECORDING TECH. position requires quality-conscious individuals who have had both recording studio and broadcast exp. and are creative and a professional. You should know audio processing equipment from the inside out and have a strong background in news production. Person should feel as at home on a remote as in a studio

BUREAU ENGINEER position located in Chicago. Responsibilities include technical aspects of all remote and studio production, and installation and maintenance of technical equipment. Requirements include some college, 3-4 yrs. exp. in news production and remote engineer and equipment maintenance.

We offer EXCELLENT company BENEFITS which includes paid hospitalization and vacation. Submit resumes including salary history to.

DeNise Johnson
National Public Radio
2025 M Street, NW
Washington, DC 20036

NPR IS AN AFFIRMATIVE ACTION/
EQUAL OPPORTUNITY EMPLOYER

Transmitter Engineers

WPGC is looking for several persons, experienced in AM and FM transmitter maintenance to fill possible future openings on our transmitter staff. Minimum salary \$13,000. Send resume and references to: Chief Engineer, WPGC, PO. Box 8550, Washington, D.C. 20027. WPGC is an equal opportunity employer.

Help Wanted Sales

A one million dollar plus

billing radio station needs dynamic, creative sales manager capable of building on a solid base to generate continued dramatic increases. Must have extensive retail knowledge, understand the consultancy sell and aspire to career advancement within fast growing group. Send track record and salary goals to Box C-203.

Help Wanted Announcers

STAFF EXPANDING AGAIN

KUPL AM/FM needs a staff announcer. The position requires excellent production skills and the ability to communicate effectively with adults. Please send resume and tape containing airwork, news and production samples to: Joe Ferguson, KUPL AM/FM, 6400 S.W. Canyon Ct., Portland, OR 97221. EOE M/F. No calls please.

**Help Wanted Announcers
Continued**

SOUTHERN CALIFORNIA

Mid-day Personality—IMMEDIATE OPENING

KWIZ—Orange County, Disneyland, Newport Beach Area

Send tapes to Bill Weaver:
KLOK P.O. Box 21248, San Jose, Calif. 95151

**TELEVISION
Help Wanted Technical**

**Video
Field Service Engineers**

- Los Angeles
- Chicago
- Salt Lake City
- Washington, D.C. (McLean, VA)
- New York City (Saddle Brook, NJ)

Fernseh Inc., a new corporation formed by Robert Bosch and Bell & Howell, has combined Bell & Howell's TeleMation Division and the Bosch Fernseh North American marketing unit. We are now expanding our service organization, in terms of both personnel and parts inventories, to provide increased customer support from additional locations. We have immediate openings for service engineers with a solid technical background in broadcast television to support our expanded product line, which includes portable, studio and automation VTR's; studio, ENG, and surveillance cameras; graphics generators; terminal and switching equipment; digital signal processing equipment, video monitors, videotape editors; digital and analog telecine cameras; and machine control systems. Fernseh Inc. is committed to a continuing program of development, marketing and service of advanced television equipment in North America, and offers a dynamic and rewarding career opportunity for professionals in the video industry. Qualified applicants should write to: Personnel Department, Fernseh Inc., P.O. Box 15068, Salt Lake City, Utah 84115. Or call (801) 972-8000.

FERNSEH INC.

*the Video Corporation of
Bell & Howell and Robert Bosch*

An Equal Opportunity Employer M/F

Situations Wanted Management

Broadcast Professional

twenty years competitive major market experience. Desires position as Corporate VP or General Manager. Proven successes in Sales and General Management. Last five years as VP Corporate Development major group, with primary duties in acquisitions, market analysis, sales development, long and short range corporate planning and policy making. Well versed in FCC matters and procedures. Box C-180.

**MANAGEMENT
FOR PROFITABILITY**

Current position billings from 300M to 2,100M in 5 years. Greatest profits in 28 station, top 25 market. Ratings from no-show to No. 1 and No. 3. Hands-on experience in all areas of operation. Box C-205.

Situations Wanted News

SPORTSCASTER-RADIO/TV

7 years major market experience including NFL football color and college basketball play-by-play. Call Mark Oristano. (817) 465-0933.

TELEVISION

**Help Wanted Technical
Continued**

**ASSISTANT CHIEF
ENGINEER**

Hands on maintenance TCR100, TR600, TK45, TK76, Grass Valley DVE and E-Mem. Work with the best people and equipment at WBRE-TV, Wilkes-Barre, PA. 18773. Contact Charles Baltimore at 717-823-3101.

**TELEVISION
TECHNICIAN**

Due to baseball telecasting contract, Baltimore television station needs technicians for 6 months employment, approximately March 15 to September 15. Must have FCC 1st class license and technical school education. Send resume to:
Chief Engineer
WMAR-TV
6400 York Rd.
Baltimore, Maryland 21212
E.O.E. M/F

Help Wanted News

CHIEF PHOTOGRAPHER

Need experienced, creative ENG cameraman with leadership ability to replace network-bound chief. Challenging and wide-ranging assignment shooting news and regularly scheduled mini-docs. Responsible for improving skills and work quality of Newark staff cameramen. Send cassette and resume to: Herb Bloom, Executive Producer, New Jersey Nightly News, 1573 Parkside Ave., Trenton, NJ 08683. E.O.E.

Help Wanted Programing, Production, Others

PRODUCER/DIRECTOR

for PBS affiliate. Plan, P/D, public affairs and ITV. Must have complete knowledge of studio/remote production as well as working knowledge of all types of film production. An equal opportunity/affirmative action employer. Mail resume, salary requirements, and tape to: Jim Shehane, Production Manager, WGTW, Room 138, The Georgia Center, Athens, Ga. 30602.

Help Wanted Management

GENERAL MANAGER WDSE-TV

The Trustees of Duluth-Superior Area Educational Television Corporation invite applications and nominations for the position of General Manager. WDSE-TV, a nonprofit community educational television station, has a new building and equipment and is located on the University of Minnesota, Duluth campus. The station has been on the air since 1964 and serves approximately 650,000 people. Duties: responsible for supervision and coordination of all management areas, including programming and engineering as well as financial, development, and community and governmental relations. Broad experience in management preferred. Degree in communications or related field desirable, but suitable work experience will be considered. Salary and benefits commensurate with experience. Submit detailed resume of experience, training, education, and personal data including names of at least three references, salary history and the last three employers. Application deadline: May 15, 1980. CONTACT: Dr. R. W. Darland, Chairman, WDSE-TV Search Committee, 1202 E. University Circle, Duluth, Minnesota 55811.

(Equal Opportunity/Affirmative Action Employer)

Situations Wanted News

BAD NEWS?

If your news is bad news, let me help. No-nonsense professor with solid real-world experience will overhaul your news operation during academic leave. Will "five-in" up to 6 months on contract to single client. Not cheap. Box C-204.

Situations Wanted Programing, Production, Others

PROMOTION MANAGER

Looking for challenge in new market. Experienced in all promotion dept. operations including on air and radio production. Solid management ability plus development of national program promotion. 5 years television experience. Resume, tape and references upon request. Box C-229.

ALLIED FIELDS Help Wanted Technical

ENGINEER FOR RANK CINTEL SERVICE East Coast & Midwest

Electronic Engineer for Installation and Field Service of Rank Cintel Flying Spot Telecine equipment. Must be fully conversant with state of the art analogue and digital circuitry and servo systems. Understanding of optics and precision mechanics desirable. At least 3 years experience in the maintenance of complex electronic equipment. Preferably, but not necessarily presently employed in the Television or Motion Picture industry. Experience and track record are more important than qualifications. Product training will be provided. Willing and able to travel within the USA and occasionally overseas. Company car provided. Salary negotiable. Based in New Jersey. Please contact Mr. William Liento at (201) 791-7000

Help Wanted Management

MANAGER, MEMBER SERVICE

RADIO ADVERTISING BUREAU

RAB, expanding national marketing arm of fast-growing Radio medium, seeks industry-experienced Manager for Member Service Dept. Challenging opportunity to innovate, develop service systems and quality control for vital RAB sales resources dept., while serving as sales/marketing consultant to nation's finest Radio station members. Mailgram or write L.R. Hollembaek, M.S. Director, RAB, 485 Lexington Ave., NY 10017.

Help Wanted Sales

REGIONAL SALES MANAGER (NORTHEAST)

Excellent growth opportunity with a leading manufacturer of television switching and terminal equipment. We're looking for an aggressive, self-motivated individual who can produce results for us in the Northeast with high sales volume potential. Experience in broadcast sales or knowledge of the industry is essential. Excellent salary and incentive program with superb benefits package. Send resume and salary history to Marketing Manager.

American Data



A North American Philips Company
Research Park • 401 Wynn Drive
Huntsville, Alabama 35805
205-837-5180

An Affirmative Action/Equal Opportunity Employer

MANUFACTURERS REPRESENTATIVES

CCA Electronics Corporation, a major manufacturer and supplier of transmitters and related accessories, is looking for the "pros" in our industry to represent our full broadcast equipment line of AM/FM and/or UHF/VHF television equipment.

Persons with a thorough knowledge of the broadcast industry, strong technical background, dedication to customer-services support, and a desire to share in our exciting growth, please contact David Orient, National Sales Manager.



