

**Broadcasting's economic prospects for 1980:
The bulls still outnumber the bears**

Broadcasting Jan 28

The newswweekly of broadcasting and allied arts

Our 49th Year 1980

**THIS RATING PERIOD
WE GOT A
BRODERICK CRAWFORD**

10.4*

*Arbitron O/N '79
M-S 6A/12M
12+ METRO

Not since the days of Highway Patrol has a Twin Cities station grown like KSTP-FM. From a 6.1 last spring to a whopping 10.4* A number that means a lot.

- The first single Twin Cities station to ever achieve a double digit share against WCCO-AM.
- The first Twin Cities FM station to ever achieve a 10 share.
- We're now the #1 music station.
- We're now the #1 FM station. (Estimates subject to limitations in said report.)

When the book is out, we'll have a lot of other demographic and daypart numbers to talk about too. But for now, like Broderick, we'll just say 10.4.



**KS95-FM
WE'RE HOT**

KSTP-FM/Minneapolis/St. Paul Division of Hubbard Broadcasting. 1980©
For more information call KSTP-FM (612) 644-9595 or contact the nearest McGavren-Guild office.

36112L1R9A85184 XTK DEC/82
A U L I B R A R Y
S E R I A L A C C O U N T
S E C T I O N
36112



Who says milk & beer don't mix?

Vince Perez knows they do, because he sells radio time for them both, day-in and day-out.

Even though their selling strategies may differ, their media goals are always the same...to reach the maximum numbers of people in their target audience, the maximum number of times.

To make that come about,

Vince gets involved in their marketing plans. He finds out what each advertiser wants to say and how he wants to say it. Then he recommends the best stations to do the job.

Having the knowledge to mix both beer and milk may not make each one taste any better, but it sure can produce business for radio.

 M^cGAVREN GUILD RADIO
People who know the territory.

If we've learned one thing, it's this...

Advanced market research — perceptual research aimed at improving programming, promotion or sales — is most valuable to solid management teams. While it is not a substitute for good strategic thinking and implementation — the best people benefit from it greatly.

We feel our clients are some of the best.

The Research Group

a subsidiary of Sunbelt Communications, Ltd.



GREEN IS BEAUTIFUL.

Available now.

a TOY Production  in association with
Columbia Pictures Television

The Week in Brief

RKO ROCKED □ FCC strips group of three of its television licenses and the rest of its stations may be jeopardized as the commission decides parent General Tire's wrongdoings bring to bear the character-qualification standard. **PAGE 27.**

NOW AND LATER □ Even while the U.S. headed for a boycott of the Moscow Olympics, ABC-TV was successfully bidding an estimated \$90 million for the '84 winter games in Yugoslavia. **PAGE 28.**

DAYS OF DECISION □ NAB boards meet in Palm Springs for week and come to terms on a number of items, including a budget increase of 13.4%, a realignment of the station services department, stands on 9 khz and direct-to-home broadcasting, naming of this year's DSA winner. **PAGE 29.**

RUNNING HARD □ FCC's James Quello's campaign for reappointment to the commission gathers momentum and hopeful signs. **PAGE 30.**

CAMPAIGN 1980 □ In the wake of Iowa, some of the presidential campaigns go into high gear, some into low and some even into neutral after the first head-to-head contesting. Now they're pointing, primarily, for New England, with Ronald Reagan now challenged by Bush as the Republican to watch and Carter serenely incumbent. **PAGE 31.**

BULLS OUTNUMBER BEARS □ No matter how business goes in the 80's, broadcasting should outperform the economy. That's the conviction of those who specialize in radio, television and advertising. It's explained in a BROADCASTING special report. **PAGE 35.**

THE BLUE CHIPPERS □ Young & Rubicam billed \$763 million in radio and television last year. That kept it at the top of the leading 50 agencies in broadcasting during 1979. The complete analysis of that spending begins on **PAGE 42.**

ON WALL STREET'S SUNNY SIDE □ Financial specialist Bill Suter of Merrill Lynch, Pierce, Fenner & Smith is another who feels that broadcasting and related stocks will weather any business downturn. He faced BROADCASTING's editors in a question-and-answer session to explain why and expound on a number of other economy-related issues. **PAGE 72.**



NATPE '80 □ Here's an advance look at next month's programming conference in San Francisco, where a record 3,700 attendance is expected. **PAGE 83.**

THE GROWING ELECTRONIC CHURCH □ The Washington convention of the National Religious Broadcasters is an unqualified success as delegates exchange expertise and get a message from outside experts including Jimmy Carter. **PAGE 86.**

CARTER ON FTC SIDE □ President's state of the union message includes a promise that he will oppose Congress if it interferes with federal agencies. **PAGE 96.**

CONCENTRATION OF CONTROL □ The media ownership issue gets another going-over on Capitol Hill before the LaFalce small business subcommittee. **PAGE 97.**

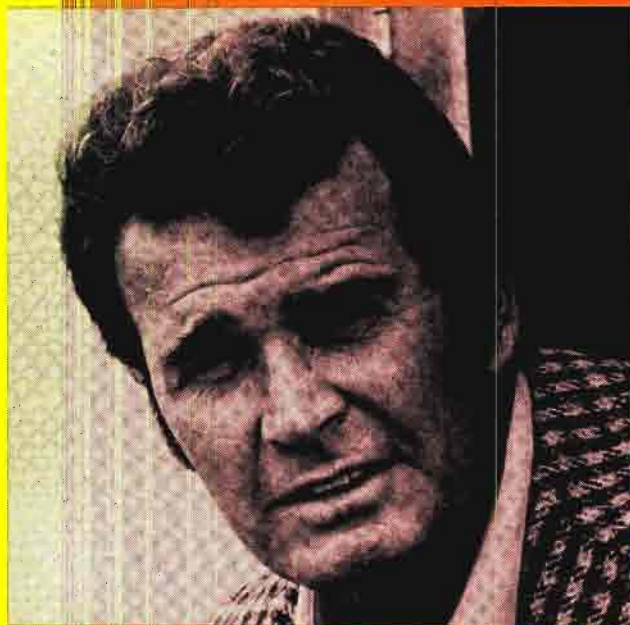
THEME FOR TORONTO □ The SMPTE's television conference there next week will be devoted exclusively to digital technology. **PAGE 98.**

MAKING BASICS PAY OFF □ Alan Torbet acquired 19 years of hard experience in radio on the West Coast before he launched his own national radio representation firm. That was in 1967, and by the end of 1979 billings of Torbet Radio had grown ten-fold to \$30 million due to the organizational skills and research abilities of its chairman. **PAGE 129.**

Bottom Line.....	94	Editorials.....	130	The Media.....	86	Profile.....	129
Business.....	93	Fates & Fortunes.....	123	Monday Memo.....	24	Programming.....	82
Business Briefly.....	10	For the Record.....	102	Monitor.....	84	Special Report.....	35
Changing Hands.....	91	In Sync.....	100	News Beat.....	85	Stock Index.....	127
Closed Circuit.....	7	Inter Media.....	89	Open Mike.....	22	Technology.....	98
Datebook.....	18	Law & Regulation.....	94	Playlist.....	101	Washington Watch.....	98

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Index to advertisers ■ Associated Press 18 □ Birch Report 54 □ Blackburn 90 □ CBS-TV Sports 128 □ Claster TV 81, 123, 125, 126 □ Columbia Pictures 4, 20-21, 32-33 □ Computer Image 108 □ Eastman Radio 25 □ Firestone 19, 23, 55, 60-61, 75, 85, 89, 93, 95 □ Frazier-Gross 52 □ Galavision 74 □ General Motors 65 □ Golden Egg 70 □ Group W Productions 71, 79, 83, 99, 103 □ Harris 78, 80 □ Heller-Oak 91 □ International Good Music 10 □ Jefferson Data 26 □ KSTP-FM Front Cover □ Lexington Broadcast Services 47-51 □ MCA-TV 6, 12-13, 44-45 □ Major Market Radio 43 □ McGavren-Guild Inside Front Cover □ McGlothlin Consultants 104 □ Metromedia Radio 40-41 □ NEC 73, Back Cover □ National Telefilm Associates 56-57, 76-77 □ O'Connor 87 □ Olympic Committee 68-69 □ Orban Associates 105 □ Outlet Broadcasting Inside Back Cover □ Paramount 8-9, 16-17 □ Radio Programming Management 22 □ Research Group 3 □ RKO Radio Network 39 □ Selcom 59 □ Sherman-Brown 92 □ SportsTicker 64 □ Station Business Systems 11 □ TVAC 53 □ William B. Tanner 46, 102 □ TeleRep 36-37 □ USPS 88 □ Viacom 66-67 □ WCCO-TV 62-63 □ WWBT 15 □



ROCKFORD'S 18/49 GOLD RUSH!

**SOLID 18-49 GAINS OVER LAST YEAR'S PROGRAMMING...
IN EARLY FRINGE, PRIME TIME AND LATE FRINGE!**

**71% more in Atlanta
30% more in Baltimore
107% more in Boston
278% more in Dallas/Ft. Worth
62% more in Fresno
69% more in Kansas City**

**200% more in Los Angeles
80% more in Miami
109% more in Milwaukee
81% more in Phoenix
31% more in Pittsburgh
71% more in Rockford, Ill.**

Stake your claim today.

THE ROCKFORD FILES

MCATV

Closed Circuit®

Insider report: behind the scene, before the fact

Conversion

Anne Jones's critical vote creating FCC majority that stripped RKO General of three TV licenses (page 27) wasn't definite until staff delegations sent by Chairman Charles Ferris and Commissioner Tyrone Brown intensively lobbied her night before showdown meeting. Until then, she told others, she was "looking for ways to find RKO qualified."

Missionary expeditions were discovered by Commissioner James Quello who dropped into her office while one was there. He had hoped Jones would join him, Robert Lee and Abbott Washburn in favoring RKO.

Early selling

If threatened Olympic boycott doesn't destroy Olympic movement, as some think it may, indications are that ABC-TV will easily turn profit on its coverage of 1984 summer games in Los Angeles, despite \$225 million it must pay for rights. Even before landing 1984 winter games in Yugoslavia (see page 28), ABC had begun selling TV time in Los Angeles summer games—at prices above \$400,000 a minute. Prices could rise as inventory shrinks—assuming games appear to be going on as scheduled.

Second thoughts

Don't write off chance that if Olympics are held in Moscow next summer as scheduled, NBC cameras will be there even if U.S. athletes aren't. At outset of Olympics boycott movement, NBC spokesman said network would cover games if U.S. teams were there, but not if they weren't (BROADCASTING, Jan. 14). Word now is that in absence of U.S. participants NBC certainly wouldn't cover anything like 152 1/2 hours originally planned, but that it might—although this hasn't been firmly decided—provide some selective coverage as matter of news and as part of conventional sports programming.

Escalator?

Selection of Donald Thurston, WMNB(AM) North Adams, Mass., for NAB Distinguished Service Award (see page 29) raised a new question whether former joint board chairman should be eligible for highest citation until lapse of at least five years beyond his tenure. Question first was raised in 1974 when Richard W. Chapin (KFOR(AM), Lincoln, Neb.) was choice immediately upon conclusion of his

term as chairman. Thurston's selection at NAB's winter board meeting at Palm Springs, Calif., last Monday was concurred in by NAB's executive committee under revised rules, in wake of criticism of Chapin's selection procedure.

Thurston, popular with TV as well as radio membership of 45-member board, was selected over several nominees—new, as well as holdovers. Reportedly in final contention were Arch Madsen, president of Bonneville, Salt Lake City; Elton Rule, president of ABC Inc., and Stanley E. Hubbard, founder-chairman of Hubbard Broadcasting, Minneapolis-St. Paul.

Loading up

Communications Satellite Corp. will have assistance of one of nation's major public relations firms when time comes for it to seek approval of its plan to break new corporate ground and establish satellite-to-home pay television service. Burson-Marsteller was quietly hired in November to assist Comsat with its public relations needs across whole range of issues. But test project on which firms that competed for appointment were asked to demonstrate their skills was selling controversial satellite-to-home concept to FCC, Congress and public.

Thus far, Tim Brosnahan, executive on account, said firm has not carried out any assignments for Comsat. "We're still getting to know them and what they're up to," he said.

Still more radio?

Is domestic shortwave next frontier of American broadcasting? Joseph Costello, who owns five Louisiana radio stations—KKAY(AM) White Castle, KSMI(FM) Donaldsonville, KXOR(FM) Thibodeaux, and WGLA(AM)-WRNO(FM) New Orleans—seems to think so. FCC rules bar domestic shortwave operation, and Costello may in future seek rule change to lift that ban. But as he has things figured, that may not be absolutely necessary. He has applied to FCC for permit to build shortwave station in southern Louisiana to broadcast to Canada and western Europe. Unlike five private shortwave stations now operating in U.S., Costello's would broadcast entertainment—contemporary music—not religious programming and carry advertising of goods and services available in country being served. His signal would cover two-thirds of eastern U.S. on its way to Canada. Some 15 million Americans are believed to own shortwave receivers.

U.S. government officials privately have been discussing domestic shortwave as possible alternative in event U.S. loses one or more of its AM clear channels at

upcoming meeting of western hemisphere nations on AM broadcasting. Coverage would be vast, day as well as night.

Stakes in the sky

ABC and CBS are among companies that have been assigned full-time transponders on Western Union's Westar satellite system. Eight will begin use of transponder in February under current Western Union tariff, but if FCC allows new tariff to go into effect March 3, all will lease transponders on long-term basis (two-year minimum). Others in group include Robert Wold Co., Hughes Television Network, Spanish International Network, Cable News Network, Satellite Communications Network, Bonneville Broadcasting and Video Communications.

CBS has been using Westar extensively through bulk-time arrangement, but move to obtain full-time transponder was response to direct order from Chairman William S. Paley.

More cable news

C-SPAN is ready to add another cable programming service to its existing coverage of House of Representatives and its interviews of members of House and Senate. New feature is luncheon speeches by celebrities at Washington's National Press Club. Talks of Howard K. Smith, former ABC anchor, and Paul Volcker, chairman of Federal Reserve Board, were videotaped and sent out on satellite without fanfare early this month to check feasibility. C-SPAN will begin regular service this week with Housing and Urban Development Secretary Moon Landrieu. Taped speeches will be carried after 3 p.m. on Fridays and before noon on Tuesdays, times when House is ordinarily not in session.

C-SPAN is also planning "alternative" coverage of presidential primaries, conventions and general election starting in April.

Memorials

Posthumous Hall of Fame Awards given annually by Broadcast Pioneers will go this year to David Sarnoff, Bing Crosby and William S. Hedges, long-time NBC executive and early president of NAB.

Selections were made last week by nominating committee composed of Vincent T. Wasilewski, NAB president; Peter B. Kenney, NBC vice president, Washington; Leslie G. Arries Jr., vice president, WIVB-TV Buffalo, N.Y., and Sol Taishoff, editor of BROADCASTING, chairman. Jerry Lee of WDVR(FM) Philadelphia, president of Broadcast Pioneers, participated ex officio.

THINK OF IT AS SIX GREAT SHOWS.

Research shows that each mini-series segment generates its own audience. This means every episode of a mini-series can be treated as an individual show.

If you look at it the way viewers do, it's easy to see why: story recaps at the start

of each new episode allow the audience to enjoy every show independently.

That's why *Washington: Behind Closed Doors* is six or eight* great movies in addition to being one great mini-series.

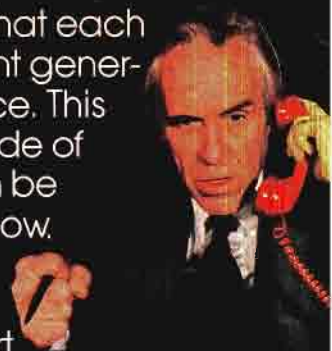
No matter how you slice it, *Washington: Behind Closed Doors* will work wonders for your station. It gives you dynamic counter programming whether you strip it or run it once-a-week.

Washington: Behind Closed Doors will hold your audience and attract new viewers with every episode.

And it will do it in style. It is an exciting, super-charged story of power and corruption in the White House featuring a glittering cast of highly promotable stars. No other contemporary mini-series has ever received such rave reviews and unparalleled publicity coverage in major publications from *Time* magazine to *TV Guide*.

The fact is, when ABC premiered its 1977 Fall season with *Washington: Behind Closed Doors*, it stole the show for six consecutive nights against an unprecedented barrage of network "stunting."

Now it will do it for you. If all this surprises you, you haven't owned a great mini-series. Or, perhaps the mini-series you have owned simply isn't that great. ***Washington: Behind Closed Doors* is that great.**



WASHINGTON: BEHIND CLOSED DOORS



WASHINGTON
BEHIND CLOSED DOORS



Starring:
JASON ROBARDS
CLIFF ROBERTSON
ROBERT VAUGHN
ANDY GRIFFITH
JOHN HOUSEMAN
BARRY NELSON
LOIS NETTLETON
STEFANIE POWERS.

*AVAILABLE IN SIX 2-HOUR OR EIGHT
90-MINUTE FORMATS, STARTING
SEPTEMBER, 1980.

PARAMOUNT TELEVISION DOMESTIC SYNDICATION



Business Briefly

RADIO ONLY

John Deere □ Thirteen-week campaign begins this week in four markets. Spots will run in both morning and afternoon drive times. Agency: N.W. Ayer, Chicago. Target: men, 25-54.

Wickes Lumber □ Eight-to-twelve-week campaign begins in late February for supply centers in 162 markets. Agency: Parker, Wilcox, Fairchild & Campbell Advertising, Saginaw, Mich. Target: men, 25-54.

American Health Care □ Ten-week campaign for nursing homes begins this week Jan. 28 in about 12 markets including Indianapolis and Orlando, Fla. Some spots will run during morning and afternoon drive times. Agency: Bentley, Barnes & Lynn, Inc. Target: adults, 25-54.

Japan Airlines □ Four-week campaign for air travel begins Feb. 4 in Los Angeles, San Francisco and New York. Agency: Ketchum, MacLeod & Grove, New York. Target: men, 35 plus.

Century Importers □ Four-week campaign for Elephant malt liquor begins

Feb. 13 in Boston, Philadelphia, Baltimore, Washington and New York. Spots will run during morning and afternoon drive times. Agency: Ogilvy & Mather II, New York. Target: men, 18-34.

Kraft □ Four-week campaign for marshmallows begins this week in Waco-Temple, Tex., Tucson, Ariz., and Chattanooga, Tenn. Spots will run in morning drive times, daytimes and afternoon drive times. Agency: Foote, Cone & Belding, Chicago. Target: women, 25-49.

Nabisco □ Two-week campaign for Ritz crackers begins this week in approximately 10 markets including Milwaukee, Mobile, Ala., Davenport, Iowa, and Richmond, Va. Agency: Wm. Esty, New York. Target: women, 25-49.

RADIO AND TV

Benjamin Moore □ Second-quarter campaign for paints begins in March and runs through June in five radio markets and 55 TV markets. Agency: Warwick, Welsh & Miller, New York. Target: adults, 18 plus.

TV ONLY

Bathtique □ Campaign for Bed & Bath shops begins in March and runs through December in San Francisco, Washington and Rochester, N.Y. Agency: Herb Gross & Co., Rochester, N.Y. Target: adults, 18 plus.

Michelin □ Nine-week campaign for tires begins March 24 in 19 markets including Los Angeles and Minneapolis-St. Paul. Spots will run in prime, late fringe and sports times. Agency: Al Paul Lefton, New York. Target: men, 18-49.

Exxon □ Four-week campaign for Qyk typewriters begins this week in Washington and Chicago. Spots will run during prime, late news and sports times. Agency: Al Paul Lefton, New York. Target: men, 25 plus.

Sheraton Corp. □ Four-week campaign for hotels begins Feb. 11 in about 14 markets including San Francisco, Los Angeles, St. Louis, Atlanta and Pittsburgh. Spots will run during fringe, news and sports programming. Agency: Creamer, New York. Target: men, 25-54.

Gino's □ Four-week campaign for fast food restaurants begins Feb. 18 in five markets. Spots will run during prime, news and fringe times. Agency: Lewis & Gilman, Philadelphia. Target: adults, 18-49.

Clorox □ Four-week campaign for Hidden Valley Ranch salad dressing begins March 3 in 17 markets. Spots will run during fringe times. Agency: Young & Rubicam, New York. Target: women, 25-54.

Eastern Airlines □ Four-week campaign begins Feb. 4 in 10 markets including Philadelphia. Spots will be placed during fringe and prime times. Agency: Young & Rubicam, New York. Target: adults, 18 plus.

K-Mart □ Ten-day campaign to promote bowling balls begins Feb. 12 in 145 markets. Agency: Ross Roy, Detroit. Target: adults, 18 plus.

Kingsdown □ One-week campaign for mattresses begins March 3 in 22 markets including Washington. Spots will run during day and fringe times. Agency: Carmichael, McKneely, Dusenbury & Alban, Durham, N.C. Target: women, 25-49.

Six Flags □ Twenty-two-week campaign for amusement parks begins March 24 in New York, Philadelphia and Wilkes Barre-

Quality pays off in better ratings

...And that's what radio stations strive for.

IGM...20 years of excellence in manufacturing program controllers, multiple cartridge playbacks, total automation systems.

IGM...Originator of INSTACART, GO CART II, BASIC A, RAM, MARC VII, PAL

IGM...Number One in development of microprocessor computer-based devices for radio broadcasting.

IGM

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Can you use a BAT System?

TAKE THIS TEST.

In 1973, we put in our first BAT Billing, Accounting and Traffic System for broadcasting. In 1979 alone, over 100 stations had BAT Systems installed! We have more of our BAT Systems serving broadcasting than any competitor, in less time, and our Systems are entirely in-house, using a modern minicomputer.

What are the reasons for our success? Take this little test below and see some of the BAT advantages!

For each question below, pick the answer that best describes your operation.

1. When does your log close? Can you still get an order on the air tomorrow using your regular procedures if it's in the station at (A) 4PM (B) 3PM (C) 2PM (D) 1PM (E) earlier.

Most BAT users close their logs in late afternoon the day before broadcast — often 4PM or later.

2. When do your bills get out? In relation to month-end, are they out (A) the day after (B) two days after (C) three days after (D) four days after (E) five or more days after.

Virtually all fully-installed BAT Systems have the bills out the day after each billing period ends. Typically, billing takes a BAT System 2 1/2 hours.

3. How about co-op or split billing invoices? Do they go out (A) simultaneously with regular bills (B) one day later (C) two days later (D) three days later (E) four or more days later.

BAT Systems issue split bills or co-op invoices without delay as part of the billing run, fully detailed with times and other data, ready the day after each billing period ends.

4. When can you and your sales manager get sales figures for each salesperson on your staff in detail? (A) the day of broadcast (B) the day after broadcast (C) weekly (D) monthly at month-end (E) later.

Every BAT System prints a Daily Sales By Salesperson Report, revenue analyses, and other data as needed at any time.

5. In order to motivate salespersons and track inventory, you have detailed sales projections and accurate availabilities information (A) anytime (B) weekly (C) once in a while (D) only with great manual effort (E) never.

BAT Systems can run a "Bookings Report" projecting business by salesperson, revenue category, etc., and full Availabilities Reports, on the screen or printed, whenever needed.

6. You have overdue account/aging lists (A) immediately on demand (B) at month-end (C) within a week of month-end (D) occasionally (E) seldom.

BAT Systems can run Aging Reports at any time showing all outstanding items or merely totals by client or by salesperson. To facilitate collections, the reports show phone numbers and average account age in days, and report credit limit violations. Other Receivable Reports show comparative activity and contract utilization.

7. (If yours is a TV station, go to 7a). You have fully detailed music library catalogs and music playlists, a complete Mailing List System for promotional materials, FCC performance data, and other information like this (A) immediately (C) to some extent (D) with significant manual effort (E) no time for these things.

- 7a. You have a complete film inventory, including full amortization of all packages on hand, and you also have complete listings of all media on hand in-house or shipped to production houses and other stations. You also have a complete Mailing Label System and FCC Performance Analyses. (A) that's right (B) yes, some (D) with a lot of work (E) no time for these things.

Every BAT System offers complete options for Music and Film Libraries, Media Inventories, FCC Program Analyses, and other helpful capabilities including Mailing List Systems.

8. You have a complete set of Financial Reports, including detailed Fixed Asset Depreciation Schedules, Profit-And-Loss Statements, Balance Sheets, etc., (A) two days after month-end (B) five days (C) ten days (D) quarterly (E) annually.

BAT Systems generate a full set of Financial Reports, plus all payroll, in one day to allow quick management decisions based upon current, not past, history.

9. For each station you operate, you have no more than (A) one (C) two (E) three or more persons working on traffic, order entry, and availabilities tasks.

BAT Systems typically produce all traffic operations, including availabilities reporting and order confirmation preparation with less than one person per station.

10. For each of your office locations, you have (A) one (C) two (E) three or more persons handling all accounting functions, including receivables, payables, payroll, and general ledger activities.

Most BAT Systems users need less than one person to handle all accounting tasks and report generation.

Now, score yourself. Allow ten points for each (A), eight for each (B), six for (C), three for (D), and none for (E).

Your score:

If you had a BAT System, your MINIMUM score would be 90%!

Is this test conclusive? Of course not. But Station Business Systems offers your station, with no obligation, a complete "Station System Analysis" by a trained, thorough, full-time Systems Consultant. After the review, you will get a detailed report on the strengths and weaknesses of your present System, as well as details about the ways a BAT System would help you . . . if it could. To get such an appraisal, fill in the coupon or call today.

STATION BUSINESS SYSTEMS

 a division of
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My score was _____. Let's have a study for
our operations.

No study now, but send literature.

NAME _____

STATION _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____

S1A 80

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TO THE '80s IN ALL TH TONI TENNILLE!

WNBC-TV NEW YORK
KNBC-TV LOS ANGELES
WMAQ-TV CHICAGO
WRC-TV WASHINGTON, D.C.
WKYC-TV CLEVELAND

THE TONI TENNILLE SHOW

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

SUPERSTAR. SUPERBUY!

Screen it today! Available for Fall 1980 in either 60 or 90-minute form.

MCA TV

Visit us at NATPE...Crown Suite 1136.

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**AND JUST SOLD TO ALL THE
MCGRAW-HILL STATIONS**

Scranton, Pa. Spots will run in day, fringe and prime times. Agency: Rosenfeld, Sirowitz & Lawson, New York. Target: adults, 18-49.

Allen Products □ Eight-week campaign for Alpo dog food begins this week in 18 markets including Los Angeles, San Francisco, Seattle-Tacoma, Wash. and Portland, Ore. Spots will run during day and fringe times. Agency: Weightman, Philadelphia. Target: women, 25-54.

Minolta □ Five-week campaign for cameras begins this week in about 15 markets including Washington and Philadelphia. Spots will run during prime and news/sports times. Agency: Bozell & Jacobs, New York. Target: men, 18-49.

Block Drug □ Five-week campaign for B.C. Headache Powder runs in about 31 markets including Atlanta, Nashville, Norfolk, Va. and Orlando, Fla. Agency: Grey Advertising, New York. Target: men, 18 plus.

Superior Pet Products □ Five-week

campaign for various pet products begins this week in eight markets including Los Angeles, Philadelphia, Buffalo, N.Y., and Dayton, Ohio. Agency: Harold Cabot & Co., Boston. Target: women, 25-49.

Knickerbocker Toys □ Six-week TV campaign introducing new toy, Wrist Racers, begins this week in 12 markets. Six-week network TV campaign will be



added in mid-April in firm's push to launch new products in addition to its traditional doll line. Agency: Symon, Thomas & Hilliard, New York. Target: children, 3 and over.

Bell of Pennsylvania □ Four-week campaign to promote long distance service begins Feb. 11 in Philadelphia, Harrisburg and Pittsburgh. Spots will run during day and fringe times. Agency: Lewis & Gilman, Philadelphia. Target: adults, 25-64.

General Mills □ Four-week campaign for Blueberry Muffin Mix begins this week in about 25 markets. Spots will run during daytimes. Agency: Needham, Harper & Steers, Chicago. Target: women, 25-54.

American Dairy Assoc. of Wisconsin □ Four-week campaign to promote diet booklet entitled "The Wisconsin Weight Loss Guide" begins this month in all Wisconsin markets. Spots will run during daytimes, prime and early and late fringe. Agency: CreatiCom Advertising, Madison, Wis. Target: women: 18-49.

Saks Fifth Ave. □ Four-week campaign for department stores begins March 2 in 10 markets including Atlanta. Spots will run during daytimes and late fringe. Agency: Western International Media, New York. Target: adults, 25-49.

Carnation □ Four-week campaign for Slender Bars begins March 3 in about 50 markets including Houston, Atlanta, St. Louis and New Orleans. Spots will be placed during fringe and prime access times. Agency: SSC&B, Los Angeles. Target: women, 18-49.

Rep Report

WEAR-TV Pensacola, Fla.: To Blair Television from HR Television.

WPTH(FM) Fort Wayne, Ind.: To Torbet Radio from HR/Stone.

WEEX(AM)-WQQQ(FM) Allentown, Pa.: To Torbet Radio from McGavren Guild.

WAIR(AM)-WSEZ(FM) Winston-Salem, N.C.: To Torbet Radio from Buckley Radio.

CITV-TV Edmonton, Canada: To All-Canada Radio & Television Ltd. from Devney-O'Connor.

Advantage

Co-op course. Television Bureau of Advertising published 1980 edition of its "Television Co-Op Plans"—some 365 plans in all, divided into 37 categories ranging from bed and bath linens to women's wear. Edition includes plans of 55 newly added manufacturers, reflecting what TVB officials said was "manufacturers' increasing acceptance of television co-op." Acceptance is increasing among retailers, too, according to Tom McGoldrick, TVB vice president, retail sales. He said retailers offering television co-op have increased almost five-fold in four years. Other co-op sales aids available to TVB members include three videotapes: "How To Make Money With Co-Op," "ABC's of TV Co-Op" and "Seven Types of Co-Op Messages for Retailers."

BROADCASTING PUBLICATIONS INC.

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

Broadcasting

The newsworthy of broadcasting and allied arts

TELEVISION

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Broadcasting-Teletesting building
1735 DeSales Street, N.W., Washington 20036.
Phone: 202-638-1022.

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 Pittelli, 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).
Linda Petersen, classified advertising.
Doris Kelly, secretary.

CIRCULATION

Kwentin Keenan, circulation manager.
Kevin Thomson, subscription manager.
Byron V. Day, Christopher J. McGirr, Patricia Waldron.

PRODUCTION

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

ADMINISTRATION

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

BUREAUS

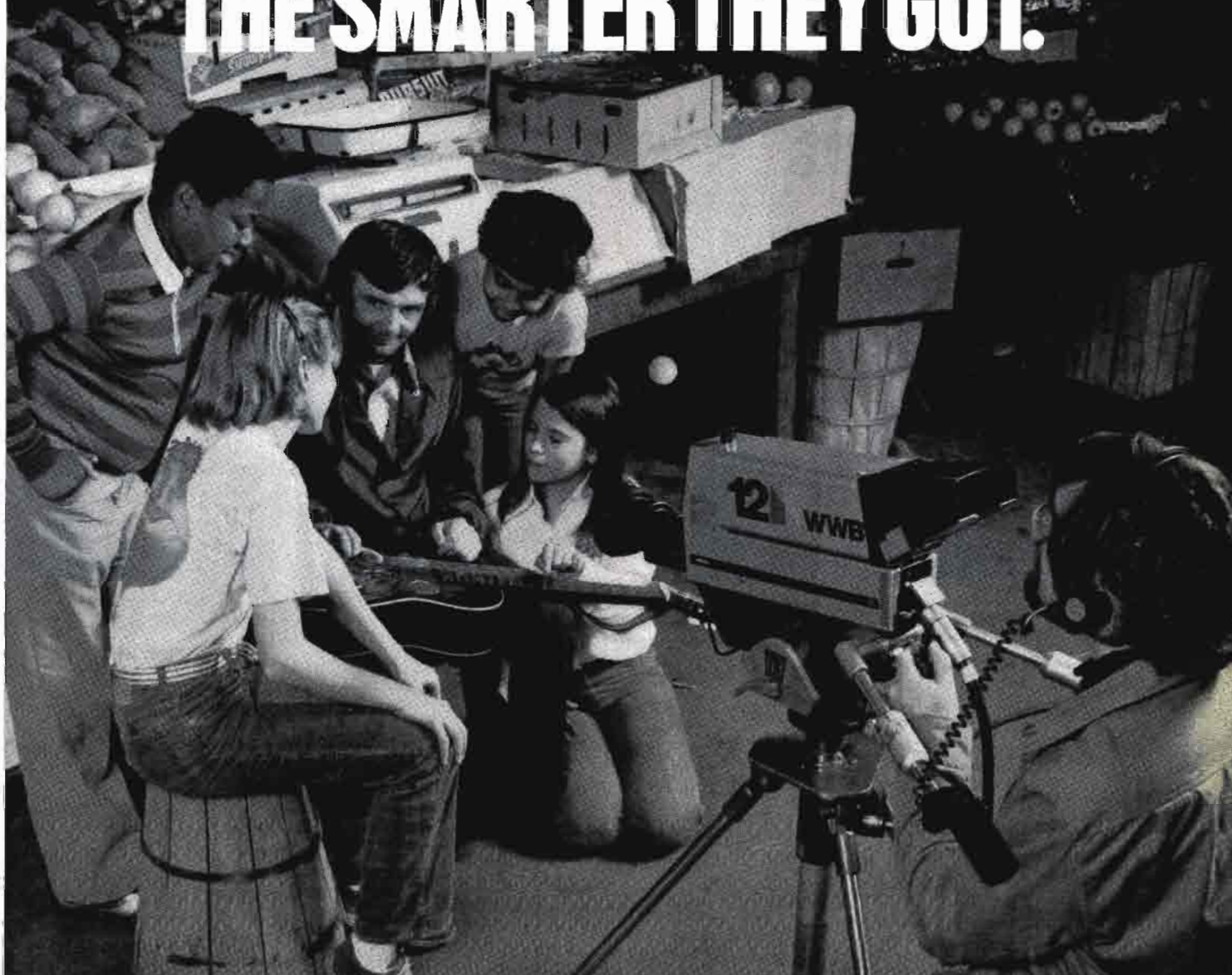
New York: 630 Third Avenue, 10017.
Phone: 212-599-2830.
Rufus Crater, chief correspondent (bureau chief).
Rocco Famighetti, senior editor.
Jay Rubin, assistant editor.
Anthony C. Herrling, staff writer.
Karen Parhas, editorial assistant.
Winfield R. Levi, general sales manager.
David Berlyn, Eastern sales manager.
Harriette Weinberg, Marie Leonard, advertising assistants.
Hollywood: 1680 North Vine Street, 90028.
Phone: 213-463-3148.
James David Crook, assistant editor.
Sandra Klausner, editorial-advertising assistant.

London: 50 Coniston Court, Kendal Street, W2.
Phone: 01-402-0142.
William J. Sposato, correspondent.



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

THE MORE KIDS IN RICHMOND GOT INVOLVED WITH TELEVISION THE SMARTER THEY GOT.



Kids aren't just involved with WWBT's show "Jack and the Juke Box," they are the show.

Children interested in music receive instruction, conceive program material to demonstrate their new-found skills, and then perform on camera.

By allowing kids to learn by doing, the show provides a stim-

ulating educational experience.

The Richmond city schools were so impressed with "Jack and the Juke Box" they made it an extension of their system.

The NATPE was so impressed with "Jack and the Juke Box," they voted it their Iris Award as the best locally produced children's show in the country's

under top 25 markets.

We're honored. But even more rewarding is the satisfaction gained from putting television to a constructive new use.

Television has tremendous potential, not the least of which is helping our children realize their potential.

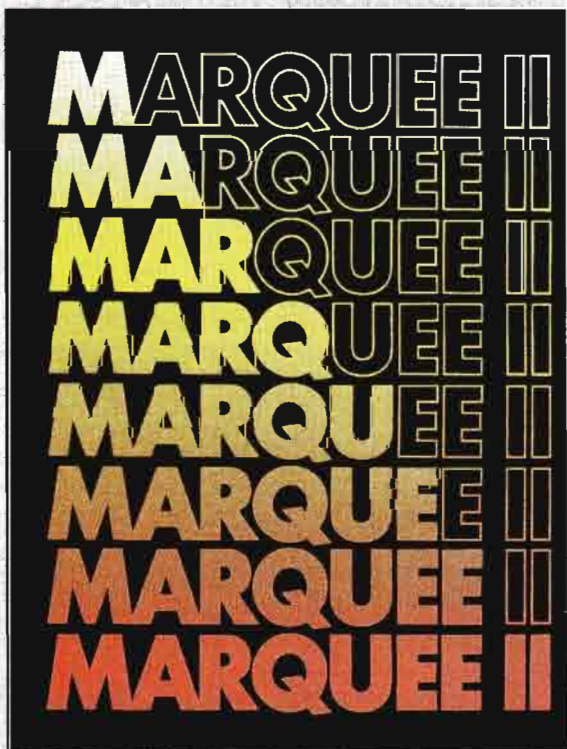
WWBT/12N

Jefferson Pilot Broadcasting

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

THE QUIET REVOLUTION

The rise of
made-for-TV
movies.



You may be aware that networks are programming more movies. However, what you may not know is that last year an overwhelming 70% of all first-run movies on the networks were made-for-television. And that they outdelivered theatricals by 14%. An impressively wide margin which has helped create an expanding market for made-for-television movies.