CCA Electronics Corporation
Box 5500
Cherry Hill, NJ 08034

Equal Opportunity Employer

or at NAB 1980, Las Vegas, Nevada, April 13-16; CCA EXHIBIT BOOTH 501, NORTH HALL, Las Vegas Convention Center.

Help Wanted Sales Continued

SALES REPRESENTATIVE

Professional Audio Products

HAVE THE FIRST SHOT AT OUR NEW TERRITORIES

We're ADM Technology, Inc.—the systems, consoles and components corporation whose precision-engineering and innovative manufacturing have made us the leader in our field in just 14 years. In the last 6 years alone our sales to the television, radio and recording industries have quadrupled.

We're expanding our sales operations on the West & East Coasts and have mapped out new territories that we know have wide-open potential. We want to assign it immediately to a dynamic, take-charge professional with solid sales experience directly targeted to the audio market. We're paying an excellent starting salary plus commission. If you've been seeking the kind of opportunity you know your valuable sales capabilities and a product line that's out in front can offer, contact us. We're offering a career opportunity with a company that's doing everything right. Send your resume with salary history or call us collect at (313) 778-8400.

The Audio Company

ADM TECHNOLOGY, INC.
16005 Sturgeon, Roseville, MI 48066
We Are An Equal Opportunity Employer M/F

Employment Service

B A L BROADCASTER'S ACTION LINE

The Broadcasting Job you want
anywhere in the U.S.A.

1 Year Placement Service \$40.00

Call 812-889-2907

R2, Box 25-A, Lexington, Indiana 47138

Radio Programing

PRODUCTION MUSIC • SOUND EFFECTS

for your radio and TV productions and programming. Send for catalogs from the ONLY gold-record awarded Music & Effects library available today.

THOMAS J. VALENTINO, INC.
151 W. 46th St., New York City, 10036
(212) 246-4675

LUM and ABNER

5 - 15 MINUTE
PROGRAMS WEEKLY

Program Distributors

410 South Main
Jonesboro, Arkansas 72401
Phone: 501-972-5884



Public Notice

LEGAL NOTICE

The Incorporated Village of Lynbrook, Town of Hempstead, County of Nassau, State of New York, is requesting proposals for a cable communication franchise. The legal boundaries of the Incorporated Village of Lynbrook shall constitute the authorized franchise area so that all residents of the Incorporated Village of Lynbrook may avail themselves of the service.

Copies of the Request for Proposals may be obtained from the undersigned.

Proposals, IN TRIPLICATE, shall be made in writing in the form required in the Request for Proposals and shall be received by the Village Clerk until 3:00 PM. on June 13, 1980.

All proposals received in response to the Request for Proposals will be available for inspection during normal business hours at the Village Clerks Office, Village Hall, 1 Columbus Drive, Lynbrook, New York, commencing June 23, 1980.

Joseph M. Vitelli
Village Clerk
Inc. Village of Lynbrook, NY 11563
(516) 599-8300

Dated: March 14, 1980
Lynbrook, New York

PUBLIC NOTICE

APPLICATIONS FOR CABLE TELEVISION LICENSE
Pursuant to 207 CMR 3.02 (4) (b) and (5)
SOMERSET, MA 02726

The Town of Somerset, Ma. will accept applications for a cable television license pursuant to the regulations established by the Massachusetts Community Antenna Television Commission. Applications may be filed at the address below until 4:00 PM. on (12th, June, 1980). Applications must be filed on the Massachusetts C.A.T.V. Commission Form 100 and must be accompanied by a \$100 non-refundable filing fee, payable to the Town of Somerset. A copy of the application shall also be filed with the Massachusetts C.A.T.V. Commissioner.

All applications received will be available for public inspection in the Town Clerk's Office during regular business hours and for reproduction at a reasonable fee.

This is the only period during which applications may be filed.

Board of Selectmen
Town Office Building
140 Wood Street
Somerset, Ma. 02726

Business Opportunities

GOLDEN OPPORTUNITY

Financial backers needed for a new television in a major market or city. Newly assign channel is currently available, but will not be for long. Those interested must act now since an application is needed at once on the open channel. Good investment for present television or radio station operations desiring to expand. Also, excellent for private or venture capital. Should be worth at least five or six million, or more in five years. I have been in broadcasting management and engineering for thirty five years and can head up this proposed operation. Must be willing to meet with me immediately. Please only those financially able need reply Box C-87.

OPEN LETTER TO SMALL MARKET RADIO STATION OWNERS AND MANAGERS:

I'm a radio sales specialist with a successful background which will interest you. Fact is, you'll be very impressed. I can apply my success formula to your station. . . . and you will enjoy a dramatic and permanent increase in sales. After a visit with you, I will supply a 12 month blueprint for sales, entirely customized for your station. Costs are very low and results are guaranteed.

Write c/o Partridge Radio Sales Consultants, Box 90, Orange, MA 01364.

Business Opportunities Continued

BUSINESS OPPORTUNITY

Why seek a job with limited future, own your own business with an unlimited potential in the advertising field. Call (404) 546-6001 or write to: Franchise Director, 387 Old Commerce Road, Athens, Georgia 30607.

Miscellaneous

AUTHORS WANTED BY NEW YORK PUBLISHER

Leading subsidy book publisher seeks manuscripts of all types: fiction, non-fiction, poetry, scholarly and juvenile works, etc. New authors welcomed. Send for free, illustrated 40-page brochure V-68 Vantage Press, 516 W. 34 St., New York, N.Y. 10001

Wanted To Buy Stations

Business Group looking

to purchase Broadcasting Properties (AM, FM, TV and CATV) in small markets of Fla., Ga., Ala., Miss., La.

Box C-237

For Sale Stations

THE HOLT CORPORATION

APPRAISALS-BROKERAGE-CONSULTATION
OVER A DECADE OF SERVICE
TO BROADCASTERS

Westgate Mall, Suite 205
Bethlehem, Pennsylvania 18017

215-865-3775

H.B. La Rue, Media Broker

RADIO, TV, CATV, APPRAISALS

West Coast:
44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750

East Coast:
500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

THE
KEITH W. HORTON
COMPANY, INC.

P. O. Box 948
Elmira, NY
14902
(607) 733-7138

Brokers and
Consultants
to the
Communications
Industry



For Sale Stations Continued

- AM/FM in Central Florida. \$580,000. Terms.
- Powerful daytimer in Atlanta area. \$980,000. Terms.
- AM/FM both powerful. N.C. \$800,000. Unusual situation. Lots of leverage.
- Powerful daytimer in Northern Michigan. \$430,000 Terms.
- Fulltimer. Wyoming. \$260,000. Terms.
- Daytimer. NW Alabama. \$220,000. Good population. Terms.
- Educational Station in Akron area. \$30,000.
- Class C in Colorado. \$590,000. Terms.
- Daytimer. NW Georgia City. \$360,000.
- \$4,000,000 cash. Powerful AM/FM.
- North Carolina daytimer. Big town \$400,000.
- AM/FM near North Florida resort city. \$340,000.
- Super "Powerhouse" FM with AM in Eastern Texas. \$750,000.
- Dynamic Fulltimer covering half of Alaska population. \$1,600,000.
- Two stations in California.
- Powerful Daytimer in Eastern central New Jersey. \$650,000.
- Fulltimer. Coastal city in Southeast. \$500,000.
- Daytimer. Northeast Texas. \$660,000.
- Powerful educational FM in Wichita. \$350,000.
- FM covering large Tennessee city. \$600,000. Terms.
- Fulltimer in large North Carolina city. \$1,500,000.
- Ethnic station in large Northern city. \$1,900,000.
- Fulltimer large metro area Georgia. \$925,000. Terms. Will sacrifice.
- Daytimer in East Tennessee small town. \$195,000.
- South Alaska. Includes Real Estate. \$200,000. Terms.
- Indiana. Large metro. \$300,000 down. Good coverage.
- FM in Western Oklahoma. \$280,000.
- Daytimer. Mass.; Large Metro. \$680,000.
- Fulltimer. Dominant. Metro. TX. \$1,200,000.
- Daytimer. Million + Pop. in coverage area. \$1,000,000. Terms.
- 1 kw AM in Southern Ga. Real Estate. \$250,000. Good terms.
- Southern Arizona. Fulltimer. Good county population. \$390,000. Terms.

Let us list your station. Confidential!

BUSINESS BROKER ASSOCIATES

615-756-7635 24 HOURS

Drop by our Hospitality Suite 962
at NAB-MGM Grand Hotel

LARSON/WALKER & COMPANY Brokers, Consultants & Appraisers

213/826-0385

Suite 214

11881 San

Vicente Blvd.

Los Angeles, CA. 90049

202/223-1553

Suite 417

1730 Rhode

Island Ave. N.W.

Washington, D.C. 20038

1 KW. AM Daytimer


Southeast U.S.