In fact, many station programmers who have already learned the real value of made-for-TV movies are quietly buying them now at very reasonable prices. There is no question about it: The demand for this efficiently priced product is on the rise. This means if you delay your decision to buy today, the prices may no longer be as reasonable tomorrow.

To ensure that what you buy now will pay off in the long run, Paramount has created Marquee II: A new two-hour made-for-television movie package designed to offer you 17 titles that will perform in the necessary key time periods where highly competitive programming is essential. These titles have also been carefully selected to give you the narrowest fall-off when repeated – made-for-TV movies have an impressive track record for repeatability over the past five years, and Marquee II titles have 50% less fall-off than the average.

And Marquee II has the content that has been proven to attract the largest audiences: Compelling dramas like "Having Babies," gripping suspense stories like "Ski Lift To Death," haunting true-life mysteries of the supernatural like "The Ghost of Flight 401," sensational headline-making stories about contemporary topics such as the "Maryanne Harper Cried Last Night" exposé of child abuse, plus hilarious, fancy country humor and delightful romantic comedies starring some of television's most impressive names.

You'll find it all in Marquee II. Top-draw ratings, explosive stories, and today's most recognized stars that make this the most highly exploitable and successful made-for-TV movie package you can buy.

Available June, 1980.



PARAMOUNT TELEVISION DOMESTIC SYNDICATION



The Professional

He Works For You: Fred Yager

Fred Yager is a busy fellow. He runs the APTV Wire, AP Broadcast's newest service.

In his spare time, he goes to six or seven movies per week and reviews them for you. He also interviews movie producers, actors and, of course, actresses.

Some people think he has a pretty good job. We think he has several pretty good jobs.

We like that. We're like Fred Yager.

Professional.



Broadcast Services

(212) 262-4011



Datebook

■ indicates new or revised listing

This week

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

■ **Jan. 29**—*House Communications Subcommittee* hearings on H.R. 5430, bill requiring radio and TV licensees to make their financial statements available to public. Rayburn House Office Building, room 2322, Washington.

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

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

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

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

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

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

Also in February

Feb. 3-5—*Louisiana Association of Broadcasters* convention. Baton Rouge Hilton. Speakers include Senator Russell B. Long (D-La.) and CBS-TV President James Rosenfield.

Feb. 4—Political broadcasting clinics sponsored simultaneously in 37 cities by *National Association of Broadcasters* (see BROADCASTING, Jan. 14 for complete list).

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

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

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

Feb. 5-6—*Society of Cable Television Engineers* fifth annual spring engineering conference and membership meeting, Adams hotel, Phoenix.

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

Feb. 6-7—Consultation on "The Electronic Church" sponsored by units of *National Council of Churches, U.S. Catholic Conference, New York University, World Association for Christian Communication and Unda USA*. Catholic Center, New York University, New York.

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

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

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

■ **Feb. 7**—*House Communications Subcommittee* hearing on H.R. 6103, bill to partially repeal equal time requirement. Rayburn House Office Building, room 2123, Washington.

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

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

Feb. 8—Deadline for entries in *National Urban Coalition's* third annual Distinguished Urban Journalism Awards. Information: NUC, 1201 Connecticut Avenue, N.W., Washington 20036; (202) 331-2400.

Feb. 8-10—Third annual *Florida Agricultural and Mechanical University-Florida Association of Broadcasters* radio news minicourse. Hillsborough Community College Dale Mabry campus, Tampa. Information: Phillip O. Keirstead, Department of Journalism, Florida A&M University, Tallahassee 32307; (904) 599-3083.

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

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

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

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

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

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

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

Feb. 19—Deadline for reply comments in *FCC* notice of inquiry into TV waveform standards for horizontal/vertical blanking intervals (Docket 79-368).

■ **Feb. 19**—Radio Advertising Bureau sales success clinic. Hilton Inn South, Orlando, Fla.

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

■ **Feb. 21**—Radio Advertising Bureau sales success clinic. Holiday Inn, Charlotte, N.C.

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

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

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

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

■ **Feb. 27**—*Radio Advertising Bureau* sales suc-

cess clinic. Peachtree Plaza, Atlanta.

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

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

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

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

March

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

March 16—Public Radio in Mid-America business

Major Meetings

Feb. 16-21—National Association of Television Program Executives conference. San Francisco Hilton. Future conferences: March 13-18, 1981, New York Hilton; March 12-17, 1982, Las Vegas Hilton; March 18-23, 1983, Las Vegas Hilton.

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

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

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

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

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

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

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

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

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

June 7-11—American Advertising Federation,

annual convention. Fairmont hotel, Dallas.

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

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

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

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

Oct. 6-9—National Radio Broadcasters Association annual convention. Bonaventure hotel, Los Angeles. Future convention: Sept. 20-23, 1981, Marriott hotel, Chicago; Sept. 30-Oct. 2, 1982, Caesars Palace, Las Vegas.

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

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

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

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

PRISONER CELL BLOCK H



FREIDA JOAN DOYLE
(Franky)

Born: 4-17-48

Distinguishing marks: Tattoos

Conviction: Armed robbery and murder

Sentence: Life

Franky is tough, emotionally volatile, and a Lesbian.

The continuing
serial-drama of
women behind bars

SOLD:

WPIX
New York
Late Night Strip

Distributed by



Firestone

Program Syndication Co.

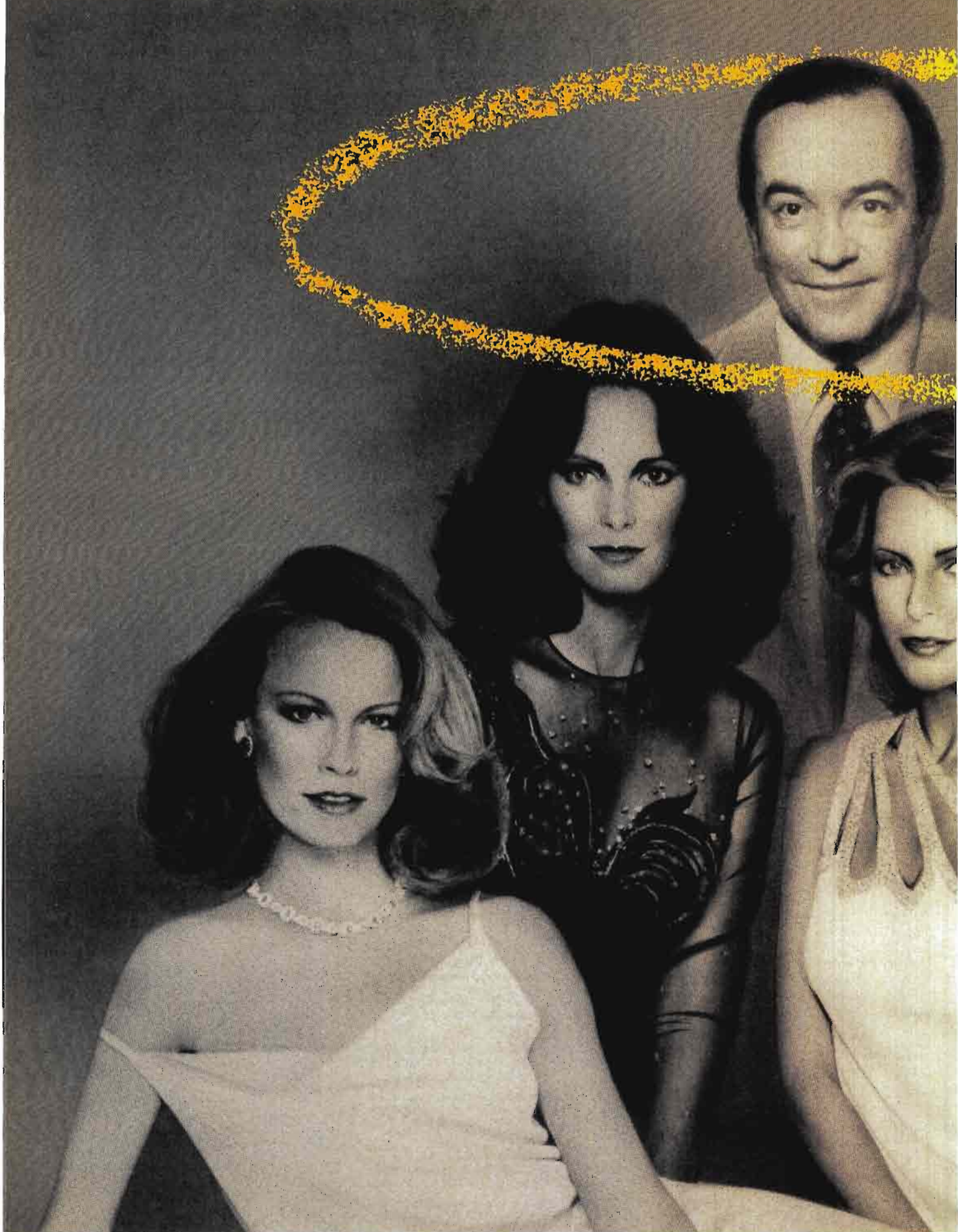
1200 West Broadway, Hewlett,
New York 11557 • (516) 569-6900

by arrangement with

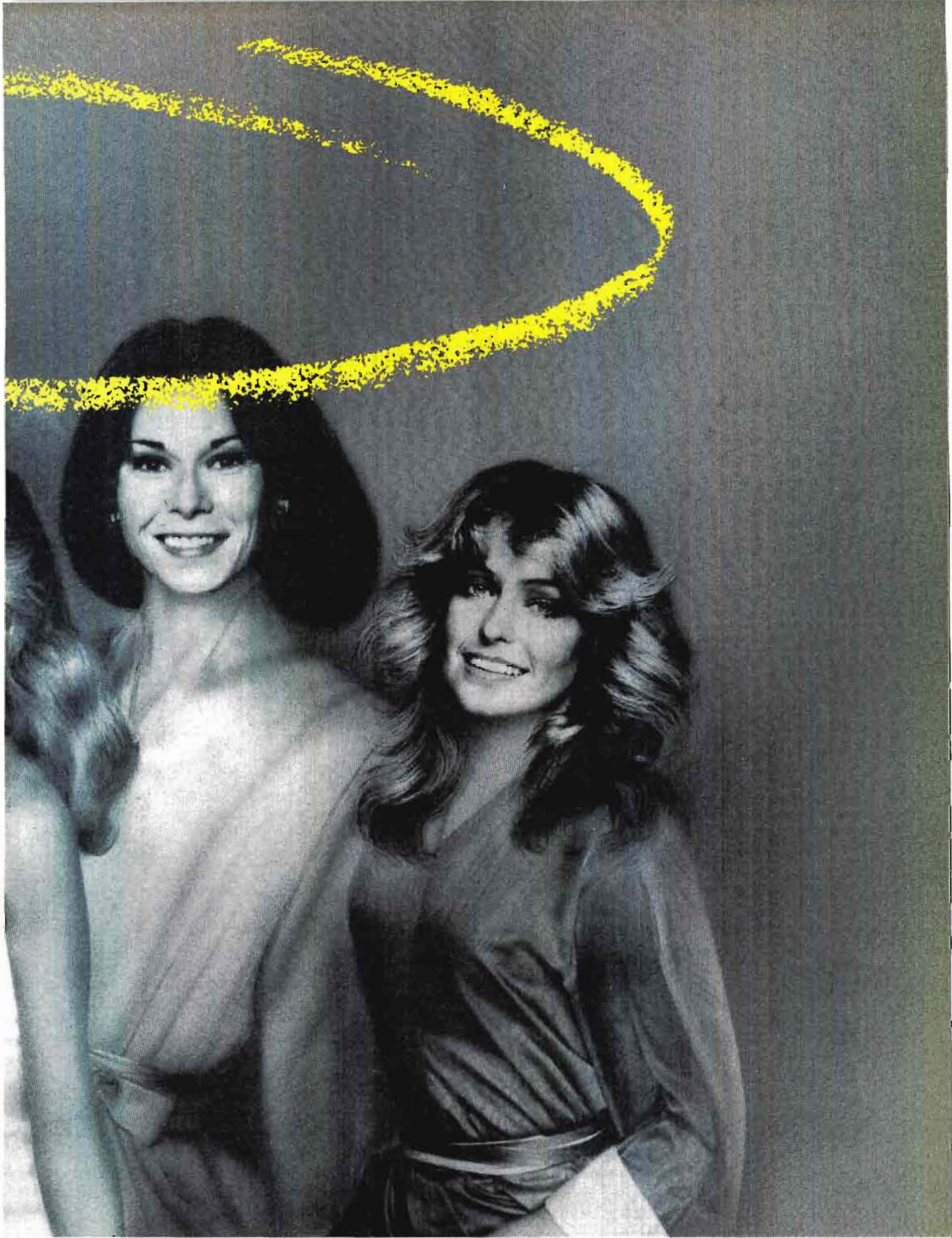


GRUNDY
INTERNATIONAL

San Francisco Hilton
Suite 1015
NATPE '80



Get the Angels on your side.



Call 213-995-1300. Ask for Charlie.

meeting. Crown Center hotel, Kansas City, Mo. Information: Tom Hunt, WCMU-FM, 155 Anspach Hall, Mount Pleasant, Mich. 48859; (517) 774-3105.

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

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

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

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

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

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

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

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

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

March 23-26—Advertising financial management

workshop. *Association of National Advertisers*, Sea Pines Plantation, Hilton Head Island, S.C.

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

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

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

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

Open Mike®

The real world

EDITOR: First, let me excerpt two short items verbatim from the Jan. 7 issue of your esteemed magazine.

From "Closed Circuit":

Price of squeeze

Country's 4,500 AM broadcasters would probably have to pay maximum of \$15 million to make necessary adjustments in transmitters if western hemisphere nations decide to switch from 10 khz to 9 khz channel spacing plan that is to be considered at conference of Region 2 countries in March. That is estimate of consulting firm of Silliman, Moffett and Kowalski, of Washington, retained by FCC.

Although costs for nondirectional stations would be minor, those for 1,300 to 1,500 stations operating directional antennas that would have to be adjusted would average \$10,000, according to study. Results are included in second report on Region 2 conference that FCC adopted in November but has not yet released.

From "Where Things Stand":

AM allocation. FCC has initiated rulemaking that could result in addition of 125 or more AM stations in clear and adjacent channels. Comments mostly supported maintaining clear channels (BROADCASTING, July 16, 1979). There also has been in-

creased discussion about converting daytime radio operations into full-time operations, with several actions pending: National Telecommunications and Information Administration has proposed reducing AM spacing to 9 khz to create more radio channels, and FCC has adopted staff recommendation to propose 9 khz position to State Department as U.S. stance at Region 2 conference this March (BROADCASTING, Dec. 17, 1979).

These are parlous times. A battalion of persons, most of whom have never run a broadcasting station or sweated a P&L statement, are plotting in their ivory towers to run you and me down the drain.

Another recent FCC pronouncement very seriously points to the prospect of reducing the present standard 200 khz FM channel allocations. The National Telecommunications and Information Administration, which appears to have the ability to recommend the wrong things with the unerring accuracy of a bird dog pointing in the wrong direction, naturally heartily recommends this step—in the interest of diversity, of which, apparently, we can never have enough.

Let's also take a look at another phase of these splendid proposals: the AM allocation business. Here is another example of the "let's not leave well enough alone" syndrome. At the outset AM is at a

disadvantage vs. FM in respect to the bandwidth of audio the listener can expect; therefore, of course, let's cut down this already limited bandwidth to 9 khz, so that when we license more stations maybe some underdog might get a grant in some small town so that the stations in the area can provide much poorer service, or possibly even go broke if changing frequency and directional tune-up doesn't beggar them first.

There are 4,554 operating AM stations and 4,194 operating FM stations, with 346 AM and FM CP's not yet on the air (as of Nov. 30, 1979) blanketing most of the U.S. with a babel of signals already, but by all means, let's have hundreds or thousands more. Don't forget too, that when we open up all the AM clear channels there's another Pandora's box we can open. We can degrade all service on the clears and have still more diversity, obviously "a consummation devoutly to be wished" above all others. And for the same reason let's also extend the AM band to 1700 khz, or 1900 khz. Thank heaven the recent World Administrative Radio Conference sensibly put the quietus to the 1900 khz further insanity, which—1700 or 1900—will obsolete all of the existing hundreds of millions of AM receivers.

While we are handing out the kudos to those who would give away my bread and butter and yours, let us not forget the Daytime Broadcasters Association, which has been feeding biased information assiduously to the press and the members of Congress for years about how very easy it would be to permit them all to operate full time or with considerably extended hours. It's only a lethargic bureaucracy which refuses to authorize the extended hours, you know. No problem—or at least no more of a problem than telling all of the automobile drivers in the country that in the future they may drive on either side of the street so that their freedom will be extended. And while we're at it, in the interest of greater diversity for all, let's abolish all red lights at street corners so

The Original

It's the original. Contemporary Beautiful Music, RPM's leading format since 1970. The brightest beautiful sound in America may still be available in your market. Call us collect and ask about "The Original" Contemporary Beautiful format, RPM's Contemporary Beautiful Music.

(313) 358-1040

rpm

25140 LAHSER RD., SUITE 232, SOUTHFIELD, MI 48075

that nobody has to stop any more.

Our company went to the bank some years ago, mortgaged its right arm (and some other portions of its anatomy), and borrowed a horrendous amount of money in order to take down one tower and put up four others so that we could earn the right to full-time operation. We dance the technical minuet regularly to keep that directional array "in spec." Not so for Ray Livesay and his Daytime Broadcasters Association. They want to trample on my nighttime limitation and make it worthless. In the process, their new nighttime operation would be clobbered with interference and would be worthless too, but they don't see that. Above all, they want to do it without working, or going to the bank. The Communications Act of 1934, as amended, refers to "the public interest, convenience and necessity." Ha, ha!

Here, then, are my further nominees for the hall of fame of those who are ready to take my living and yours, and turn it into a mess of pottage and red ink.—*Louis N. Seltzer, president, WCOJ(AM) Coatesville, Pa.*

If they can sell Slurpees ...

EDITOR: I nominate Bob Stanford's agency ("Monday Memo," Jan. 14) to produce the next series of Radio Advertising Bureau promotion spots selling the radio medium. They'll be great.—*Stephan T. Lindberg, vice president-general manager, Intermountain Network, Salt Lake City.*

Editor's note. Stanford wrote approvingly of results obtained from radio advertising by 7-Eleven stores.

More missing persons

EDITOR: Your Dec. 24 article, "How Many Missed In Motels?," brings to mind a questionable Arbitron practice. Personnel stationed on military bases and students living on college campuses are viewed by Arbitron as transients, and consequently are not surveyed. In many markets, military personnel and college students represent a significant economic element with substantial purchasing power. I suggest the industry goals committee review the situation and propose an affordable solution.—*Glenn R. Morgan, programing consultant, New York.*

Spaceman

EDITOR: I'm waiting for the day I can aim a dish 22,300 miles in space and receive a 24-hour-a-day, stereo adult contemporary format, live with switching tones after every record for insertion of local commercials, PSA's, weather, public affairs and, of course, local/regional news and time checks. The service should include an audio news service.

It may be "Buck Rogers," but some day, some enterprising, forward-looking group will put together such a service, and it will be extremely well received. It will allow more time and money for their subscribers to better serve their local communities

which, after all, is what it's all about. Go for it, someone.—*Lee Shoblom, president-general manager, KFWJ(AM)-KRFM(FM) Lake Havasu City, Ariz.*

Upset by the Parkers of the world

EDITOR: We sit here and allow ourselves to be buffeted about by various "groups" headed by individuals who are apparently unable to acquire positions of responsibility in this society which do not require rabble-rousing. I believe, for instance, that to allow Everett Parker of the United Church of Christ to spend his waking hours pursuing broadcasters and questioning the motives of all of us in the industry while representing a tax-free organization is ludicrous.

I believe that it's high time that broadcasters stood as one and called for the removal of the tax exempt status for churches. Only monies used in the direct performance of the church's duties should be tax exempt.—*Tom Joyner, president, WPVA-AM-FM Petersburg, Va.*

Errata

In Jan. 7 report on top 100 publicly owned companies in electronic communications, **Lee Enterprises'** broadcast operations account for \$33,375,000 or 29% of total revenues and 31%—not 94.85%—of its pretax income of \$30,563,000. In Lee broadcast holdings, WTAD is correct call letter of AM station in Quincy, Ill., and KFAB is correct call letter of AM in Lincoln, Neb. Also, Lee Enterprises no longer owns Blackhawk Films.

In top 100 listing for **Movielab Inc.**, in table and capsule description, company's earnings for the four quarters that ended Sept. 30, 1978, should have been \$1,092,865 and for the four quarters ended Sept. 30, 1979, \$2,076,720. The correct percentage increase should have been 90%. In addition, capsule should have precisely stated the quarters used in year-to-year comparison rather than leaving impression that this was calendar-year comparison.

In Jan. 14 "For the Record," following three **FM applications** were incorrectly listed as FM actions: Open Media Corp., Chicago, for 90.1 mhz; Mid-Acadiana Broadcasting Corp., Kaplan, La., for 97.7 mhz; and Tower Power Corp., Winnsboro, Tex., for 104.9 mhz.

Charmaine Meyer has been named news promotion director, wckt(tv) Miami, not promotion director as reported in "Fates & Fortunes" Jan. 14.

Jan. 17 regional meeting of **NBC-TV affiliates** was held at Miami, not Atlanta as reported in Jan. 21 issue.

PRISONER CELL BLOCK H



KAREN ANGELA TRAVERS
(nee Healey)

Born: 8-27-54

Distinguishing marks: burns on back

Conviction: murder of husband

Sentence: life

Karen killed her brutal husband and offered no defense at her trial.

The continuing
serial-drama of
women behind bars

SOLD:

KTLA
Los Angeles

Expanding from one hour per week
(8-9 PM Wed.) to two hours per
week (8-9 PM Tue. and Thur.)

Distributed by



Firestone

Program Syndication Co.

1200 West Broadway, Hewlett,
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GRUNDY
INTERNATIONAL

San Francisco Hilton
Suite 1015
NATPE '80

Monday Memo®

A broadcast advertising commentary from Sue Sawyer, advertising supervisor, AT&T, New York

New shows for those 'walking fingers'

If one were to name the advertising slogans or logos that have become legend over the years, the Yellow Pages "walking fingers" would rate high on the list. Developed for the Bell System Yellow Pages in 1962 by our advertising agency, Cunningham & Walsh, the walking fingers have been instrumental ever since in showing millions of consumers and businesses the value of turning to the Yellow Pages when they are in need of products and services. Now as we enter the 1980's, we're expecting to get more mileage than ever from those walking fingers.

Consistent with our new marketing-oriented organization, all of our national advertising activities are now directed toward Yellow Pages users. With renewed emphasis on the end user, broadcasting will be playing an increasingly vital role in the Yellow Pages' marketing message.

In the Bell System, we have some important goals that we keep before us to direct the thrust of our broadcast advertising activities. One is to provide the most information products and services to encourage use of the communications network. Another is to be the leader in offering traditional or untraditional products and services to satisfy the wants and needs of users. A third is to become more proficient in identifying and responding to changes in the marketplace.

We'd have a hard time realizing any of these goals without broadcasting's far-reaching impact. For a "product" with as broad a market base as the Yellow Pages, our target audience is the adult consumers—18-to-54-year-olds, concentrating on the 20-to-45-year-olds who are better educated, have incomes of \$15,000 plus, live in urban/suburban communities and have three or more family members. Given our budget, which has been increased from \$6.4 million to \$7.75 million for 1980, the most efficient way of reaching this group is through network television.

Yet I should point out that consumers aren't the only ones we are trying to reach. While the Bell System's national advertising program targets consumer usage (and business usage through print), our operating telephone companies direct their advertising at sales, through a combination of TV, radio and print advertising tied to sales canvass periods.

There's no question that our consumer usage advertising has some rub-off effect on directory sales advertising and vice versa. However, with our new 1980 advertising campaign, it will be the first time that a Bell System Yellow Pages umbrella look



Sue Sawyer has been with AT&T in various advertising posts for the past 16 years. Her initial assignment was in television, on *The Bell Telephone Hour*. As advertising supervisor for AT&T, one of Sawyer's principal responsibilities is advertising for Bell System Yellow Pages. She is based in New York.

will characterize both consumer and sales advertising, enabling each type of advertising to more strongly reinforce the other.

It's important to note that our basic advertising strategy has not changed—it continues to position the Bell System Yellow Pages as the most convenient, comprehensive, helpful and reliable way to solve product and service shopping needs under all situations—at home, away from home and in the office. And our focus has not changed either—it remains on the three areas of prime importance to consumers: personal energy conservation, personal time conservation and natural energy conservation. What could be of more timely importance than those three elements? After all, with more and more women in the labor force, who has the personal time and energy to spend driving around shopping? So, without changing any of the basics, we decided to home in more clearly on those three relevant areas, freshening the walking fingers message with a change in our creative.

Playing off what are already the unique Bell System strengths—the directory and the telephone—we decided to enhance the walking fingers message with the addition of "The First Step" to prompt the usage impulse with a call to action. "The first step. Let your fingers do the walking" is our new national advertising signature in 1980. Our commercials will present situa-

tions in which the clear implication is that the use of the Yellow Pages and a phone call are the first step toward solving specific as well as a broad range of problems.

For example, in one of our new commercials, three little girls are trying to decide what to do for their parents' anniversary. After running through the conventional ideas—a new frying pan, flowers—they decide upon a dinner at a romantic restaurant. "Where are we going to find some place like that?" asks one. "Hold it! Hold it!" her sister says. "The first step is the Yellow Pages." As the girl reaches for the Yellow Pages, and flips to an ad for The Viennese Waltz restaurant, an announcer's voice cuts in: "The Bell System Yellow Pages, the first step in helping a dream come true. Before you waste time and energy, take the first step." Then the commercial cuts to our new animated tag produced by Bob Able: "Let your fingers do the walking through the Bell System Yellow Pages." The final scene shows the little girls with their parents enjoying themselves at The Viennese Waltz where one of the girls says, a bit nervously: "Daddy, we may have to borrow some money."

We always do pre-testing of our commercials to enable us to pinpoint those areas that need adjustment before spending production dollars. Our "First Step" campaign, consisting of the "situation" commercials, tested very well and began running during early network news and sports programs the first of the year. In this way we reach the kind of audience we want—about 60% men and 40% women.

In our sports programming, we'll be continuing our successful *Olympic Moments* segments which began in September 1978. Also, since July of 1979 the Bell System has been the exclusive sponsor of the "Sportsman of the Week" feature every Tuesday morning on NBC's *Today Show*. Both these sponsorships feature a live billboard opening, followed by a two- to three-minute sports segment, followed by a 30-second commercial.

We think these sponsorship packages are great because they're such an appropriate platform for our message. After all, sports are very popular and with the nice variety of sports we buy—tennis, golf, football, baseball, basketball—we reach a good cross-section of our target market, both men and women.

Given our unique product, the Yellow Pages, the kinds of programs we choose to advertise on, and the nature of the audience these programs reach, it clearly makes sense for the Bell System to tell its story through broadcasting.

All pros. No cons.



At Eastman Radio, you find only the most professional, knowledgeable sales reps. Men and women who deal with you on an open, honest level.

Honest. They won't ever give you a con job. And that's no coincidence. We work hard to make sure our reps turn out that way.

First off, we hire only bright, eager-to-learn young people. Then they undergo an extensive training program—working side by side with our older, more experienced salespeople. “Chemistry” is the only way to describe

how they interact, in a learning system that works better than any we've ever seen.

The going gets pretty tough, too. Knowing the information is just half of it. Being able to apply it is something else. Our reps have to be on top. Know what's happening right now. With the stations, their markets, and their competition.

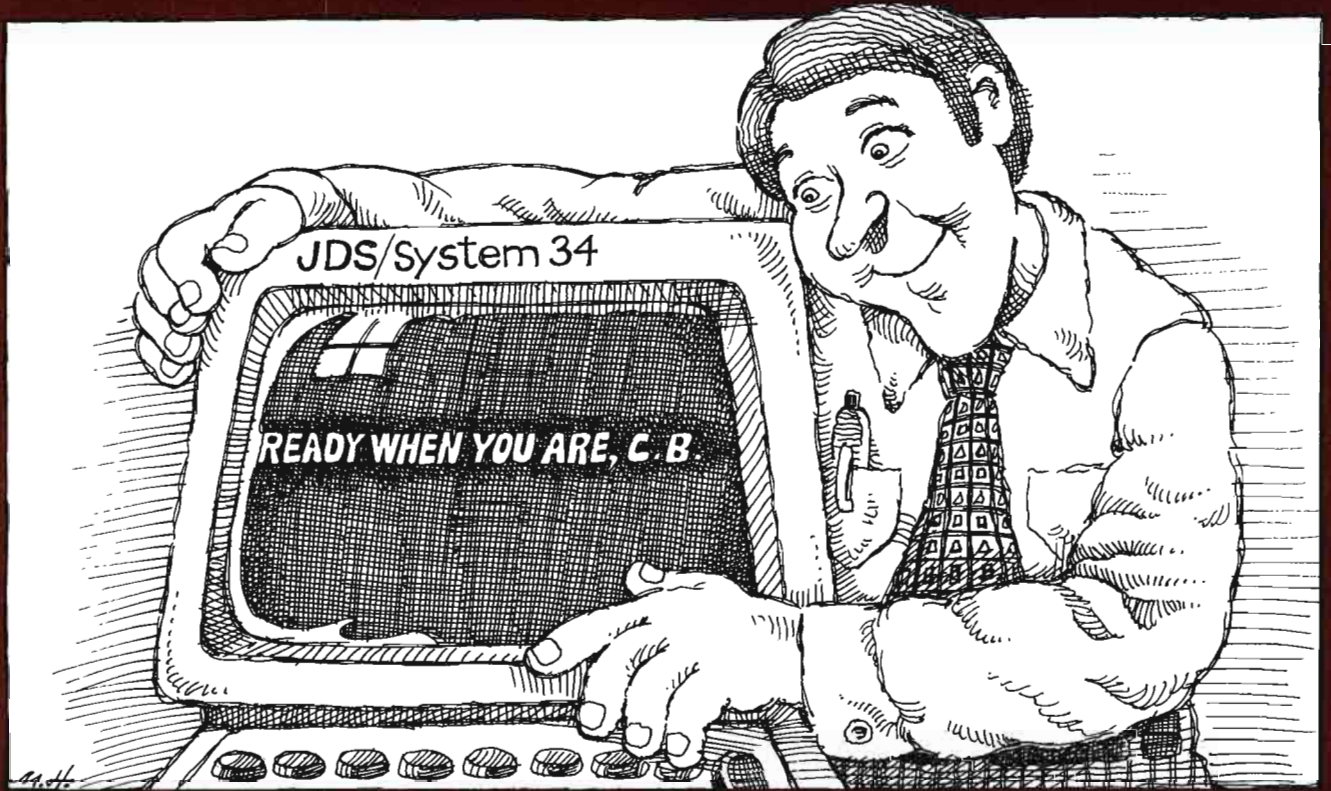
The end product? More aggressive, confident, professional sales reps. So when we say Eastman sends you their best, we mean it.

All pros. No cons. Two reasons why Eastman Radio is different. And better.

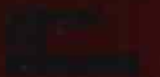


We do things differently.

THE SYSTEM YOU'VE BEEN
WAITING FOR. FOR COMPUTERS
YOU HAVE TO WAIT FOR.



Jellerson Data Systems



Broadcasting Jan 28

Vol. 98 No. 4

TOP OF THE WEEK

FCC lifts three RKO licenses; 13 others are now in jeopardy

Close relationship with parent General Tire leads to decision; court appeals are certainty as \$400 million in properties are affected in commission's 4-3 vote

In a decision that sent concern through the broadcasting industry, the FCC last Thursday declared RKO General Inc. unfit to be the licensee of its television stations in Boston, New York and Los Angeles.

In a four-and-a-half hour, closed-door session, the commission decided, in a 4-3 vote, that RKO and its parent company, General Tire, are so closely interlocked that the misconduct of one was shared by the other.

The specific case before the commission was the license renewal of RKO's WNAC-TV Boston, a CBS affiliate. The misconduct in question—documented by General Tire itself in a report for the Securities and Exchange Commission—involved bribery of officials of foreign governments and illegal political contributions. The SEC case charged General Tire and its president, M.G. O'Neil, with a variety of illegal acts in the U.S. and abroad. It was settled by consent decree.

The FCC decision on WNAC-TV also applies to WOR-TV New York and KHJ-TV Los Angeles, whose renewals had been conditioned on the Boston case.

But other far-reaching questions have yet to be answered. How can the FCC majority that held RKO unqualified as a licensee of three stations hold otherwise in regard to RKO's other 13 broadcast properties—whose renewals have also been conditioned on the outcome of the Boston case? That majority—Chairman Charles Ferris and Commissioners Tyrone Brown, Joseph Fogarty and Anne Jones—has asked for pleadings on that question from RKO and other interested parties. Riding on the decision: an estimated \$400 million.

Another far-reaching question is how this decision will affect other corporations convicted of similar wrongdoing and also owning broadcast properties. RKO's plead-

ings to the FCC listed 15 companies that control or own substantial interests in more than 100 broadcast stations and that have made SEC disclosures of "questionable payments:" ATO, Columbia Pictures Industries, Diamond Shamrock Corp., General Electric, Fairchild Industries, GAF Corp., Gulf & Western Industries, John Blair & Co., Metromedia, National Distillers & Chemical Corp., Rollins Inc., Schering-Plough, The Signal Companies, 20th Century-Fox and Westinghouse.

Ferris said he "knows of no other multiple-owner that fits under the rationale of this decision," which, he explained, was the "nexus between the parent company and the subsidiary."

Not only was the same person—Thomas O'Neil—chairman of the board and chief executive officer of both companies, but of particular concern to the commission was a trade relations program involving reciprocal dealings. The FCC found that

These additional activities "were even more serious," the FCC noted, "because they were part of an attempt by General Tire and RKO to prevent the FCC from gaining full knowledge of the illegal activities undertaken by General Tire at a time when the commission was actively considering the renewal of RKO's license."

Jones, considered to be the swing vote in the case, said: "If there is any truth to the concept of a trustee, these people just went too far." She said she is "nowhere near the position that the 'sins of the parent company are visited upon the child.' However, if the 'child' is a puppet—that's different."

Abbott Washburn, who dissented along with Commissioners Robert E. Lee and James H. Quello, disagreed. He called "the connection between General Tire's misdeeds and RKO's broadcast service to the public . . . tenuous at best." He added

High stakes. The 16 RKO General radio and television licenses jeopardized by last week's FCC decision are worth, collectively, more than \$400 million on the open market. That, at least is the consensus of industry observers canvassed by BROADCASTING last week. Market-by-market, the total breaks down this way: New York—WOR-TV \$100 million, WOR(AM) \$30 million, WXLQ(FM) \$12 million; Boston—WNAC-TV \$95 million, WRKO(AM)-WROR(FM) \$10 million; Los Angeles—KHJ-TV \$75 million, KHJ(AM)-KRTH(FM) \$20 million; Memphis—WHBQ-TV \$40 million, WHBQ(AM) \$4.5 million; Washington—WGMS-AM-FM \$7 million; Chicago—WFYR(FM) \$6 million; San Francisco—KFRC(AM) \$10 million, and Ft. Lauderdale—WAXY(FM) \$4.5 million.

General Tire and RKO tried to pressure companies into placing advertising with RKO stations as a condition of doing business with General Tire. Although RKO settled the matter with the Justice Department in a consent decree in 1970, the FCC decision was based on the nature of the misconduct and its reflection on the close relationship between General Tire and RKO.

Furthermore, the FCC found that, between 1972 and 1977, RKO knowingly filed inaccurate information with the FCC regarding trade and barter transactions, and that RKO intentionally concealed this information. In a statement released last Thursday, the FCC said it also found "that RKO failed to notify the FCC promptly about a formal SEC investigation into the alleged improprieties of its parent corporation and that RKO filed pleadings with the commission designed to mislead the FCC."

that the decision "derails a very good solution to the contested ownership of WNAC-TV Boston, where agreement had been reached with a fine group of citizens, New England Television, to take over the station and upgrade its programming. Sadly, too, this action of the commission does little but assure many more years of litigation in a proceeding that has already dragged on for 11 years."

Quello said the commission "is indulging in gross bureaucratic overkill . . . the sole judicial decision rendered in the 11-year proceeding was by the FCC Administrative Law Judge who found the licensee qualified." (Another ALJ, in the KHJ-TV case, had found RKO unqualified. That holding was overturned by an earlier FCC.)

A spokesman for General Tire, in Akron, Ohio, called the decision "shocking," and said the company intends to ap-

peal "as soon as is feasibly possible." RKO's board was holding its bimonthly meeting in Florida last week when the FCC decision was handed down.

New England Television, the company resulting from the merger of Community Broadcasting of Boston and The Dudley Station Corp., formerly rival applicants for WNAC-TV's channel, had offered to buy WNAC-TV from RKO for \$54 million (BROADCASTING, Aug. 28, 1978), with a proposal to the FCC for "quality programming." A spokesman for NETV said the decision was a "great disappointment."

Hub Broadcasting Inc., which entered the picture last fall with a proposal that the commission resolve the long-standing litigation by denying RKO's renewal and opening the channel for new applications by Hub and others, was "pleased" with the decision, but will wait until it sees the FCC's order before moving further.

Moscow Olympics head down tubes; ABC lands rights to '84 winter games

House strongly backs Carter call for boycott; upwards of \$90 million is price for Sarajevo competition

ABC all but captured TV rights to the 1984 winter Olympics in Yugoslavia last week while pressures mounted in the U.S. for a boycott, if necessary, of this year's summer Olympics in Moscow.

With a bid unofficially said to be about \$91.5 million, ABC bested CBS in the competition for the 1984 Yugoslav games, to be centered at Sarajevo. NBC, with

millions riding on the outcome of the controversy over U.S. participation in the Moscow games, announced just before the Sarajevo bidding started late Wednesday that it would not participate. ABC said its 1984 Olympics winter coverage would exceed 60 hours, most of it prime-time.

Even with a \$90-million rights fee, ABC would be paying more than double its estimated outlay of \$40 million for both rights (\$15.5 million) and production (\$24.5 million) at the winter games at Lake Placid, N.Y., next month (Feb. 12-24). The Yugoslav award, by the Yugoslav Olympics Organizing Committee, is subject to ratification by the International Olympics Committee, but this generally tends to be perfunctory.

ABC reportedly agreed to prepay 18%—\$16.5 million—of the rights fee, with the rest presumably payable in installments to 1984.

CBS was said to have come close to matching the ABC bid. A CBS source, without confirming that report, said one big hang-up for CBS was a demand for advance payments. "They wanted a lot of money up front," he said, "and we decided in advance that we were not going to put a lot of money up front—the world and Olympic situation is too precarious."

ABC officials declined to discuss terms of their agreement, including the rights fee, but said the contract will contain adequate protection for ABC in case the 1984 games are canceled. Olympic officials have insisted that a U.S. boycott of the Moscow games could imperil the entire Olympics movement, including the 1984 summer games at Los Angeles, for which ABC is paying \$225 million in rights fees.

The unsettled nature of both world and Olympics situations was cited by NBC as making this "a particularly inappropriate time" for the Yugoslav negotiations. It "reluctantly" withdrew after its request

for a 60-day postponement was turned down.

The negotiations came in a week in which President Carter twice called for the Moscow games to be moved, postponed or canceled, and in which the House of Representatives adopted a 386-12 vote resolution to the same effect. The Senate was expected to pass a similar resolution this week.

Ironically, President Carter first spelled out his position on NBC. "Regardless of what other nations might do," he said in a Jan. 20 appearance on that network's *Meet the Press*, "I would not favor the sending of an American Olympic team to Moscow while the Soviet invasion troops are in Afghanistan."

Nor would the American people favor it, he said—and said it again in his televised State of the Union message to Congress Wednesday night.

He also called upon the U.S. Olympics Committee to propose transfer, postponement or cancellation to the International Olympics Committee. And he was reported to have written to leaders of 100 countries seeking their support.

Neither appeal seemed to get much unqualified support. Lord Killanin, president of the IOC, said Carter's action was "hasty" and a "tragedy." Killanin reiterated that to move the games was impossible.

Robert J. Kane, president of the U.S. Olympics Committee, took the same stance in an appearance Wednesday before the House Foreign Affairs Committee. Kane also predicted a U.S. boycott would destroy the Olympics movement because the Russians would probably boycott the 1984 games in Los Angeles in retaliation for the U.S. action.

Kane told the committee, however, that his organization would be guided by Congress. "I can't imagine," he said, "that

InBrief

Television Ratings Policy Committee has been formed by Television Bureau of Advertising to respond to broadcasters' ratings-related needs on continuous basis. Members of committee are Walter A. Schwartz, Blair Television, chairman; Vincent DeLuca, WTEN-TV Albany, N.Y.; Lloyd Werner, Television Advertising Representatives; James A. Landon, Gannett Co.; Lawrence J. Pollack, WPVI-TV Philadelphia, and Harvey Spiegel, TVB. Committee was established in line with recommendations by Booz, Allen & Hamilton, management firm, and will represent industry in TV ratings matters, including methodological issues; assessment of rating services; performance; assistance to individual broadcasters and reports to members on ratings activities.

FCC's RKO General decision came as surprise to financial community, most of whom were expecting, in words of one analyst, "wrist-slapping" by commission. General Tire felt market heat, closing Friday at 18.625, down 4.125—off almost 20%. Analysts chided FCC as "inexperienced regulators" with "analogous attitude to that of the FTC." Real unfairness of action, said one, is that "thousands of innocent stockholders lose substantial amount of their equity."

Sony Corp. announced on Friday marketing of world's first **charged-coupled device (CCD) color video camera**. Totally solid state image sensor replaces conventional vacuum tube. Weighing only 2.8

pounds, Model KC-L camera will get first use in Nippon Airways 747's, giving passengers "bird's-eye view of passing scenery."

FCC will be disappointed in President's fiscal 1981 budget to be submitted to Congress today. Commission had sought increase of some \$10 million over \$76,892,000 available in fiscal 1980. But officials expect increase of less than \$1 million, not even enough to keep up with inflation. Number of positions authorized in budget remains same as for 1980—2,261.

Republican presidential candidates have been invited to participate in discussion of issues on March 3 over Ted Turner's **superstation, WTBS(TV)** Atlanta. Invitation, latest in series that have been issued to candidates, was extended by Ripon Society, liberal Republican research and policy group. WTBS, whose programming is carried by more than 1,500 cable television systems throughout country, will donate time for event. Henri Pell Junod Jr., Ripon chairman, noted that March 3 date is one day before primaries in Vermont and Massachusetts, five days before primary in South Carolina and eight days before primaries in Alabama, Florida and Georgia.

Russians pulled plug on ABC News transmission from Moscow last Wednesday. Charles Bierbauer piece with mother-in-law of exiled Nobel Prize-winner Andrei Sakharov and another with dissident Soviet Jew was blacked out, first time for such event in years, ABC News said. Network, however was prepared: Slide proclaiming "**Picture censored by Soviet authorities**" was promptly cued.

with the national interest involved, the U.S. Olympics Committee would ever be in a position other than in accord with the Congress of the U.S."

Australia and New Zealand, too, supported the proposal to move the games out of Moscow. Britain and Canada had already made similar proposals, as had Saudi Arabia. Indications of support also were reported from Egypt, Djibouti, Fiji, the Netherlands and Qatar. But France was depicted as strongly opposed, and Austria, Belgium, Denmark, Finland, Israel, Japan, Sweden and Switzerland were said to have replied either that they wanted to consult with other countries or that the decision is in the hands of their Olympics committees. China indicated it would go along with the majority of Olympics committees of other countries.

Deputy Secretary of State Warren M. Christopher, appearing before the House Foreign Affairs Committee, insisted that "there are 20 or more nations at least that will support us—maybe more than that by the end of the day." But if necessary, he said, the U.S. should stick to its principles and go it alone.

Christopher denied that it was too late to move from Moscow. "If the will were there to do it," he said, moving the games to an alternate site or sites could be done "within a month." Emphasizing the importance of the Olympics to the USSR, he said that moving them "is probably the strongest single step we can take to persuade [the Russians] to withdraw the troops from Afghanistan."

Polls indicated popular support for the boycott principle. *Newsweek* said a special Gallup survey of 518 people found 56% favored a U.S. boycott of the games if held in Moscow. The *Washington Star* said a boycott was favored by 86% of 2,666 readers who responded to a questionnaire.

NBC continued to keep a low profile,

but issued this statement to those who asked: "NBC will continue to be guided in making its plans for the 1980 Olympics by the policies and regulations of the U.S. government. There is a higher calling involved here than NBC's own interests. We do have insurance on our investment. If the games are not broadcast, NBC will reinstate regular programming. We have an ample inventory and would have an entirely ample opportunity to promote our fall 1980 schedule."

While the week's news seemed to go against U.S. participation in the Moscow games, there were two heartening notes for ABC and next month's Lake Placid games: It began to snow in Lake Placid, covering the brown and green slopes, and (2) the Moscow publication, *Sovetsky Sport*, reported that Russian athletes would not boycott the Lake Placid games even if America decided by then to boycott the Moscow events. The paper had some bad news with the good, however, hinting that if the U.S. boycotts Moscow, there may be international sanctions against U.S. participation in the 1984 Olympics at Los Angeles.

A time for fine tuning within NAB

Approved in Palm Springs: bigger budget, staff reorganization, study of sexual attitudes looking to contraceptive ads; Thurston DSA

It was the fourth National Association of Broadcasters joint board meeting in a year, and a scaled-down agenda—as well as near-perfect California desert weather—

kept most of the daily meetings at Palm Springs' Canyon hotel agreeably short and to the point. The board endorsed a reorganization plan designed to begin realigning its Washington operations this year and approved an expanded version of a proposed study of public attitudes on human sexuality that could lead to the advertising of contraceptives on radio and television.

In part due to the arguments of Alfred Schneider, ABC Inc., the board voted 27-11 to conduct a \$50,000 study on contemporary American sexual attitudes. In addition, the board approved up to \$35,000 for a study of public attitudes toward personal-care products advertising. The board also will solicit contributions from broadcast groups and networks to supplement the \$35,000 authorization. According to NAB President Vincent Wasilewski, the board's decision to proceed with the study did not necessarily reflect the desire of any of the members to run such advertising. "I never heard anyone say they would run these ads," Wasilewski said.

According to Arnold Lerner, chairman of the radio board, "We see the two [contraceptives and personal-care products] as linked in the sense that they involve an acceptance by the public of these kinds of advertising."

There were actions by both TV and radio boards last week and by the joint board. Among them:

□ The joint board approved a \$6,967,633 budget for 1980—a 13.4% increase over last year. The approved budget was \$20,000 over that submitted to the board by the budget committee, reflecting a board decision to fund a legislative liaison committee that had not been included in the proposed budget. Principal expenditures for the coming year include: \$1,558,236 for station services, up 11.4%;

Capital Cities Communications is making **first foray into cable television**. Group broadcaster has announced acquisition of 80% interest in Omnicon of Michigan, holder of franchises in four Detroit suburbs. Systems haven't been constructed, but company expects to begin building in March and eventually pass 20,000 homes. Last September, Capcities formed cable division under presidency of Noel Smith.

□ **Chrysler will begin national advertising campaign** this week that is heavy on network TV, but supported by spot. Effort will promote package of guarantees being offered auto purchasers. Spokesman for agency, Kenyon & Eckhardt, said campaign will be used intermittently throughout year, and radio is being considered for later date.

□ **Gannett Co., Rochester, N.Y., diversified communications company, has acquired Gateway Productions**, New York, maker of TV documentaries and business films, and latter's affiliated Filmpower, which does post-production film and videotape work.

□ FCC voted unanimously last week to **deny license renewal of KDIG-FM San Diego** on grounds that station's principals misrepresented in stations program logs amount of local news and public affairs aired during 1971-74 license period and showed lack of candor during FCC investigation of matter.

□ Preliminary decision of Connecticut's Division of Public Utility Control is

that Los Angeles-based Times Mirror Co. must **sell either its cable franchises in Hartford and Meriden, or "The Hartford Courant."** When company bought *Courant* last summer, utility commission announced intent to review cable franchises, which were granted in 1978, on concentration of media grounds. Written decision is expected by end of February.

□ Reach of Group W Productions' *PM Magazine* will **extend to top two television markets** beginning June 2 when Metromedia's WNEW-TV New York and KTTV Los Angeles begin airing magazine-format strip. Stations, both independents, will air show at 8 p.m.

□ House Communications Subcommittee met last week to **review substitute bill for H.R. 6121, Telecommunications Act of 1980**. Substitute bill, containing consensus amendments from subcommittee members, was introduced by Timothy Wirth (D-Colo.) at last Wednesday's meeting. Bill, which is rewrite of common carrier provisions of 1934 Communications Act, has received support from National Telecommunications and Information Administration. FCC Chairman Charles Ferris, however, in letter to Representative Harley O. Staggers (D-W.Va.), expressed reservations about bill, saying it will encourage AT&T to use its monopoly power to drive competitors out of market. Albert Gore (D-Tenn.) worked closely with Wirth and Subcommittee Chairman Lionel Van Deerlin (D-Calif.) to insure rural interests were protected in bill. Markup is scheduled to start tomorrow (Tuesday).

\$456,985 for public affairs, up 8%, and \$342,267 for research, up 40.3%.

The government affairs department also received a substantial (16.9%) increase from the \$561,290 last year to \$656,453 for 1980. The expenditure for the new liaison committee was included in the government affairs budget.

Income for 1980 is expected to rise 9.9% to \$7,006,100. The largest percentage of that will come from radio and television dues. Radio dues are expected to reach \$2,503,600 while television station contributions will reach \$2,592,000—both up 6.9% from last year. The NAB expects to receive \$105,000 from its publications this year—up 90.1%—and \$1,250,000 from its annual convention, up 39%.

□ The board approved the recommendations of the association's so-called Futures Committee, headed by TV Board Chairman Bob King, of Capital Cities Communications, Philadelphia. Designed to realign and streamline NAB's internal structure, the study included a suggestion that the station services department be changed to the broadcasting department, headed by a senior vice president and five other vice presidents—television, radio, station services, membership, and minority and special services. Furthermore, the report suggested that the annual convention and other NAB sponsored meetings "be clearly placed under the direction of" the association's executive vice president and general manager.

The report also suggested that the association give "serious study" to the question of the size of the radio board, which some association members feel may be too large; establish a "blue-ribbon" panel of industry leaders charged with taking a "probing look at the radio and television industry on a long-range basis (10 years or more) and to report their observations to NAB"; adopt a procedure allowing for annual plans of goals and objectives from each of the NAB departments with formal reviews of each department's progress as often as each quarter; establish an in-house data-processing operation, and set up senior vice president positions in the public affairs, engineering and code authority departments.

□ Wednesday's radio board meeting saw that group passing a resolution of concern on the issue of 9 khz spacing in the AM band. The board, chaired by Arnold Lerner of WLLH(AM)-WSSH(FM) Lowell, Mass., said it "is concerned that the FCC has adopted a position for the U.S. on 9 khz spacing for the forthcoming Region 2 Administrative Radio Conference without the benefit of adequate engineering and economic studies." The resolution also urged that the U.S. and other countries participating in the upcoming conference in Buenos Aires "defer resolution of the 9 khz question until a full actual record, including comprehensive engineering and economic studies, has been compiled." (The board also is entertaining a plan to send along an NAB board member or another prominent broadcaster to bolster

the association's representation at the conference. Suggested: President Wasilewski and Arch Madsen of Bonneville.)

In other actions, the radio board took under advisement a number of proposed changes in its bylaws designed to reflect the growing number of radio networks, each of which, under present rules, would be allowed a seat on the board. There is concern that a proliferation of network votes could create an imbalance of network and station representation. Suggestions submitted by John H. Lemme, KTLF(AM) Little Falls, Minn., included: minimum numbers of affiliates or owned stations for a board seat, requirements that networks have affiliates in a given number of states, a fixed number of network seats that would be rotated and a requirement that networks provide service to not more than one station per market. Board members were asked to have their comments on the proposals prepared by the NAB convention in April, with board action to take place at the June meeting.

By a 16 to 10 vote, the radio board rejected a request by Ben Hoberman, president of ABC Radio, to provide \$17,000 to the Radio Advertising Bureau to help cover the costs of its "Radio Is Red Hot" promotional campaign. Although generally supported by larger stations, groups and networks—including Martin Rubenstein, president of Mutual Broadcasting—small stations and non-RAB affiliates helped defeat the proposal.

□ The board also adopted a position on direct-to-home broadcasting, saying only Congress has authority to determine the "terms and conditions under which it may become operational." It called such broadcasting "inconsistent with the system of local television and radio station licensing and regulation which was provided by the 1934 Communications Act." NAB also said it will "actively" participate in any proceedings to "bring its views to the attention of the proper authorities," and urged all its members to do the same.

□ Donald Thurston, president of Berkshire Broadcasting, North Adams, Mass., and immediate past chairman of the NAB board, was selected for this year's Distinguished Service Award—NAB's choice of the individual it feels has contributed greatly to the industry during his lifetime. Among his major accomplishments as chairman was establishment of the Minority Investment Fund to aid minorities in purchasing broadcast properties. He will receive the award April 13 at NAB's Las Vegas convention.

□ At the prodding of Jerry Lee, WDVR Inc., Philadelphia, the board approved the establishment of a new committee that will study the ramifications of the new video technology in the broadcast business. No members were selected last week. They will be named by Wasilewski.

□ It was announced that George Bartlett, NAB's vice president for engineering, will retire after the association's April convention. No successor was announced.

Campaigning at the commission

Quello makes headway in search of support for reappointment: unexpected endorsements from Hispanics and evangelicals

FCC Commissioner James H. Quello, who fooled many people when his unabashed campaign for the post won him appointment to the commission seven years ago, may be in the process of fooling folks again. His efforts to win reappointment seem to be meeting with at least initial success.

Quello is said to have done "very well" in an interview last week with administration officials who are participating in the search for a candidate to recommend to President Carter for the seat Quello now holds. His term expires June 30.

At least equally important, Quello is being supported for renomination by some Hispanic-American broadcasters—that in the face of Hispanic-American pressure on the White House to appoint a Hispanic-American to Quello's seat. That pressure, particularly in an election year, was seen as a major threat to Quello's hopes for reappointment. But with at least some Hispanic-American broadcasters, Quello's background of some 30 years in their business appears to count for more than the ethnic issue.

It certainly counted with the National Religious Broadcasters. Its board of directors adopted a resolution at the NRB convention last week urging Quello's reappointment. The reason for what was said to be an unprecedented action was the board's interest in retaining on the commission a member with broadcasting experience.

Nor was the board content with simply adopting a resolution. NRB's first vice president, E. Brandt Gustavson, of the Moody Radio Network, passed word of it to President Carter at a breakfast meeting on Tuesday.

The Quello interview—a routine preliminary in the consideration of candidates the White House regards as serious contenders for appointment—was conducted by Rick Neustadt and Steve Simmons, of the White House domestic council; Edward Cohen, deputy director of the Office of Consumer Affairs, and Christie Evans, of the presidential personnel office. Henry Geller, administrator of the National Telecommunications and Information Administration, stopped in briefly.

The characterization of the interview as having gone "very well" was offered by someone familiar with what took place in the hour-and-25-minute meeting. Quello himself described the session as "very friendly."

Quello, who retired as manager of WJR-AM-FM Detroit in 1972, that year began a

campaign for the nomination to the FCC. His chances were regarded as virtually nonexistent. But he eventually won the support of broadcasters and friends in Congress and nomination by then-President Nixon, in 1973. And his confirmation by the Senate was not achieved until his supporters had beaten back an effort by citizen groups to defeat it.

Quello's hopes for reappointment have been bolstered by some 50 letters of support that broadcasters and members of Congress have sent to the White House. Of particular interest were the letters from the Hispanic-American broadcasters.

For all of the controversy over the issue, the White House search team reportedly is not—at least not yet—focusing on Hispanic Americans exclusively as a possible replacement for Quello. One official said the team, which does not yet have plans for interviews with other FCC hopefuls, is looking at a "general mix of people—no specific group is being singled out."

Nevertheless, the Hispanic-American community's hopes for representation on the FCC—hopes that have been expressed at least since the mid-1970's—have led observers to speculate that 1980 is probably the Hispanic-American community's year.

(After all, although Quello is a Democrat, he is not a Carter appointee. And, except for some recent votes that seem to have been cast with one eye on the White House, he has not been generous in the support he has given on key issues to Chairman Charles D. Ferris, who is.)

But then there is the letter that Ed Gomez, of KABQ(AM) Albuquerque, N.M., president of the Southwest Spanish Broadcasters Association (which he said

includes 14 of 18 Hispanic-owned radio stations in the country), sent to Robert Strauss, the White House trouble shooter who is now President Carter's campaign manager. It says the group realizes the President "is under great pressure to appoint a Hispanic commissioner." But, it adds, "as broadcasters, we feel that it is necessary to maintain at least one person on the FCC who is knowledgeable in the industry. Mr. Quello's presence is of great importance to all broadcasters." Indeed, Gomez said the group would greet a Quello nomination as enthusiastically as it did Carter's appointment of Edward Hidalgo to the highest post now occupied by a Hispanic American, secretary of the Navy.

Quello's experience was stressed also in letters to Strauss and Hamilton Jordan, White House chief of staff, from Herbert M. Levin, vice president and general manager of WQBA-AM-FM Miami, and Julio Rumbaut, manager of the FM outlet. Both stations provide 24 hours of Spanish language programming for Miami's heavily Cuban population.

Levin, besides citing Quello's experience, made another point as well: "Arbitrary quota setting is repugnant to me as an American, a Jew, and a Spanish radio broadcaster who for years has fought long and hard for minority rights."

The issue has even caused a split in the National Association of Spanish Broadcasters, which was recently organized by Rene Anselmo of Spanish International Broadcasters and which now claims 55 members. Nelson G. Lavergne, chairman and executive officer of WADO(AM) New York, resigned as chairman of NASB because of what he said was its effort to have

Quello replaced with a Hispanic.

"The need to replace . . . Quello and the motivation for a concerted effort to do so is at least questionable," Lavergne said in a letter to Jordan. He said it is in the best interests of all minority investors "to retain knowledgeable, responsible commissioners at the FCC," and added: "It is of the utmost importance that self-serving pressure groups be resisted if they attempt to replace competent officials with their own spokesmen to promote individual interests without concern for the public."

Lavergne, who is a Puerto Rican, told BROADCASTING that NASB meetings were given over to discussions of possible Hispanic American successors to Quello. He said he did not think that to be NASB's function. But in any case, he said, none of the individuals mentioned in the meetings were qualified. "They couldn't even hold a candle to this man [Quello]," he said.

(Levin is on the board of NASB, but he said he did not feel it necessary to resign, even though he disagrees with its efforts to find a Hispanic American to replace Quello.)

As for Anselmo, he said he is in an awkward position. "I'm a supporter of Quello," he said. "He's a great commissioner." But, he added, "the Spanish community feels there should be a Hispanic American" named to the post. "Who are we pushing for—ourselves or the [Hispanic-American] people?"

But he conceded the NASB has been unable thus far to generate names of persons whom it considers to be qualified: If the group, which has been working with the Hispanic-American community on the matter, fails, he said, "we could push for Quello."

Was there a Waterloo in Iowa?

For Ronald Reagan, many think so, with media aloofness held a big reason; Carter and Bush the most conspicuous winners; now it's on to Maine, Puerto Rico and New Hampshire, with television exposure building up

Ronald Reagan, whose distance ahead of the Republican pack has been markedly diminished, is showing up in television commercials; he even seems ready to face other GOP presidential hopefuls in debates that the media would happily cover. Teddy Kennedy is shifting his media attack on President Carter from domestic to foreign policy, in a campaign that has been forced to trim down by a shortage of funds. And Jerry Brown—for the first time in his presidential bid—is breaking into public view with a major media campaign.

These are among the changes in the media efforts of presidential candidates following the surprising results of the Iowa precinct caucuses last week. Some changes are traceable to those results: Reagan's refusal to participate in the Republican forum in Des Moines in a generally above-

the-battle approach to campaigning, was regarded as a factor in his upset by George Bush of Texas.

But for the most part, the changes are dictated by the change in the locale and nature of the new battles, as well as long-range strategy. The next major contest will be the New Hampshire primary, on Feb. 26. That will be followed by primaries in Vermont and Massachusetts a week later. But even before the end of next month, Democrats will have a private contest at caucuses in Maine, on Feb. 10, and Republicans will seek delegates in Puerto Rico's first-ever presidential primary, on Feb. 17. (The Democratic primary there will be held on March. 16.)

Aides to both the winners and losers in Iowa downplayed the significance of media advertising in a caucus state. "Organizational efforts are at least as important as the media," said Roger Ailes, television producer and media consultant to John Connally. "In Iowa, the people were

already committed." (But it was Connally, who finished fourth, with 10% of the vote, who spent more than any other candidate on radio and television time—some \$150,000.) And Robert Goodman, whom Bush calls his "Cecil B. DeMille," an ebullient producer not noted for his modesty, attributed the major share of Bush's success to the candidate and his organization. "It was not a media success," he said.

As for Charles Guggenheim, who produced a half-hour program and several spots promoting Kennedy in Iowa, he shrugged off his man's defeat at Carter's hands as something that was beyond the power of advertising to prevent. Kennedy, he feels, was overwhelmed by "real events"—the crises in Iran and Afghanistan. "Advertising or media people are presumptuous to think they can prevail against those kinds of situations," he said.

Perhaps not. But the heavy investment of the candidates in Iowa, in personal appearances and broadcast advertising, and of local and national media—climaxed on the day before the caucuses with Carter,

Campaign 1980



Merv? Phil? John? Toni? Dinah? Mike? Bert? Gary? Confusing, isn't it!
Why not be more confused. Wait for The Steve Edwards Show.



A Fein/Schwartz Production in association with
Columbia Pictures Television



Kennedy and Bush on separate network interview programs—helped produce an extraordinary turnout at the caucuses. Some 225,000 Iowans participated, more than three times the number of four years ago.

But at least for Connally, the big spender in Iowa, it's now the morning after; it is, says Ailes, a time "for reassessing and regrouping," and a time to take it easy. "We'll stick with the issues—foreign policy, energy, inflation," he said. He is producing new 30- and 60-second spots for New England, but he said the campaign would not spend heavily on media again (not at all in Puerto Rico) until the primaries to be held in March in South Carolina, Illinois, Georgia and Florida, where Connally has "a strong shot."

The Bush campaign, on the other hand, is on a rising curve of media buying, as well as optimism, following Iowa. David Sparks, deputy political director, said the campaign will spend between \$50,000 and \$75,000 on radio and television time in Puerto Rico (where Bush spots were being prepared by a local agency) and would continue heavy purchases of time in New England states where, since September, the campaign has spent about \$200,000 on television alone—\$45,000 two weeks ago, in Boston. New England residents are seeing several new spots that Goodman has produced for the New Hampshire campaign (but which will also be used in future campaigns in other primary states), including one featuring the candidate, in

safety glasses, talking to workers in a mill.

Reagan television spots, meanwhile, are already on the air in Boston; Portland, Me., and Burlington, Vt. The 30- and 60-second spots, featuring the candidate in straightforward discussions of various issues—energy, inflation, leadership—began airing last week and are the first television spots produced for the campaign by its agency, C.T. Clyne Co. Except for a half-hour speech that was televised live, on Jan. 19, Reagan had shunned television as an advertising medium in Iowa.

Reagan is passing up the Puerto Rican primary, but Senator Howard Baker (R-Tenn.), who finished third in Iowa, four points behind Reagan, isn't. And 30- and 60-second spots showing Baker campaigning in Puerto Rico and expressing support for statehood for the island will soon be on the air there as part of a \$100,000 radio and television campaign. The spots were produced by Baker's media consulting team of Bailey & Deardourff. Last week, the team was filming Baker in New Hampshire for spots to run in New England. The New Hampshire campaign was not fully set last week, but it is expected to be a substantial one, and is virtually certain to include the five-minute program in which Baker confronts an Iranian student on the issue of the American hostages (BROADCASTING, Jan. 14)—probably the most dramatic piece of political advertising thus far in the campaign.

On the Democratic side, the Maine caucuses and the New Hampshire primary

will see a major effort by Brown to get his campaign in gear. He virtually gave up on Iowa, where he spent not a dime on broadcast advertising and failed to win any delegate support. But he has earmarked \$200,000 for broadcast advertising in New England over the next four weeks—some \$50,000 of it in Boston, Portland, and Bangor, Me., this week. The 30- and 60-second spots, written by Brown's campaign manager, Tom Quinn, and produced by a Los Angeles production house, Ross McCauley and Associates, feature the governor in discussions of energy, foreign affairs and inflation.

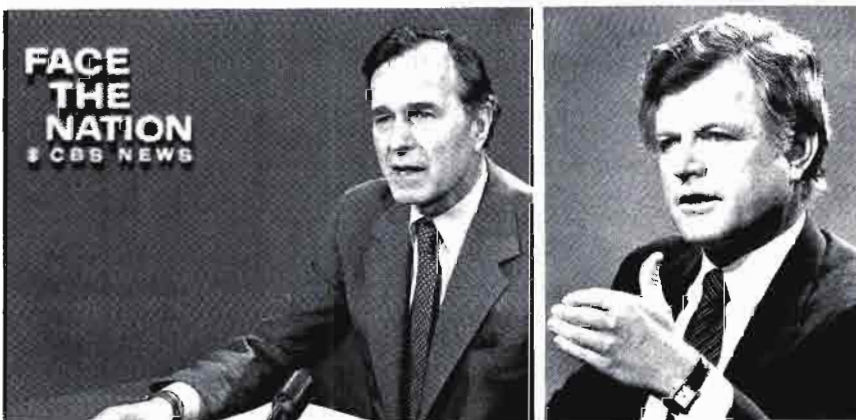
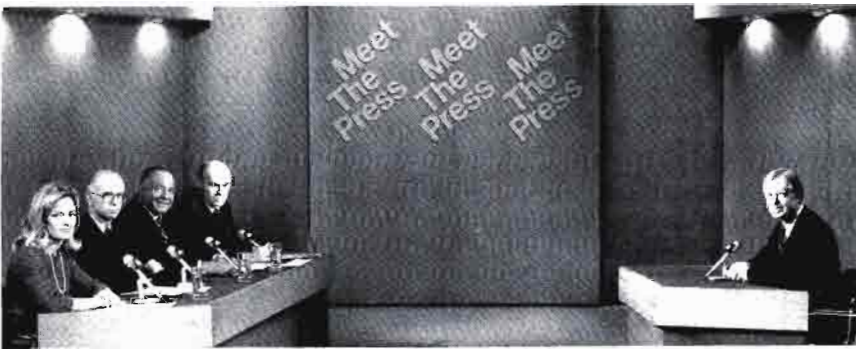
Last week, Guggenheim finished editing the first of six 30- and 60-second spots that he has produced and that Kennedy aides hope will, along with radio commercials already on the air in New Hampshire, help the senator revitalize his faltering campaign in his native New England. They feature Kennedy criticizing Carter's handling of foreign policy, contending the lack of planning and failure to anticipate events are an extension of the manner in which he handles domestic issues.

The television spots were to run only on stations in Boston and New Hampshire. Maine was being excluded, Kennedy aides said, at least in part because of the judgment that television is an inefficient medium for reaching the relatively few party activists expected to participate in the caucuses. But money has also become a serious problem for the campaign, and aides said a firmer answer on the size of the advertising effort would be available this week, after the results of a major fundraising effort were known.

Money was not a problem in the President's camp. Media adviser Gerald M. Rafshoon last week was busy producing television spots from the hours of film that have been shot of the President—including footage of Carter making speeches and at town hall meetings. Some of the 28 hours shot by Robert Squier for his 30-minute documentary on the President also provide material. The first of the new spots will be seen on stations in Maine this week.

Among those bound to have been cheered by the fallout from Iowa was the League of Women Voters. Its hopes of presenting the major Republican and Democratic candidates in a series of forums in advance of four primaries, beginning with New Hampshire's, improved substantially when Reagan indicated he had changed his mind about refusing to participate in debates. He said he would consider each invitation "individually," and referred specifically to the league's proposal. Another invitation the Reagan camp is seriously considering is from WINZ(AM) Miami, which wants to stage a presidential debate in the Orange Bowl in advance of Florida's March 11 primary (BROADCASTING, Jan. 7).

Carter, however, remains a problem for those who want to present debates. His above-the-battle tactics, unlike Reagan's, appear to be working.



The Sunday score. President Carter won the ratings game, too. His appearance on NBC's *Meet the Press* on Jan. 20 received a 6.3 rating and a 23 share, while Senator Edward M. Kennedy's on ABC's directly competitive *Issues and Answers* won a 4.4 rating and a 15 share. CBS's *Face the Nation*, which went on the air a half hour earlier, at 11:30 a.m. NYT, drew a 3.4 rating and an 11 share.

The Broadcast Economy: 1980

The bulls outnumber the bears

When respected economists can't agree on whether the country is in a recession now, how can they be counted on to predict the future?

Some say a recession has not yet set in, but will start soon. Others say it has already started, and, according to some of these, it will get worse. According to others, it will peter out without much damage.

Yet those who specialize in the economy of broadcasting and related fields are remarkably uniform in forecasting a solid 1980 for these areas. Most agree that broadcasting will outperform the economy—a forecast that doesn't conflict with either the here-today or the come-tomorrow theory of general recession.

The outlook for advertising, from which media of course derive their success, is generally regarded as good.

Harry Paster, senior vice president of the American Association of Advertising Agencies, who for years has kept tabs on members' attitudes and outlooks, has been talking with agencies of all sizes around the country and finds them—"well, I hate to use the term, because it's said so often, but they're cautiously optimistic.

"They say things look pretty good," Paster reported. "Their costs are rising and they don't expect miracles, but budgets generally have held up.

"They and their clients have been reading and hearing all the talk about a recession, and they've got their fingers crossed. But they haven't seen any real negatives yet.

"It depends, of course, on what kind of clients they have. Those with consumer

packaged goods look OK, but some industrial advertisers are cutting back a little. They're all cautious. Some advertisers are telling their agencies they think 1980 will be as good as 1979, but they're also telling their agencies, 'but don't get us locked in too tight.'"

From an agency point of view, 1979 was a record for advertising volume and at least a near-record for profits. Paster says profits may have trailed 1978's, but not by much.

Sources close to the advertiser side offer similar assessments, pointing out in particular that the budgets of packaged-goods lines—broadcasting's mainstay—"don't seem to be hurting at all."

Robert Coen of McCann-Erickson, a long-time advertising forecaster—who incidentally has a history, at least in recent years, of being on the conservative side—has projected a 1980 increase of 11.4% in national advertising, compared with 1979, and a 10.4% gain for local. By comparison, he expects national broadcast's 1980 gain to be 13% (BROADCASTING, Dec. 17, 1979).

An overriding consideration in recession-year forecasts is that advertisers have learned a lesson in prior lean times—those that trimmed their advertising budgets lost share of market to competitors who didn't trim. It is a lesson they are not expected to forget in 1980—when, in addition, broadcasters' commercial inventory will be reduced substantially below normal by presidential-year political advertising, the winter Olympics next month and perhaps—though this remains iffy—summer Olympics in July and August.

Over the past six months or so, forecasts for broadcasting and related

fields have been generally consistent.

In mid-1979—when experts were already divided over whether a recession was under way or about to start—Wall Street specialists in broadcasting stocks were foreseeing 1980 gains of 12%-15% for network TV, a considerably broader range of 11%-19% for spot TV and 16% for local TV.

A couple of months later, Dr. David Blank, vice president and chief economist of CBS, estimated that the country was about halfway through a recession and calculated that a recession-lag effect would hold 1980 revenue advances slightly below his estimates for 1979: 15% for network, 11% for spot and 14% for local.

In November, the Television Bureau of Advertising, which has undershot the mark in several past estimates, foresaw a 15% rise for network but more generous advances for spot TV (17%) and local (24%).

President Richard P. Doherty of Television Radio Management Corp., a prominent broadcast management consultant, took a gloomier view of the general economic outlook in his 1980 analysis for BROADCASTING. He expects TV station revenues, in total, to rise 8%-10% and radio station revenues to advance 6%-7% (BROADCASTING, Jan. 7).

In the pages that follow, this Special Report offers yet another look ahead—by William Suter of Merrill Lynch, Pierce, Fenner & Smith, a leading specialist in broadcasting and related stocks—and an important look back at the 1979 ebb and flow of agency spending, in BROADCASTING's annual compilation of the year's top 50 agencies in broadcast billings.

TELEREP IS PROUD

WTVN-TV COLUMBUS, OHIO

Channel 6



TAFT
Broadcasting Company

TO REPRESENT

WKRC-TV **CINCINNATI, OHIO**

Channel 12



TAFT
Broadcasting Company

• Dallas • Detroit • Los Angeles • Memphis • Miami • Minneapolis • New York • Philadelphia • St. Louis • San Francisco

Young & Rubicam **1** J. Walter Thompson **2** Leo Burnett **3** BBDO **4** Ogilvy & Mather **5** Dancer Fitzgerald Sample **6** Grey **7** D'Arcy-MacManus & Masius **8** McCann-Erickson **9** Doyle Dane Bernbach **10** Foote, Cone & Belding **11** Benton & Bowles **12** Ted Bates **13** Wm. Esty **14** Wells, Rich, Greene **15** Needham, Harper & Steers **16** Campbell-Ewald **17** N W Ayer **18** Kenyon & Eckhardt **19** SSC&B **20** Cunningham & Walsh **21** Gardner **22** Compton **23** Marschalk **24** Bozell & Jacobs **25** Campbell-Mithun **26** Clyne **27** KM&G International **28** Parkson **29** Tracy-Locke **30** Della Femina, Travisano & Partners **31** McCaffrey & McCall **32** Scali, McCabe, Sloves **33** W.B. Donner **34** Ross Roy **35** A. Eicoff **36** Arthur Meyerhoff **37** Tatham-Laird & Kudner **38** Daniel & Charles **39** Lee King & Partners **40** DKG **41** Creamer **42** Warwick, Welsh & Miller **43** John Murray **44** Keller-Crescent **45** Norman, Craig & Kummel **46** Eisaman, Johns & Law **47** Erwin Wasey **48** Sawdon & Bess **49** Manoff Geers Gross **50**

Broadcasting's Top 50 Agencies

Y&R heads the list for second year; 1979 found 42 agencies posting billings gains; broadcast spending up \$1 billion over '78

Dramatic gains posted in television advertising placed through the top 50 broadcast agencies enabled 1979 to emerge as a billion-dollar increase year for combined TV-radio billings.