Good growth area

\$295,000-Terms Available

Reply Box C-234

For Sale Stations Continued

 **CHAPMAN ASSOCIATES***
media brokerage service

STATION				CONTACT	
W	Small	AM	\$225K	29%	Ray Stanfield (213) 363-5764
S	Small	AM	\$300K	\$87K	Bill Chapman (404) 458-9226
S	Small	AM	\$375K	Terms	Dan Rouse (214) 387-2303
NW	Medium	AM/FM	\$1700K	\$189K	Larry St. John (206) 881-1917
MW	Suburban	FM	\$1260K	Terms	Jim Mackin (312) 323-1545
MW	Major	AM	\$400K	Cash	Peter Stromquist (218) 728-3003

To receive offerings of stations within the areas of your interest, write Chapman Co., Inc. 1835 Savoy Dr., N.E., Atlanta, GA 30341

TOP 50 MARKET FM

Profitable, Full Power FM available at \$4,000,000 CASH to qualified buyer. Price is 10x Cash Flow. Please include financial references with your first letter. Box C-188.

Acting For the Court

 **CHAPMAN ASSOCIATES***
media brokerage service

KVRA/KVRF—Vermillion, S.D.
\$225,000 CASH

Deadline for offers—March 27, 1980
Contact: Peter S. Stromquist
Chapman Associates
P.O. Box 3174
Duluth, MN 55803
(218) 728-3003

FOR SALE

Southwest Florida Full Time AM - one station market - \$150,000 - terms to qualified buyer. Write Box C-249.

AM STATION FOR SALE

Good Middle Georgia location. Previous billings to \$120,000 per year. Billing down presently. Only \$25,000 down. Interest only for one year. Term Payout. Box C-73.

R.D.HANNA COMPANY

BROKERS • APPRAISERS • CONSULTANTS

5944 Luther Lane, Suite 505 • 8340 East Princeton Avenue
Dallas, Texas 75225 • Denver, Colorado 80237
(214) 696-1022 • (303) 771-7675

MEDIA BROKERS APPRAISERS
RICHARD A. SHAHEEN
435 NORTH MICHIGAN • CHICAGO 60611
312-467-0040



BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only (Billing charge to stations and firms \$2.00) When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields. Help Wanted or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted)

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70c per word \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word \$5.00 weekly minimum. All other classifications: 80c per word \$10.00 weekly minimum. *Blind Box* numbers: \$2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, etc count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

SELECT MEDIA BROKERS

MO	Daytime AM	375K	Small
MA	Daytime AM	650K	Major
SC	Daytime AM	150K	Small
FL	Fulltime AM	390K	Medium
SC	Daytime AM	440K	Medium
FL	Daytime AM	165K	Medium
AZ	Fulltime AM	360K	Small
VA	Daytime AM	180K	Small
GA	Daytime AM	385K	Small
NC	Daytime AM	165K	Small
NY	Daytime AM	450K	Small
	& Fulltime FM		
NC	Fulltime AM	750K	Medium
NV	Daytime AM	800K	Metro
AL	Fulltime AM	175K	Small
IN	Daytime AM	1.25M	Major
CO	Daytime AM	300K	Small

912-883-4917
PO Box 5, Albany, GA 31702

MIDWEST AM FULLTIMER

Attractive opportunity in medium midwest market. Conventional Seller financing available to qualified prospect. Total price is \$650,000 and less than \$200,000 down payment would be required (working capital extra). For an aggressive, experienced operator this is an ideal turn around opportunity. Box C-193.

Dan Hayslett
& associates, inc.
Media Brokers
RADIO, TV, and CATV
(214) 691-2076
11311 N. Central Expressway • Dallas, Texas



\$100,000

will enable you to buy 25% of the stock of an FM property in middle size Florida market. Billing projections for 7/1/80 to 6/30/81, \$400,000. Includes real estate. Please send financial qualifications. Box C-236.

CENTRAL FLORIDA

Fulltime AM. Medium market on the ocean. One roof operation. Includes valuable real estate. \$400,000. Financing available. Box C-243.

Fates & Fortunes

Media

Jay Feldman, news director, CBS-owned KNXT(TV) Los Angeles, named VP-general manager of CBS's WCAU-TV Philadelphia.



Feldman



Williams

Norman W. Williams, VP-assistant general manager of May Broadcasting, based at its KMTV(TV) Omaha, named executive VP-general manager of May. He succeeds **Owen L. Saddler** who becomes chairman of board. Williams will be responsible for management of May's KMTV, KGUN-TV Tucson and KMA(AM) Shandoah, Iowa. He will also be responsible for KFAB(AM)-KGOR(FM) Omaha, of which May owns 48.4%. He will continue to be based at KMTV.

Gilbert Lefkovich, station manager, WGGB-TV Springfield, Mass., named general manager.

James Underwood, news and operations manager, WTWO(TV) Terre Haute, Ind., joins WRBL-TV Columbus, Ga., as VP-assistant general manager.

Raymond A. Gardella, regional sales manager in Dallas for Arbitron Radio, appointed VP, radio network affiliate regulations, NBC Radio, New York.

William M. Jackson, director of development and underwriting, Public Broadcasting Service, New York, named president and general manager of noncommercial KLRN(TV) San Antonio, Tex., and noncommercial KLRU-TV Austin Tex.

John Columbus Jr., general manager, WPUV(AM) Pulaski, Va., named general manager of WSID(AM)-WLPL(FM) Baltimore.

Michael Gallagher, VP-general manager, WCWA(AM)-WIOT(FM) Toledo, Ohio, joins WSOQ(AM)-WEZG(FM) Syracuse, N.Y., as general manager.

John Piccirillo, general manager, WLTV(FM) Fairfield, Ohio, named regional VP for Hefel Broadcasting, which has purchased WLTV, subject to FCC approval. Piccirillo will oversee operation of WLTV and Hefel's WIKS(FM) Greenfield, Ind. (Indianapolis).

Tom Ehrman, general manager of Peoria Journal Star's KBMY(AM) Billings, Mont., named general manager of co-owned KICT(FM) Wichita, and KFRM(AM) Salina, both Kansas. **John O'Brien**, sales manager, KBMY, succeeds Ehrman as general manager of KBMY.

Jim Colley, general sales manager of Colonial Broadcasting's WLVI(FM) Montgomery, Ala., named general manager of co-owned WOWW(FM) Pensacola, Fla.

Thomas Bair, assistant station manager, WRSW-AM-FM Warsaw, Ind., joins KODY(AM) North Platte, Neb., as general manager. **Randy Opitz**, manager of KODY-FM North Platte, named general manager.

Paul Thomas, former production manager, Oklahoma Public Television, joins KGMC-TV Oklahoma City as operations manager.

Robert Owens Jr., program manager, non-commercial WSKG(TV) Binghamton, N.Y., named operations manager.

Robert Behringer, executive VP-general manager, Anixter-Pruzan, Chicago, joins MetroVision, Atlanta-based cable system operator, as VP-general manager of its Chicago area cable systems.

Schuyler A. (Bud) Rennard, operations manager for Warner Amex Cable Communications' Boston-area systems, named regional project manager of Houston Cable TV, Warner Amex company, with overall responsibility for construction of company's cable TV franchise in

Houston.

Thomas Reinhard, city manager of Clive, Iowa, joins Heritage Communications, Des Moines, Iowa, as operations coordinator for Heritage Telecommunications Group, cable system operator. **James Michaels**, air personality in Des Moines, and director of public relations for United States Jaycees in Tulsa, Okla., joins Heritage as franchise coordinator.

Gordon McCollum, formerly with Mid-America Media, Kankakee, Ill., joins WXJY(FM) Menomonee Falls, Wis., as station manager.

Arnold Podair, operations manager, WSNW(AM) Seneca, S.C., joins KBTM-AM-FM Jonesboro, Ark., in same capacity.

Francine Berger, news writer, WEEI(AM) Boston, joins noncommercial WERS(FM) there as station manager.

Larry Sackett, former director of operations for *International Herald-Tribune* in Paris, Zurich and London, and **Frank Vega**, former circulation director of Gannett's *Oakland* (Calif.) *Tribune* and *Eastbay Today*, named general executives for Gannett's research and development task force, Rochester, N.Y. Task force was set up to explore possibilities for new



Hague, Curtis & Company

Formerly
Ron Curtis & Company

is pleased to announce its move
to new corporate offices at:

2730 OLD WILLOW ROAD
NORTHBROOK, ILLINOIS 60062
(312) 998-1060

Fifteen years continuous service as
management consultants to the communications
industry.

Executive Search

Investment Banking

ventures in communications for Gannett.

Percy Strowhorn, formerly with Focus Cable TV, Oakland, Calif., joins United Cable Television Corp., Denver, as franchise development coordinator, based in Hammond, Ind.

Randy Miller, news director, Macoupin County Cablevision, Carlinville, Ill., named station manager.

Minnie P. Johnson, manager of financial reporting for Dun & Bradstreet Corp., named financial manager of Corinthian Broadcasting Corp., New York, group station owner and Dun & Bradstreet subsidiary. She succeeds **Colleen M. Roach**, named financial manager of Peters Griffin Woodward station rep firm, subsidiary of Corinthian.

Thomas Fanella, director of development, noncommercial WCNY-FM-TV Syracuse, N.Y., named VP of newly formed marketing division.

Roger Fisher, director of development, non-commercial WBGU(FM) Bowling Green, Ohio, joins WCNY in same capacity.

Jeanette Tully, manager, internal audit, Harte-Hanks Communications, San Antonio, Tex., named corporate director, internal audit.

Richard Hutchinson, formerly with International Paper Co., New York, named administrative assistant to VP of Continental Cablevision of Ohio in Findlay.

Terry Miller, assistant business manager, WTVN-AM-TV and co-owned WLQG(FM), all in Columbus, Ohio, named business manager.

Thomas Hurley, director of membership, non-commercial WKAR-TV East Lansing, Mich., joins noncommercial WGVC(TV) Grand Rapids, Mich., as manager of public support.

New officers, Louisiana Association of Broadcasters: **Winston Linam**, KSLA-TV Shreveport, president; **Jim Trahan**, KVOI(AM) Lafayette, president-elect; **Art Suberbielle**, KANE(AM) New Iberia, VP for radio, and **Jack Long**, WVUE(TV) New Orleans, VP for television.

Advertising



Scully

James A. "Al" Scully, senior VP and manager of creative operations, McCann-Erickson Inc., New York, named executive VP and member of agency's board of directors. **Richard J. "Rick" Busciglio**, VP and network program director, appointed senior VP. **Bernard R. Camarata**, account supervisor, and **Stacey**

J. Lippman, associate media planning director, appointed VP's. **Saul B. Cohen**, VP and manager of network operations, Wells, Rich, Greene Inc., joins McCann-Erickson as VP and associate director of network programming.

Elected senior VP's BBDO, New York: **Richard Bonnette**, management supervisor; **Glenn Miller**, associate creative director; **Kenneth Rogers**, management supervisor; **Theodore Sann**, associate creative director and **William Weigold**, management supervisor.

Arthur Knaus, public affairs director, Hartwick College, Oneonta, N.Y., joins SSC&B, New

York, as senior VP-management supervisor. **Gary Carr**, associate director, network operations, SSC&B, **Felix McGibbon**, director of spot broadcast, and **Laurence Roslow**, also with SSC&B, named VP's-media. **Mary Ellen Harris**, senior copywriter, named VP-creative. **Joan Savin**, account supervisor, named VP-account management.

Bruce McRitchie, management supervisor, Kenyon & Eckhardt, Detroit, elected senior VP.

John LaPick, Western region director of creative services, Cunningham & Walsh, San Francisco, named senior VP.

David Weinman, creative supervisor, Grey Advertising, New York, named VP.

Steven Ziglar, planning group head, Wells, Rich, Greene, New York, named VP-planning services director for New York accounts.

Michele Massaro-Moschillo, associate buying director, WRG, named New York spot broadcast buying director. **Susan Epstein**, from D'Arcy-MacManus & Masius, New York, joins WRG as associate buying director for New York office spot television buys. **Deborah Renton**, radio buyer, WRG, named associate buying director responsible for New York office radio buys.

Ave Butensky, former president of Television Program Group of Viacom International and earlier president of Program Syndication Services, subsidiary of Dancer Fitzgerald Sample, New York, named corporate senior VP of Ed Libov Associates, New York, agency and media buying service.

Steve Rivkin, VP-director of account services, Trout & Ries Advertising, New York, named executive VP.

Michael Salisbury, VP-senior art director, Wells, Rich, Greene, Los Angeles, joins Foote, Cone & Belding/Honig, San Francisco, as associate creative director.

Donald Blauvelt, account executive, Northrup and Teel, Pittsford, N.Y., named account supervisor.

William Dobson, account executive, Ross Roy, Detroit, joins Bozell & Jacobs, Chicago, in same capacity.

Jack Smith, owner of housing and construction company in Marion, Ohio, joins Lord, Sullivan & Yoder there as senior account executive.

Michael Murphy, assistant media planner, Tatham-Laird & Kudner, Chicago, named media planner.

Robert Calvin, print media director, Keller-Crescent, Evansville, Ind., named media director. **Pamela Bailey-Futrell**, broadcast media buyer, named broadcast media supervisor. **Madeline Harris**, print media buyer, named media planner-buyer.

James Harmeyer, manager of Blair Television's Jacksonville, Fla., office and **Jeff Hufford**, manager of Seattle office, named VP's. **Cathy DiVenere**, Chicago administrative manager for Blair, named VP-manager of office administration. **Gretchen Jordan**, account executive, HR Television, New York, joins Blair there on NBC/green sales staff.

William Carpenter, former VP-general manager, WTTG(TV) Washington, joins Air Time International, New York, as account executive for program sales.

Bill Gillreath, VP, Western sales, Mutual Broadcasting System, Los Angeles, joins Major Market Radio as manager of Los Angeles office.

Fred Robinson Jr., account executive, Western regional sales, CBS Radio, Los Angeles, joins Mutual Broadcasting System there as VP-Western sales manager.

Chuck Hobbs, account executive, WJR-FM Detroit, joins Radio Advertising Representatives there in same capacity. **Rick Johnson**, assistant account executive, BBDO, New York, joins RAR there as account executive.

Charles Strehan, account executive in Chicago sales office of NBC Radio, named VP-market development, NBC Radio Networks, New York.

Jeff Williams, from sales staff of Storer Television Sales, Los Angeles, joins Storer-owned KCST-TV San Diego as general sales manager.

Jim Carey, station manager-general sales manager, KCOY-TV Santa Maria, Calif., joins KMPH(TV) Tulare, Calif., as general sales manager. **Donna Young**, from sales and promotion position with federal and state training projects for state of California, joins KMPH as account executive.

Gary Andrich, account executive, RKO Television Advertising Representatives, Los Angeles, named sales manager in Los Angeles for Cable News Network, Atlanta.

Daniel Fabian, in charge of co-op sales, WGN(AM) Chicago, named assistant general sales manager.

Benn Feltheimer, account executive, WBBM-FM Chicago, named retail sales manager.

Richard Fineout, general sales manager, WMBO(AM)-WRLX(FM) Auburn, N.Y., joins WUTR(TV) Utica, N.Y., as local sales manager.

Dennis Rossman, general sales manager, WNDE(AM)-WFBQ(FM) Indianapolis, joins WIKS(FM) Greenfield, Ind. (Indianapolis), in same capacity. **Milt McConnell**, account executive, WNDE, and **Steve Archbold**, account executive, WFBQ, join WIKS as account executives.

C.R. Scott Gilreath II, former retail marketing representative for San Francisco broadcast sales training consultancy, Jennings, McGlothlin & Co., joins WSID(AM)-WLPL(FM) Baltimore as sales manager.

Ted Henle, account executive, WAVE(AM) Louisville, Ky., named radio sales supervisor.

Timothy Montgomery, general sales manager, WBCN(FM) Boston, joins WXKS-AM-FM Medford, Mass., as retail sales manager.

Norma Paige, sales trainee, Television Advertising Representatives, New York, and **Joseph Ruyak**, from WZZD(AM) Philadelphia, join KYW-TV Philadelphia as account executives.

Susan Provano, from noncommercial WMUB(TV) Oxford, Ohio, joins WANX-TV Atlanta as account executive.

Darryl Trent, from National Liberty Marketing, Philadelphia, joins WCAU(AM) there as account executive.

Les Isralow, from KMEL(FM) San Francisco, and **Carlos Ramos**, from KBRG(FM) there, join KCBS-FM San Francisco as account executives.

Programing



Katleman

Harris Katleman, independent producer and partner in Bennett/Katleman Productions, named to newly created post of chairman of 20th Century-Fox Television, Los Angeles, effective May 1. He is former president and production chief of MGM Television.

Regina Dantas, VP-general manager, Taft Broadcasting's Hanna-Barbera International, New York, joins Viacom Enterprises there as VP-international sales.



Dantas



Getzler

Bud Getzler, VP-general manager of Taft Broadcasting's Hanna-Barbera Productions, Los Angeles, assumes additional responsibility for operation of Taft's Cinemobile Systems, Cine Gurantors, Hanna-Barbera Enterprises and Solow Production Co.

Stephen J. Scheffer, VP, programing, Time-Life Films, New York, named VP, film programing, for separate Time Inc. subsidiary, Home Box Office.

Anthony J. Lynn, director of programing, Home Box Office Program Services, New York, joins Columbia Pictures Pay Television there as VP-general manager. He succeeds Scott Moger, who resigned to form consultancy firm (BROADCASTING, March 10).

Key production staff of *The Mike Douglas Show*, now that it is switching from Group W Productions to Syndicast Services: **E.V. DiMassa** as producer; **Stu Crowner**, senior associate producer; **Rickey Gaffney**, and **Barry Blaustein**, associate producers; **Helaine Swerdlhoff**, in talent department; **Becky Greenlaw**, associate director; **Joe Lumer**, production assistant, and **Paul Frumkin**, creative consultant. All are currently *Douglas* staffers.

Brian Firestone, account executive, Firestone Program Syndication Co., Hewlett, N.Y., named executive VP, responsible for domestic sales.

Mary Byrne, with Visualscope Television, New York, where she has been involved in acquiring television and feature film properties for European television distribution, named VP.