BROADCASTING's 28th annual survey of leading TV-radio agencies shows that TV spending surpassed 1978's total by \$996 million while radio investment topped that year by more than \$45 million for a combined aggregate climb of \$1.05 billion.

The gain in 1979 compares with a \$730 million increase in 1978 over 1977, and exceeds the previous high of the \$900 million rise in 1977 over 1976.

The five agencies reporting the largest increases—Young & Rubicam, J. Walter Thompson, Ogilvy & Mather, D'Arcy-MacManus & Masius and Dancer Fitzgerald Sample—reported combined TV-radio increases amounting to \$488.5 million.

For the second straight year, Young & Rubicam emerged as the leading broadcast agency with total television and radio expenditures in 1979 of more than \$673 million. And from this large base, Y&R also showed the largest dollar gain, topping its 1978 TV-radio spending by \$148 million.

Nor far behind Y&R was J. Walter Thompson, which had led the broadcast

agency pack for 21 years until 1978. Thompson had a broadcast billings gain of a healthy \$130 million, raising its domestic total for the year to \$625 million.

Still in third place is Leo Burnett Co., which strengthened its broadcast expenditures by a relatively modest—for an agency its size—\$15 million. Fourth-place BBDO picked up an additional \$33 million in TV-radio expenditures, while Ogilvy & Mather, with a hefty \$93.7 million in added billings, shot up from ninth to fifth place.

It was a bullish year for the vast majority of agencies, with 42 posting gains in broadcast spending and five reporting reductions. Three were new to the ranking this year.

Strong advances were achieved by other agencies including D'Arcy-MacManus & Masius, up \$73.2 million; Dancer Fitzgerald Sample, up \$44.3 million; N W Ayer, up \$44 million; Grey Advertising, up \$36.5 million; Wells, Rich, Greene, up \$36 million; Foote, Cone & Belding, up \$33.6 million and Doyle Dane Bernbach, up \$33 million.

Registering decreases in broadcast billings were Parkson, down \$7 million; Della Femina, Travisano & Partners, down \$5.1 million; McCaffrey & McCall, down \$14.3 million; Norman, Craig & Kummel, down \$7.6 million, and Eisaman, Johns & Law, down \$2.4 million.

New to the top 50 compilation were Keller-Crescent, Sawdon & Bess and Manoff Geers Gross. Dropping from the

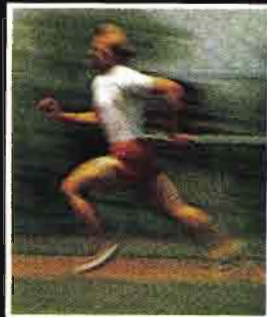
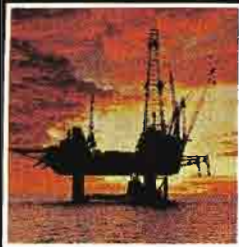
list were Post Keyes Gardner, Weightman and Ally & Gargano.

Young & Rubicam and J. Walter Thompson shared honors in all categories of the broadcast business. Y&R was the leading agency in broadcast billings (\$673.4 million); total TV billings (\$635 million); network TV billings (\$448 million); spot radio billings (\$31.8 million) and biggest broadcast gain (\$148.4 million). JWT captured honors in three categories—spot television billings (\$198.8 million); total radio billings (\$45.1 million) and network radio billings (\$14.3 million).

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

18

NW Ayer □ Triggered by the acquisition of major accounts, Ayer's broadcast billings jumped from \$97.7 million in 1978 to \$141.7 million in 1979. Total TV billings were up over \$39 million, while the total radio billings more than doubled with \$14.5 million. Among major accounts gained last year were: Canadair, Gillette, McGraw Laboratories, Menley & James-Laboratories, Host International, Japan Travel Bureau International, San Francisco Bay Area Wienerschnitzel Operators Association, Miller Brewing, Nestle, Pacific Telephone &



THE RKO RADIO NETWORK. IT'S GOING TO TAKE MORE THAN MUSIC TO MAKE IT IN THE 80'S.

The RKO Radio Network gives you:

24 Hours of News

More vital than ever before. RKO Radio Network now airs 228 news and Lifesound feature feeds each week.

Music Specials

Exclusive Eagles special airs the weekend of February 2nd. One of six in stereo and available for local sale.

Satellite Technology

Installing receiving stations in 50 cities by March 1st for full stereo program transmission.

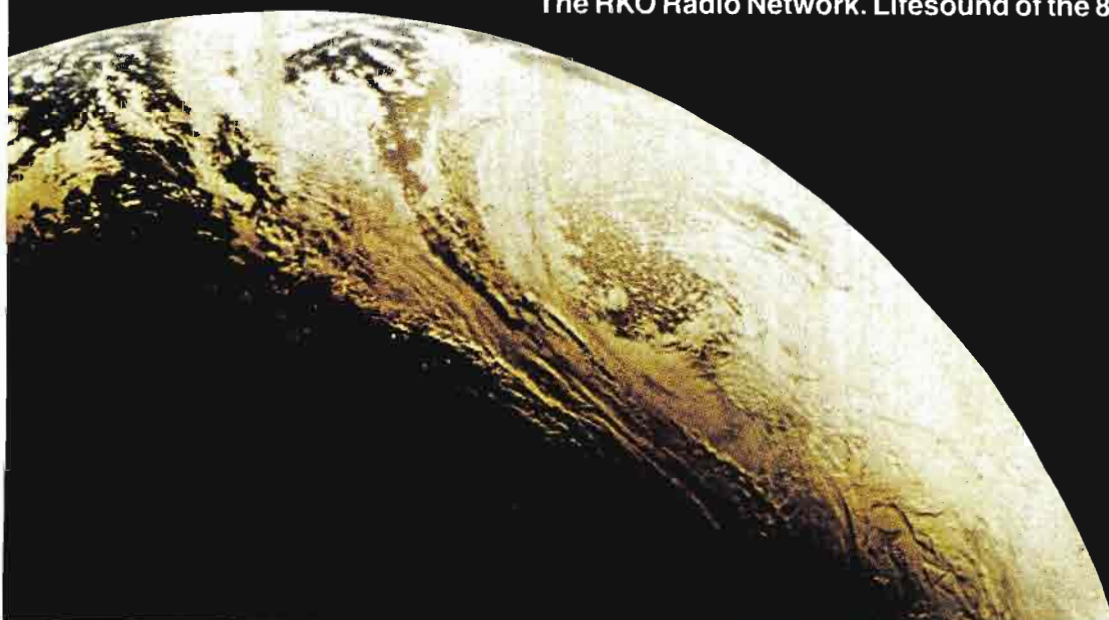
Competitive Compensation

For minimal inventory clearances. Over 60 top-market stations have affiliated with RKO in just 4 months.

Management Information

RKO puts its resources to work in all station operation areas to make you more competitive.

The RKO Radio Network. Lifesound of the 80's.



METROMIE THE PIZZA PRIN

Just about everybody likes pizza. But not everybody likes it the same way. Some like it plain. Others want it with sausage, pepperoni, or mushrooms.

Well, the same thing's true of radio. You'd be hard pressed to find someone who doesn't listen. But not to the same thing.



DIA RADIO. CIPLE AT WORK.

That's why Metromedia Radio has so many different formats. Middle-of-the-road/personality, modern country, all news, adult contemporary, album-oriented

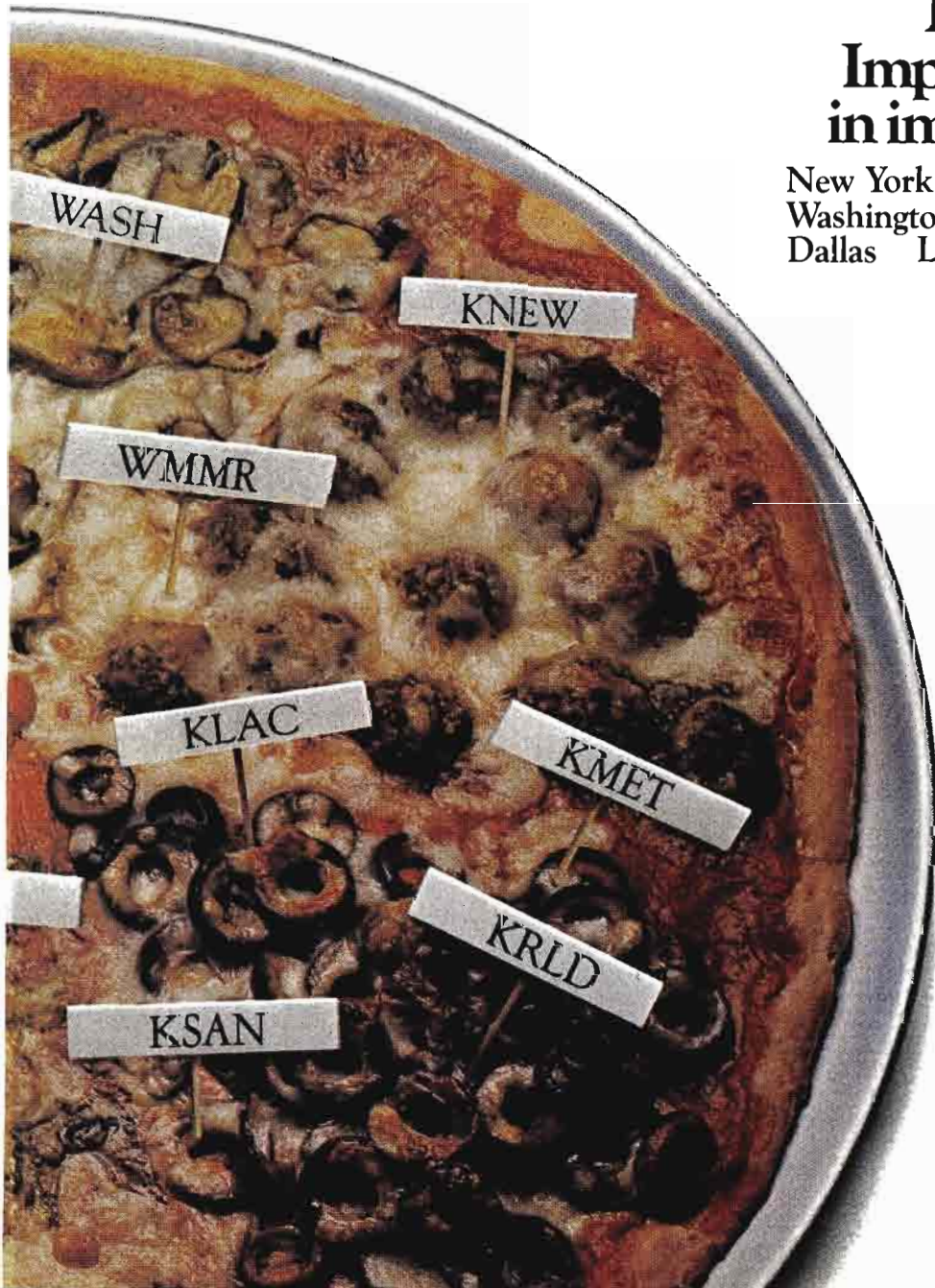
rock. With 13 stations in 9 cities, we deliver what people order. Even with anchovies.

METROMEDIA RADIO.

Important stations
in important places.

New York Philadelphia Baltimore
Washington D.C. Chicago Detroit
Dallas Los Angeles San Francisco

MM



The Broadcasting top 50 advertising agencies and their 1979 radio-TV billings

(all dollar figures are in millions)

	Combined broadcast billings	Total TV	TV network	TV spot	Total radio	Radio network	Radio spot	Broadcast percent of agency's total billings	Broadcast billings change from 1978	Agency's rank in 1978
1. Young & Rubicam	\$673.4	\$635.0	\$448.0	\$187.0	\$38.4	\$6.6	\$31.8	59	+\$148.4	1
2. J. Walter Thompson	625.0	579.9	381.1	198.8	45.1	14.3	30.8	69	+130	2
3. Leo Burnett	367.0	357.0	275.0	82.0	10.0	1.5	8.5	57.8	+15.0	3
4. BBDO	361.0	328.0	221.0	107.0	33.0	8.0	25.0	61	+33	4
5. Ogilvy & Mather	307.8	283.7	177.1	106.6	24.1	11.4	12.7	59	+93.7	9
6. Dancer Fitzgerald Sample	297.8	286.4	177.2	109.2	11.4	3.2	8.2	70.9	+44.3	6
7. Grey	296.9	284.2	186.1	98.1	12.7	2.5	10.2	61	+36.5	5
8. D'Arcy-MacManus & Masius	275.9	246.9	140.2	106.7	29.0	7.6	21.4	75.5	+73.2	13
9. McCann-Erickson	270.0	238.0	161.8	76.2	32.0	6.7	25.3	61	+30	7
10. Doyle Dane Bernbach	246.0	237.0	162.0	75.0	9.0	—	9.0	53	+33.0	10
11. Foote, Cone & Belding	242.3	220.2	161.9	58.3	22.1	5.4	16.7	54	+33.6	11
12. Benton & Bowles	234.0	220.0	140.0	80.0	14.0	.5	13.5	67	+26.1	12
13. Ted Bates	224.5	209.8	161.0	48.8	14.7	8.5	6.2	72	+8.1	8
14. Wm. Esty	204.0	181.0	119.0	62.0	23.0	8.0	15.0	69	+17.0	14
15. Wells, Rich, Greene	191.4	176.9	114.6	62.2	14.5	2.1	12.3	72	+36.0	16
16. Needham, Harper & Steers	182.0	171.0	145.0	26.0	11.0	3.8	7.2	67	+20.0	15
17. Campbell-Ewald	170.9	156.0	103.7	52.3	14.9	4.0	10.9	65	+22.3	17
18. N W Ayer	141.7	127.2	96.6	30.6	14.5	6.7	7.8	53	+44.0	22
19. Kenyon & Eckhardt	131.9	112.0	35.0	37.0	19.9	3.8	15.1	66	+21.1	19
20. SSC&B	130.4	124.8	98.2	26.6	5.6	0.8	4.8	71	+11.8	18
21. Cunningham & Walsh	123.9	112.6	76.6	36.0	11.3	—	11.3	55.1	+21.0	21
22. Gardner	120.8	112.5	80.0	32.5	8.3	3.5	4.8	78	+32.8	23
23. Compton	113.7	112.2	88.3	23.9	1.5	—	1.5	61.5	+3.9	20
24. Marschalk	78.8	72.8	46.3	26.5	6.0	5.0	1.0	71	+10.9	25
25. Bozell & Jacobs	77.8	61.5	23.4	38.1	16.3	0.8	15.4	28	+14.4	27
26. Campbell-Mithun	75.0	57.0	12.0	45.0	18.0	1.5	16.5	50	+6.0	24
27. Clyne	65.0	62.0	41.0	21.0	3.0	—	3.0	91	+10.0	30
28. KM&G International	59.5	50.3	24.6	25.7	9.2	1.0	8.2	31	+6.6	31
29. Parkson	56.0	55.9	55.0	0.9	0.1	—	0.1	90	-7.0	28
30. Tracy-Locke	53.8	47.5	32.1	15.4	6.3	1.4	4.9	55	+7.9	32
31. Della Femina, Travisano & Partners	52.9	42.8	25.8	17.0	10.1	1.1	9.0	63	-5.1	29
32. McCaffrey & McCall	52.0	48.1	38.5	9.6	3.9	0.5	3.45	45	-14.3	26
33. Scali, McCabe, Sloves	50.0	45.0	20.0	25.0	5.0	1.0	4.0	56	+16.0	44
34. W. B. Donner	48.5	39.5	4.5	35.0	9.0	1.0	8.0	59	+4.0	33
35. Ross Roy	47.4	32.3	10.5	21.8	15.1	2.8	12.3	53	+7.4	35
36. A. Eicoff	45.5	43.2	0.1	43.1	2.3	—	2.3	92	+10.3	39
37. Arthur Meyerhoff	43.0	40.0	18.0	22.0	3.0	1.4	1.6	84	+7.6	38
38. Tatham-Laird & Kudner	42.8	38.5	20.8	17.7	4.3	0.8	3.5	48	+4.9	36
39. Daniel & Charles	40.0	37.5	20.0	17.5	2.5	—	2.5	55	+6.5	46
40. Lee King & Partners	38.0	33.2	12.7	20.5	4.8	—	4.8	75	+2.2	37
41. DKG	37.8	35.0	22.0	13.0	2.8	0.8	2.0	65	+3.0	42
42. Creamer	36.8	31.5	16.9	14.6	5.3	0.3	5.0	36.8	+1.8	41
43. Warwick, Welsh & Miller	36.6	32.3	20.0	12.3	4.3	2.7	1.6	43	+1.8	43
44. John Murray	36.6	34.3	18.5	15.8	2.3	—	2.3	86	+1.1	40
45. Keller-Crescent	36.5	31.3	13	20.1	3.4	—	3.4	43	—	—
46. Norman, Craig & Kummel	32.7	31.1	17.2	13.9	1.6	—	1.6	43	-7.6	34
47. Eisaman, Johns & Law	31.2	20.5	7.4	13.1	10.7	3.0	7.7	62	-2.4	45
48. Erwin Wasey	31.0	27.8	18.0	9.8	3.2	0.6	2.6	80	+4.1	47
49. Sawdon & Bess	24.8	22.0	4.0	18.0	2.8	0.8	2.0	88	—	—
50. Manoff Geers Gross	24.3	23.0	10.8	12.2	1.3	—	1.3	71.5	—	—

Telegraph, Formfit Rogers, and AM International/Jacquard Systems. Heavy broadcast spenders included: AT&T, Pan Am, Seven-Up, U.S. Army, Avon, Bahama Tourism, Bryant Daynite Payne, and Scholl. Resigned accounts were: Ball Corp., Henckels Zwillingwerk, Ralph's Grocery, Victoria Station restaurants, Economics Laboratories, Potlach, Cutler Labs, Norton, Vespa of America and Reuben A. Donnelly.

13

Ted Bates □ The agency experienced strong

account activity, both to and from Bates, during 1979. Gained during the year were Coors beer, Mobil Chemical, products of Richardson-Merrell, Home Box Office, Borden (Kava), Kal Kan (Mealtime), Clairol Appliances and Playtex Bra Division. Lost were Hertz, Nabisco, North American Systems and Thompson Medical. Broadcast investment moved upward by \$8.1 million, all in television as radio dipped by \$100,000 from 1978 levels. Broadcast-active clients include Colgate-Palmolive, Breck, Cadbury-Schweppes, Coors, International Playtex, ITT Continental Banking, Mars, Matsushita Electric, Prudential Insurance and Warner Lambert Co.

4

BBDO □ Broadcast billings at BBDO rose by an estimated 10% as the agency's TV-radio spending climbed by about \$33 million. BBDO suffered a reversal last March when it lost the Dodge account, which billed approximately \$60 million, but recouped with increased spending by some of its old-line clients plus new business from RJR Tobacco, portions of General Electric and Old Milwaukee Beer from Schlitz. BBDO clients heavily represented in TV and radio during the year were Armstrong Cork Co., American Cyanamid, Black &



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Ted Dorf
General Manager

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Source: Price Waterhouse, Aug.-Nov., 1979.

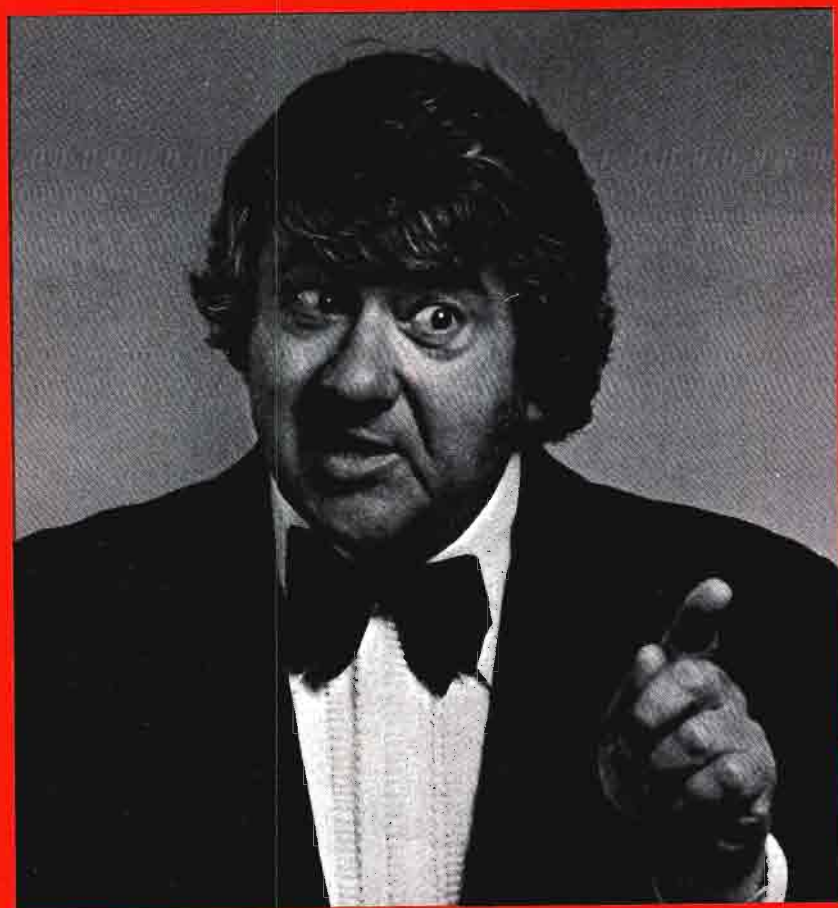


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12

Benton & Bowles □ A flurry of new accounts helped B&B to boost its broadcast spending by more than \$26 million even though its share of domestic billing fell to 67% from 74% in 1978. Added to the roster in 1979 were Anderson Clayton Foods (new product assignments), Digital Equipment Corp., Jacobsen Division of Textron (power snow blowers and lawn mowers), Stiffel and Computer Sciences. Resigned in 1979 was S.C. Johnson. The agency's extensive broadcast account list includes Procter & Gamble and General Foods, which were active in network and spot TV and radio and in program sponsorships (made-for-TV movies). General Foods also held sponsorship in Bob Hope TV specials. Other strong broadcast spenders at B&B are AMF, Fiat, Texaco, Richardson-Merrell (Vick Chemical), Morton Norwich, Continental Airlines and Hardee's food systems.

25

Bozell & Jacobs □ This agency reported a

\$14.4-million gain in total broadcast expenditures. TV billings rose to \$61.5 million while radio billings gained a substantial \$11 million. The broadcast percentage of the agency's total billings went down slightly to 28%; a 1% decrease from 1978's figures. Active broadcast spenders for Bozell & Jacobs were Minolta, Lee, Renfield Importers, Borden's and Jockey.

3

Leo Burnett □ For the second year in a row, Burnett's broadcast increase was comparatively modest for a large-sized agency, topping 1978's figure by \$15 million. The agency's broadcast spending dipped to 57.5% from 60% in 1978. Burnett reported it acquired Litton microwave ovens and ranges last year while losing no accounts. The agency's extensive list of broadcast users includes Allstate Insurance, American Bankers Association, Commonwealth Edison, Green Giant, Harris Bank Trust, H. J. Heinz, Keebler, Kellogg, Kimberly-Clark, Maytag, Litton, Memorex, Nestle, Pillsbury, Seven-Up, Swift and Procter & Gamble, all heavy in TV. Radio expenditures came from Seven-Up, Steak & Ale restaurants, Maytag, Memorex, Nestle, Pillsbury, American Bankers Association and Kellogg.

17

Campbell-Ewald □ During the year C-E ad-

ded an estimated \$22.3 million in TV-radio billings as domestic expenditures increased by 13%. C-E's total includes those of Clinton E. Frank and Tinker Campbell-Ewald, all of which are Interpublic agencies. During 1979 active broadcast accounts at C-E included various divisions of General Motors, including Chevrolet, Delco and General Motors Acceptance Corp.; Borden Foods, Rockwell International, Libbey-Owens-Ford, Goodyear Tire & Rubber, Burroughs and Detroit Edison. C-E's billings were swelled by spending at Clinton E. Frank by Kraft, Stokely-Van Camp, International Air Bahama and Agar Food Products. From Tinker Campbell-Ewald came billings from Coca-Cola (foods division), British Airways, Citicorp and Heublein.

26

Campbell-Mithun □ 1979 broadcast billings for this Minneapolis-based agency were \$75 million—\$6 million more than the previous year. Heavy radio/TV spending included General Foods, Heilman Brewing, Land O' Lakes, Toro, and Kroger. New accounts are Better Homes & Gardens real estate, Coke Foods, Kohler and Dubuque Packing. Major accounts lost: Litton and West Bend.

27

C. T. Clyne □ Although radio billings remained stable at \$3 million, TV billings for Clyne rose \$10 million, yielding a total of \$62 million. Combined broadcast expenditures were \$65 million. Clients heavily active in radio-TV spending were Whitehall, Boyle-Midway, J. P. Stevens, A. E. Staley, Arm & Hammer and Perdue. Major accounts added during the year were Arm & Hammer detergent, Arm & Hammer washing soda, Dry & Clear lotion and the Reagan for President Campaign. The only major account resigned was Wizard deodorizer.

23

Compton □ During 1979, Compton added nearly \$4 million to its broadcast billings. TV network spending for the year was particularly heavy with a \$10 million increase over 1978's figures. Major accounts gained this year include Viacom International (Showtime Entertainment), Charter Communications, Dunlop Tire & Rubber, First Federal Savings & Loan of Broward, Union Carbide (carbon products), Duffy-Mott (applesauce, juices), Allan beverages (Montclair sparkling mineral water), and Thompson Medical (Dexatrim). The latter three accounts were the strongest in radio/TV participation. Resigned last year were Davis & Geck and Norcliff-Thayer (Orafix).

42

Creamer □ Creamer broadcast billings in 1979 rose \$1.8 million over the previous year to \$36.8 million. Network TV grew substan-

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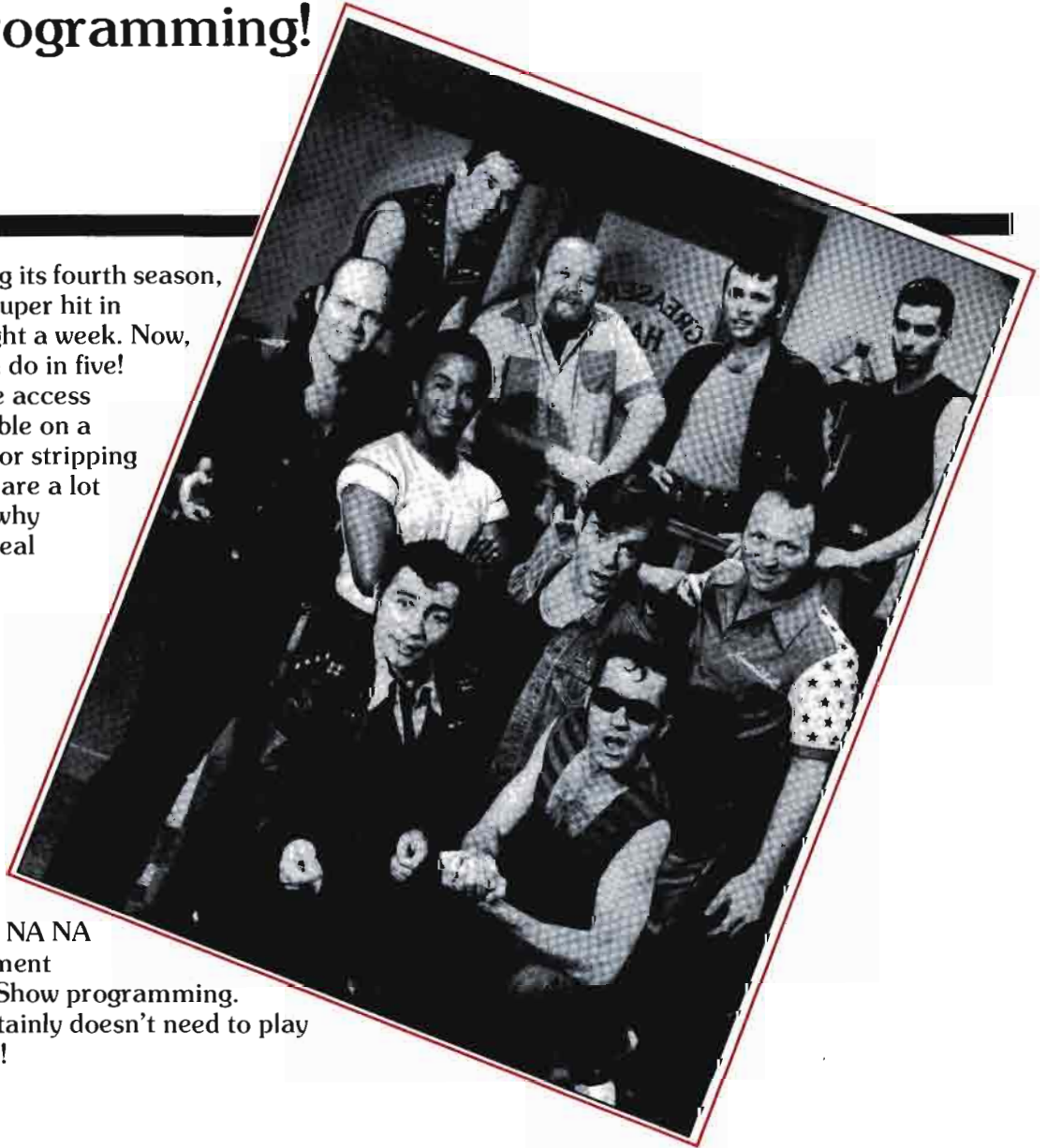
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SHA NA NA, entering its fourth season, is going strong as a super hit in prime access one night a week. Now, just think what it can do in five! For the first time, the access blockbuster is available on a select market basis for stripping in access. And there are a lot of powerful reasons why SHA NA NA is the ideal access program.



Very important, SHA NA NA is the pure entertainment alternative to Game Show programming. And SHA NA NA certainly doesn't need to play games to be a winner!

But most important is SHA NA NA's proven success in access. Just check out the following four pages and let the numbers show SHA NA NA's leadership in syndication, and its incredible potential in strip.

WE DON'T PLAY GAMES!

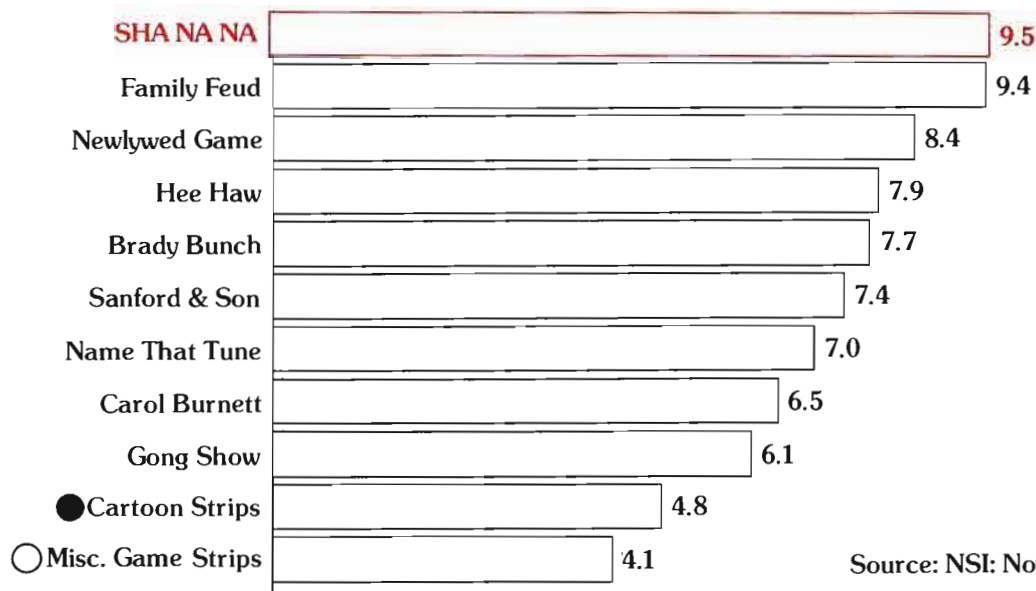
SHA NA NA. The Entertainment Alternative in Access.

IN VPS...SHA NA NA SCORED HIGHEST IN KIDULT (2-49) OF ALL SYNDICATED SHOWS.

	Women 18-49		Men 18-49		Teens 12-17	Kids 2-11	
SHA NA NA	.52		.44		.28	.55	1.79
Brady Bunch	.31	.17	.41		.84		1.73
● Cartoon Strips	.21	.15	.30	1.06			1.72
Muppet Show	.44		.36	.22	.65		1.67
Sanford & Son	.48		.43		.32	.41	1.64
Gong Show	.48		.43		.27	.39	1.57
Carol Burnett	.41		.29	.28	.38		1.36
Family Feud	.46		.32	.19	.29		1.26
Newlywed Game	.47		.33	.21	.23		1.24
Hee-Haw	.40		.37	.16	.29		1.22
Name That Tune	.38		.26	.16	.23		1.03
○ Misc. Game Strips	.37		.25	.17	.22		1.01

Source: NSI: November '78, February '79

IN DMA...SHA NA NA BEAT ALL SYNDICATED COMPETITION WITH KIDULT RATINGS. (Except the MUPPETS)



Source: NSI: November '78, February '79

The Nielsen ratings for the last broadcast season tell the story.

IN VPVH...SHA NA NA IS #1 WITH ADULTS 18-49 OVER ALL OTHER SYNDICATED SHOWS. THE PROVEN WINNER WITH YOUNG ADULT VIEWERS.

	Men 18-49	Women 18-49	
SHA NA NA	.52	.44	.96
Gong Show	.48	.43	.91
Sanford & Son	.48	.43	.91
The Muppets	.44	.36	.80
Newlywed Game	.47	.33	.80
Family Feud	.46	.32	.78
Hee Haw	.40	.37	.77
Carol Burnett	.41	.29	.70
Name That Tune	.38	.26	.64
○ Misc. Game Strips	.37	.25	.62
Brady Bunch	.31	.17	.48
● Cartoon Strips	.21	.15	.36

Source: NSI: November '78, February '79

IN MILLIONS OF VIEWERS...SHA NA NA IS TOPS WITH KIDS AND TEENS IN SYNDICATED SHOWS!

(Only Muppets and Brady Bunch are higher)

	Children (2-11)	Teens (12-17)	
SHA NA NA	3,355	1,707	5,062
Family Feud	2,700	1,762	4,462
Hee Haw	2,543	1,476	4,019
Newlywed Game	2,000	1,811	3,811
Name That Tune	1,907	1,262	3,169
● Cartoon Strips	2,334	668	3,002
Carol Burnett	1,615	1,159	2,774
Gong Show	1,620	1,117	2,737
Sanford & Son	1,282	1,026	2,308
○ Misc. Game Strips	703	560	1,263

Source: NSI: November '78, February '79

The new Nielsens are in for November.

Some Examples...

The Markets

Los Angeles	KNBC	#1 Women 18-49/ Tuesday, 7:30 PM* #1 Men 18-49/ Tuesday, 7:30 PM*
Chicago	WMAQ	#1 Households/ Saturday, 12:30 PM + #1 Women 18-49/ Saturday, 12:30 PM +
Philadelphia	WCAU	#1 Women 18-49/ Wednesday, 7:30 PM +
Boston	WNAC	#1 Women 18-49/ Saturday, 7:30 PM + #1 Men 18-49/ Saturday, 7:30 PM +
Detroit	WXYZ	#1 Households/ Tuesday, 7:30 PM* + #1 Women 18-49/ On station in access* + #1 Men 18-49/ On station in access* +
Cleveland	WKYC	#1 Households/ On station in access* + #1 Women 18-49/ On station in access* + #1 Men 18-49/ On station in access* +
Houston	KPRC	#1 Women 18-49/ Tuesday, 6:30 PM*
St. Louis	KPLR	#1 Women 18-49/ Saturday, 6:00 PM* #1 Men 18-49/ Saturday, 6:00 PM*
Seattle	KOMO	#1 Households/ Tuesday, 7:30 PM + #1 Women 18-49/ Tuesday, 7:30 PM + #1 Men 18-49/ Tuesday, 7:30 PM +
Denver	KOA	#1 Women 18-49/ Saturday, 6:30 PM* #1 Men 18-49/ Saturday, 6:30 PM* +
Kansas City	KCMO	#1 Women 18-49/ On station in access*
Buffalo	WIVB	#1 Women 18-49/ In market in access* #1 Men 18-49/ On station in access* +
Nashville	WTVF	#1 Households/ Saturday, 5:00 PM* #1 Women 18-49/ Saturday, 5:00 PM* + #1 Men 18-49/ Saturday, 5:00 PM*
Phoenix	KPHO	#1 Women 18-49/ Saturday, 5:30 PM* + #1 Men 18-49/ Saturday, 5:30 PM +
Providence	WJAR	#1 Households/ Saturday, 7:00 PM* #1 Women 18-49/ Saturday, 7:00 PM* + #1 Men 18-49/ Saturday, 7:00 PM* +
Charlotte	WBTV	#1 Households/ Saturday, 11:30 PM* + #1 Women 18-49/ Saturday, 11:30 PM* + #1 Men 18-49/ Saturday, 11:30 PM*
Greenville	WFBC	#1 Women 18-49/ Saturday, 7:30 PM* + #1 Men 18-49/ Saturday, 7:30 PM +
Wilkes Barre	WBRE	#1 Women 18-49/ Sunday, 6:30 PM + #1 Men 18-49/ Sunday, 6:30 PM +
Harrisburg	WHP	#1 Women 18-49/ On station in access* + #1 Men 18-49/ On station in access* +
Syracuse	WIXT	#1 Women 18-49/ Tuesday, 7:30 PM +
Toledo	WDHO	#1 Adults 18-49/ Saturday, 7:30 PM* +

The Competition

Newlywed Game; Name That Tune; All In The Family; Tic-Tac-Dough
Movies
Crosswits; All In The Family; Mash; Price Is Right
Hollywood Squares; L. Welk; Star Trek
Three's A Crowd; Newlywed Game; Rhoda; Andy Griffith
Joker-Joker; Hee Haw; News
PM Magazine; All In The Family; Brady Bunch
News; Hee Haw; Kung Fu
Tic Tac Dough; PM Magazine; Bob Newhart
All In The Family; Dance Fever; L. Welk
Hee Haw; L. Welk; Kung Fu
Hee Haw; News
Sports; Pop Goes The Country
News
L. Welk; Family Feud
Sat. Night Live; Movies
Hee Haw; L. Welk
Muppet Show; Sports
Hee Haw; Sports
Match Game; Newlywed Game
Joker, Joker; L. Welk

And SHA NA NA continues to be #1!