Paul Martino, whose motion picture, television and theatrical credits include as most recent assignment casting film "Ragtime" for director Milos Forman, joins ICM as agent in firm's New York motion picture department.

Scott Kurnit, former program director for WGBH Educational Foundation, Springfield,

Mass., named director of programing and studio operations for Qube, two-way cable system in Columbus, Ohio, owned by Warner Amex Cable Communications.

Gary Barton, casting director, Universal Studios, Los Angeles, joins CBS Entertainment there as associate director, talent and casting.

Thomas Tippetts, supervisor in film exchange, NBC Entertainment, Los Angeles, named manager, program operations, West Coast.

James Lutton, supervising producer of public affairs programing for ABC's WLS-TV Chicago, named executive producer for co-owned WABC-TV New York.

Farrell Meisel, manager of creative services, WGR-TV Buffalo, N.Y., named program manager.

Chuck Morgan, director of consultation, Radio Index, Phoenix, program consulting firm, joins WPIX-FM New York as program director.

Arthur Gillick, director of programing, non-commercial WCNY-FM-TV Syracuse, N.Y., named VP of newly formed broadcast operations division. **Shella Germonto**, program coordinator, succeeds Gillick as head of programing.

Ellis Bromberg, news and public affairs manager, noncommercial WSKG(TV) Binghamton, N.Y., named program manager.

Teri McCormick, former producer, WKW-TV Cleveland, joins WDIV(TV) Detroit as associate producer.

James Owen, program director, WFBQ(FM) Indianapolis, joins WIKS(FM) Greenfield, Ind. (Indianapolis), in same capacity.

Robert Gray, operations and production supervisor, WTVR-TV Richmond, Va., joins WUTV(TV) Buffalo, N.Y., as senior producer-director.

Jim Paschke, sports director, WMTV(TV) Madison, Wis., joins sports team of WITI-TV Milwaukee.

Michael Ozog, production manager for Chicago area film production company, Jack M. Sell Associates, joins WLS-TV Chicago as film assistant.

Dave Thomas, program director, KDWB-AM-FM Minneapolis, joins WRQX(FM) Washington as air personality.

News and Public Affairs



Rodgers

Johnathan Rodgers, executive news producer, CBS-owned KNXT(TV) Los Angeles, named news director, succeeding Jay Feldman (see page 85).

James Overbay, communications manager, Chamber of Commerce of Greater Kansas City, Mo., and former assistant news director, KMBC-TV Kansas City, joins KCMO-TV there as news director.

Richard Tillery, news director, Nebraska Television Network, joins KTVV(TV) Austin, Tex., as news director.

William Yeager, news director, WDHO-TV Toledo, Ohio, joins KYW-TV Philadelphia as executive news producer. **Barbara Monaco**, anchor on 6 and 11 p.m. news, WDAU-TV Scranton, Pa., joins KYW-TV as news producer. **Michael Parker**, news photographer, KYW-TV, named producer of station's consumer affairs unit of news department.

Ernie Slottag, news manager, WXCL(AM)-WZRO(FM) Peoria, Ill., joins WREX-TV Rockford, Ill., as news director.

Peter Spear, news director, KEZI-TV Eugene, Ore., has been named Los Angeles bureau chief of Ted Turner's Cable News Network, which will be opening office in Hollywood in April.

Harlan Levy, reporter, WCIX-TV Miami, named assistant news director and host of public affairs program.

Jay Solomon, news coordinator, WBNS-TV Columbus, Ohio, named assistant news director. **Frank Deaner**, night editor, succeeds Solomon.

Wyatt Cox, public service director and newsmen, KDRB(FM) Derby, Kan., joins KICS(AM)-KEZH-FM Hastings, Neb., as news director.

Emil Guillermo, general assignment reporter and photographer, KOLO-TV Reno, joins KXAS-TV Fort Worth as reporter. **Paulette Ladach**, reporter-anchor, WISC-TV Madison, Wis., joins KXAS-TV as reporter-producer.

John Emmert, reporter and assignment editor, WKYC-TV Cleveland, named reporter on station's investigative unit.

Ronald Sanders, from KTVG(TV) Ensign, Kan., and **Jay Foot**, graduate, University of Missouri, Columbia, join Post Corp.'s WEAU-TV Eau Claire, Wis., as general assignment reporters. **John Hoffland**, producer, WCCO-TV Minneapolis, joins Post's WAPP(AM) Chippewa Falls, Wis., as news producer.

Marie Ellen Rocha, from news department of KFMB-TV San Diego, and **Thomas Manheim**, from private practice in marriage and family counseling, join KSBW-TV Salinas, Calif., as general assignment reporters. Manheim will also be photographer.

Rich Jackson, from WKEE-AM-FM Huntington, W. Va., and **D.K. Wright**, reporter, *Wheeling* (W. Va.) *News Register*, join WTRF-TV Wheeling as general assignment reporters.

Jeff Rounce, former assignment editor, KOLO-TV Reno, joins KVOS-TV Bellingham, Wash., as reporter.

Tom Adams, anchor-reporter, KTVL(TV) Medford, Ore., joins KMPH(TV) Tulare, Calif., in same capacity. **Andrew Asher**, reporter, KHSL-TV Chico, Calif. joins KMPH as anchor-producer.

Walt Elder, community affairs director, WSB-TV Atlanta, named public affairs manager.

Karen Hasby, public affairs producer, noncommercial WSKG(TV) Binghamton, N.Y., named news manager. **Thomas Anthony**, assistant news director, WDOS(AM) Oneonta, N.Y., joins WSKG as news producer. **Marianne Scheer**, camera technician, WSKG, named public affairs producer.

Alan Schriber, visiting assistant professor, Miami University, Miami, Ohio, joins WCPO-TV Cincinnati as specialty reporter on business and money matters.

Julius Suber, writer-reporter, WCPO-TV Cincinnati,

nati, joins WLWT(TV) there as news writer-producer.

Ken Miller, from Donrey Media Group's *Bartlesville* (Okla.) *Examiner-Enterprise*, and **John Diaz**, from Donrey's *Red Bluff* (Calif.) *Daily News*, transferred to Donrey's Washington News Bureau, which serves its four AM, one FM and one TV in Arkansas and Nevada, and its group of newspapers.

Mark Poindexter, news and public affairs director, noncommercial KCUR-FM Kansas City, Mo., and **Cynthia Herron**, documentary producer and legislative reporter, KOFM(FM) Oklahoma City, join KCMO(AM) Kansas City as news producers.

Steve Kayne, station manager, WLGM(AM)-WJSS-FM Lynchburg, Va., assumes additional duties as host of public affairs program on WSET-TV Lynchburg.

Mat Schaffer, news and public affairs director, WCAS(AM) Cambridge, Mass., joins WBCN(FM) Boston as public affairs director.

Promotion and PR

Morton Pollack, director, on-air promotion, CBS Entertainment, Los Angeles, named VP-on-air promotion.

Sally Wasserman, information services manager, Post-Newsweek's WPLG(TV) Miami, named manager of public relations and information for co-owned WDIV(TV) Detroit.

Linda Stone Bloomer, creative director, KJZZ(AM)-KXTC(FM) Phoenix, joins KTAR(AM)-KBBC(FM) there as promotion director.

Andrew Dawson, assistant promotion manager, WOWO(AM) Fort Wayne, Ind., named promotion manager.

Nina Sedita, formerly with University News Service, State University of New York, Buffalo, named director of promotion and publicity.



Graham

Katharine Graham, chairman, the Washington Post Co. (Post-Newsweek Stations), will be nominated for chairmanship of American Newspaper Publishers Association.

Graham, currently ANPA treasurer, had been selected by nominating committee for vice chairman. However, March 10 death of Illinois publisher Len H. Small, who had been proposed to move up from vice chairman to chairman, prompted reformulation of nominating committee's slate (BROADCASTING, March 17). In addition, ANPA Secretary William C. Marciel of *The Forum*, Fargo, N.D. (WDAY-AM-FM-TV), will now be nominated for vice chairman and ANPA Director Donald N. Soldwedel of *Yuma* (Ariz.) *Sun* will be offered as secretary. Balance of nominating committee's slate, as announced March 10, will be presented intact to ANPA convention in Hawaii next month.

noncommercial WNED-TV, WEBR(AM)-WNED-FM all Buffalo.

Diana Hatch, feature writer, *Syracuse* (N.Y.) *Post-Standard*, joins noncommercial WCNY-FM-TV Syracuse as director of public relations.

Technology

Henry Klerx, manager, planning and marketing services, RCA Commercial Communications Systems division, Camden, N.J., named managing director, RCA Jersey Ltd.

Jack Arbutnott, who supervised start-up of Belgian affiliate of Times Wire & Cable, named VP-cable engineering, Times Wire & Cable, based in Wallingford, Conn.

Anthony Grosboll, Western regional sales representative, Digital Video Systems, joins US JVC Corp., Maspeth, N.Y., as West Coast district manager for professional video division.

Dave Stanley, VP of Midwest region for Anixter-Pruzan, named manager of Los Angeles district.