Mobile	WKRK	#1 Households/Friday, 7:30 PM* + #1 Women 18-49/Friday, 7:30 PM* + #1 Men 18-49/Friday, 7:30 PM*	Shirley; CBS Var.
Davenport	WQAD	#1 Women 18-49/Sunday, 5:30 PM* +	Sports
Chattanooga	WDEF	#1 Households/Saturday, 11:00 PM* #1 Women 18-49/Saturday, 11:00 PM* #1 Men 18-49/Saturday, 11:00 PM*	News
Jackson, Miss.	WLBT	#1 Households/Saturday, 11:00 PM* + #1 Women 18-49/Saturday, 11:00 PM* + #1 Men 18-49/Saturday, 11:00 PM +	Movies
Baton Rouge	WBRZ	#1 Households/Saturdays, 10:30 PM* + #1 Women 18-49/Saturday, 10:30 PM* + #1 Men 18-49/Saturday, 10:30 PM* +	Sat. Night Live
Tucson	KGUN	#1 Households/Saturday, 6:00 PM* #1 Women 18-49/Saturday, 6:00 PM* + #1 Men 18-49/Saturday, 6:00 PM* +	L. Welk; Odd Couple
Wheeling	WTRF	#1 Households/Saturday, 5:30 PM* #1 Women 18-49/Saturday, 5:30 PM* + #1 Men 18-49/Saturday, 5:30 PM* +	In Search Of; Sports
Augusta	WRDW	#1 Women 18-49/Saturday, 7:00 PM* + #1 Men 18-49/Saturday, 7:00 PM* +	Hee Haw; Sports
Las Vegas	KVVU	#1 Women 18-49/Saturday, 6:00 PM* + #1 Men 18-49/Saturday, 6:00 PM*	News; All In The Family; Gunsmoke
Bangor	WVII	#1 Women 18-49/Sunday, 6:30 PM* +	Sports

*NSI November '79
+ ARB November '79

AND, SHA NA NA IS #1 WITH KIDS & TEENS IN ALL LISTED MARKETS!

Add it all up, and the results are clear. Scheduling SHA NA NA as one-per-week or as a strip is the most effective, cost-efficient way to attract the young access audience.

SHA NA NA, produced by Pierre Cossette Productions, is now available for the 1980-81 season from Lexington Broadcast Services on a barter basis (one per week) sponsored by Procter & Gamble, or on a cash/barter (strip) basis. (Four episodes sold for cash and one new show sponsored weekly by Procter & Gamble.)

To find out how SHA NA NA in strip or one-per-week can help strengthen your station's performance in access, talk to the people at Lexington Broadcast Services. They'll tell you why SHA NA NA doesn't play games.



Produced by
Pierre Cossette Productions

tially, from \$10 million to \$16.9 million. Spot radio also jumped, from \$1.9 million to \$5 million. Add to that network radio's gain from \$100,000 to \$300,000. Undercutting this, however, was a decline in TV spot, slipping from \$23 million to \$14.6 million. A major account no longer in Creamer's hands is *Omni's* spot campaign promoting the then-new magazine. Added were Alexander's department store and McDonald's restaurants. Other major accounts: Alcoa, Stouffer's, Speidel, Sheraton, San Giorgio and Equibank.

21

Cunningham & Walsh □ TV and radio billings increased substantially in the past year for Cunningham & Walsh, with an added \$14 million in TV and \$7 million in radio. The acquisition of Chicago-based Post-Keyes-Gardner at the start of the '79 fiscal year accounts for some of the extra spending. New accounts that helped to spur this growth in billings: The Bank of New York, Realty World, American Home Products (Chef-Boy-Ar-Dee), 21 Brands, No Nonsense Fashions, Northern California Toyota Dealers Advertising Association, Just Pants and Mitsubishi Motors. The agency reported three losses for the year: Liggett & Myers Tobacco, Jos. Schlitz Brewing and FTD Florists.

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6

Dancer Fitzgerald Sample □ The agency swelled its billings by more than \$44 million, virtually all in television, as radio rose by \$700,000 over 1978. New accounts in the agency fold during the year were Nikon cameras, Ciba-Geigy Agricultural Division, Kix (General Mills), Popsicles, Jacqueline Cochran's Cie fragrance, Procter & Gamble (Solo detergent), and Denver Toyota Dealers Advertising Group. Resigned were the New York area and San Francisco area Toyota Dealers Advertising Groups. Among the heavy network and TV spot clients were CPC International, Procter & Gamble, Toyota, General Mills, Life Savers, and L'eggs and Hanes. Radio support came from CPC, Life Savers, P&G and Toyota.

39

Daniel & Charles □ Estimated broadcast spending by Daniel & Charles increased by \$1.5 million during the year. There was a slight increase in both television and radio from a sizable list of clients that include Bristol-Myers (Ban products), Drackett Co., Gorton's Food Division of General Mills, Kayser-Roth and Maidenform.

8

D'Arcy-MacManus & Masius □ D'Arcy added more than \$73 million in broadcast billings, resulting from both an increase in the TV-radio share from 61% to 75.5% and a surge of new business. During 1979 the agency acquired FTD Florists, AT&T Phone Center, American Soybean Association, American Hoist & Derrick, Mitre, Komatsu Fork Lift, Lasonic Electronics and Ushio Inc. Accounts resigned include Scripto, Helene Curtis, ITT and Burgmaster. TV-radio investors at D'Arcy during the year were Anheuser-Busch, Cadillac, General Motors, General Tire, Ace Hardware, American Dairy Association, Saluto Foods, Heublein, Kal Kan Foods, Red Lobster Inns and 3M.

31

Della Femina Travisano & Partners □ Total broadcast spending for DFT decreased by \$5 million in 1979. The broadcast portion of the agency's total domestic billings is 63%; that's an 8% drop from 1978's figures. Although total TV expenditures were up slightly by \$1 million, combined radio billings were down about \$6 million. Major accounts strong in broadcast participation were Emery, Dow, Schiefflin, Chemical Bank, Schlitz Light, Borden's and Beck's beer. An important new account for Della Femina was Lipton herbal teas. Lost accounts were Bigelow tea and Aviance perfume.

41

DKG □ This agency's TV-radio expenditures

climbed by \$3 million in 1979 as the agency acquired Simplicity Patterns, Thermos and Clairol (personal care products). During the year DKG resigned Church & Dwight and Ideal Toys. Network and/or spot TV advertisers at DKG are Aamco, Alitalia, Clairol, Corning Glass, Dollar Savings Bank, Remington (shavers) and Getty Oil. Radio investors are Aamco, Alitalia, Dollar Savings Bank and Remington.

34

W.B. Doner □ The \$4 million rise in W.B. Doner's broadcast billings, to \$48.5 million, represents 9% improvement over the year earlier. Television billings were up 8.2%, to \$39.5 million, and radio was up 12.5% to \$9 million. The agency lost the following accounts in 1979: American Beauty spaghetti, Cunningham drug stores and Venture stores. Accounts gained were: BASF audio and video tape, Dutchboy paints, Roy Rogers Restaurants, General Mills, Fundimention (including Lionel Trains), Disston Tools, Scott paper, TV Time Popcorn, Foley's department stores, Washington-area Ford Dealers and Herman's Sporting Goods. Other major accounts are Pillsbury, Colt 45, Tuborg Gold, Lowes [cat litter], Hygrade Food Products, Vlassic Foods, Chiquita and Quality Inns.

10

Doyle Dane Bernbach □ DDB picked up more than \$50 million in domestic billings in 1979, assisted by obtaining such new accounts as IBM (corporate), Foodways Inc., Weight Watchers International, Sherwin Williams Co. (Stores Division) and C&C Cola. No accounts were lost. The agency increased its broadcast investments by \$33 million as TV rose by \$35 million and radio dropped by \$2 million. Doyle Dane's substantial spenders in TV and radio are Polaroid, Seagram (wines), American Airlines, Volkswagen, General Telephone & Electronics, Procter & Gamble and Clairol.

36

A. Eicoff & Co. □ A. Eicoff reported a 29.2% climb in broadcast billings last year, from \$35.2 million to \$45.5 million. Almost \$2 million of that \$10.3-million gain was in spot radio, which soared from the \$6 million reported in 1978 to \$2.3-million in 1979, a 283.3% gain. While TV network billings were unchanged at \$100,000, spot climbed 24.9% to \$43.3 million. Accounts added by the agency in 1979 were *Newsweek*, Avon, Hearst Magazines, Polygram Direct Marketing, Animal Protection Institute and Sanford Corp.

47

Eisaman, Johns & Law □ Although Eisaman, Johns & Law gained in network TV (from

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- 22 series ranging from comedy to drama with musical variety, mystery, folklore, history and documentary.
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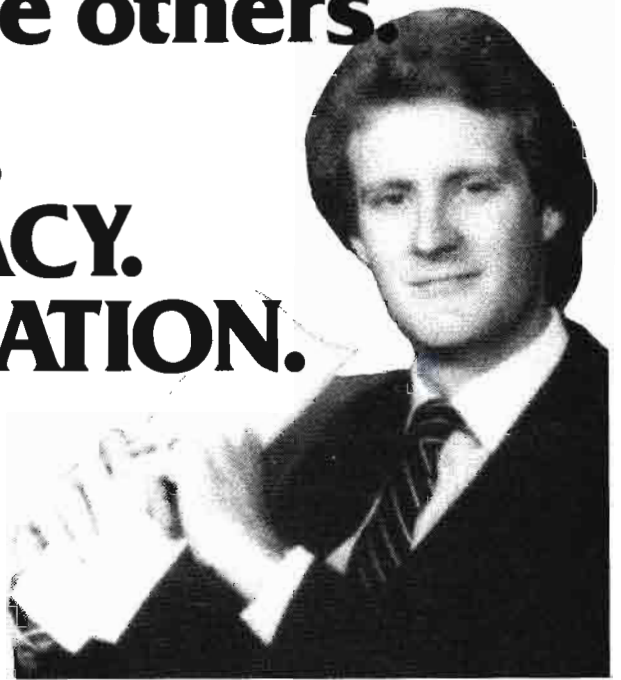
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\$4.9 million in 1978 to \$7.4 million in 1979) and network radio (\$1.7 million to \$3 million), it suffered losses in spot television. Those billings fell dramatically from \$19.3 million in 1978 to \$13.1 million last year. Spot TV remained stable at \$7.7 million. Added accounts were The Flecto Co. and Carta Blanca beer; dropped was Pacific Southwest Airlines. Other major accounts are Pennzoil motor oil, Alpha Beta supermarkets and Suzuki motorcycles. Broadcasting's share of the over-all billing dropped from 67% to 62%.

14

Wm. Esty □ Seven broadcast-oriented accounts were acquired during 1979 at Esty, accounting in part for the \$17 million increase in TV-radio billings. New clients last year were Fab Liquid, Lestoil Rug Shampoo, Magnavox video disks, Schick Super II Ultrex, Dristan A-F tablets, Wheatsworth crackers and Genesee 12 Horse Ale. Resigned was Swift & Co. Television jumped by \$15 million and radio edged up by \$2 million. Investing in the broadcast media were such clients as American Can, Chesebrough-Pond's, Colgate-Palmolive, Interbank Card Association, Magnavox, Nabisco, Nissan Motor, Noxell, Seagram (wines), Swift & Co., Union Carbide, Warner Lambert and Whitehall Division of American Home Products.

11

Foote, Cone & Belding □ FC&B picked up \$33.6 million in broadcast billings, as television grew by more than \$33 million and radio by \$500,000. New accounts at the agency during 1979 were Atlantic Richfield and Amana; leaving were Sherwin Williams, Armour (Dial soap) and Kal Kan. Network and spot TV clients at the agency include Amana, Armour, Hallmark, S. C. Johnson, Kraft, Sears, Roebuck, Pizza Hut, Sherwin Williams, Sunbeam, Zenith, Bristol Myers, Frito Lay, Albertson's, Arco, Mazda, Ramada Inns, Ore-Ida, Clorox, Pacific Telephone & Telegram and Levi Strauss.

22

Gardner □ Radio-TV billings for this St. Louis-based agency sky-rocketed to \$120.8 million, an increase of nearly \$33 million. Gardner showed a gain of about \$31 million in total TV billings alone. Major accounts contributing to this huge increase in broadcast billings were Ralston Purina, Heath Candy, St. Louis Cardinals Baseball Club, Louis Rich, Cam 2 motor oil, Six Flags Over America, Lincoln National Life, Mercury Marine, Bill Dance Outdoors, and Blair Pro Radio Enterprises. New accounts for Gardner include Heath, Dazey Products, Dad's root beer and Bubble Up. No accounts were reported lost.

7

Grey Advertising □ During 1979 Grey ob-

tained such new clients as Congoleum, Shearson Hayden Stone, E. R. Squibb (vitamins) and new assignments from Borden, Drackett, ABC and Heinz, while resigning Honda Motorcycles and Amana. The agency's TV-radio spending increased by \$36.5 million, including a rise of \$2.7 million in radio. Clients active in network TV sponsorships were Procter & Gamble, Revlon, Canon, Timex, Kenner Products (toys and games) and Sentry Insurance. Other television spenders were General Foods, Block Drug, Revlon, Borden, Esmark, Warner Bros., B. F. Goodrich, Carter-Wallace, Kendall Oil, Heinz and ITT Continental. Represented in radio were General Foods, Block Drug, Revlon, Carter-Wallace, Fawcett Books and Totes.

45

Keller-Crescent □ An Evansville, Ind.-based agency, Keller-Crescent is new to this compilation with \$33 million in broadcast billings. It wound up 1979 with a host of new accounts, including Koehring Co., Atomaster Division (air-forced heating), Ever-Fresh Doughnut Division of Tennessee Doughnut Corp., American-Standard, Indiana Department of Commerce, Holiday Rambler, and Yorktowne Cabinets Division of Wickes Corp. Resigned during the year were R.C. Allen and Ball Giftware. Keller-Crescent's accounts are heavily involved in spot broadcasting, having spent \$20 million last year. Its list of TV-radio accounts includes Magic Chef, Kimball, Fruit of the Loom (hosiery), Van Raalte Hosiery, Murray Ohio, American-Standard and Champion Laboratories.

19

Kenyon & Eckhardt □ K&E enjoyed a healthy growth of more than \$21 million in broadcast billings in the past year; particularly noteworthy is the \$12 million increase in combined television billings. Major spenders in network and spot TV include Chrysler, Quaker State, Bristol-Myers, Colgate-Palmolive and Coca-Cola (wines). The former two accounts listed also participated in network sponsorships. Other active broadcast accounts for K&E were Wm. Underwood, Marshall Field and Savings Bank of New York State. 1979 additions to the agency's long list of accounts are Chrysler, Bristol-Myers (Exedrin), ABC Inc.'s Travel Rental Corp., Cinzano vermouth, Timex Clock, Prime Computer, New England Automated Clearing House and AM International (AM Intertext Division). Accounts resigned were Ford, Fedders and Pabst Light beer.

40

Lee King & Partners □ Billings in 1979 for Lee King & Partners broadcast clients rose \$2.2 million to \$38 million. The company reported no network radio billings last year, down from \$2.1 million the year earlier, but spot radio nearly quadrupled, from \$1.4 million to \$4.8 million. The TV total of \$33.2 million

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CENTER—NEC's 8-input/1-output video switcher with switching logic and wideband characteristics permitting 4-channels of digital audio multiplexed with video. The heart of the NEC TKA-105 Routing Switcher.

RIGHT—NEC's 16K mosfet ram for high-speed applications in NEC's FS-15 Frame Synchronizer and DVE® Systems.

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WDBO-AM Orlando, Fla.
WTOP-AM Washington, D.C.
WDBO-FM Orlando, Fla.
KIQQ-FM Los Angeles, Cal.
WIOQ-FM Philadelphia, Pa.
WQRS-FM Detroit, Mich.

Television

WJAR-TV Providence, R.I.
WDBO-TV Orlando, Fla.
KSAT-TV San Antonio, Tex.
WCMH-TV Columbus, Ohio

First what?

For broadcast journalists, their colleagues in other media and indeed the public at large, it is dispiriting news that three out of four American adults of all kinds of stations in life are unfamiliar with the First Amendment. It is even more dispiriting to learn that similar ignorance afflicts three out of five Americans who have gone to college.

The gloomy discoveries were reported by George Gallup Jr. to the first First Amendment Congress, sponsored by leading journalistic associations and professional societies ("Closed Circuit," Jan. 14; BROADCASTING, Jan. 21). They turned up in a Gallup poll of 1,523 adults in a cross-section of American localities. Nor were they the most dismaying of the findings.

Thirty-seven percent of the respondents said present curbs on the press are "not strict enough." Another 32% said curbs are "about right." Only 17% thought the curbs "too strict." The rest, 14%, were undecided. Journalists working in all media cannot dismiss the unsavory finding that 69% of the people are for existing or harsher controls. There must be a correlation between that figure and the prevalence of unfamiliarity with a constitutional prohibition against laws abridging the freedom of the press.

The same constitutional prohibition, of course, extends to laws abridging the freedom of speech. It is troubling to be told that three out of four Gallup respondents did not know that their casually accepted freedom to express opinions, to Gallup interviewers or anyone else, is a guarantee of the First Amendment they never heard of or have forgotten.

The American educational system must assume some blame for the civic unawareness turned up in the Gallup poll, but the media must share the blame for that and for the substantial distrust of their ability to function without governmental supervision. More organs of journalism must devise ways to discuss their own performance in terms that will both interest and enlighten their audiences. The ombudsmen now at work at some newspapers are making promising starts. Radio and television need to develop their own versions of that service.

Journalism itself is much in the news these days and is worthy of frequent colloquies between producers and consumers. In the process, it must not be forgotten that the public's freedom of speech and the media's freedom of the press are intertwined. The First is everyone's Amendment whether people know it or not.

Hill is the refuge

In the written state of the union message that he sent to Congress last week before making his personal appearance, Jimmy Carter had quite a lot to say about communications regulation. The comments, reported elsewhere in this issue, added up to an endorsement of what has been going on at the FCC and Federal Trade Commission under the chairmanships of his appointees, Charles D. Ferris and Michael Pertschuk.

The President is for diversification of media ownership. He promises 1,000 new radio stations (to be added to the 8,748 already on the air). He would encourage the development of satellites, cable television "and other technologies" to enlarge television service.

He nods in fashionable obeisance toward deregulation at the FCC, without noting that deregulation has been unequally ap-

plied to competing services. He promises to continue "working with the Congress and the FCC to protect First Amendment rights" and at least has the grace to omit mention of his recent pressure on the FCC to order networks to sell him political time before their editorial judgment told them to.

As to the FCC, the message contains an ill-concealed threat to veto legislation, now pending, that would restore reasonable balance to the program of rampant overregulation undertaken under the Pertschuk regime.

His appointees will no doubt draw strength from his message to the Congress. Broadcasters and advertisers that are the objects of regulation can only hope that the Congress will continue to show strength of its own.

Favored few

The outlook for the national economy is—to put the best face on it—uncertain. But recent history and informed opinion suggest that broadcasters have much less than most businessmen to be concerned about. Unlike many businessmen, their product—especially television, but radio as well—has been shown to be recession-resistant. And advertisers have learned from hard experience that cutting budgets in a recession is a sure way to lose market shares to competitors that keep their messages rolling.

These musings are prompted by a special report that appears elsewhere in this issue. The report takes a look both backward and forward, and finds encouragement in both directions. BROADCASTING's annual ranking of the top 50 agencies in broadcast billings shows big advances in broadcast spending in 1979. Further, agencies and advertisers anticipate another good year in 1980. And Bill Suter of Merrill Lynch, a leading analyst of broadcasting and related stocks, offers an optimistic appraisal of the year ahead from Wall Street's perspective.

It has been well noted that 1980 is seeing a quadrennial upsurge in demand for advertising time, thanks to elections and one if not two sets of Olympics games. What it all nets down to, as Suter suggests, is that if there had to be a recession, it couldn't come at a better time for broadcasters.



Drawn for BROADCASTING by Jack Schmidt

"What luck. The day we get our satellite dish is also the biggest snowfall of the year."

Torbet's Alan Torbet: a radio representative with inside knowledge

Alan Torbet has run his own national radio representative firm since 1967, when billings were \$3 million. Torbet Radio closed out 1979 with billings of more than \$30 million.

This ten-fold growth, outpacing the industry by a considerable margin, does not surprise Gene Chenault, the radio program consultant and producer who was Torbet's partner in KRAK-AM-FM Sacramento, Calif., from 1957 to 1961. "Alan had fire in his belly," Chenault remembers. "He worked hard, was and is smart, and always was research-oriented—important in the rep business. Alan was an excellent organizer and manager. And he was a 'poet of the memoranda,' by which I mean he knew how to communicate clearly and graphically to his staff."

Torbet, now 61, has completed 31 years in the radio industry and directs one of its leading rep firms. He is a friendly, outgoing person with a relaxed manner that conceals, colleagues say, an intense inner drive.

It wasn't until Torbet was 49 that he ventured to New York in 1967 to embark on a national representative radio career. He had accumulated 19 years of experience in radio as a sales manager, general manager, owner of stations and head of his own regional representative firm, all in Oregon and California.

Radio, however, was a career "accident," Torbet says. While earning his BS degree in journalism at the University of Oregon in 1940, he worked as a stringer for the *Portland Oregonian* and the *Oregon Journal*. For eight years after college, he was a reporter, city editor, managing editor and business manager for the *Coos Bay (Ore.) World* and business manager for the *Vancouver (Wash.) Star*.

He was moved into the business side of the newspapers because their management felt he had entrepreneurial skills. And it was this background in business that led to radio, Torbet says.

He points out that each of the newspapers had a radio station that reported to him. He learned the basics of radio during this period and was asked in 1948 to become sales manager of KPOJ(FM) Portland [now KUPL].

Torbet has never left radio since that time. He moved over to KROW(AM) Oakland, Calif. [now KABL], as general manager in 1950 and two years later was tapped for the general manager post of KSFO(AM) San Francisco.

After five years at KSFO, Torbet decided to strike out on his own. He says he



Alan Lee Torbet—chairman and chief executive, Torbet Radio, New York; b. Albany, Ore., Sept. 21, 1918; BS, journalism, University of Oregon, 1940; reporter, city editor, managing editor and business manager, *Coos Bay (Ore.) World*, 1940-46; business manager, *Vancouver (Wash.) Star*, 1946-48; sales manager, KPOJ(AM) Portland, Ore. [now KUPL(AM)], 1948-50; general manager, KROW(AM) Oakland, Calif. [now KABL], 1950-52; general manager, KSFO(AM) San Francisco, 1952-57; bought KRAK(AM) Stockton, Calif., in partnership with Gene Chenault in 1957 and moved station to Sacramento, Calif., serving as VP and general manager, KRAK(AM) and later KRAK-FM, 1957-62; president, Torbet, Allen & Crane, Los Angeles and San Francisco, 1962-67; acquired radio division of Venard, Rintoul & McConnell, New York, 1967, and changed name to Alan Torbet Associates, New York; acquired Avco Radio Sales, 1975, and changed name to Torbet-Lasker; sold firm to Bonneville International in late 1977 and became chairman and chief executive of Torbet Radio, now Bonneville subsidiary; m. Ruth Chambers of Eugene, Ore., 1940; children, Stephen, 36; Philip, 34.

realized he had a knack for taking a failing station and turning it into a formidable competitor. He says the key is "the right programming, plus consistent and imaginative management."

He had met Chenault while working in Oakland. They pooled their resources and bought KRAK(AM) Stockton, Calif., in 1957 and shortly thereafter received permission to move the station to Sacramento.

The team of Torbet and Chenault revitalized KRAK-AM-FM. By 1961 Torbet was looking again for a new challenge on a broader landscape. The duo sold the stations that year, and according to Torbet, "for the first time in my life I had a sub-

stantial amount of capital."

Torbet felt that the time was appropriate to set up a regional radio representative firm in the burgeoning West. By the early 1960's, network radio had slipped into a sharp decline, while independent stations, with emphasis on music and news, personalities and sports, were emerging as potent forces in broadcasting. Torbet reasoned that in a broadcast climate that was favorable to local and spot radio, a rep firm headed by a successful broadcaster could flourish. He formed Torbet, Allen & Crane, Los Angeles and San Francisco, in 1962.

In 1967 Torbet moved into the national arena with the purchase of the radio division of Venard, Rintoul & McConnell, which he merged with his regional rep company. In 1975 he bought Avco Radio Sales. The name of the firm was changed to Torbet-Lasker to reflect the presence of Peter Lasker, who had been president of Avco Television Radio Sales. Lasker later left, and in November 1977 Torbet sold his company to Bonneville International. He has remained as chairman and chief executive officer of Torbet Radio.

As chairman, he concentrates on financial planning, budgets, station solicitations and station relations. He says he rarely gets involved today in direct sales but takes a hand in sales planning. Sales at Torbet Radio lie in the province of Joe Dorton, president.

Dorton has known Torbet intimately for more than two years. He describes Torbet as "an intense individual with a lot of drive who cares about people." He tells this story he heard about Torbet: "A number of years ago when Alan was just getting started in the rep business, he was sometimes short of ready cash. But he wanted to give some of his people a bonus for their good work. Alan went out and borrowed that money."

Despite the in-and-out behavior of spot radio in 1979, Torbet estimates that billings as a whole grew by more than 12%. He projects that national spot radio in 1980, despite gloomy predictions about a recession, will increase 11%-12% over 1979. He is confident that Torbet will out-run the industry.

"We think spot radio will get off to a slow start in the first quarter," Torbet ventures. "Things should pick up with the national elections. And even if the economy becomes tighter, radio will not suffer. Radio traditionally does well when the economy takes a dip."

Torbet envisions even sharper competition among radio reps for key stations in the 1980's and says, "Those reps that maintain skilled and well-paid sales staffs and have strong research and computer resources will thrive."

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Stock Index

Exchange and Company	Closing Wed. Jan 23	Closing Wed. Jan 16	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	36 1/8	34 5/8	+ 1 1/2	+ 4.33	8	1,012
N Capital Cities	48	47 1/2	+ 1/2	+ 1.05	13	657
N CBS	53 5/8	53	+ 5/8	+ 1.17	8	1,506
N Cox	66	67	- 1	- 1.49	13	443
A Gross Telecasting	26	27 3/4	- 1 3/4	- 6.30	8	20
O Lin	45 1/2	46 1/2	- 1	- 2.15	11	125
N Metromedia	72 1/4	73 1/2	- 1 1/4	- 1.70	10	332
O Mooney	7	9 1/2	- 2 1/2	-26.31		2
O Scripps-Howard	63	63			11	163
N Storer	30 7/8	24 7/8	+ 6	+24.12	16	358
N Taft	33 1/4	33 5/8	- 3/8	- 1.11	11	287

BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	22 1/8	21	+ 1 1/8	+ 5.35	18	39
A Affiliated Pubs.	29 1/8	28 3/4	+ 3/8	+ 1.30	10	99
N American Family	11 1/8	11 1/4	- 1/8	- 1.11	5	117
N John Blair	20 3/4	21 1/4	- 1/2	- 2.35	5	77
N Charter Co.	38 1/4	38 1/4			33	4,677
N Chris-Craft	21 1/2	20	+ 1 1/2	+ 7.50	12	92
N Coca-Cola New York	6	5 3/4	+ 1/4	+ 4.34	8	105
N Cowles	24	23 7/8	+ 1/8	+ .52	19	95
N Dun & Bradstreet	43 5/8	45 3/8	- 1 3/4	- 3.85	17	1,215
N Fairchild Ind.	56 1/8	42 1/4	+13 7/8	+32.84	12	320
N Fuqua	18 3/4	18 3/4			5	237
N Gannett Co.	46 7/8	46 1/4	+ 5/8	+ 1.35	15	1,260
N General Tire	22 7/8	22 1/2	+ 3/8	+ 1.66	5	530
O Gray Commun.	46	44 1/2	+ 1 1/2	+ 3.37	14	21
N Harta-Hanks	27 1/2	27 5/8	- 1/8	- .45	16	255
O Heritage Commun.	11 1/2	12	- 1/2	- 4.16		27
N Jefferson-Pilot	28 7/8	29 3/4	- 7/8	- 2.94	8	650
O Marvin Josephson	13	14 1/2	- 1 1/2	-10.34	7	33
O Kansas State Net	27 1/4	27	+ 1/4	+ .92	23	51
N Knight-Ridder	24 3/4	25 3/4	- 1	- 3.88	11	817
N Lee Enterprises*	22 1/8	22 1/8			12	160
N Liberty	18 1/2	18 3/8	+ 1/8	+ .68	8	250
N McGraw-Hill	29 1/2	28	+ 1 1/2	+ 5.35	11	730
A Media General	28 3/8	27	+ 1 3/8	+ 5.09	12	211
N Meredith	34 1/2	34 1/4	+ 1/4	+ .72	7	106
O Multimedia	32 3/4	33	- 1/4	- .75	14	218
A New York Times Co.	22 3/4	23 7/8	- 1 1/8	- 4.71	17	268
N Outlet Co.	22 1/2	18 3/4	+ 3 3/4	+20.00	6	55
A Post Corp.	19	18 3/4	+ 1/4	+ 1.33	8	34
A Reeves Telecom	4 3/4	4 3/4			53	11
N Rollins	27 3/4	28 1/4	- 1/2	- 1.76	13	372
N San Juan Racing	14 1/4	15	- 3/4	- 5.00	18	35
N Schering-Plough	36 3/4	33	+ 3 3/4	+11.36	10	1,964
A Sonderling	30 1/4	30 1/4			10	33
A Tech Operations	12	12 1/4	- 1/4	- 2.04	30	16
N Times Mirror Co.	38 3/4	38 1/4	+ 1/2	+ 1.30	11	1,315
O Turner Broadcasting	9 1/2	8 1/4	+ 1 1/4	+15.15		93
A Washington Post	20	20			7	317
N Wometco	21 1/4	20 7/8	+ 3/8	+ 1.79	10	182

CABLECASTING						
A Acton Corp.	14 7/8	14 1/4	+ 5/8	+ 4.38	10	39
O Athena Comm.	7 1/8	6 7/8	+ 1/4	+ 3.63		15
O Burnup & Sims	10 1/2	11 3/8	- 7/8	- 7.69	55	90
O Cable Info.*	12 1/2	(closing 1/2; not reported in previous wks.)				
O Comcast	25 1/2	27	- 1 1/2	- 5.55	25	43
O Entron*	5	5			5	4
N General Instrument	50 1/4	52 1/8	- 1 7/8	- 3.59	13	418
O Geneve Corp.	37 5/8	33	+ 4 5/8	+14.01	16	42
O Tele-Communications	27 3/4	27 3/4			34	295
N Teleprompter	23 1/4	23 1/8	+ 1/8	+ .54	31	394
N Time Inc.	49 1/2	51 1/4	- 1 3/4	- 3.41	9	1,382
O Tocom	11	11			23	16
O UA-Columbia Cable	47	42	+ 5	+11.90	22	157
O United Cable TV	28 3/4	30	- 1 1/4	- 4.16	20	117
N Viacom	42 3/4	43	- 1/4	- .58	22	162

Exchange and Company	Closing Wed. Jan 23	Closing Wed. Jan 15	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
A Amer. Intl. Pics	9 3/4	9 3/4				23
O Chuck Barris Prods.	5	5 1/2	- 1/2	- 9.09	2	15
A Cinema 5 Ltd.*	4 7/8	4 7/8				3
N Columbia Pictures	32	34 1/8	- 2 1/8	- 6.22	5	315
N Disney	46 1/2	45 3/4	+ 3/4	+ 1.63	15	1,507
N Filmways	10 1/2	10 3/8	+ 1/8	+ 1.20	6	56
Four Star	3/4	1	- 1/4	-25.00	8	
N Gulf + Western	19 1/4	19 1/4			5	864
N MCA	56 3/8	56 1/8	+ 1/4	+ .44	10	1,311
O Medcom	3 5/8	2 1/4	+ 1 3/8	+61.11	15	6
N MGM	20 1/2	20 1/2			9	628
O Reeves Commun.	19 1/2	18 1/2	+ 1	+ 5.40	18	45
N Transamerica	17 3/4	17	+ 3/4	+ 4.41	6	1,171
N 20th Century-Fox	47 3/4	47 3/4			7	381
O Video Corp. of Amer.	7 3/4	8 1/8	- 3/8	- 4.61	26	7
N Warner	53	53 1/2	- 1/2	- .93	12	1,065
A Wrather	20	19 5/8	+ 3/8	+ 1.91	54	46

SERVICE						
O BBDO Inc.	34 1/4	33 3/4	+ 1/2	+ 1.48	8	86
O Compact Video	13	10 1/2	+ 2 1/2	+23.80		23
N Comsat	41 1/2	42 3/4	- 1 1/4	- 2.92	10	332
O Doyle Dane Bernbach	27 1/4	25	+ 2 1/4	+ 9.00	9	72
N Foote Cone & Belding	26 7/8	25 3/4	+ 1 1/8	+ 4.36	9	70
O Gray Advertising	45 1/2	45	+ 1/2	+ 1.11	5	28
N Interpublic Group	35 3/8	35 1/2	- 1/8	- .35	7	84
O MCI Communications	6 3/8	6 5/8	- 1/4	- 3.77	80	179
A MovieLab	6 7/8	7 1/8	- 1/4	- 3.50	12	10
A MPO Videotronics	5 3/4	5 3/8	+ 3/8	+ 6.97	6	2
O A. C. Nielsen	29 1/2	28 1/2	+ 1	+ 3.50	14	324
O Ogilvy & Mather	23 1/4	22 1/2	+ 3/4	+ 3.33	7	83
O Telemation	1 1/4	1 1/4			2	1
O TPC Communications	6 1/2	6 3/8	+ 1/8	+ 1.96	12	5
N J. Walter Thompson	30 1/8	29 1/8	+ 1	+ 3.43	7	79
N Western Union	23 3/4	22 1/4	+ 1 1/2	+ 6.74	10	360

ELECTRONICS/MANUFACTURING						
O AEL Industries	10 3/4	9 3/4	+ 1	+10.25	8	17
N Ampex	19 5/8	21 1/2	- 1 7/8	- 8.72	13	223
N Arvin Industries	13	13			4	77
O CCA Electronics*	1/8	1/8				1
A Cetec	6	6 1/8	- 1/8	- 2.04	13	3
A Cohu	6 7/8	6 3/4	+ 1/8	+ 1.85	23	11
N Conrac	18 1/2	19	- 1/2	- 2.63	29	37
N Eastman Kodak	50 7/8	45 3/4	+ 5 1/8	+11.20	34	8,210
B Elec Missile	3 7/8	4 1/8	- 1/4	- 6.06	11	10
O Farinon	28 5/8	29 1/4	- 5/8	- 2.13	27	141
N General Electric	54 5/8	53 1/2	+ 1 1/8	+ 2.10	10	10,082
N Harris Corp.	38 1/2	38 7/8	- 3/8	- .96	17	1,008
O Harvel Industries	6 1/2	6 1/2			17	3
O Intl. Video Corp.	5/8	5/8				1
O Microdyne	28 1/4	24 1/2	+ 3 3/4	+15.30	29	3
N M/A Com Inc.	37 7/8	36 1/2	+ 1 3/8	+ 3.76	49	214
N 3M	49 5/8	48	+ 1 5/8	+ 3.38	10	5,779
N Motorola	56 3/8	56 1/4	+ 1/8	+ .22	14	1,609
N N. American Philips	29 3/4	30	- 1/4	- .83	6	357
N Oak Industries	38	39 3/8	- 1 3/8	- 3.49	26	160
O Orrox Corp.	6 1/8	6 1/2	- 3/8	- 5.76	9	10
N RCA	22 5/8	23 7/8	- 1 1/4	- 5.23	6	1,693
N Rockwell Intl.	57 3/4	55 1/2	+ 2 1/4	+ 4.05	9	2,032
A RSC Industries	3 3/4	4 1/4	- 1/2	-11.76	21	9
N Scientific-Atlanta	44 1/4	43 3/4	+ 1/2	+ 1.14	25	197
N Sony Corp.	7 1/8	7 1/4	- 1/8	- 1.72	12	1,229
N Tektronix	63	62 1/4	+ 3/4	+ 1.20	16	1,133
O Texscan	6 1/4	6 1/2	- 1/4	- 3.84	37	4
O Valtec	16 5/8	17	- 3/8	- 2.20	35	66
N Varian Associates	30 1/2	30 3/4	- 1/4	- .81	169	208
N Westinghouse	24 3/4	22 1/2	+ 2 1/4	+10.00	7	2,128
N Zenith	11 3/8	9 3/4	+ 1 5/8	+16.66	11	213

Standard & Poor's 400 Industrial Average 127.91 118.41 +9.50

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 & Pooors' or as obtained by *Broadcasting's* own research.

Earnings figures are exclusive of extraordinary gain or loss. Footnotes: *Stock did not trade on given day; price shown is last traded price. ** No P/E ratio computed, company registered net loss. ***Stock split. + Stock traded at price less than 12.5 cents.

joins WKDY(AM) Spartanburg, S.C., as news and public affairs director.

Kevin Ragan, reporter, WBNS-TV Columbus, Ohio, named reporter-producer. **Debbie Denison**, weekend production assistant, named weekend assignment editor and part-time reporter. She succeeds **Bruce Kirk**, who becomes reporter.

Technology



Peterson

John E. Peterson, business manager-optical products, Corning Glass Works, Corning, N.Y., joins Siecior Optical Cables, Horseheads, N.Y., as president. **Dr. Otto Szentesi**, director of programs management at Siecior, named VP.

Fred Nichols, VP-marketing, Audio-Technica U.S., Fairlawn, Ohio, named senior VP. **Paul McGuire**, national sales manager, named VP-sales. **Dean Slagle**, operations manager, named VP. **Dave Jensen**, central regional sales manager, named sales manager, national accounts.

Anthony Orlacchio, director of sales, Dranetz Engineering Laboratories, South Plainfield, N.J., named VP of sales.

Fred J. Haines, camera product manager, International Video Corp., Sunnyvale, Calif., joins Broadcast Products Division of Harris Corp., Quincy, Ill., as video engineering man-

ager, responsible for development of new television cameras and other video products.

International

Allan Jones, chief of production and planning for BBC World Service, London, named general manager of BBC's Transcription Service, which sells tapes of BBC radio programs internationally. **A. P. Wilkinson**, assistant head of BBC's outside broadcasts, named head of BBC's appointments department, succeeding **Alan Finch** who retires. **Peter Fraenkel**, head of East European Service at BBC, named controller of BBC's 17-language service to Europe.

Bill Gilbert, director of television for EMI Films, London, named managing director of Polytel International Overseas, new London-based marketing and distribution company.

David G. Fine has been named chief executive of Polygram Leisure, United Kingdom firm which controls Polygram's activities in records, feature and television films and music publishing.

Allied Fields

Michael Membrado, VP-advertising director, *Marketing & Media Decisions* magazine, New York, joins Arbitron Television Sales there as VP. **Maddy Schreiber**, VP of research, Torbet Radio, New York, joins Arbitron Radio there as manager, radio representative-network sales.

Ruth Baker-Battist, from communications practice with Cohn & Marks, Washington law firm, joins MCI Communications there as assistant general counsel for regulatory matters.

Jon Beacher, VP-marketing and creative services, WXIA-TV Atlanta, joins Reymers & Gersin Associates, broadcast research and consulting firm in Southfield, Mich., as VP-promotion and programming.

Cynthia Darwin, graduate, University of Texas, joins The Media Associates, Dallas-based broadcast service company, on television news consulting staff. **Patricia Carr**, formerly with Southwest Research, Dallas, joins The Media Associates as research production manager. **Steve Shute**, formerly with WTIS(AM) Tampa, Fla., joins The Media Associates as research associate.

Jeff Pollack has resigned as program director of WMMR(FM) Philadelphia to form Pollack Communications, Philadelphia, as consultant to stations and radio program producers.

Deaths

Former Supreme Court Justice **William O. Douglas**, known for unswerving dedication to First Amendment, died Saturday (Jan. 19), at age 81. And Curtis Beckman, president of Radio-Television News Directors Association, issued statement hailing Douglas for his role in defending First Amendment rights of broadcasters. He noted that Douglas, who retired from court on Nov. 12, 1975, wrote, in *CBS* case, in 1973, "TV and radio stand on the same protected position under the First Amendment as do newspapers and magazines." And, Beckman recalled, Douglas denounced court's Red Lion decision, in which he did not participate, saying: "The fairness doctrine has no place in

our First Amendment regime." "We shall miss him," Beckman said, "and hope that others on the court will come to see the wisdom of his constitutional philosophy."

Kenneth R. Dyke, 81, former NBC executive who was brigadier general on staff of General Douglas MacArthur as chief of Civilian Information and Education Section in Japan in 1945, died Thursday (Jan. 17) in New York after suffering with emphysema. Dyke was advertising executive with Colgate-Palmolive Peet Co. and was chairman of Association of National Advertising before joining NBC in 1937 as promotion manager and research director. After war, he was named vice president in charge of programs for NBC and later left to become vice president, publications for Young & Rubicam International, New York. He is survived by son, David K. Dyke.

John J. Karol, 75, VP and director of special projects for CBS-TV network sales department before he retired in 1969, died of heart attack Jan. 20 at his home at Chappaqua, N.Y. Karol, who also had been director of CBS research and for nine years was VP in charge of radio network sales in 39-year CBS career, was credited with instrumental role in introducing Leonard Bernstein/New York Philharmonic *Young People's Concerts* and *National Geographic Specials* to network television. Survivors include his wife, Ann; son, John Jr., of Orford, N.H., and daughter, Mrs. Paul C. Ross of New York.

Lloyd Smith, 51, president of Rau Radio Stations, radio station group owner based in Washington, died of cancer Jan. 18 at Anne Arundel (Md.) General hospital. He joined company in 1950's and became president in 1960. Earlier in his career, he did engineering work for WMAL-TV Washington (now WJLA-TV). Survivors include his wife, Elizabeth, sister and brother.

James W. Raftery, 39, ABC publicist, died in New York on Jan. 10. Raftery had been on medical leave from ABC since early 1979, but cause of death was not known pending autopsy.

Mitch Sandler, 56, talk show host on WJNO(AM) West Palm Beach, Fla., until he was fired during controversy surrounding his program, died of heart attack Jan. 19 at his home in West Palm Beach. Sandler was fired after he appeared on talk show on WKAT(AM) Miami and discussed charges by WJNO listener that Sandler was conducting his talk show to favor anti-Jewish, anti-Zionist side of Arab-Israeli controversy. WJNO had advised Sandler not to appear on WKAT program (BROADCASTING, Aug. 28, 1978). Survivors include sister and two brothers.

Tina Dadiani, 71, with Voice of America in Washington on Georgian desk from 1951 to 1958, died of cancer Jan. 20 at her home in Arlington, Va. Her husband, Michel, who died in 1974, was translator and broadcaster for VOA for more than 20 years. Survivors include son and daughter.

Barbara Britton, 59, motion picture and television actress, died of cancer Jan. 17 at her home in Manhattan. During 1950's she starred with Richard Denning in series about amateur detective team of *Mr. and Mrs. North*. She also appeared as Revlon girl in television advertising for cosmetic company. Survivors include her husband, daughter, Christina Britton, singer-actress, and her father.

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Andrew Porter, interim program director since October at KJIL(FM) Oklahoma City, named program director.

Bob Ogles, operations manager, WBIR(AM) Knoxville, Tenn., named program director.

Kerry Lambert, part-time announcer with production responsibilities at WBIR-FM there, named program director.

Joel Spivak, of *The Joel A. Spivak Show* on WCAU-TV Philadelphia, joins WRC(AM) Washington as host of weekday two-way talk program.

Eileen Griffin, executive producer of *Harden and Weaver* show on WMAL(AM) Washington, named assistant program director.

Jon Town, air personality, KHOW(AM) Denver, assumes additional duties as assistant program director. **Leigh Starnes**, music librarian, named music research director. **Pam Gresty**, contest coordinator, named programing assistant.

Jim Barker, operations director for KACY(AM) Oxnard, Calif., named program director for KACY-AM-FM Oxnard.

Scott Robbins, from WFEC(AM) Harrisburg, Pa., joins WOKF(FM) Tampa, Fla., as program director.

Larry Riley, with KYCA(AM) Prescott, Ariz., named program director.

Steve Sox, former production director, Newton-Conover Communications, Newton, N.C., joins WKDY(AM) Spartanburg, S.C., as program director.

Ed Mack, production supervisor, KARZ(FM) Phoenix, named production director.

Arlene Tefft, news photographer, KTVY(TV) Oklahoma City, named assistant farm director.

Marian Berger, account executive and announcer, WGIR-FM Manchester, N.H., joins WKFM(FM) Fulton, N.Y., as announcer.

News and Public Affairs



White

Robert White, assistant news director for ABC's KABC-TV Los Angeles, named news director for co-owned WXYZ-TV Detroit. He succeeds Phil Nye, who was named VP, news, ABC Owned Stations Division (BROADCASTING, Dec. 17, 1979).

Peter Larkin, bureau manager for CBS News in London until Dec. 1977 when he took leave of absence, named Northeast bureau manager for CBS News, based in New York. He succeeds **Lawrence Doyle**, who has been named producer for *CBS News Sunday Morning*. **Steve Kroft**, reporter, WPLG(TV) Miami, joins CBS News in New York as reporter.

Hilary Brown, NBC News Middle East correspondent based in Tel Aviv, named Pentagon correspondent.

Joseph Keating, assistant director of ABC Radio News, named director of news operations. **Peter M. Flannery**, manager of news, succeeds Keating as assistant director. **Leslie J. Corn**, director of public service and special projects, ABC Radio Network, appointed to new post of director, program production.



Endicott

Betty Wolden Endicott, executive editor, WRC-TV Washington, joins WDVN-TV there as news director.

Myron Kandel, financial editor for *The New York Post*, joins CNN in Atlanta as financial editor.

Don North, assistant news director, WKRC-TV Cincinnati, joins WFRV-TV Green Bay, Wis., as news director. **Lu Ann Reeb**, news intern with co-owned WAVE-TV Louisville, Ky., and **Patti Hastings**, newscaster and general assignment reporter with WEAQ(AM)-WIAL(FM) Eau Claire, Wis., join WFRV-TV as general assignment reporters.

Hank Mayhall, 10 p.m. co-anchor and executive news producer, KHQA-TV Hannibal, Mo. (Quincy, Ill.), named news director for KHQA-TV and co-owned WTAD(AM)-WQCY(FM) there. **Scott Mulford**, reporter, named assistant news director.

Amanda Arnold, co-anchor on WKYC-TV Cleveland, joins KHOU-TV Houston in same capacity.

Tobie Marsh, reporter, WFAA-TV Dallas, joins WMAR-TV Baltimore as 5.30 p.m. anchor.

Rod Challenger, from WJXT(TV) Jacksonville, Fla., joins WFLA-TV Tampa, Fla., as assistant news director.

Gloria Rojas, reporter with WABC-TV New York, named full-time New Jersey correspondent for station. She will be based in Hackensack, N.J.

Tom Sweeney, assistant news director, WTVQ-TV Lexington, Ky., joins WJKS-TV Jacksonville, Fla., as assignment editor. **Bob Kartheiser**, weekend anchor and reporter, WIFR-TV Freeport, Ill., **Suzanne Chamberlain**, reporter, KOMU-TV Columbia, Mo., and **Robert Gilmartan**, reporter, WTVX(TV) Fort Pierce, Fla., join WJKS-TV as reporters.

Byron Wood, 6 and 10 p.m. co-anchor, and **Colleen Williams**, newscaster on noon news, WOWT(TV) Omaha, both assume additional duties as co-anchors on station's expanded newscast (90 minutes), which will begin at 5 p.m. **Mike Gleason**, weekend producer, named producer for 5 p.m. news. **Bruce Prenosil**, from KTIV(TV) Sioux City, Iowa; **Jim Moore** and **Ken Vest**, both from KTVV(TV) Austin, Tex., and **Joni Hoffman**, from WOW(AM) Omaha, named reporters for WOWT. **Eric Wall** and **Michael Plews**, both from KETV(TV) Omaha; **George Jones**, from *Omaha Sun*, and **Carlos Barrientos**, from part-time duty in WOWT engineering department, named news photographers for WOWT. Station has also opened news bureau in Lincoln, Neb., and named **Mike McKnight**, from news department, to head bureau. **Gary Slowik** of WOWT has also been transferred to Lincoln bureau as engineer-in-charge and news photographer.

Jim Vicevich, economics reporter, WTAR-TV Norfolk, Va., joins WFSB-TV Hartford, Conn., as business and economics reporter.

Gregg Hersholt, news director, KPAM-AM-FM Portland, Ore., joins KJR(AM) Seattle as news director and morning newsman.

John Zondlo, from news department of WJOB(AM) Hammond, Ind., joins KJIL(FM) Oklahoma City as news director.

Howard Dicus, newsman for Mutual Broadcasting System, Washington, named news supervisor. **John Hennehan**, anchor-reporter for WKRC(AM)-WKRC(FM) Cincinnati, joins Mutual as overnight news reporter.

Joan Duffy, with UPI in New Orleans, named manager of Baton Rouge news bureau of UPI. **Edward Havens**, with UPI in Phoenix, named manager UPI's bureau in Tucson, Ariz. **Karen Magnuson**, with UPI in Chicago, named manager of UPI's bureau in Davenport, Iowa, Rock Island-Moline, Ill. **Sylvana Foa**, chief correspondent for Eastern Europe, based in Vienna, named manager of UPI's bureau in Bangkok.

Terry Wiggins, account manager with Revlon based in Charlotte, N.C., joins Associated Press as broadcast executive for Kentucky and West Virginia, based in Louisville, Ky.

Jackie Clark, assistant news director, KRNT(AM)-KRNQ(FM) Des Moines, Iowa, named news director.

Frank Humphreys, news producer, KPIX(TV) San Francisco, joins noncommercial WUFT(TV) Gainesville, Fla., as news director.

Leslie Wolfe, assistant news director, WSOC-AM-FM Charlotte, N.C., named news director. **Stephen Pendlebury**, correspondent, named assistant news director.

Steve Glasser, former 6 p.m. news producer-assignment editor, WOLO-TV Columbia, S.C.

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Named VP's at BBDO, New York: **Steve Auerbach**, assistant network director; **John Bornholdt**, assistant media director; **Sheron Davis**, research group head; **Michael Kahn**, associate creative director, and **Paul Solovay**, creative supervisor.

Robert Kasper, creative supervisor, Benton & Bowles, New York, joins Cunningham & Walsh there as VP and co-group creative director.

Maria Falconetti, associate director of research, Compton Advertising, New York, elected VP.

Bruce Margan, from William Esty, New York, joins Cunningham & Walsh there as account executive on Mueller's account. **Robert Gibraltar**, from J. Walter Thompson, joins C&W as account executive on Folger Coffee account. **Louise Kitter**, from William Esty, joins C&W's copy department. **Gail Silver**, from Grey, joins C&W as copywriter. **Patricia Charton**, from N W Ayer ABH International, joins C&W as media planner.

Anita Meyer, associate creative director, Byer & Bowman, Columbus, Ohio, named creative director.

Michael Ewing, director of sales for WEEI(AM) Boston, named New York sales manager for co-owned CBS Radio Spot Sales.

Al Rothstein, VP and group sales manager of Petry Television, New York, appointed regional sales manager. **Bruce Fauser**, group sales manager, named VP and regional sales manager.

Robert Riback, former director of corporate development for Papercraft Corp., named general manager of CPM's new Pittsburgh office.

Emmett McEldowney, account executive with NBC-TV Spot Sales in Chicago, joins Blair Television there as account executive on ABC sales team. **Dennis McCaulay**, back-up salesman for Chicago sales team of Blair, named account executive for Blair's Detroit sales team.

Robert Saracen, VP and manager of Blair Television's Minneapolis sales office, elected president of Minneapolis Broadcast Representatives Association.

Howard Shulman, independent contractor for American International Television, New York, joins Air Time International there as account executive for media sales.

Chris Rohrs, account executive with TeleRep's New York tigers team, named director of research.

Laurence Burlingame, account executive in Atlanta office of Gannett Newspaper Advertising Sales, named manager of GNAS office in Dallas.

John A. Miller, former operations and program manager with WXNE-TV Boston, joins WQTV(TV) there as sales manager.

Tom Frick, manager of business development for Post-Newsweek's WJXT(TV) Jacksonville, Fla., named to newly created position of retail sales coordinator for Post-Newsweek Stations.

Tom Blair, national sales manager, WTLV(TV) Jacksonville, Fla., named assistant general sales manager.

Rod Bacon, account executive, KBT(TV) Denver, named national sales manager. **Kenneth Polasky**, account executive, WISN-TV Milwaukee, Wis., and **Keith Hamilton**, account

executive, KABC-TV Los Angeles, join KBTV as local account executives.

Ran Janz, from sales position with KIII(TV) Corpus Christi, Tex., joins KMBC-TV Kansas City, Mo., as local sales manager.

John Russell and **Doug Wolfmueller**, account executives, WPTV(TV) West Palm Beach, Fla., named regional sales manager and local sales manager, respectively.

Peter A. Smith, account executive, KYUU(FM) San Francisco, joins KGO(AM) there as merchandising director.

Craig Whetstone, former director of broadcast operations for Mutual Broadcasting System's Southwest Radio Network, joins KACY-AM-FM Oxnard, Calif., as sales manager.

Jon Van Hoogenstyn, account executive, WLKW-AM-FM Providence, R.I., joins WPOR-AM-FM Portland, Me., as sales manager.

Bob O'Brien, sales manager, WELM(AM)-WLTV(FM) Elmira, N.Y., and **Cheryl Covey**, in sales at WPMX(AM)-WPXY(FM) Rochester, N.Y., named assistant sales managers for WPMX-WPXY.

Paul Miller, with KYCA(AM) Prescott, Ariz., named sales manager.

William R. Holland, account executive, WKPT-AM-FM Kingsport, Tenn., named sales manager of WKPT-FM.

George Kapheim, national and regional sales manager and administrative assistant to general manager of WKRS(AM) Waukegan, Ill., joins WKZN-AM-FM Zion, Ill., as sales manager and assistant station manager.

Al Mangum, account executive, WKIX(AM) Raleigh, N.C., joins Durham Life Broadcasting Service there as manager of networks in division of corporate marketing. He will be responsible for management of company's Southern Farm Network and development of new sports and news networks.

David J. Biggs, general sales manager of WROR-FM, Boston, and **May L. Seto**, local sales manager, WILD(AM) Boston, joins WBZ-TV Boston as account executives.

Perry Kidder, general manager of WMT-AM-FM Cedar Rapids, Iowa, joins co-owned WFRV-TV Green Bay, Wis., as account executive.

Glenn Massey, formerly in sales with *The Daily Texan*, joins sales department of KVUE(TV) Austin, Tex.

Jerry Bynum, account executive, WIQB(FM) Ann Arbor, Mich., joins WJLB(AM) Detroit in same capacity.

Cindy Betz, account executive, WNLC(AM)-WTYD(FM) New London, Conn., joins WVBF(FM) Framingham, Mass., in same capacity.

Thom Khaler, former station manager, KQXE(AM)-KIOG(FM) Phoenix, joins KDJQ(AM)-KDKB(FM) there as account executive.

Ron Wilson, account executive, KMJC(AM) San Diego, joins KGB-AM-FM there in same capacity.

Programming

Joseph Zaleski, VP-general manager for worldwide theatrical and television distribution for Fries Distribution Co., New York, joins Viacom Enterprises there as VP-feature film sales.

In executive shuffle at Time Inc., **Austin O. Furst Jr.**, executive VP of Home Box Office, has been named president and chief executive officer of Time-Life Films, corporation' has been named president and chief executive officer of Time-Life Films, corporation's television arm. He succeeds **Bruce L. Paisner**, who remains corporate VP and will be adviser to



Furst



Heyworth

Gerald M. Levin, group VP in charge of video operations. **James O. Heyworth**, HBO executive VP, named president of HBO. **N.J. Nicholas Jr.** gives up that title but remains HBO chairman and chief executive officer.

Stephen Scheffer, who has been working for Time-Life Television in New York in domestic and international feature film business, named VP-programing. **Stephen Elsky**, general manager-operations, United Artists Television, New York, joins Time-Life Television as manager of TV operations for syndicated and public television activities.

Peter Thompson, VP-production control, Universal Television, Universal City, Calif., named VP-production planning and cost control.

John J. Matthes, manager, concept testing, West Coast, NBC, named director of program research, based in Los Angeles.

Patricia Stiphout, promotion manager for Metromedia's WXIX-TV Newport, Ky. (Cincinnati), named director of advertising and promotion, East Coast, for Metromedia Producers Corp., New York.

Lou Brock, former St. Louis Cardinal baseball player, named director of sports programing for Telcom Cablevision, joint venture of Telcom Engineering and Teleprompter Corp., which is planning cable system for St. Louis area. Brock retired from baseball at end of 1979 season.

Judy Goldsmith, director of sales promotion for Modern Talking Picture Service, New York, named account executive.

Susan Fleming, freelance casting director in Los Angeles area, joins Pentangle there as sales representative.

Victor Pisano, producer of special projects, WSBK-TV Boston, named executive producer of programing.

Ron Kanter, freelance producer, director and writer, joins noncommercial WHYY-TV Wilmington, Del. (Philadelphia), as executive producer.

Jim Baker, studio supervisor, WCIX-TV Miami, named operations manager. **Tom Lounells**, staff director, named assistant production manager.

Hugh M. Boyd, director of group owner Home News Broadcast division, named VP-television research and programs. He will be based at company's WEVU(TV) Fort-Myers, Fla.

Fates & Fortunes

Media



Bybee

Donald Bybee, president of Kansas City, Mo., division of Bonneville International Corp., which includes KMBZ(AM)-KMBR(FM) there, and general manager of KMBR, named president of Kansas City and Dallas divisions of Bonneville. Dallas division includes KAAM(AM)-KAFM(FM).

Bybee will move his offices to Dallas where he will become more directly involved in operation of KAAM-KAFM. **Walt Lochman**, VP-general manager of KMBZ, named president and general manager of KMBZ-KMBR, reporting to Bybee. **Chester Redpath**, general manager of Bonneville's WCLR(FM) Chicago, named VP.

John Rose, general manager of Taft Broadcasting's WTAF-TV Philadelphia, named general manager of co-owned WDCA-TV Washington. He



Rose



Grant

succeeds **Milton Grant**, who has resigned to apply for vacant channel 14, Washington. Grant becomes one of 11 applicants for channel.

Robert B. Sherman, general manager of WNBC(AM) New York, named VP.

Named VP's in NBC FM Radio division: **Daniel K. Griffin**, general manager of WYNY(FM) New York, **John P. Hayes Jr.**, general manager of KYUU(FM) San Francisco, and **Richard K. Penn**, general manager of WKQX(FM) Chicago.

Lee Simonson, general sales manager of RKO Radio's WFYR(FM) Chicago, named general manager of co-owned WXLO(FM) New York.

Bruce Holberg, VP and general manager of WMMR(FM) Philadelphia, named VP and general manager of WMET(FM) Chicago, effective Feb. 4 (both stations are owned by Metromedia).

Edward Shadburne, former VP-general manager of WLKY-TV Louisville, Ky., and executive VP-general manager of WHAS-AM-FM-TV Louisville, and more recently with WEVU(TV) Naples, Fla., joins WNGE(TV) Nashville as general manager.

Richard Stephen, general sales manager, WBRC-TV Birmingham, Ala., named general manager.

Gary Brobst, sales manager, KVIL-AM-FM Dallas, joins WEZC(FM) Charlotte, N.C., as general manager.

James Tandy, former general manager of WXII(TV) Winston-Salem, N.C., joins Florida Radio, licensee of WLCY(AM) St. Petersburg, Fla., as general manager.

M. Jack Quick, director of planning for Cosmos Broadcasting, Columbia, S.C. joins Interstate Communications Corp. there as VP-operations. Interstate has purchased, subject to FCC approval, WRNB(AM)-WAZZ(FM) New Bern, N.C.

G. Gail Crofts, from systemwide planning project on public television in vice chairman's office of Public Broadcasting Service, Washington, joins National Public Radio there as planning manager.

Gary Weik, VP-general manager of Cox Cable Communications's Mission Cable in San Diego, named VP-marketing for Cox Cable, Atlanta.

Daniel Overmyer, general sales manager, WUC-TV Pittsburgh, joins WDHO-TV Toledo, Ohio as station manager.

Robert Tole, sales manager, WPOR-AM-FM Portland, Me., named station manager.

Sophia Tielke, assistant manager, KFRD-AM-FM Rosenberg, Tex., named station manager.

Jack Willard, manager of business affairs, WCIX-TV Miami, named VP-business affairs.

Tony Greer, senior accountant, WAXY(FM) Fort Lauderdale, Fla., joins WFYR(FM) Chicago as controller.

John Kobara, assistant to general manager of People's Cable in Rochester, N.Y., joins Falcon Cable TV as general manager for its southern California region, based in Pasadena.

New officers, Daytime Broadcasters Association: **Ray Livesay**, WLBH(AM) Mattoon, Ill., president; **Jim Wychor**, KWOA(AM) Worthington, Minn., chairman; **Mitt Younts**, WEEB(AM) Southern Pines, N.C., VP and **W.J. (Dub) Wheeler**, KHOZ(AM) Harrison, Ark., secretary-treasurer.

New officers, Greater Richmond (Va.) Broadcasters Association: **Jon Hill**, WEET(AM), president; **David Wilburn**, WXGI(AM), treasurer, and **Greg Pearson**, WRNL(AM)-WRXL(FM), secretary.

Advertising

Jeffrey I. Fine, senior VP and management supervisor of Doyle Dane Bernbach Inc., New York, named senior VP, group management supervisor, Foote, Cone & Belding, New York.

Robert Colgan, VP-management supervisor, and **Phillip Matz**, media director, Kenyon & Eckhardt, Dearborn, Mich., elected senior VP's.

Larry Stillman, VP-creative director, D'Arcy-MacManus & Masius in St. Louis, elected senior VP and named executive creative director. **James Tower**, senior account executive on Lever Bros. account, J. Walter Thompson, New York, joins DM&M/deGarmo, New York, as senior account executive on ITT-Marlow Pumps and Keene Corp. accounts.

Michael Atkin, VP and director of media services, and **Page Thompson**, VP and director



Atkin



Thompson

of media planning, Needham, Harper & Steers, New York, named senior VP's. **John Klimo**, VP and co-creative director, Norman, Craig & Kummel, New York, joins NH&S there as executive art director. **Elliot Gage**, consultant on new electronic media with J. Walter Thompson in Chicago, joins NH&S there as director of special projects in media resources department.

Kate Dickson, regional broadcast supervisor representing Miami and Atlanta offices of J. Walter Thompson, **Jacqueline Hagar**, regional broadcast supervisor in Chicago, and **Joyce Saxon**, regional broadcast supervisor in Detroit, named VP's. All three specialize in spot buying negotiations.

Kids are
important
to you

ROMPER
ROOM

In production now
Educational-Instructional

Romper Room Enterprises
Telephone (301) 825-4576

At NATPE '80:
Tower Suite 4484
Hilton Hotel

At last! The most comprehensive guide to RETAIL RADIO & TV ADVERTISING ever published!



The new insider's look at retail advertising — indispensable to any station that's out after new business.

- 441 fact-filled pages. Paperback, 8 1/4 x 11.
- Written by William L. McGee, retail broadcast authority, and 34 contributing experts from every aspect of the business. They help sell your prospects on the value of your medium and station.
- Easy-to-read, non-technical terms. (Created to make retailers more comfortable with broadcast advertising so they'll use it more!)
- Indexed so your sales people can find solutions to retail advertising problems in seconds.

Helps your salespeople become retail marketing consultants, not just sellers of time.

Specifically, they'll learn "How to:"

- Communicate with retailers in their language.
- Get in "sync" with the 3-to-6 month planning timetables of their retail prospects.
- Use in-depth research data to support a media mix of less newspaper and more broadcast.
- Make an effective newspaper switchpitch with examples of how newspaper and broadcast deliver over 4X the gross impressions as the same dollars in newspaper alone.
- Help create and produce effective low-cost commercials. (Text includes 34 scripts of award-winning spots).

USE IT!—for sales training — to switch-pitch newspapers — to support your next presentation to your hottest retail prospect!

Let your sales team help their retail accounts:

- Research and identify profitable customer groups.
- Research and analyze merchandising and promotional opportunities.
- Develop store positioning strategies.
- Target their advertising, using one of broadcast's greatest strengths, to reach their most profitable customer groups.
- Increase store traffic, sales, and profits!

ORDER YOUR COPY TODAY!

Mail to:
Broadcasting Book Division
1735 DeSales Street NW
Washington, D.C. 20036

Yes, please send me _____ cop(ies) of Building Store Traffic with Broadcast Advertising at \$50 each plus \$1 each for shipping.

My check is enclosed for \$ _____

NAME _____

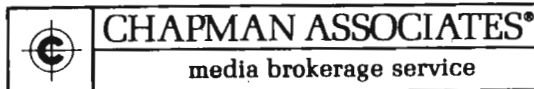
FIRM _____

ADDRESS _____

CITY/STATE/ZIP _____

B-1

For Sale Stations Continued



STATIONS

STATIONS			CONTACT		
NW	Small	AM	\$215K	\$62K	Larry St. John (206) 485-1066
Plains	Small	AM	\$205K	Cash	Peter Stromquist (218) 728-3003
S	Small	AM	\$375K	29%	Dan Rouse (214) 387-2303
S	Medium	AM	\$575K	\$167K	Bill Whitley (214) 387-2303
NE	Suburban	AM	\$400K	Terms	Art Simmers (617) 848-4893
MW	Metro	AM	\$550K	\$150K	Ed Roskelley (214) 387-2303

To receive offerings of stations within the areas of your interest, write Chapman Co., Inc., 1835 Savoy Dr., N.E., Atlanta, GA 30341

RADIO STATION

AM-FM combination in one of the nation's top 75 markets wants to sell its AM station. Capitol city of industrial midwestern state. Large University and heavy industry make the economic climate good. AM-FM combination enjoy number one position in the market in audience and billing. The AM station has excellent coverage of TSA. Call (616) 846-1000.

TX Metro AM \$1,000,000 Terms
UT 1 kw PSA \$300,000 Terms
MS Small AM FT \$250,000 Terms

Bill-David Associates, Inc.
2508 Fair Mount St.
Colorado Springs, CO 80909

THE HOLT CORPORATION

APPRAISALS-BROKERAGE-CONSULTATION
OVER A DECADE OF SERVICE
TO BROADCASTERS

Westgate Mall, Suite 205
Bethlehem, Pennsylvania 18017

215-865-3775

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

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 or Radio, Help Wanted or Situations Wanted, Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Copy must be submitted in writing. (No telephone copy 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.

Public Notice

INVITATION TO APPLY FOR CABLE TELEVISION FRANCHISE

As provided in City-County General Ordinance No. 125, 1979, notice is hereby given that the Consolidated City of Indianapolis has determined that applications for cable television franchises for portions of the Consolidated City will be accepted. Applications may be submitted to the Clerk of the City-County Council, Room 241, City-County Building, Indianapolis, Indiana 46204, on or before April 7, 1980. Persons or firms wishing to apply may obtain the prescribed application forms from the Clerk.

Beverly S. Rippe
Clerk of the City-County Council
Indianapolis, Marion County, Indiana

Free Film

FREE FILMS? CALL

MODERN TV

The leading distributor. We have the most PSA's & newscips too. Call regional offices. Or general offices: 5000 Park Street North, St. Petersburg, FL 33709 (813) 541-7571.

Business Opportunity

AUDIO PROD. STUDIO

Back Bay, Boston, Mass. Fully equipped. Ideal for person with broadcast or adv. background interested in AV & industrial audio production. Existing client list. Excellent growth potential. Inquire Box A-188.

Wanted To Buy Stations

\$5 MILLION CASH

Available for right AM or FM. I am a principle. Replies in confidence. Wayne Overland (714) 481-6627

For Sale Stations

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

MEDIA BROKERS APPRAISERS

RICHARD A. SHAHEEN
435 NORTH MICHIGAN • CHICAGO 60611
312-467-0040



901/767-7980

MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS

"Specializing In Sunbelt Broadcast Properties"
5050 Poplar • Suite 816 • Memphis, Tn. 38157

EXCELLENT OPPORTUNITY

Major Hawaii Radio Station available for just two times gross with eight year terms at 10% to Financially Responsible Purchaser. Exclusive format and excellent ratings ... Management will stay if you wish. For details call Dave Wagenvoord, Media Broker at (808) 395-2392.

Dan Hayslett

& associates, inc.
Media Brokers
RADIO, TV, and CATV
(214) 891-2078
11311 N. Central Expressway • Dallas, Texas

For Sale Stations Continued

- AM/FM near North Florida resort city. \$340,000.
- Super "Powerhouse" AM with FM in Eastern Texas. \$750,000
- Dynamic Fulltimer covering half of Alaska population. \$1,600,000.
- Two stations in California. Powerful Daytimer in Eastern central New Jersey. \$650,000.
- Fulltimer. Coastal city in Southeast. \$500,000.
- Daytimer. Northeast Texas. \$660,000.
- Powerful educational FM in Wichita. \$350,000.
- AM/FM Fulltimer. Class B. Big Town in Maryland. \$640,000.
- FM covering large Tennessee city. \$600,000.
- Fulltimer in large North Carolina city. \$1,500,000.
- Ethnic station in large Michigan city. \$1,900,000.
- Fulltimer large metro area Georgia. \$925,000. Terms. Will sacrifice.
- Daytimer in East Tennessee small town. \$195,000.
- South Alaska. Includes Real Estate. \$200,000. Terms.
- Fulltimer. Large metro area. R.E. Indiana. \$2,000,000. Terms.
- FM in Western Oklahoma. \$280,000.
- Fulltimer. N.W. Coastal. \$400,000.
- Daytimer. Mass.; Large Metro. \$850,000.
- Fulltimer. Dominant. Metro. TX \$1,200,000.
- Daytimer. Million + Pop. in coverage area. \$1,000,000. Terms.
- 1 kw AM in Southern Ga. Real Estate. \$250,000. Good terms.
- Southern Arizona. Fulltimer. Good county population. \$390,000. Terms.

Let us list your station. Confidential!
BUSINESS BROKER ASSOCIATES
615-756-7635 24 HOURS



Select Media Brokers

PO Box 5, Albany, Georgia 31702 912-883-4917

SELECT MEDIA BROKERS

MI	Fulltime AM & FM	300K	Small
SC	Daytime AM	150K	Small
FL	Fulltime AM	390K	Medium
GA	Fulltime AM	375K	Medium
PA	Daytime AM	400K	Medium
SC	Daytime AM	440K	Medium
FL	Daytime AM	330K	Medium
FL	Daytime AM	165K	Small
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	150K	Small

Southern station available—30K down.

912-883-4917
PO Box 5, Albany, GA 31702

Louisville, 38th market

Sunbelt. Studios, offices, transmitter site on 6.4 acres. WDGs. Less than \$500k under 3 year rule. Phone George A. Freeman. (812) 945-0594.

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

1 kw ND.D and Class A Station

Southwestern Pennsylvania single station market. Well received but underdeveloped network affiliate. All new equipment and real estate STL, RPU, automation and one tower operation. To qualified buyer \$75,000 down plus \$400,000 at 9.75% graduated payments, long payout. Box A-170.

THE KEITH W. HORTON COMPANY, INC.

P. O. Box 948
Elmira, NY 14902
(607) 733-7138

Brokers and Consultants to the Communications Industry



**Help Wanted Sales
Continued**

Regional Sales Manager

VIDEO PRODUCTS

We're looking for an aggressive individual for an immediate opening in the Central Region. Responsibilities include Distributor and Direct Sales. Experience in technical video sales and a basic understanding of VTRs, Time Base Correctors, and other related video equipment essential. Base of operations in Midwest. Travel required.

Excellent opportunity. Salary plus commissions and company benefits. Send resume to Director of Personnel, Microtime, Inc., 1280 Blue Hills Avenue, Bloomfield, CT 06002.

An Equal Opportunity Employer.

 **MICROTIME**
For Video Processing

Consultants



**JOE
HIGGINS
& CO.**

Consultant to top management specializing in human resource planning, organization planning and better implementation of current staff, station operations, budget, rate cards.

210 Garrett Lane
Camp Hill, PA 17011
717-761-1599

Miscellaneous

SPORTS MEDIA NEWS

The new monthly newsletter that tells you what's happening and why in the fast-paced world of sports media. News of network, local syndicated and cable TV; sports magazine publishing; newspaper sports coverage, and much more. If you cover sports, package sports for broadcast or print, sell advertising for sports-oriented media - start reading SPORTS MEDIA NEWS now.

For a one-year, 12-month subscription send a check for \$50 and your business card to:
The Delta Group, Box 115, Milltown, N.J. 08850

Help Wanted Technical

AM/FM TRANSMITTER DESIGN ENGINEER


Rapidly-expanding broadcast equipment manufacturer in Philadelphia area seeks RF Design Engineer experienced in AM/FM analog and digital transmitter technology. Salary open commensurate with qualifications. Reply in strict confidence to Box A-156.