Thomas Michalski, director of special projects, California Microwave, Sunnyvale, Calif., named division VP and general manager of Avionics Products. **Louis Casalino**, director of digital products, named division VP and general manager of California Microwave Digital Products.

William Vandermay, chief engineer, KATU(TV) Portland, Ore., named manager of engineering.

Don Wilkinson, assistant chief engineer, succeeds Vandermay. **Bob Moore**, assistant chief engineer, named associate chief engineer.

Alfred Ruch, chief engineer, KOLO-TV Reno, joins KMPH(TV) Tulare, Calif., in same capacity.

Allied Fields

Dr. Christopher Sterling, associate professor of Communications, Temple University, Philadelphia, will become special assistant to FCC Commissioner Anne Jones in September. His areas of expertise are in broadcast regulation, literature of mass communications, telecommunications policy and history of development of media. He has been granted leave of absence. **Terry Banks**, associate general counsel, FCC, named chief of commission's Office of Opinions and Review. **Randolph May**, assistant general counsel for litigation, FCC named acting associate general counsel.

Leslie Taylor, former chief, international and satellite branch of FCC's Common Carrier Bureau, Washington, joins National Telecommunications and Information Administration there, Office of International Affairs.

Anne Walker, head of community services department, WCMH-TV Columbus, Ohio, has taken year's leave of absence to accept presidential appointment to serve with Community Services Administration's Office of Public Affairs. She is serving as liaison with media.

Deaths

Jessica Dragonette, one of radio's most popular singers from 1926 to 1948, died in New York hospital March 18 after suffering heart attack. She took pains never to disclose her age

but was reported to be in her 70's. She brought operetta and semi-classical music to America's radio audience on such programs as *The Philco Hour* from 1927 to 1930. Cities Service concert series from 1930 to 1937 and was star of CBS's *Saturday Night Serenade*. She also appeared as Vivian on singing act serial, *The Coca-Cola Girl*. Survivors include her husband, Nicholas Meredith Turner, and sister, Mrs. Joseph Loftus.

John Paul Goodwin, 72, early Texas broadcaster and founder of Houston advertising agency, died March 12 after long illness. He was chairman emeritus of Goodwin, Dannenbaum, Littman & Wingfield, Houston agency, which began in 1938 as Steele Advertising. It acquired its present name in 1959. In 1939, he became involved with KPRC(AM) Houston as program host. When KPRC-TV Houston went on air, he formed Southwest Film Productions to produce commercials and newsfilm for station. He was also founding partner and VP of Houston Consolidated TV Co., which put KTRK-TV Houston on air in 1954. Survivors include his wife, Edith.

John M. Slack (D-W. Va.), 64, member of House Appropriations Committee and chairman of its subcommittee on State, Justice Commerce and the Judiciary, died of heart attack March 17 at Mount Vernon hospital in Alexandria, Va. He would have been 65 March 18. Subcommittee on State, Justice, Commerce and the Judiciary has jurisdiction over FCC and Federal Trade Commission. He was also member of House Ethics Committee. Slack was elected to Congress in 1958, representing Charleston, W. Va., area. Survivors include his wife, Frances, and son, John.

Robert Greenberg, 66, retired VP-sales executive, MCA TV, Los Angeles, died March 11 at his home in Tarzana, Calif., of heart attack. He joined MCA in 1949 and retired in 1977. Survivors include his wife, Pauline, one daughter and three sons.

Murray Dick, 58, facilities manager, NBC-TV, New York, died of heart attack at his home in Queens Village, N.Y., March 11. Earlier in his career, he was director of former RCA Institute's TV Studio School, New York. He was also dean at Technical Career Institute, New York. Survivors include his wife, Corrinne, two daughters, and brother, Arnold Dick, video engineer, NBC-TV, New York.

Phillip Geiger, 35, VP-sales development, Nassau Broadcasting Co., Princeton, N.J., died March 15 at Sloan Kettering Memorial hospital in New York, after long illness. Before joining Nassau in 1975, he was VP of WCHL(AM) Chapel Hill, N.C. Survivors include his wife and three children.

Christine Baylis, 36, account executive for KHON-TV Honolulu, died March 15 of injuries suffered in automobile accident. She had been with several broadcast stations in Honolulu since 1975, before that was with Doyle Dane Bernbach in Los Angeles and Blair Radio in San Francisco.

Mark Sheehan, 27, son of former ABC News President William Sheehan and Rosemary Sheehan, was killed March 16 in automobile accident in New Orleans, where he was law student at Loyola University. Survivors in addition to his mother and father, who is now director of public relations for Ford Motor Co., include four brothers and sisters.

Stock Index

Exchange and Company	Closing Wed. March 19	Closing Wed. March 12	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	30	30			6	840
N Capital Cities	44 3/4	44 1/4	+	1/2	12	613
N CBS	45 3/4	46 1/4	-	1/2	6	1,285
N Cox	61 5/8	62	-	3/8	12	415
A Gross Telecasting	23 1/2	24	-	1/2	8	18
O LIN	43 1/4	45 1/4	-	2	10	119
N Metromedia	62	62			9	286
O Mooney	8 3/4	8 1/2	+	1/4	3	3
O Scripps-Howard	56 1/2	57	-	1/2	10	146
N Storer	26 1/8	27 1/2	-	1 3/8	14	303
N Taft	29 1/2	29 1/4	+	1/4	10	257

BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	18 5/8	19	-	3/8	15	33
A Affiliated Pubs.	16 1/4	17 3/8	-	1 1/8	6	83
N American Family	9 1/2	9 3/4	-	1/4	4	100
N John Blair	16	15	+	1	4	59
N Charter Co.	25 5/8	32 1/2	-	6 7/8	22	509
N Chris-Craft	19 5/8	20 1/8	-	1/2	11	53
N Coca-Cola New York	4 3/4	4 7/8	-	1/8	6	83
N Cowles	20 1/4	21 3/4	-	1 1/2	16	80
N Dun & Bradstreet	39 1/2	37 3/4	+	1 3/4	16	1,099
N Fairchild Ind.	47 1/4	46 7/8	+	3/8	8	269
N Fuqua	15 3/4	17 3/4	-	2	5	199
N Gannett Co.	41	40 1/4	+	3/4	13	1,102
N General Tire	15 1/2	15 3/4	-	1/4	3	366
O Gray Commun.	35	37 1/2	-	2 1/2	11	16
N Harte-Hanks	20 7/8	21 7/8	-	1	12	194
O Heritage Commun.	9 1/8	9 1/2	-	3/8	9	21
N Jefferson-Pilot	25 1/2	24 1/2	+	1	7	574
O Marvin Josephson	9 1/4	10 3/4	-	1 1/2	5	23
O Kansas State Net.	27 1/2	27 5/8	-	1/8	23	51
N Knight-Ridder	21 3/8	23	-	1 5/8	9	702
N Lee Enterprises	18 1/8	19 1/8	-	1	9	130
N Liberty	14 3/4	15 1/4	-	1/2	6	199
N McGraw-Hill	24 1/2	25 5/8	-	1 1/8	10	607
A Media General	22 1/8	24 3/8	-	2 1/4	9	164
N Meredith	33 3/4	34 1/8	-	3/8	7	104
O Multimedia	17 1/4	17 1/2	-	1/4	7	259
A New York Times Co.	20 3/8	19 3/4	+	5/8	15	240
N Outlet Co.	15 1/8	16 1/4	-	1 1/8	4	37
A Post Corp.	15 1/2	16 1/8	-	5/8	7	28
N Rollins	21 5/8	24 1/8	-	2 1/2	10	289
N San Juan Racing	12 7/8	12 7/8			17	32
N Schering-Plough	33	34	-	1	9	1,761
A Sonderling	31	30 3/4	+	1/4	10	34
O Stauffer Commun.	36	36			9	754
A Tech Operations	10	10 1/4	-	1/4	25	13
N Times Mirror Co.	31 5/8	31 3/8	+	1/4	9	1,074
O Turner Broadcasting	11	11			108	108
A Washington Post	17 1/8	18 3/8	-	1 1/4	6	267
N Wometco	16 1/2	16 5/8	-	1/8	8	153

CABLECASTING						
A Acton Corp.	11 1/8	13 1/8	-	2	7	29
O Ameco+						
N American Express	26 1/4	26 1/4			5	1,871
O Athena Comm.	5 1/8	5 3/4	-	5/8	10	10
O Burnup & Sims	9 1/4	9 7/8	-	5/8	49	79
O Comcast	22 1/4	22 3/4	-	1/2	22	37
O Entron*	5	5			5	4
N General Instrument	42 3/4	44 1/2	-	1 3/4	11	355
O Geneve Corp.	29 1/8	30	-	7/8	12	32
O Tele-Communications	19 1/2	22	-	2 1/2	24	207
N Teleprompter	19 5/8	20 7/8	-	1 1/4	26	333
N Time Inc.	46 1/2	46	+	1/2	9	1,300
O Tocom	17	19	-	2	36	25
O UA-Columbia Cable	40 1/2	43 1/2	-	3	19	135
O United Cable TV	25 1/2	24 1/2	+	1	18	103
N Viacom	37 1/4	38 3/4	-	1 1/2	19	141