Help Wanted Programing, Production, Others

ATTENTION: TRAFFIC/OPERATIONS BUSINESS PERSONNEL

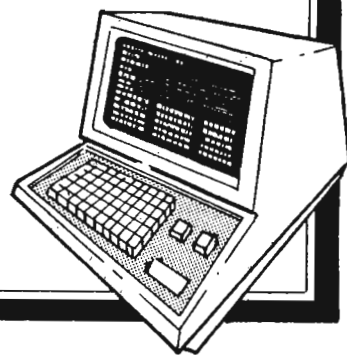
Station Business Systems, one of the nation's leading suppliers of minicomputer based systems for traffic, accounting, billing and payroll processing now has openings for installation specialists. Relocation may be required. These positions offer an excellent compensation and benefits package. Extensive travel throughout the United States and long hours under substantial pressure are some of the demands of these positions. These are offset by having free time between installations. We are very interested in hearing from you if you have radio and/or TV experience in the areas of traffic and/or accounting, are a proven communicator and trainer, are free to travel extensively, understand human and work flow relationships clearly, and perform well under pressure. If accepted, you will be placed in a training program with an experienced installation specialist. If you have the above mentioned qualifications and wish to join a profitable growing firm, a letter and a detailed resume to William Phillips:

STATION BUSINESS SYSTEMS

 a division of
CONTROL DATA CORPORATION

600 West Putnam Avenue
Greenwich, Connecticut 06830

An Affirmative Action Employer M/F



Radio Programing

COUNTRY?

If you're going Country, or if your Country station is having ratings problems, we can lend the expertise that has helped 3 out of 4 of our stations become **No. 1** within a year. **All in tough competitive markets.**

WRIGHT & ASSOCIATES, INC.

(602) 742-3864
P.O. Box 35295
Tucson, AZ 85740



LUM and ABNER
5 - 15 MINUTE
PROGRAMS WEEKLY
Program Distributors

410 South Main
Jonesboro, Arkansas 72401
Phone: 501-972-5884

Help Wanted News

PRODUCER

Top rated large market station, EOE. Send tape and resume to Steve Ridge, News Director, WKBW TV, 7 Broadcast Plaza, Buffalo, N.Y. 14202.

SAN FRANCISCO BAY AREA ANCHOR-REPORTER

Experienced, dynamic communicator. Send tape & resume to: Ray Hasha, News Director, KLOK Radio, Box 21248, San Jose, CA 95151. EOE.

Situations Wanted News

ANCHOR/INTERVIEWER

Top major market radio journalist wants to move into TV: young; telegenic; national awards; international news experience; exceptional knowledge of public issues and people involved; striking interview skills; best references. Already have TV experience. Excellent anchor and best as Donahue-type interviewer who makes discussions come alive. Let's talk, you might be surprised at the quality you'll find. Prefer western, southern markets. Box A-199.

News Director

Top Ten Market

Leading East Coast Independent seeks News Director with extensive background in all aspects of Television News. Should include experience in the following areas: Journalism, Production, Administration, Management, Personnel, Budgeting and Cost Control. Applicants must have strong leadership qualities. Send Resume to Box A-183. Equal Employment Opportunity Employer M/F

CABLE

Help Wanted News

NEWS PRODUCERS

great opportunity for young aggressive TV news broadcast producers and writers. Must have experience. Those hired will work with top news professionals inaugurating first all news television network. Send resume, news broadcast tape, and script to Cable News Network, 1018 West Peachtree St., Atlanta, GA 30309.

Employment Service

ENGINEERING POSITIONS

We specialize in the placement of Maintenance, Studio Supervisor, Assistant Chief, Chief and Directors of Engineering for TV and Radio Stations and all related fields coast-to-coast. Over \$2,000,000.00 in Salaried Positions Placed - no fee. To discuss your employment possibilities phone Alan Kornish at (717) 287-9635 or send your resume now.

KEY systems

NEW BRIDGE CENTER, KINGSTON, PA. 18704

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

ALLIED FIELDS

Help Wanted Sales

COMPUTER SYSTEM SALES

Station Business Systems, one of the nation's leading suppliers of business automation for broadcasting and cable television, is expanding its national marketing operations.


Rapid, yet wholly expected, growth has made possible the addition of several Account Managers to our sales staff. Last year alone we sold more than 100 "BAT" computer systems, and continued growth of our Broadcast, CATV, and NEWSCOM systems offers challenging and rewarding opportunities for qualified individuals. These consultive sales positions will interact with prospects' top management to understand their needs, and sell solutions. Professional sales

skills, and a good conceptual understanding of business systems or procedures is important. Persons with management experience in broadcasting and/or cable television preferred.

Excellent compensation, plus all travel expenses paid. Heavy travel required. Openings are in our Greenwich, Connecticut headquarters.

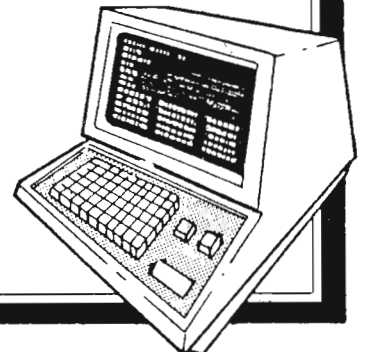
As a division of Control Data Corporation, we offer a long-term career opportunity with outstanding growth potential. For confidential consideration, please send a complete resume plus a letter describing your interest in the job and desired compensation to Mr. Larry T. Pfister, Vice-President Marketing.

STATION BUSINESS SYSTEMS

 a division of
CONTROL DATA CORPORATION

600 West Putnam Avenue, Greenwich, CT. 06830

(An Affirmative Action Employer M/F)



**Help Wanted Programing,
Production, Others**

WHAT COULD BE BETTER?

*than the hottest show in broadcasting
in the warmest city in the country!
WTVJ is already number one,
and Miami has grown to fifteen.
PM Magazine here will be second to none.*

*We're starting from scratch to build the
entire staff of PRODUCERS, CO-HOSTS,
FIELD CREWS, EDITORS...and
we're going to hire THE BEST.
If you have had PM Magazine experience
and you want a shot at our team,
this is the time.*

Send resume and 3/4" cassette to:
Bill Brazzil, V.P. & Gen. Mgr.
WTVJ
316 North Miami Avenue
Miami, Florida 33128

...and bring your bathing suit.

An equal opportunity employer



**OPERATIONS
PERSONNEL**

WSNS Television in Chicago is adding to its production staff for the baseball season. Applicants should be experienced in operating the following positions: Telecine, Audio, Character Generator, Camera and On Air Switching. NABET Shop-E.O.E.-M/F. Send resume to:

Richard Plotkin.
WSNS Television
430 West Grant Place
Chicago, Illinois 60614

**COMMERCIAL
PRODUCTION MANAGER
WMAR-TV
BALTIMORE**

Creative individual experienced in the use of the finest "state-of-the-art" equipment to produce on-location and studio commercials for major market station.

Must be able to manage, produce/direct, and create commercial productions. Minimum 5 years experience. College graduate in film and tape production preferred.

Send Resume to: Nancy Fields,
WMAR-TV, 6400 York Rd., Baltimore,
Maryland 21212. E.O.E. M/F.

Help Wanted Management

**ASSISTANT
MANAGER**

Video Tape

The Assistant Manager, Video Tape operations, will have responsibility of maintaining high standards of quality control, efficient manpower utilization, and effective cost control. Individual must have broad experience with all video tapes, peripherals, post production techniques, (CMX), manpower scheduling and organization.

Must be able to work late afternoons, evenings and weekends. Salary in the mid to low 30's. For immediate consideration, please send resume in confidence to:



Personnel Department
4151 Prospect Ave.
Los Angeles, CA 90027
Equal Opportunity Employer M/F

**CORPORATION FOR
PUBLIC BROADCASTING**

Public broadcasting organization has two (2) managerial positions available. Requires Bachelor Degree or equivalent experience. Should have thorough knowledge of the TV broadcasting industry. Significant experience as a producer, executive producer, manager or other top-level position with a major broadcasting organization.

**ASSOCIATE DIRECTOR FOR
PUBLIC AFFAIRS**

Requires 5 to 10 years experience in the news and public affairs area of TV production. Responsible for the development of new and imaginative approaches to public affairs programs for public TV.

**ASSOCIATE DIRECTOR FOR
CULTURAL PROGRAMS**

Requires 5 to 10 years experience in cultural programming with special emphasis on performance programming. Responsible for the development of new and imaginative approaches to cultural programming for public TV.

Salary Range: \$39,596 to \$56,940. Send resume to the Director of Personnel, 1111 16th Street, N.W., Washington, D.C. 20036. EOE-M/F

Build Your Future In Broadcast Engineering

If you are independent, enjoy travel, and can solve technical problems in state-of-the-art broadcast equipment, RCA has the opportunity of a lifetime for you. RCA Broadcast Systems TECH ALERT is looking for people with in-depth technical knowledge of broadcast equipment: TV cameras, video tape recorders, transmitters, etc. While we prefer an engineering degree and experience with RCA equipment, technical excellence is what really counts. You will travel to customer locations to check newly installed RCA systems, resolve problems, and train customers in the operation and maintenance of RCA broadcast equipment.



RCA

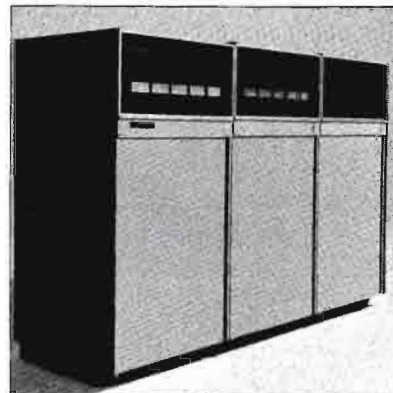


**A Tradition
On The Move!**

Relocation is not necessary, but extensive travel at company expense is required. This position offers high visibility, excellent advancement potential, and compensation that reflects the importance we place on finding the right person. For complete details and prompt consideration, please send your resume to:

JOHN HENDRICKSON
RCA Broadcast-Systems, Dept. B
Bldg 3-2
Camden, NJ 08102

An Equal Opportunity Employer.



RADIO Help Wanted Sales

RADIO SALES POSITION

Sales Experience
Good Pay, Top Benefits
Fair Management

Opportunity for an outstanding person with a successful sales record who is a cut above the average, who is an aggressive, dynamic person, who is not satisfied with the status quo and wants to excel. If you are a strong idea person with a good track record and not happy with your present position, send resume to.

Mortenson Broadcasting Company
619 Ameritrust Building
Canton, Ohio 44702
Call collect 216-452-4009

All Inquiries confidential

Help Wanted Technical

TELEVISION TRANSMITTER ENGINEER

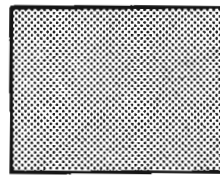
We've Got a
Mountain of Opportunity

If you enjoy working in a mountain environment and are experienced with solid-state microwave and 2-way VHF radio equipment, you should consider a valuable position with KNBC.

An FCC first-class license and a familiarity with RCA, VHF, and FL transmitter lines are also necessary.

If you are qualified, please send resume immediately to:

Employee Relations
KNBC
3000 W. Alameda Ave.
Burbank, CA 91523



We are an equal opportunity/
affirmative action employer

Help Wanted Management

MANAGER NEWS AND INFORMATION SERVICE

Minnesota Public Radio Inc. seeks experienced professional to manage full-time news and information service on KSJN AM, Minneapolis/St. Paul, Minnesota. Reporting to Vice President for Programming, this senior position is responsible for selection and presentation of programming on newly acquired public radio station, part of MPR network. Several years in radio; experience in news or journalism; management background are required. Applications to Nick Nash, VP Programming, MPR, 400 Sibley St., St. Paul, MN 55101—resume, references, statement of interest with review of knowledge and skills, salary history and requirements. Deadline is February 11. EEO/AA.

Situations Wanted Programing, Production, Others

PROGRAM DIRECTOR

Successful program director available for challenging position with growing or dominant facility. Bottom line conscious. Fifteen year pro; seven years as pd of present station. Heavy on promotion, community involvement, staff motivation, sales, EOE/AA, FCC, engineering, annual budgeting. All markets considered, including small markets with equity arrangement. Box A-48.

Help Wanted Programing, Production, Others

WANTED

Major Market "oldies" station looking for an imaginative, creative, promotionally-oriented program director who knows music from the 60's and 70's, and can direct a major league team of air personalities. An equal opportunity employer. Rush complete resume, and salary requirements to Box A-187.

TELEVISION Help Wanted Sales

KHOU-TV CBS in Houston

has an opening for an experienced Traffic Manager with a strong emphasis on inventory control. Responsibilities include supervision of the Traffic/Operations department, the BIAS computer system, and assisting the Sales Service Director.

Send resume and salary history to: Dan Meadows, Sales Service Director, KHOU-TV, PO. Box 11, Houston, Texas 77001 An Equal Opportunity Employer M/F.

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.

RKO General Building
Government Center
Boston, Mass. 02114

WNAC-TV BOSTON
A CBS AFFILIATE

An Equal Opportunity Employer M/F/H/Vets



RADIO 79 WTAR Someplace Special

Open Line Talk Show Personality wanted for Tidewater's adult radio leader. Experienced candidates only. Send tape, resume and salary requirements. No telephone calls. EOE.

Send to: Dale Parsons,
Program Director
79/WTAR Radio
720 Boush St.
Norfolk, VA 23510

National Accounts Executive For Growing TvB

Contact national advertisers to create or increase television budgets. Use TvB research, creative and videotape facilities to show advertisers how to use television more effectively. Must have sales experience and knowledge of national advertisers and the media they use. Send resume to: Richard Severance, Television Bureau of Advertising, 1345 Avenue of the Americas, New York, N.Y. 10019.

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 PROGRAMING, PRODUCTIONS, OTHERS

Sports producer. Must have 2-5 years experience in live sports coverage and post-production editing. Send resumes to UA-Columbia Satellite Services, PO Box 440, Oakland, NJ 07436.

Graduate Assistantships available—Radio-TV Department, Arkansas State University, Jonesboro, has assistantships available to students enrolling in Department's Graduate Program in Mass Communications: Radio-TV. Must be accepted for admission to Graduate School. For more information, contact Chairman, Radio-TV Department, Arkansas State University, Box 4B, State University, AR 72467. Tel: 501-972-3070.

HELP WANTED INSTRUCTION

Wanted: Full-time broadcast instructor/studio maintenance engineer. Minimum five years experience. Good salary. Tapes/Resumes (No phone calls) to: Tommy Goodwin, Director, Kiis Broadcasting Workshop, 1220 N. Highland Avenue, Hollywood, CA 90038.

Wanted: Full and part time broadcast instructors. Must have minimum six years experience in all phases of broadcasting. Major market talent preferred. Good pay, prestige facilities. Tapes/Resumes (No phone calls) to: Tommy Goodwin, Director, Kiis Broadcasting Workshop, 1220 N. Highland Ave., Hollywood, CA 90038.

The University of Arizona is seeking a faculty member to teach courses in broadcast management, advertising and sales, policy and regulation. Ability to teach production an asset. Rank and salary open, depending on teaching and professional experience and record of creative activity. Ph.D. or appropriate terminal degree required. Broadcast experience a must. Position available in August 1980. Send letter of application, resume and list of references by February 15, 1980 to: William T. Slater, Head, Department of Radio-Television, University of Arizona, Tucson, AZ 85721. The University of Arizona is an Equal Opportunity/Affirmative Action Employer.

Mass Communications Department—Opening for faculty member to teach in broadcast news sequence. Extensive professional experience required; Ph.D. preferred; prior teaching experience desired. Rank and salary to be determined by candidate's qualifications. Apply by February 15, 1980 to George T. Crutchfield, Chairman, Department of Mass Communications, Virginia Commonwealth University, 817 West Franklin Street, Richmond, VA 23284. VCU is an affirmative action/equal opportunity employer.

Youngstown State University seeks instructor to teach courses in speech communication, television announcing, and broadcast news. Ph.D. preferred with commercial news experience. Nine month salary commensurate with education and experience. Send credentials to Daniel J. O'Neill, Department of Speech Communications, Youngstown State University, Youngstown, OH 44555 by March 1, 1980.

Assistant Professor to teach radio-TV production, theory/history; moderate campus radio station. Ph.D. preferred. Send resume, letter and references to: Dr. Lloyd Bowling, Speech and Drama, George Washington University, Wash., D.C., 20052. EOE.

Higher Education Assistant to assist in television/audio production courses, audio operations in theatre, and maintenance of audio/visual equipment in Speech and Hearing Clinic. Baccalaureate (preferably B.S.E.E.) and experience required. Salary: \$15,413. Send resume and references to Chair, Department of Speech and Theatre, Herbert H. Lehman College, Bedford Park Blvd. West, Bronx, NY 10468. An Equal Opportunity Employer.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331

Instant Cash For TV Equipment: Urgently need transmitters, antennas, towers, cameras, VTRs, color studio equipment. Call toll free 800-241-7878. Bill Kitchen, Quality Media Corporation (In Georgia call 404-324-1271.)

Paul Schafer wants to buy 5 and 10kw AM transmitters. Call Schafer International 714-454-1154 or write 5801 Soledad Mtn. Rd., LaJolla, CA 92037.

New Class A FM will pay cash for 8 channel mono/stereo console, 3 KW transmitter, cart machines, turntables, monitors and 600 feet 1 5/8 transmission line for late March installation. Box A-172.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

5" Air Hellaz Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfgs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

Ampex TA55B UHF Transmitter—55 kw, Good condition, \$150,000.

GE TT22A 35kw VHF transmitter—Low band, fair, \$12,000

GE PE-400 Color Cameras—Pedastals, Racks, like new, ea \$14,000.

GE PE-350 Color Cameras—All accessories, good condition, ea \$7,000.

GE PE-240 Film Camera—Automatic Gain & Blanking, \$8,000.

IVC 500 Color Camera—Lens, cables, encoder, \$8,000.

RCA TK-27A Film Camera—Good Conditions, TP 15 Available, \$12,000.

Eastman 285 Projectors—Reverse, good condition, ea \$6,000.

RCA TVM-1 Microwave—7GHZ, Audio Channel, \$1,000.

RCA Hi-Band refurb. heads—RCA Warranty, ea \$3,500.

AMPEX VR 7000 VTR's—1" Format, 3 available, ea \$1,000.

AMPEX 1200A VTR's—Loaded with Options, ea \$24,000.

Norelco PC-70 Color Camera—16X1 200M Lens, ea \$18,000.

Norelco PCP-70 Color Camera—Portable or Studio Use \$15,000.

Norelco PC-60 Color Camera—Updated to PC-70, new tubes, \$12,000.

New Videotek Monitors—Super quality, low price.

New Lenco Terminal Equipment—Fast Shipment, 30 Brands of New Equipment—Special Prices. We will buy your used TV equipment. To buy or sell, call Toll Free 800-241-7878, Bill Kitchen or Charles McHan, Quality Media Corporation. In GA call 404-324-1271.

Audio Carousels: 5 Sono-mag model 250-RS and 252-RS, 24 position. Now on the air and playing. Also, 2 Houston-Fearless camera pan heads. Priced right for fast sale. Contact: Director Engineering, Donrey Media Group, PO Box 550, Las Vegas, NV 89101 or phone 702-385-4241.

1 KW AM Gates BC-1T Early 60's current proof, complete set spare tubes
1 KW AM RCA BTA-1R, 1962, on air, excellent condition, SS rectifiers
10 KW FM GEL, mid 60's, excellent condition, proof, spares, manuals
10 KW FM Collins 830-F1B, 310Z1 exciter, stereo, spares, on air Call M. Cooper. (215) 379-6585, for information on above or discount price on new equipment from any manufacturer.

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

2-Ikegami HL-77's, 1-Ampex 1200-B, 1-Sony BVE-500 Edit System, 1-CBS-516, 1-Quantel DTC-300, Tektronix Equipment, and more. Call Mr. Chetrick 616-774-8338.

Automation SMC-DP 1 four rack with logging. Dick Moran WBZJ Xenia, OH 45385. 513-372-3531

New RCA BTF 20E FM Transmitter, still at factory, never used. 20KW Transmitter—\$39,000. Contact Barrett Mayer, WLQY, Box 277, Ft. Pierce, FL 33450. 305-464-5465.

Automation SMC-DP 1 four rack with logging. Dick Moran WBZJ Xenia, OH 45385. 513-372-3531

New RCA BTF 20E FM Transmitter, still at factory, never used. 20KW Transmitter—\$39,000. Contact Barrett Mayer, WLQY, Box 277, Ft. Pierce, FL 33450. 305-464-5465.

40' TV Videotaping Production Truck. Latest network and maintenance equipment. \$340,000. Withers, 213-985-5562 or 397-5922 Home.

Ikegami HL77A. Excellent condition. Asking \$32,500. Ms. Moss 202-232-2676.

Automation System, 18 months old, ABC Stereo, 4 carousels, 6 Scully 250s, 5 Beaucart machines, 1 reel-to-reel time system with 2 Scully tape machines, 1 English print logging system with Extel printer, cart recorder, and CRT endcode system, net join, digital clock system. In like new condition. Original cost—\$75,000. First \$50,000 gets it. Station went live, WLQY-FM, Fort Pierce, FL. Barrett Mayer, 305-461-0099

Monroe Billing Machine ... programmed for radio station billing. Can be re-programmed to suit your billing format. New price \$4,400 ... sell for \$2,000. We switched to computer. WPMB, Vandalia, IL 62471. 618-283-2325.

Eastman CT-500 16mm Color Broadcast Projector. \$8,000, 205-956-2227

COMEDY

Free sample of radio's most popular humor service! O'LINERS, 1448-C West San Bruno, Fresno, CA 93711.

Guaranteed Funnier! Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

Phantastic Phunnies—400 introductory topical one-liners ... \$2.00!! 1343-B Stratford Drive, Kent, OH 44240.

"Comic Relief!" Just for laughs. Bi-weekly. Free sample. Wilde Creative Services, 20016 Elkhart, Detroit, MI 48225.

MISCELLANEOUS

Artist Bio Information, daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxxy, 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.

Shop-at-Home Radio promotion for medium and small markets. Gross over \$1,000 monthly. Write for brochure. Hayden Huddleston Productions, 305 Sheandoah Bldg., Roanoke, VA 24011.

RADIO PROGRAMING

Bill's Car Care. Remarkable, concise. Daily. Easy to sell. Audition, Box 881, Cincinnati, OH 45201

INSTRUCTION

Free booklets on job assistance. 1st Class FCC. license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

FCC "Tests-Answers" for First Class License Plus—"Self-Study Ability Test". Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco, 94126.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin February 12 and March 25. Student rooms at the school. 61 N. Pineapple Ave., Sarasota, FL 33577, 813-955-6922, 2402 Tidewater Trail, Fredericksburg, VA 22401. 703-373-1441.

Cassette recorded First phone preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia. Our twentieth year teaching FCC license courses. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266 213-379-4461.

KIIS Broadcasting Workshop in Hollywood. Announcing, Disc Jockey, News. Plus top rated account Executive program—all taught by top LA. radio-TV teaching broadcasters. Evenings or day sessions. Kiis Broadcasting Workshop, 1220 N. Highland, Hollywood 90038. 213-462-5600. "Where tomorrow's broadcasters are today"

HELP WANTED PROGRAMING PRODUCTION, OTHERS CONTINUED

Director of Promotion and Publicity for three broadcast stations. Supervise staff of three. Responsible for all press contacts, advertising, program magazine, on-air promotion, special events. Good skills in press contacts and management of people needed. Strong writing skills a must. Professional publicity/press relations background essential. Prior public broadcasting experience helpful. Send resume and salary requirements to Director of Development, Office B, WNED-TV, PO Box 1263, Buffalo, NY 14240. WNED-TV/WEBR are equal opportunity employers.

Producer: Produces weekly series and other programs focusing on the performing and visual arts. Bachelor's degree and minimum two years demonstrated full-time successful experience as producer of a broad range of cultural affairs television programs or equivalent combination of education and experience. Demonstrated ability to produce programs of consistently high quality with minimum of direct supervision within budget and deadline constraints. Demonstrated ability to direct both studio and remote productions, experience in all formats of videotape recording and editing, and shooting and editing 16mm film required. Demonstrated ability to represent station in dealings with wide range of arts community people and organizations. Salary Range: \$16,007-\$19,995. E.O.E. Persons interested in consideration for this position should send the following items, to be received no later than February 15, 1980: (1) a letter of application; (2) a resume relating education and experience to specific job requirements; (3) three professional references with full knowledge of the candidate's work experience and achievements. Applications should refer to position CA-2 and should be sent to: Dan Everett, Director of Programming, KRMA-TV, 1261 Glenarm Place, Denver, CO 80204. Contract employment subject to yearly renewal.

Videographer/Editor: On-location and studio work with electronic field cameras, both sound and silent. Responsibility as an editor, both film and tape, to prepare completed segments for broadcast. Bachelor's degree in broadcast communications, film or related field of study and minimum two years demonstrated successful experience as videographer/editor, or equivalent combination of education, training and experience required. Experience in lighting for film and television and in shooting and editing 16mm film for television required. Salary Range: \$15,009-\$18,998. E.O.E. Persons interested in consideration for this position should send the following items, to be received no later than February 15, 1980: (1) a letter of application; (2) a resume relating education and experience to specific job requirements; (3) three professional references with full knowledge of the candidate's work experience and achievements. Applications should refer to position CA-3 and should be sent to: Dan Everett, Director of Programming, KRMA-TV, 1261 Glenarm Place, Denver, CO 80204. Contract employment subject to yearly renewal.

Experienced Program-Promotion Director for top-rated network affiliate in highly competitive five-station market. Good staff and equipment. Need person with organizational and leadership abilities. Good pay and outstanding package of company benefits. Send complete resume including salary requirements. Replies will be held confidential. EOE. Box A-121

Creative promotion person capable of on-air promotion production and coordination with print. Must be self-starter. Southwest medium market group-owned network station. EOE. Box A-127.

Graphics Director—Create and supervise art production for Top 20 ABC affiliate in sunny Florida. Heavy emphasis on top-quality print and on-air graphics. Must be creative artist, possess 6-8 years experience and have mechanical ability. Contact Production Manager at 813-577-1010. EOE.

Producer-Director—Top 20 ABC affiliate in sunny Florida. Three years solid experience in programming, promotion and news. Will produce PA shows and do own switching. Must know basics and exhibit creativity. Contact Production Manager at 813-577-1010. EOE.

Experienced producer/director for progressive New England station. New facility with emphasis on commercial production, news. Copywriting, editing and switching experience necessary. Box A-184.

Senior Producer-Director for Public Television. Wide range of public and cultural affairs programs. No beginners: B.A., three years' directing, one year's producing experience. Studio, ENG and remote experience. \$18,500-22,000. Send letter and resume to Production Manager, KAKM, 3211 Providence Drive, Anchorage, AK 99504. Deadline: Feb. 25.

Production Manager needed for top twenty network affiliate. We are looking for someone who can manage a large department involved in commercial, public affairs, and documentary production. We have the people and the latest equipment, now we need someone to provide the leadership and hustle. Send resume and salary requirements. Box A-182.

Writer/Producer/Director: Need super creative person with at least two years experience in TV production involving writing, producing and switching of shows. A good academic background in liberal arts and RTVMP is desirable. Must be able to communicate and work well with people motivating them to achieve desired results. EOE M/F Send resumes to Box A-164.

Producer/Director: Iowa PTV network. Requires strong directing and producing skills. Demonstrated success in studio, remote, post-production editing, and film. Contact: John White, Iowa Public Broadcasting Network, PO Box 1758, Des Moines, IA 50306. An equal opportunity employer.

Producer-Director, WSIU-TV. Person must have at least three years of professional experience with strong background in producing and directing television programs and extensive experience with remote videotape production. Must have expertise in all facets of television studio production, including experience with shooting productions with videotape cameras, as well as film cameras. Master's degree in Radio-Television preferred. Deadline for applications: February 15, 1980. Date of appointment: March 1, 1980. Letter of application, complete credentials, and names of at least three professional references should be sent to: H. E. Dybvig, Director of Broadcasting Service, Southern Illinois University, Carbondale, IL 62901. WSIU-TV is an equal opportunity employer. Minorities are actively encouraged to apply.

SITUATIONS WANTED MANAGEMENT

Looking for contract work: Seasoned TV Manager can solve start up problems or unusual trouble projects station has, solid experience: sales, programing, marketing, building, will travel extensively, will fit your budget. Box A-128.

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

8 Year Broadcaster seeks entry-level: TV journalism, (2½ years, ass't-ND). William Hargreaves, 213-277-7769 (mornings).

News Director, 16 yrs. experience, track record references. Built highest rated TV news dept. in U.S. Clark Edwards, 205-281-8718.

TV Sports Anchorman, currently working in major market. Polished pro in mid-thirties with witty, conversational delivery. Strong writer, experienced in coverage of big league sports. Box M-152.

Major Market Sportscaster wants warm weather, good sports city, anchor two main shows. In exchange—dedication, creativity in anchor work and packages. Box A-152.

Ex-Reporter/Photog, Magazine Show Host/Producer, Announcer, with three years experience wants back into TV news or public affairs. Available immediately. 1-304-523-6155 (mornings).

I know the importance of numbers. Young experienced anchor-reporter-news director seeks career advancement. Willing to travel. Call 609-567-0134.

Major market Anchor/Reporter wants evening anchor. 13 years experience, degree, family. Box A-196.

Medium Market Radio News Director seeks position as television street reporter. Four years professional experience. Some TV. Degree. Meteorology knowledge. Jay 607-687-0371.

Black Anchor or Reporter. B.A. Loyola University, Communications-Journalism. 8-years experience. \$30,000 salary. Box A-177

Launch this MS degree Meteorologist's broadcast career. I have the know-how to make your weather department tops. Jim Duncan. 377 Morris St. Albany, NY 12208. 518-465-8163.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Seeking middle management position with videotape facility. Solid background in film/tape commercials. Box A-132.

Evening Magazine field producer with ENG camera, editing experience seeks position with major market magazine show or news operation. Box A-157

Broadcast & Advertising Professional. Twenty years, productive accomplishments as film & tape producer/director, Ad agency writer/producer & creative director, broadcast production manager, and tape facility marketing/management exec. Desire new challenges for financial & creative growth in television production & program management. Excellent references & resume available. Reply to Carl Chance, PO Box 12154, Overland Park, KS 66212.

Director-28, single, BA. 6 years in television, 2½ at small ABC affiliate. Strong on 6 & 10 news, also commercials, sports, etc. Can do own switching. Available now. Call Bill 319-583-9064 mornings.

News Director—Ratings/results-oriented professional broadcast journalist/administrator. Shirtsleeve, front-line worker. Major market experience. Writer, producer, airman. Interested challenging, competitive operation, TV or radio. Box A-83.

ALLIED FIELDS

HELP WANTED SALES

Satellite programming sales representative. Five years' experience in syndicated or a related field preferred. Send resumes to UA-Columbia Satellite Services, PO Box 440, Oakland, NJ 07436.

Satellite programming sales representative. Two years experience in syndication or a related field preferred. Send resumes to UA-Columbia Satellite Services, PO Box 440, Oakland, NJ 07436.

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 workshop/seminars. Considerable travel first year; relocation possible. First year potential \$75,000+ with continuing renewable income. Rush confidential detailed resume, with references, in first letter to Bert Levine, VP/GM, Broadcast Marketing Co., 415 Merchant Street, San Francisco, CA 94111.

HELP WANTED TECHNICAL

Tape operator. Flexible hours. Experience with one-inch format a plus, but must have at least one year of experience with two-inch and/or cassette formats. Send resumes to UA-Columbia Satellite Services, PO Box 440, Oakland, NJ 07436.

Tape editor. Two years experience preferred with experience in one-inch and cassette formats a plus. Send resumes to UA-Columbia Satellite Services, PO Box 440, Oakland, NJ 07436.

Video Maintenance Technicians. Major video systems design/installation company near Marina del Rey, California seeks permanent qualified employees for Technical Services Dept. Duties include repair and maintenance of production, broadcast, CCTV equipment, and field service. Salary open. Full company benefits. Contact: Janelle Griffin 213-871-0677.

HELP WANTED TECHNICAL CONTINUED

Video Engineer wanted by Video Tape Associates. Applicants should have an excellent sense of color and be a perfectionist for quality. Also you must have the capability of performing total setup of color cameras and medium level maintenance experience. Studio and remote work will be required. Earn an excellent salary while working with a close and dynamic group of professionals. Call or send resume to: Michael Orsburn, Director of Engineering, Video Tape Associates, 2351 SW 34th Street, Ft. Lauderdale, FL 33312. 305-587-9477

Maintenance Engineer. To work with latest State-Of-The-Arts broadcast equipment in modern facility in the southeast. Experience in all areas of engineering with minimum of five years experience in maintaining quad VTR's, color cameras, and UHF transmitters. First Class FCC License required. Excellent fringe benefits. EOE. Send resume and salary requirements to Box A-166.

Maintenance engineer for East Texas VHF group owned station. Experience with Ampex 1200's, ACR 25, G.E. Studio Cameras, Vital Switching, etc. Salary commensurate with experience, good benefit package. Send resume to Ron Fries, KTRE-TV, Box 729, Lufkin, TX 75901 or call 713-634-7771. KTRE is an Affirmative Action, Equal Opportunity Employer M/F.

HELP WANTED NEWS

News Anchor: Sunbelt area, male and female anchor for 6 and 10 PM. newscast in medium Southwestern market. An Equal Opportunity Employer. Send resume to Box A-28.

News Reporter—ENG photo and editing experience. Good entry level position. Beautiful location. Send tape/resume to: Bob Nelson, WMBB-TV, Box 1340, Panama City, FL 32401. EOE.

News Anchor—6 and 10PM M-F, small/medium market experience desirable. S.E. Sunbelt location. \$15,000 and up depending on qualifications. Reply to Box A-99.

ABC affiliate in top 100 market rebuilding news staff. All ENG. All new, latest equipment. Openings for reporters, photographers, anchors, sports director, and sports reporters. Experienced only. We are going to be number one! Equal Opportunity Employer. Box A-88.

News Director—familiar with demands of small market news operation. Qualifications: College, ENG & reporting skills, strong on organization, and provide positive leadership for 10-person news department. Income \$15,000+-. S.E. Sunbelt location. EOE. Reply to Box A-101.

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 A-119.

Group-owned VHF Net affiliate with a superior news department seeking anchors and reporters. Send resumes in strict confidence to this eastern medium market winner at Box A-136.

Agri-business reporter for midwest capital city, farm background helpful, tape and resume to News Director, WISC-TV, 4801 West Bellline Highway, Madison, WI 53711.

Outstanding news director for outstanding news department. Tell us about you, in confidence. We'll tell you about our network group-owned station. Sun belt location. EOE. Box A-129.

Reporter/photographer in beautiful midwest city, ENG experience helpful, \$11,000-15,000, tape and resume to News Director, WISC-TV, 4801 West Bellline Highway, Madison, WI 53711

Weekend Sports Anchor/Reporter for number one Gulf Coast station. TV experience preferred but not necessary. Looking for a hard working, dynamic personality. Send resume and salary requirements to Box A-143.

Weatherperson. Upper midwest market. Must know weather. Some reporting. \$8500-\$9000. EOE. Resume to Box A-148.

News Reporter, Anchor: Central California NBC affiliate is looking for a bright, professional newspaper, with a degree in journalism or equivalent on-the-job experience. He/she must have extensive TV work history in field reporting, producing and on-air anchoring of news; additional sports experience desirable. 40-hour week, salary negotiable, depending on experience in commercial television. Excellent fringe benefits. Send complete resume and tape to Bill Murphy, News Director, KMJ-TV, Channel 24, PO Box 12907, Fresno, CA 93779. An Affirmative Action/Equal Opportunity Employer.

Leading Central California Independent has immediate openings for (1) Anchor producer and (2) general assignment reporter. Absolute minimum 2 years experience required. Send tape and resumes to: Dick Carr, News Director, KMPH-TV, 2600 South Mooney Blvd, Visalia, CA 93277. EOE/M-F.

We have an excellent opportunity for a news director. Good salary, fringe benefits and great working conditions. Box A-126.

Meteorologist or A.M.S. certified weather professional. We plan to continue building our solid news reputation. Send tape and resume to Jim Collins, VR News, WTVC, 410 W. Sixth Street, Chattanooga, TN 37401.

News Photographer—experienced in film, ENG and editing. Send tape and resume to Steve Ridge, News Director, WKBW-TV, 7 Broadcast Plaza, Buffalo, NY 14202. An EOE.

News Reporter—experienced hustler. Top-rated large market station. EOE. Send tape and resume to Steve Ridge, News Director, WKBW-TV, 7 Broadcast Plaza, Buffalo, NY 14202.

Reporter/ENG photographer. Great opportunity EOE. Monica Thibeau, KIVA-TV, Farmington, NM 505-327-9881. No collect.

Bureau Chief—person needed to operate bureau and file daily stories. Experience a must, self starter, ENG experience necessary. Send resume and tape to Bob Palmer, ND, WSAV-TV, PO Box 2429, Savannah, GA 31402. EOE.

Anchor/Reporter with on-air experience for midwest NBC affiliate in a multi-station corporation. Good growth opportunity. Excellent community living. Contact Jack Connors, WGEM-TV, Quincy, IL 217-222-6840. An equal opportunity employer.

Assignment Editor for major Gulf Coast TV market. Must have at least three years broadcasting experience, preferably TV. Strong in administration, good with people on staff and among newsmakers. Excellent opportunity. Send resume to News Director, WALA-TV, PO Box 1548, Mobile, AL 36601. No telephone calls! EOE M/F.

Anchor—Pacific Northwest TV station seeking a co-anchor for new nightly newscast. Three years experience in TV news as anchor, reporter, writer or editor required. Strong writing skills and good camera presence a must. BA in Journalism. Send resume and tape: Adel Munger, KVOS-TV, 1151 Ellis Street, Bellingham, WA 98225. KVOS-TV is an equal opportunity employer.