Exchange and Company	Closing Wed. March 19	Closing Wed. March 12	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.	4 1/4	5 3/4	-	1 1/2	2	13
A Cinema 5 Ltd.*	4 7/8	4 7/8				3
N Columbia Pictures	30 1/2	30 5/8	-	1/8	40	293
N Disney	43 1/8	43 1/4	-	1/8	28	1,399
N Filmways	9 5/8	9 7/8	-	1/4	6	54
O Four Star*	3/4	3/4				8
N Gulf + Western	18 1/2	18 5/8	-	1/8	67	4 831
N MCA	48 7/8	52 3/4	-	3 7/8	9	1,141
O Medcom	3 3/4	4 3/8	-	5/8	15	6
N MGM	18 5/8	19 3/8	-	3/4	8	603
O Reeves Commun.	15 3/4	16	-	1/4	15	37
N Transamerica	15 1/8	15 1/8			5	991
N 20th Century-Fox	42 5/8	43 3/8	-	3/4	6	333
O Video Corp. of Amer.	5 7/8	5 7/8				20 5
N Warner	51 3/4	51 5/8	+	1/8	24	11 1,074
A Wrather	15 7/8	16 5/8	-	3/4	43	36

SERVICE						
O BBDO Inc.	31 3/4	33 1/4	-	1 1/2	7	79
O Compact Video	12 1/2	13	-	1/2	8	23
N Comsat	33 1/2	34 7/8	-	1 3/8	8	268
O Doyle Dane Bernbach	24 3/4	25	-	1/4	9	65
N Foote Cone & Belding	23	24 7/8	-	1 7/8	8	60
O Grey Advertising	43	47	-	4	5	26
N Interpublic Group	28	28 3/4	-	3/4	6	123
O MCI Communications	6 1/4	6	+	1/4	78	173
A MovieLab	4 3/4	4 7/8	-	1/8	8	7
A MPO Videotronics	4 3/8	4 3/4	-	3/8	4	2
O A. C. Nielsen	25 5/8	26 3/8	-	3/4	12	281
O Ogilvy & Mather	21 3/4	22	-	1/4	7	78
O Telemation	1 1/4	1 1/4			2	1
O TPC Communications	6 1/8	6 3/8	-	1/4	11	5
N J. Walter Thompson	28 3/4	29 5/8	-	7/8	6	86
N Western Union	20	20 1/8	-	1/8	9	303

ELECTRONICS/MANUFACTURING						
O AEL Industries	8 1/4	8 5/8	-	3/8	6	13
N Ampex	24 7/8	24 3/8	+	1/2	17	284
N Arvin Industries	11 3/8	11 1/2	-	1/8	3	88
O CCA Electronics*	1/8	1/8				1
A Cetec	6 1/4	5 3/4	+	1/2	13	3
A Cohu	5	5 1/8	-	1/8	17	8
N Conrac	18 5/8	19 1/4	-	5/8	30	38
N Eastman Kodak	46 3/4	43 3/4	+	3	8	7,544
B Elec Missile & Comm*	3 1/4	3 1/4			30	8
N General Electric	46 1/2	48 1/2	-	2	9	8,583
N Harris Corp.	31 7/8	32 1/2	-	5/8	14	835
O Harvel Ind.	6 1/2	6 1/2			17	3
O Intl. Video	7/8	3/4	+	1/8		2
O Microdyne	20 3/4	23 1/2	-	2 3/4	22	2
N M/A Com. Inc.	34 5/8	34 1/8	+	1/2	45	195
N 3M	48 1/8	47 5/8	+	1/2	104	5,605
N Motorola	52 7/8	56 5/8	-	3 3/4	13	1,509
O Nippon Electric	39	37 3/4	+	1 1/4	35	1,280
N N. American Philips	25	26	-	1	5	300
N Oak Industries	32 3/8	32 5/8	-	1/4	22	129
O Orrox Corp.	4	4 1/4	-	1/4	6	6
N RCA	20 3/4	22 3/8	-	1 5/8	6	1,553
N Rockwell Intl.	52 1/2	54 7/8	-	2 3/8	8	1,848
A RSC Industries	3 7/8	4 1/8	-	1/4	22	9
N Scientific-Atlanta	38	38 1/2	-	1/2	22	178
N Sony Corp.	7	6 1/4	+	3/4	12	1,207
N Tektronix	46 7/8	50 1/2	-	3 5/8	12	843
O Texscan	7 1/4	8	-	3/4	43	5
O Valtec	17 1/8	18	-	7/8	36	68
N Varian Associates	29 7/8	29 3/4	+	1/8	42	166 204
N Westinghouse	20 5/8	21 3/8	-	3/4	6	1,773
N Zenith	9	9			8	169











Standard & Poor's 400 Industrial Average 118.27 121.48 -3.21

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 & Poors' or as obtained by *Broadcasting's* own research.

Earning's 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 by price 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:

- Mar 31  A background report on **cable franchising**. What's been going on—and where lightning may strike next—in that medium's fiercest, and increasingly controversial, competitive area.
- Apr 7  **Pre-NAB**. Including a special report on **over-the-air pay TV**, decidedly a part of TV's new frontier.
- Apr 14  **NAB**. Including a special "**At Large**" with one of the leading figures in electronic communications policy.
- Apr 14  Advance report on **MIP-TV**, annual international television program marketplace in Cannes.
- Apr 21  **Post-NAB**. Gavel-to-gavel report on the National Association of Broadcasters' 58th annual convention in Las Vegas—the industry's yearly self-examination of where it's at within the radio and television media, and where those two continue to fit within the evolving context of telecommunications.
- Apr 28  The **post-post-NAB** issue, wherein BROADCASTING summarizes the equipment state of the art as demonstrated on the exhibit floors in the Las Vegas convention center.
- May 5  Not in alphabetical but in chronological order:
- May 12  **The three affiliate meetings of CBS, ABC and NBC**,
- May 19  respectively, in Los Angeles's Century-Plaza hotel—each greeted by a BROADCASTING "At Large" interview tracking the present fortunes and future prospects of the companies that continue to lead the way, and set the pace, of the over-the-air broadcast media.
- May 19  **NCTA**. Advance report on what's being billed as the hottest convention in the history of the National Cable Television Association. Including a "**Fifth Estate**" report on **Ted Turner**, television and cable's most exciting—and perhaps most controversial—media entrepreneur.

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.

Johnson: coach for Southern's team players

It was Havana in March 1959. The place: Goar Mestre's sumptuous penthouse. Among his dinner guests was U.S. broadcaster John Johnson, with whom he had TV station ties in the Caribbean and a film dubbing facility in Cuba.

But the dominant presence at the gathering was Fidel Castro, triumphant from his takeover two months before.

Johnson remembers that he glanced uneasily around the room. There were guards armed with machine guns; women soldiers with grenades dangling from belts. But he shrugged off his misgivings and looked for a waiter—without success.

Turning to his host, Johnson asked: "Goar, are we going to have a drink?"

The room went silent; everyone was startled. Finally, Mestre turned to Castro: "El commandante, the gringo would like a drink. Permission?"

The bearded leader, who dictates a strict code of behavior for his followers, took a long drag on his cigar. Then he bellowed: "Bring the gringo a drink!"

Johnson later found a moment alone with Mestre. "Goar," he declared, "when I sit in your house . . . and you can't offer me a drink . . . we've had it. We [Johnson and his American associates] want out. We'd like to get the hell out of here."

Last week, at his Winston-Salem, N.C., headquarters, the chairman of Southern Broadcasting Co. and vice president and member of the board of directors of Harte-Hanks Communications, related the last episode:

"We did get out, but just before Mestre: He fled in the middle of the night with only a suitcase. He lost his home . . . everything, in Cuba."

His 34 years in broadcasting have given John Johnson a thesaurus of such memories. All have afforded him great satisfaction and strengthened his conviction that dedicated friends and co-workers are the mortar between the bricks that built Southern Broadcasting.

Johnson broke into radio in 1946 with the late Jim Coan, also from Winston-Salem. They were together as special agents for the FBI, but wanted new horizons.

Gordon Gray, Winston-Salem publisher, counseled them on the potential of radio—the wartime freeze on authorizations was being lifted. He also sent them to his WSJS(AM) general manager, the late Harold Essex, to learn a few of the basics.

Out of that Johnson and Coan put Winston-Salem Broadcasting Co.'s WTOB(AM) on the air in April 1947 as a 1 kw daytimer.

Winston-Salem Broadcasting's next sta-



John Griffith Johnson—chairman, Southern Broadcasting Co., Winston-Salem, N.C., and vice president and member of board of directors, Harte-Hanks Communications Inc., San Antonio, Tex.; b. Oct. 16, 1915, Winston-Salem; BA, 1937, University of North Carolina; LLB, 1940, UNC Law School; special agent, FBI, 1941-46; one of the founders of Winston-Salem Broadcasting Co. (now Southern Broadcasting), 1946; served in various executive capacities until becoming chairman in 1958; in addition was president and chief executive officer until February 1979; m. Elizabeth Clabaugh, Feb. 14, 1942; children—Brooke J. Suiter, 33; Mary Bacon Williams, 31, and John G. Johnson Jr., 29.

tion was channel 26 WTOB-TV in Winston-Salem. It started in September 1953, but went dark in 1957. Those were the infancy days of commercial TV, when UHF struggled for equality with VHF.

Johnson was one of the founders of the Committee for Competitive Television in the fifties. For more than a year, Johnson was chairman of CCT, which tried unsuccessfully to get a freeze on TV facilities until Congress could legislate all-channel receivers. "That finally happened in the sixties," Johnson recalls. "But back in the fifties, we weren't able to develop a sufficient audience to make it."

Undeterred by the turn-off, the company bought a bankrupt VHF, WAPA-TV San Juan, Puerto Rico, with Mestre holding a 20% interest.

"The equipment was in terrible shape, so we rebuilt it," Johnson remembers. "And there were less than 100,000 sets in Puerto Rico and no Spanish-language product." That led to the establishment of the dubbing company in Havana to serve WAPA-TV and, eventually, TV broadcasters in Central and South America.

The cash from the subsequent sale of WAPA-TV to Screen Gems enabled Johnson and his company to start building Winston-Salem Broadcasting's portfolio of

radio and TV properties. Since its inception, the company has owned and operated 16 radio stations and five television stations. And its name became Southern Broadcasting Co.

A big milestone was reached in August 1978, when it became part of Harte-Hanks Communications Inc., to operate as the radio division of the multimedia organization.

Johnson is enthusiastic about that "pleasant and rewarding association. All of our key people have greatly benefitted from the superb and comprehensive planning/control systems of Harte-Hanks."

And when Johnson speaks of "key people," there's pride in his voice. He feels the stability of people in Southern Broadcasting has helped the company achieve its success.

"In an industry sometimes criticized for its instability, it has been one of our goals to develop constancy in our key people," Johnson declares. He cites Bob Jones, president and chief executive officer of Southern, with the company since 1955; Jim Hoke, vice president and director of engineering, with the company 27 years. And at Southern's stations, Johnson mentions, among others, Ben McKinnon, president and general manager of WSGN(AM) Birmingham, Ala., and Gary Edens, senior vice president and general manager of KOY(AM) Phoenix.

The team concept is very much in the forefront when Southern evaluates a potential radio station acquisition. "We sit in a room with our financial guy, our national program director, Jim Hoke for engineering and Bob Jones," Johnson says. "Each discusses his area. Then we vote. Now, if it's a mistake, it's our fault. No one person will ever be singled out and told: 'You misled us' or 'you didn't do what was right.'"

The record shows that Johnson's philosophy, for which he disclaims credit, has paid off well for Southern Broadcasting. Its 11 outlets, all but one in the Sun Belt, are dominant in their markets.

"We carefully target the markets we want to get into," he explains, "then we seek excellent facilities, look for format opportunities, and then set up management dedicated to excellence."

But trees in North Carolina are budding these days. It means the board chairman of Southern Broadcasting will desert those wars for relaxing weekends at the family's small farm. It's an hour's drive out of Winston-Salem in the Blue Ridge mountains. There, Johnson, who travels extensively with his wife and attempts to swim 52 weeks of the year, says he will be within 10 minutes of two golf courses where he plays "a great deal of enthusiastic, but average, golf."

Only a postponement

For a number of disassociated reasons, the U.S. government's attempt to obtain western hemisphere agreement on a reduction of AM channel spacing from 10 khz to 9 has been at least temporarily frustrated. The best the U.S. delegation to the Region 2 conference in Buenos Aires could do was to get a commitment to action at the next hemispheric conference in November 1981.

The details are presented elsewhere in this issue. From the outset, Canada and Argentina were opposed to the change. No other countries were as fervent in support of it as the United States was. It is more than possible that things would have turned out as they did even if the National Association of Broadcasters had not raised questions about the solidarity of the American position by sending all the other delegations a plea for the delay that had been rejected by its own government.

There is, however, no doubt that the NAB got what it wanted. But at what future expense? Certainly the intrusion of a private organization into an international conference of governments will leave a residue of resentment among U.S. officials who perceived a violation of their turf. The hindsight judgment here is that the NAB could have asserted its interest more diplomatically.

(It was belatedly learned last week that the National Radio Broadcasters Association also wrote a letter, stronger than the NAB's, to the same foreign delegations. The NRBA told the recipients that "we want you to know that we do *not* agree with our government's proposal to decrease channel spacing" which it said would result in "degraded" signal quality and increased interference. For reasons unexplained, however, the NRBA's action drew much less criticism from the U.S. delegation than the NAB's.)

Diplomacy aside, the NAB was right when it told other nations that the U.S. position of favoring 9 khz had been adopted with inadequate knowledge of engineering and economic consequences. As the NAB said, the western hemisphere ought to be sure of its facts before undertaking so sweeping a change. The delay until November 1981 gives everybody a chance to resolve all the outstanding questions.

As an advocate of further study, the NAB is now obliged to contribute such information as it can assemble to prove whether a reduction to 9 khz is in the public interest or not. At the conference next year there will be no excuse for another delay in reaching a final decision.

Setback

Broadcasters and their Washington lawyers are still stunned by the appellate court's unqualified affirmation of the FCC's ruling against the television networks in the Carter-Mondale case (BROADCASTING, March 17). No decision in recent times has promised more authority to the government and offered less constitutional protection to broadcasters. The decision can come back again and again to justify extensions of FCC control.

What to do about it? The assumption is that the networks—faced with intensified FCC regulation if the decision stands—will initiate appeals if they foresee a reasonable chance of overturning or at least modifying the findings of the three-judge appellate panel. They could ask the full appellate court for review, although some of their lawyers privately see futility in an approach to a court that has not been excessively hospitable to broadcaster causes.

What about an appeal to the Supreme Court? That is a harder

question. If the Supreme Court were to swallow the lower court's opinion whole, the damage to broadcasting independence would be permanent. That risk is not to be taken casually.

Aside from whatever legal lessons there are to be learned from this disagreeable experience, there is a legislative lesson: Broadcasters would not be the victims of the appellate court now if they had put up a better fight against the adoption of Section 312(a)(7) of the Communications Act as part of an election-reform bill to which they paid relatively little attention when it was becoming law in 1971. That section, granting candidates for federal office a right of access to broadcast time, has now become the instrument for the further regulation threatened by the court's affirmation of its constitutionality.

At a luncheon club in Washington one day last week, one of the host of lawyers representing networks in the loss at the Court of Appeals was asked by a passerby for his reaction. The lawyer's table companion, from the same firm, spoke up: "Oy vay, and you can quote him."

That about says it all.

Everybody on First

The concluding session of the two-part First Amendment Congress ended last week with exhortations for public education to the values of freedom of speech and of the press. The uncomfortable feeling here is that the exhortations may be heard by few and heeded by fewer who are in a position to generate action in response to them.

The congress itself attracted little attention from the general press. Network television crews and front-page byliners are unaccustomed to turn out for noninflammatory trade talk among persons who may be respected in their crafts but who lack national celebrity. Yet it would be unfortunate if media leaders, seeing no splashy coverage of the congress in the *New York Times* or on the evening network news, concluded that nothing happened last week in Williamsburg, Va.

The resolutions adopted by the congress outline a course of interdisciplinary action among all media—broadcasting, newspapers, magazines and media now in formation or yet to materialize. The congress could be justified if for no other attainment than a recognition that the First Amendment equally applies to all components of the modern press.

A story appears elsewhere in this issue. The editors hope it will be read by movers and shakers so they will begin to move and shake.



Drawn for BROADCASTING by Jack Schmidt

"I'm not kidding, Herb. You really should ask to be moved off the nuclear beat."

WSOC FM103 Charlotte

represented by Christal

We're still the one!

We're the one more people are turning to. Since Fall of 1977, we've seen our audience in the Charlotte Metro area grow a phenomenal 214% among women 18+,* a whopping 152% among men 18+.* In fact, WSOC FM-103 has

witnessed the strongest and steadiest rate of audience growth in the Charlotte market. When given a choice, more and more people are getting away to the country. Music country on WSOC FM-103.

*Source: ARBITRON Oct/Nov 1979, Mon-Sun 6A-12Mid. Audience estimates subject to ARB qualifications.



COX
Broadcasting

WSB TV-AM-FM
Atlanta

WHIO TV-AM-FM
Dayton

WSOC TV-AM-FM
Charlotte

WIC-TV
Pittsburgh

KTVU-TV
San Francisco-
Oakland

WIOD WAIA-FM
Miami

KFI, KOST-FM
Los Angeles

WLIF-FM
Baltimore

WWSH-FM
Philadelphia

at NAB look for **NEC BROADCAST** Booth 1301



and you'll find
these new products:

- Portable Helicopter Tracking FPU
- UHF Television Exciter with stereo audio
- New DVE Control Panel
- NTC-10 Time Base Corrector
- TAP-170 Processing Amplifier
- FS-16 Frame Synchronizer
- TAKS-1000 Production Switcher
- MNC-81A Camera with fiber-optic control

NEC
NEC America, Inc.

Broadcast Equipment Division
130 Martin Lane
Elk Grove Village, Illinois 60007