Reporter and photographer needed. 2 years experience. Send tape and resume to John Miller, WVEC-TV, 110 Third Street, Norfolk, VA 23510. E.O.E.

Need aggressive ENG camera people who love to work the street for news. Send tape and resume to Phil Thomas, WHO-TV, 1100 Walnut Street, Des Moines, IA 50308 515-288-6511.

Top-rated Station seeks an experienced photographer and reporter for general assignment and magazine work. Both film and tape. Applicants for both jobs should send videotape and resume with salary requirements to News Director, WEAU-TV, 1907 S. Hastings Way, Eau Claire, WI 54701. Previous applicants need not apply. We are an equal opportunity employer.

Photographer, familiar with ENG and film, editing and shooting. Upper Midwest, 3 station market. EOE. Send letter and resume to Box A-190.

News Co-Ancor for growing market in the sunbelt, with some reporting and producing duties. Send resume, and salary requirements. EOE. Box A-185.

Need experienced person with good on-camera delivery for general assignments reporting. Familiarity with ENG essential. Writing abilities a must. Good organizational and conceptual skills. Bachelor's degree in Broadcasting/Journalism/English or related field plus one year experience. Beginning salary \$12,077. Send tape and resume on first contact to Michael Brannen, WJWJ-TV (an affiliate of S.C. ETV Network), PO Box 1165, Beaufort, SC 29902. Equal Opportunity Employer.

Photographer/Editor to total E.N.G. east coast station. Good eye to make new station No. 1 in the market. Tape/resume/salary requirements first letter to Don Feldman, News Director, WMDT TV, Box 321, Salisbury, MD 21801. No phone calls. M.F. EOE.

Reporter/weekend anchor for new east coast station. If you are a communicator we want you. Send tape/resume/salary requirements first letter to Don Feldman, News Director, WMDT TV, Box 321, Salisbury, MD 21801. No phone calls. M/F EOE.

Weather specialist. We are looking for a snappy personality to report weather for new east coast station on our way to No. 1. Tape/resume/salary requirements first letter to Don Feldman, News Director, WMDT TV, Box 321, Salisbury, MD 21801. M/F EOE. No phone calls.

Expanding No. 1 news operations. Reporters and photographers with experience needed in S.E. market. E.O.E. Send resume and salary requirements. Box A-180.

Sports reporter, to assist Sports Director, do live remotes and field packages, and anchor weekends sports. Must be familiar with film and ENG. EOE. Upper Midwest, 3 station market. Send letter and resume to Box A-201

Sports/Anchor reporter. New east coast station. Snappy bright must be able to shoot and edit. Tape/resume/salary requirements first letter to Don Feldman, News Director, WMDT TV, Box 321, Salisbury, MD 21801. No phone calls. EOE/MF.

TV Reporter. Looking for qualified TV reporter with 1-2 years current experience as field reporter, writer, ENG, plus on-air capability for Des Moines-Ames market. Must have B.A. in Broadcast Communications or related degree. Salary \$14,000 plus. Apply to Edwin Hart, News Director, WOI TV, Ames, IA 50011 prior February 4, 1980. E.O.E.

Excellent producer wanted for top twenty station in Sunbelt. Opening immediate; applicant must have five years television experience. Please send letter and resume to Box A-200.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Art Director for Southeast station. Must have TV experience. Send resume and salary requirements to Box A-13.

Program Manager: For medium market CBS Affiliate. Must be experienced in television programming and able to administer Production and Promotion Departments. Send resume to James N. Armistead, Vice President & General Manager, WRDW-TV, Drawer 1212, Augusta, GA 30903. A Ziff-Davis Station. EOE.

Producer: Produces programs designed to build public awareness and understanding of a broad range of viewpoints on important and frequently controversial issues. Bachelor's degree and minimum two years demonstrated successful full-time professional experience as producer of issue-oriented broadcast programs or equivalent combination of education and experience required. Demonstrated ability to produce programs of consistently high quality with minimum of direct supervision within budget and deadline constraints. Production experience in all formats of videotape recording and editing as well as shooting and editing 16mm film highly desirable. Salary Range: \$16,007-\$19,995 E.O.E. Persons interested in consideration for this position should send the following items, to be received no later than February 15, 1980: (1) a letter of application; (2) a resume relating education and experience to specific job requirements; (3) three professional references with full knowledge of the candidate's work experience and achievements. Applications should refer to position CA-1 and should be sent to: Dan Everett, Director of Programming, KRMA-TV, 1261 Glenarm Place, Denver, CO 80204. Contract employment subject to yearly renewal.

SITUATIONS WANTED ANNOUNCERS CONTINUED

Isn't radio disgusting? No one cares about experience or personality anymore! Just how deep your voice is. Want an air head jock with a deep voice? Don't call me! If you want experience, personality, fresh ideas and someone who's easy to work with, call 314-732-5555. Will go anywhere except Iran!

Growing Pains! Production Manager wants move to more challenging market. Will relocate for right opportunity. D.J., copywriting skills also available. Call Mike Ward, 408 Spring Ave., Mt. Carroll, IL 61053. 815-493-2513.

SITUATIONS WANTED NEWS

Former pro athlete currently sports director in mid-west medium market seeks sports position, with P-B-P. Preferably East. Call Jim 617-696-1442.

News Department need help? Dedicated small market news and operation director desires a move south. Have built and maintained strong regional news departments. Talk show experience. Long hours and community involvement part of package. Desire coastal area—but will consider others. All replies answered. Box A-197.

Medium Market News Director seeks larger market position as reporter. Four years professional experience. Degree. Some TV. Jay 607-687-0371.

Experienced PBP announcer available. Seeking position with college or minor league baseball franchise. Also available for women's collegiate basketball playoffs. Box A-165.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Operations Manager in top 50 market. Brought present station from 2.2 to 9.9 in last ARB breakout. Knowledge of FCC rules and regs., sales experience, excellent references. proven track record, BA and working toward MBA. Experience in all formats. Run a tight ship, ready to build your station. Let's talk. 216-493-4755.

Pacific Northwest, Colorado, Northern California College Towns. "FM"-AOR air position with programming responsibility. 8 years around TV & Radio. Athletic Folk-Rocker. Michael Jon Hart 714-233-8833.

Major Market Programming Asst. would like to program on his own. Skilled in many formats and market research. 314-868-1478 evenings CST.

Since 1958. Top quality production and jock shows with super pipes! Seeking PD. position in Country Radio. All markets considered. Contact Richard Giles, 9351 East Pere Marquette, Clare, MI 48617 today!

Pop/Adult Programmer in eight station market. Looking for new challenge offering both financial and career growth. Married, stable, organized. Stable operations only write Box A-193.

TELEVISION

HELP WANTED MANAGEMENT

Local Sales Manager WISH-TV, Indianapolis, Indiana. Need qualified person with local experience in TV sales and management skills to provide leadership for an effective local sales team. Send resume to Bill Beindorf, WISH-TV, PO Box 7088, Indianapolis, IN 46207. An equal opportunity employer M/F.

Chief Engineer for four-station UHF network in New Jersey. Send resume and salary requirements to Gordon MacInnes, 1573 Parkside Avenue, Trenton, NJ 08638.

Coordinator—Instructional Television to coordinate the selection, acquisition, production, broadcast, and utilization of educational TV programs on-air and by other appropriate instructional delivery media. MA preferred, BA required. Experience in teaching and television production desirable. Send resume prior to February 15, 1980, to Personnel, Arizona State University, Tempe, AZ 85281, an equal opportunity, affirmative action employer who complies with Title IX of the Educational Amendments Act of 1972.

Assistant Business Manager—Group owned network affiliate seeking bright and aggressive applicants for back-up position in Business Office. Hard work and ambition will be rewarded with promotion opportunities. Excellent salary and benefits. Sunbelt location. An Equal Opportunity Employer. Send resume and compensation requirements to Box A-186.

Manager, Telecommunications Services to establish and direct organizational and operational goals/procedures of non-broadcast section. Prepare telecommunication proposals and grant applications. MA preferred, BA required. Five years broadcasting experience with two years in management. Extensive knowledge of principles and practices of public broadcasting required. Send resume prior to February 15, 1980 to Personnel, Arizona State University, Tempe, AZ 85281, an equal opportunity, affirmative action employer who complies with Title IX of the Educational Amendments Act of 1972.

HELP WANTED SALES

Salesperson needed to take over active list. Must have 1 year minimum Broadcast experience. Previous traffic, sales service or promotion background can be helpful. Located in the Southeast, our VHF, ABC affiliate offers a tremendous opportunity for growth and advancement. Equal Opportunity Employer. Send resume to Box A-140.

Sales, Sales Traffic, and Sales Promotion—new ABC affiliate looking for sales manager, sales people, traffic manager and promotion manager. Unique opportunity in expanding market at the top of the sunbelt. EOE/M-F Contact Bill Mallory, WMDT-TV, PO Box 321, Salisbury, MD 21801. 301-749-8847.

Local Sales Manager—Young UHF network affiliate competing against two established V's in 52nd market seeking aggressive, challenge-oriented individual to direct continuing local sales growth. Opportunity to expand to national spot. No order-takers, please. Send resume and salary history to Ernest Hill, WEYI-TV, Box 3250, Saginaw, MI 48605. An Equal Opportunity Employer.

Wanted: General Sales Manager for California station, growing aggressive company, emphasis on local sales. EOE/M-F. Send resume to: Box A-191.

HELP WANTED TECHNICAL

Maintenance Engineer wanted for Louisiana TV station. Must have 3 or more years maintenance experience with good background on digital equipment. All studio maintenance, little or no operations required and good working conditions. Work only with state of the art equipment in a new, built-for-TV building (TCR-100A, TR-600, VPR-2, TK28, TK76B, computerized HK-312 studio cameras, vital VX-114 switcher, Vidifont MK4, color radar, broadcast Sony ENG with remote van, plus) get away from the crowd and still make good money. Send resume to Dick Swank, Chief Engineer, KLFY-TV, Texoma Broadcasting Inc., is an EEO/M-F employer.

No Snow Here: Maintenance Engineer to maintain TR-70, TC-100, PC-70, TH-100 and other miscellaneous studio equipment. Please contact Tim Rounds, WBBH-TV/20, 3719 Central Av., Fort Myers, FL 33901; Phone: 813-936-0195. E.O.E.

Assistant Chief Engineer: Group owned Northeast UHF Network Affiliate. Small Market looking for a "Hands on" engineer. UHF transmitter-Ampex and GE equipment. Excellent entry level management position. First Phone required. Box A-110.

Control Room Operator—First Phone. Northeast UHF ABC affiliate. Responsible for on-air operations and to assist in production. Will train. Reply to Box A-124.

Maintenance Engineer, capable of trouble shooting and repair of broadcast and industrial audio and video equipment. Must have technical school or equivalent theory training and strong maintenance background. Minimum of three years experience desired. Knowledge of quad vtrs and color cameras necessary. Position is open now. Salary based on experience. Good benefits package. Send resume, letter of application and three technical references to Joseph Wasser, Director of Engineering, Telecommunications Service, Miami University, Oxford, OH 45056. Applicant screening will begin February 1, 1980, and continue until position is filled. Equal Opportunity Employer.

TV Maintenance Engineers and Technicians: For TV Production and sports facility. Maintenance Engineer required for quad tape, W/time code editing, studio cameras, slo-mo, scoreboards and computer, IVC 9000, Eidophor video projectors, and much more. Also, Video Engineer for four camera (PC-70) remote truck. Maintenance background preferred. Contact: Bill Denton, MCI Productions, No. 10 Greenway Plaza, Houston, TX 77046 713-627-9270.

Television Chief Engineer—for Henrich Broadcasting Stations. Experienced hands-on Chief Engineer wanted for rapidly-expanding group-owned UHF station in Fort Smith, AR. Applicant must have extensive maintenance and supervisory experience. Send resume to Don Vest, Director of Engineering, Henrich Broadcasting Stations, PO Box 4150, Fort Smith, AR 72914, an Equal Opportunity Employer.

The South's most aggressive television remote company has an immediate opening for a Remote Supervisor. New mobile unit with State of the Art equipment. Must have strong technical skills. Salary commensurate with experience. Must be willing to travel. Call Mr. Gabbard—606-299-0411. E.O.E.

Master Control Operator: Must have FCC First Class License; Dependability an absolute must. Requires 1 year experience in control room or video tape operations. Will be required to work flexible hours. Contact Clarence Mosley, Director of Engineering, WINK-TV, PO Box 1060, Fort Myers, FL 33902. Equal Opportunity Employer.

Radio/TV Engineer Supervisor: University of Florida. Requires high school and four years experience in television equipment maintenance; or a bachelor's degree in electrical engineering or electronic technology, plus a first class FCC Radio Operator's license. Experience in TV transmitter repair and operation is essential. New RCA TT 30 FL. Excellent fringe benefits. Send resume by February 4, 1980 to Jan Eller, Central Employment Center, Second Floor HUB, University of Florida, Gainesville, FL 32611. Equal employment opportunity/affirmative action employer.

Technical Support Engineer. Strong on Ampex VTR's, Phillips cameras and Digital required for remote broadcast/production house facility. Contact John Loughmiller, CVP Inc., 611 Broadway, Louisville, KY 40202.

Wanted: Chief Engineer. Opportunity exists for highly-motivated person with state of the art knowledge. KMPH-TV is one of the Nation's top independent TV stations, located in the lush, green and sunny Central California area; equipped with state of the art equipment and high-powered transmitter facilities. The following characteristics are desired: BSEE Degree or better, or equivalent experience; minimum 4-years experience in both TV studio and transmitter equipment maintenance; disciplined and able to organize and maintain discipline in others; a perfectionist, with ultimate regard for preventive maintenance; prior experience, either as Assistant or Chief Engineer; ambitious and wants to grow with a growing group broadcaster. Contact: H. C. McKenzie, Director of Engineering, 209-733-2600, Ext. 29. Salary commensurate with qualifications.

Radio/TV Engineering Technologist: University of Florida. Position with growing PBS station. Requires high school and four years experience in television equipment maintenance and installation or a bachelor's degree in electrical engineering or electronic technology. Prefer knowledge in quality audio. Excellent fringe benefits. Send resume by February 4, 1980 to Jan Eller, Central Employment Center, Second Floor HUB, University of Florida, Gainesville, FL 32611. Equal employment opportunity/affirmative action employer.

Transmitter supervisor, 5 years UHF experience. Preferably with General Electric TT-59-A. Knowledge of satellite ground station and microwave. Send resume to chief engineer KEDT-TV, PO Box 416, Corpus Christi, TX 78403. No phone calls please.

Engineer. To work with latest State-Of-The-Art broadcast equipment in modern facility in the southeast. Responsible for master control switching, VTR set-up, record, edit, and playback local and network programs. First Class FCC license required. Minimum of one year experience in TV broadcasting. EOE. Send resume and salary requirements to Box A-168.

HELP WANTED NEWS CONTINUED

Assignment Editor and All-News Editor at KFWB, LA's leading news station. Assign. Ed. will creatively supervise 11 reporters; must have strong news background and know So. Calif. Editor must be experienced in all-news. No calls. Rush resume, ideas, supportive material to Carol Breshears, ND, KFWB, 6230 Yucca St., Hollywood, CA 90028.

Experienced newsperson. News Directorship possible if qualified. Stations have strong news commitment. NBC affiliate. Send resume or call. WQMR/WTOS-FM, Box 159, Skowhegan, ME 04976. 207-474-5171.

A leading Virginia station offers an unusual opportunity to a news reporter who can gather, write and report local news. The person selected will be paid well, furnished outstanding facilities and a full package of fringe benefits. Relocation expenses paid. Send resume, tape and samples to WFLS, 616 Amelia St., Fredericksburg, VA 22401. An equal opportunity employer.

WGH News, Norfolk-area, is looking for an on-air news reporter with outstanding news gathering, writing and reporting abilities. Experience a must. Minorities encouraged to apply. Send T&R's to Carl Holland, News Director, Box 9347, Hampton, VA 23670. EOE M/F

Small Market modern country radio station looking for news person. Three years minimum experience writing and delivering newscasts. Prefer knowledge of Polk County news sources. Send tape, resume and salary requirements to PO Box 123, Cypress Gardens, FL 33880. An equal opportunity employer M/F

News/Public Affairs Director to design and implement public radio station's news programming. Must have substantial journalistic experience and historical/humanistic perspective on current events. Good voice and diction essential. Initial responsibility; production of weekly magazine program. Send one-page essay on radio journalism, plus audition tape and resume, to: Bob Goldfarb, General Manager, WFCR Radio, Hampshire House, University of Massachusetts, Amherst, MA 01003. An Affirmative Action/Equal Opportunity Employer.

News Director: Experienced, mature, with strong management background and assignment experience. Station a leader in a competitive midwest market. Salary open. Resume and details to Box A-174.

Tampa/St. Petersburg's WDAE AM looking for morning news anchor, good money, right person. Send tapes, resumes to News Director, 101 North Tampa Street, Tampa, FL 33602.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

WINN Louisville, C&W, seeking air personnel. Strong production necessary. PD slot open. Tapes/resumes: Grahame Richards, WINN, 660 S. Broadway, 40402. EOE. Hurry!

Successful Midwest Group seeks experienced PD; AM adult contemporary format with heavy emphasis on News and information. Responsibilities to include Drive Jock, Leadership, Music, Production. Leaders only-career minded organization. Box A-113.

One of America's premier MOR, Big Band stations is auditioning for morning personality. Must be comfortable with 1930-1970 Music. Tight board with personality. Powerhouse facility and top staff. Send resume, audition tape to Paul Berlin, K-QUE, PO Box 188, Houston, TX 77001.

Owner of two stations, 1 medium market, 1 small market, seeks experienced, mature program/operations director for beautiful music and MOR, news and information formatted stations. Must have substantial commercial experience and a good set of pipes. Offering long term future and stability. Family individual preferred. Send resume. Box A-144.

Come to Texas—Direct programming for the top station in a six station market. Must have good references and good experience and be able to set an example both on the air and in production. Detailed resume. Box A-141

Program Director for prestigious medium market adult contemporary station near Boston. Authoritative on air presentation, experience at motivating people, should know the role of medium market radio. Salary range \$14-\$18,000 commensurate with experience. Tape, resume and philosophy to Wayne Fuller, 22 Maple Street, Auburn, MA 01501. No phone calls please

Development Director specializing in fund-raising with foundations and corporations. Must be articulate, experienced in private-sector fund-raising (preferably in New England), and must project responsibility and integrity. Send one-page statement of philosophy plus resume to Bob Goldfarb, General Manager, WFCR Radio, Hampshire House, University of Massachusetts, Amherst, MA 01003. An Affirmative Action/Equal Opportunity Employer.

Classical Music Announcer/Producer to act as host of record program and to produce other programs. Excellent voice, diction, and knowledge of foreign pronunciation and music history essential. Musical performance experience preferred. Send sample of music programming, plus audition tape and resume, to Bob Goldfarb, General Manager, WFCR Radio, Hampshire House, University of Massachusetts, Amherst, MA 01003. An Affirmative Action/Equal Opportunity Employer.

Production Assistant/Board Operator to assist in production of music and news programming as assigned. Must have excellent technical skills and desire to advance. Special consideration given to applicants with knowledge of music, public affairs, spoken word, or other area of programming. Send resume and statement of goals to Bob Goldfarb, General Manager, WFCR Radio, Hampshire House, University of Massachusetts, Amherst, MA 01003. An Affirmative Action/Equal Opportunity Employer.

Production. Creative with tape and humor. Contemporary FM 100, 555 West Benjamin Holt, Stockton, CA 95207

Wanted—Operations Manager for beautiful music sunbelt FM. Must be fully experienced in automated operations—have good production skills; creative flair; maturity; and ability to supervise station staff and work well with clients. E.O.E. Please send resume to A-173.

SITUATIONS WANTED MANAGEMENT

General Manager who excels in programing as well as sales available for permanent move. Outstanding qualifications! Tired of mediocre applicants? Answer this ad! Box M-67

Extremely qualified General Manager. Excellent track record, outstanding ability to organize, hire, train, promote and sell. Box M-34.

San Francisco General Manager (36) Aggressive. Strong on sales and marketing. Excellent track record. Seven years same station. Seeking new challenge and opportunity. Box A-142.

Experienced General Manager of profitable 100kw FM and Class IV AM in medium market seeks comparable position in a medium to major market due to sale of stations. Over five years manager for same owner where developed FM into dominate, number one Arbitron rated station and leading profit center. Proficient in sales development, programming, promotion, FCC rules and regulations, budgeting and finance giving large return on capital. B.A. Business Administration. Box A-158.

Attention Station & Group Owners. I'm a young, aggressive GM looking for bigger opportunities. I'm a team organizer. Sales, finance, programming & promotion. Let's make money together. Medium & major markets only. Box A-189.

New team in. Station sold. Available now for long-term opportunity. Major market (Boston) and medium markets (Charlotte, North Carolina and Jacksonville, Florida.) GSM & GM (17 years). Great track record. References and resume on request. 904-269-3950. Joe McCluskey.

Stations sold. Must relocate. Manager AM/FM. Versatile, Sales, PD, news experience small and large markets. Long term situation. Bill Brown, 305-464-7186.

General Manager—Outstanding major-market track record in sales, ratings and promotion. Box A-192.

SITUATIONS WANTED SALES

Mid-West Only highly experienced manager-sales manager-sportscaster available Feb. Presently employed. Priority on renewals. Excellent qualifications, references—No miracle performer—Honest dedicated broadcaster. Prefer non-chain operation. Contact Box A-103.

SITUATIONS WANTED ANNOUNCERS

Need someone with experience, who is creative, hardworking, and reliable? 3rd endorsed. For air check and resume call 312-388-3040, after 6:00 p.m., or write Jim Mulvaney, 12832 May, Chicago, IL 60643. Within 200 miles of Chicago preferred but not necessary.

Air talent, presently in Milwaukee market seeks similar position with Connecticut, Massachusetts station. Phone: Keith, 414-769-6966, mornings.

Personality for hire. Offering creative air/production talents. Voice characterizations! News experience. Call Mike 302-945-3675.

Major market professional. 12 years experience. College degree. Stable. Prefer mornings. Call 412-831-1855.

Experienced announcer with communications degree, good voice, smooth delivery, strong music and sports, for adult contemporary or top 40 station in Southeast. Call Ron 305-271-0689.

Seven years experience in adult contemporary format. Also experienced in news, production, talk-shows, copywriting. Will relocate. Box A-120.

College graduate with experience seeking position in Florida, Gulf Coast area or Southwest. Call Bruce, 512-452-6536.

Solid, Twelve year Pro. I communicate listener loyalty A/C, MOR, Contemp Country. Top 100 Markets only. Box A-130.

Sales minded, profit minded broadcaster available. One year experience, "Nice Guy" performance on and off the air. Phone Steve (Eves.) 201-387-0124.

Baseball play by play... seven year pro seeks position for upcoming season. Box A-112.

7 years experience, announcing to programing. MOR. Pennsylvania or East Coastal. Box A-107.

Experienced DJ, tight board, good news can follow directions, ready to go anywhere. Box A-153.

Award winning pro seeks personality morning slot or PD. Super production. Box A-54.

8 years experience, live board & automation, all formats, plus traffic & news. Seeking position in Big Band or Easy Listening format: full-time board or board/traffic combo. Mature, relaxed delivery, excellent references, 3rd endorsed. Will relocate for attractive position. Stannard, 1931 37th Avenue, Vero Beach, FL 32960. 305-567-4169.

Rookie Jock, college radio experience, broadcast school grad, ambitious, creative, humorous, personable. Sales experience. Willing to relocate. 3rd class with endorsement. Hank London, 1179 Kensington Road, Teaneck, NJ 07666. Phone 201-836-8396.

It's sad that after 10 years on the air, it's come to this, an ad in BROADCASTING, before I bronze my headset. I'm an entertaining personality, funny, friendly and natural. Interesting, witty communicator. Community involvement. Good on-air phones and remotes. No great track record but good numbers here. This ad comes on strong but I'll get the job done, on and off the air. Mature, dependable individual. 702-871-4254.

Announcer/DJ (Black) First Phone. Employed six months in technical studio operations. Tape-resume available. Capable performer. Buddy 212-865-0827, 212-992-0022 (eves).

The Falcon is available. Dependable, hard working, air personality. 3rd. Will fly anywhere. Falcon tape and resume ready 219-234-4795. "The Falcon," 1717 E. Colfax, So. Bend, IN 46617.

HELP WANTED ANNOUNCERS CONTINUED

South Central Michigan Brand new Adult-Modern Country station needs top-notch Morning Drive Personality. Person selected will also handle music and programming responsibilities. Good pay and benefits to the right person. Letters and resumes to Box A-111.

Morning personality/talk show host. Midwest Market. Experienced only. An Equal Opportunity Employer. Send resume and salary history to Box A-104.

If you're a strong, community oriented communicator with at least 3 years experience, this may be your logical step. East Texas Adult MOR Power Station with roots in the community is looking for you with an opportunity to move into a great situation. Beginners and time and temp folks need not apply. Easily checked references required. Box A-135.

North Carolina small market AM/FM adult contemporary needs communicator with creative production ability. Send tape and resume to: Program Director, WTSB/WGSS, PO Box 393, Lumberton, NC 28358. EOE.

Seeking air personality, news and PA. Experience helpful, but not required. Good opportunity, EO employer. Tape, resume to MD, WHRZ, Providence, KY 42450. 502-667-2044.

Immediate opening at area's leading stereo station. Tape, resume, KSLS, 1104 South Kansas, Liberal, KS 67901

Morning Entertainer Personality needed for our coastal Florida paradise 100,000 watt contemporary dominant station. Salary open. Good benefits. Great climate. Send air check, resume and salary needs to Gary Beck, WOVV, Box 192, Fort Pierce, FL 33450 immediately.

Production-Pro/Personality for midwest major country station. If you're creative on tape and can handle an 8 to midnight airshift we want to hear from you. Major chain with full benefits. Rush production samples and audition to Ernie Bush, Suite 1548, 230 Park Avenue, New York, NY 10017. EOE.

Experienced help wanted: Manager, sales persons, announcer-sales-production, announcer-sports, any combo, for small mountain market. Minorities and women urged to apply. Send full resume to: Childress Group, Box 1044, Sylva, NC 28779. No phone calls.

Greater Louisville Beautiful-MOR Station needs announcer strong on news and production. Send resume, salary requirements: Operations Manager, WXVW, Box 666, Jeffersonville, IN 47130. EOE.

WPHM—Port Huron, Michigan, is accepting applications for experienced news person/announcer. Contact John Hill, VP.

Announcer/Operator for multicultural daytimer. 30 miles from Chicago. Italian helpful. 1st preferred. No beginners please. EOE. M/F/H, Box A-195.

Pikes Peak, skiing, strong economy, super attitudes, stable station. Sound good? Colorado Springs leading adult contemporary needs a stable communicator to brighten afternoon drive. T&R to: Uncle Dave, Box 431, Manitou Springs, CO 80829.

50,000 watt FM, Top 40, seeks qualified all-night jock. On-air and production necessary. Minorities encouraged. Tape & Resume to WKHI, PO Box 758, Ocean City, MD 21842. EOE.

Major New England Beautiful Music Station invites tapes, resumes, and salary requirements from experienced professional announcers. Send to: Tony Rizzini, Program Manager, WLKW, 1185 North Main Street, Providence, RI 02904. No phone calls. E.O.E.

The powerhouse of northern New England. Experienced morning announcer with warm personality wanted. Good benefits. Good income for right individual. E.O.E. Send resume to Box A-169.

Announcer/Producer opening for adult contemporary format. On-air experience preferred. Send tapes and resumes to Andy Bickel, WBT, 1 Julian Price Place, Charlotte, NC 28208. No phone calls please. An Equal Opportunity Employer.

1st Class licensed announcer for my 50,000 watt station. Formal education a must. Box A-198.

HELP WANTED TECHNICAL

KRGO-AM in Salt Lake City, Utah is looking for a full-time chief engineer. No beginners. Call Don Wade 801-972-3449. Must have references.

Assistant Chief Engineer—WTRY/WHSH, in New York's Capitol District has an immediate full-time opening for an individual with 1-3 years maintenance experience. Five KW directional AM and class B FM. Contact Norm Avery, Chief Engineer, WTRY Road, Schenectady, NY 12309.

Growing company looking for an aggressive Chief who is experienced in directional antenna work, management capabilities and hard work for 5KW AM station in Southern Michigan. New station facilities have just been constructed. EOE. Box A-50.

Chief Engineer for construction and operation of new 3KW FM broadcast station and system of VHF TV translators in Haines, Alaska. Applicant must have: 1st Class Radiotelephone FCC license, at least five years experience in constructing and maintaining FM broadcasting and VHF TV facilities, a thorough knowledge of FCC rules and regulations, a background in overseeing the work of others, and the desire to settle in a small, interesting rural Alaskan community whose major industries are fishing, lumbering, and tourism. Salary: Depending upon experience. Send resume of professional experience, together with salary requirements to: Paul Davis, Engineer, Alaska Public Broadcasting Commission, 400 Gambell St., Suite 302, Anchorage, AK 99501. Lynn Canal Broadcasting is an equal opportunity employer. Applicants will be accepted for this position through January 31, 1980.

Chief Engineer for new FM Station in New Orleans. Send resume and references to Dr. McLean, PO Box 4409, New Orleans, LA 70118.

We are seeking a chief engineer for our AM and FM radio stations and background music operation. Automation equipment requires state of the art engineer. A real opportunity in the background music operation alone. Some sales or sales related background would be helpful, but not required. We are located in beautiful Northwest Arkansas close to excellent schools including college and university. Excellent opportunity for the right person. An equal opportunity Employer. Box A-123.

Chief Engineer—5 kw DA, 100 kw FM Stereo. Construction experience required. Ambitious, hard working pro needed for major group operation in Phoenix, AZ. Box A-125.

WBZA/WNIQ-FM, Glens Falls, NY is looking for Engineer/Announcer, qualified to operate and maintain studio, transmitter, STL, remote, and automation (digital) equipment. Permanent position for person with good voice and air personality, proficient technical knowledge and skills, and ability to get along with staff. Glens Falls is located in the foothills of the Adirondack Mountain. If qualified, apply to: Lee Kauffman, Administrative Assistant, WBZA Radio, PO Box 928, Glens Falls, NY 12801 518-792-2151. EOE.

WSM AM/FM is seeking an experienced, energetic Radio Engineer to supervise, improve and maintain our Radio Studio facilities. This position requires previous years of experience in these areas, as well as knowledge of state-of-the-art equipment and techniques. Supervisor ability a must. Send resume, references and salary requirements to the Personnel Director, WSM, Incorporated, Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

Chief Engineer for AM/FM covering the Minneapolis-St. Paul area. Need transmitter person with audio knowledge immediately. Contact Don Shore, KRSI 11320 Valley View Road, Eden Prairie, MN 55344, 612-941-5774. Equal Opportunity Employer.

Chief Engineer—live FM in Nation's Finest City. Excellent equipment, professional staff. Experience in RF and state-of-the-art audio required. Send resume and salary requirements to: President, KBZT, 7867 Convoy Ct. No. 303, San Diego, CA 92111.

Chief Engineer for Class B and 1000 watt radio stations. Must have experience. Salary negotiable. WIGY, Bath, ME 207-443-5542 (EOE).

Radio Maintenance Supervisor for KQED FM, San Francisco PBS. Three years experience in maintenance of professional audio broadcast and recording equipment, first-class Radiotelephone license required. Send resume by 2/8/80 to Personnel, 500 Eighth Street, San Francisco, CA 94103. EOE.

With two or three years experience under your belt, you're ready for advancement! Maybe you'd like to become a part of one of the country's highly acclaimed radio operations. If you're ready to move up—contact Richard Womack—KWIX Radio, Moberly, MO 816-263-1230. EOE.

Wanted: full charge engineer, First phone required for AM-FM in a beautiful mountain area. Experience with automation equipment helpful. Salary based on experience. Call 307-332-5683.

Chief Engineer for 30kw NPR station. Opportunity to complete and maintain three new studios and supervise students. First Class FCC License; 3 years broadcast engineering experience; Bachelors Degree preferred but extensive technical training and/or experience may be substituted. Salary: \$15,000-16,500. Send resume and list of at least three references by Feb. 13 to: Les Bradley, KUOP-FM, University of the Pacific, Stockton, CA 95211.

Experienced help wanted: Manager, sales persons, announcer-sales-production, announcer-sports, any combo, for small mountain market. Minorities and women urged to apply. Send full resume to: Childress Group, Box 1044, Sylva, NC 28779. No phone calls.

Engineer/Technician Wanted. First Phone, for studio and transmitter maintenance. Pays \$950/month to start. Phoenix area, AM-FM station KDKB, Box 4227, Mesa, AZ 85201. Equal Opportunity Employer.

Maintenance Engineer: Wanted immediately for radio network. Must be experienced with all types of tape machines, consoles, digital control systems and related broadcast equipment. Remote work, microwave and satellite experience helpful, but not a must. Send resume to: William E. Wilson CE, UPI Audio Network, 220 East 42nd Street, New York, NY 10017. Call 212-682-0400.

HELP WANTED NEWS

Soon: West Coast 50,000 watt going newstalk. Experienced talkhosts and newscasters send on cassette unedited airchecks of your newscasts or talkshows and resume to Box 167, San Jose, CA 95103. EOE M/F/H/V. All replies confidential.

Immediate Opening for newsperson at news oriented AM/FM. Excellent opportunity to work as part of 4-person local news team. Send tape and resume to News Director, WBNR, 475 South Avenue, Beacon, NY 12508. E.O.E.

News Person for Illinois' most powerful FM and CBS affiliated AM. A real pro needed to join award winning, four person staff. Tape and resume to ND, WSOY AM-FM, Box 2250, Decatur, IL 62526.

Wanted: Award winning news station looking for solid newsperson—both on air and street work. No Jocking, no commercials—just news and public affairs. Easily checked references required. Box A-150.

Radio Anchor/Reporter. Experienced applicants only, please. Strong writing skills and delivery a must. We are an adult contemporary station with a serious commitment to news and information. Send tape and resume to Neil Carmean, News Director, WSPD Radio, 125 S. Superior, Toledo, OH 43602. An Equal Opportunity Employer.

Producer/Reporter: for a 50 kw NPR station with excellent facilities and mobile news equipment. Top production skills and on air presentation a must. BS degree or equivalent work experience 4 years required. Salary range \$10,000 to \$10,900. Application deadline February 15, 1980. Send resume and tape to Personnel Office, Middle Tennessee State University, Murfreesboro, TN 37132. MTSU is an Affirmative Action, Equal Opportunity Employer.

Maine's No. 1 contemporary station looking for aggressive news director. Must have at least 3 yrs. experience, good voice, and an ability to manage a 3 person AM/FM news dept. Call WIGY, Bath, ME 207-443-5542. (EOE).

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Corporate Vice President—Marketing & Sales Minimum 10 years General & Sales Management. Successful track record in at least three markets and three formats. Strong suit in marketing, sales strategy and training. Extensive travel required. Send resume and salary requirements to Entercom, One Bala Cynwyd Plaza, Suite 225, Bala Cynwyd, PA 19004. EOE.

General Manager for AM/FM in Colorado. Must be sales oriented. Send resume and references to Kim Love, Box 5086, Sheridan, WY 82801. EEO.

Sales Manager for FM/AM sleeping giant. This is a challenging turnaround situation. Experienced motivators who have built and led sales team to record results and seek an equity opportunity will find the tools they need at KAOH, Duluth, Minnesota. Duluth is a regional center for retailing, transportation, and tourism on beautiful Lake Superior. An underdeveloped FM market, this city is ready for a radio pro at a station staking claim to "Number One." Resume and salary history to Randy Rogoski, KAOH, Box 6167, Duluth, MN 55806.

Growing broadcast group located in the Sunbelt seeking experienced Station Managers and Sales Managers. Excellent benefits. EOE. Contact: Director of Personnel, Marilyn S. Garner, PO Box 529, Laurinburg, NC 28352. 919-276-9686 or 919-276-2911.

Manager/Sales Manager for Country ABC Santa Barbara. Profit sharing, KKIO 805-963-5896 evenings 805-964-3094 non-smoker.

General Manager—Investor group seeks self-starting general manager with sales orientation to operate AM/FM station in major Northeast market. Candidate should be willing to work with acquisition team in structuring pro formas, operating format and financing. Attractive compensation package and equity participation available for right person. All replies held in strict confidence. Send resume and salary history to Box A-115.

Southeastern Major Market AM is looking for a qualified sales manager. Must be able to train and direct local staff. Excellent salary and benefits. Send resume to: Box A-146.

FM Program Manager: 24-hour concert music NPR station seeks experienced administrator with classical music background, programming experience. Excellent opportunity for management type with strong interest in this unique format. Send resume w/salary history to Personnel, WMHT-TV/FM, Box 17, Schenectady, NY 12301. EOE (M/F).

Station Manager for 30kw NPR station. Administer and supervise all areas of station operation including student training. Bachelors or Masters Degree in broadcasting or other appropriate area, five years broadcasting experience two years of which are in management or supervision, FCC Third Class license. Salary: \$15,000-17,500. Send resume and list of at least three references by Feb. 13 to: Les Bradley, KUOP-FM, University of the Pacific, Stockton, CA 95211.

General Manager for AM/FM in New York Market. Send resumes and references to Box A-175.

Experienced Help Wanted: Manager, sales persons, announcer-sales-production, announcer-sports, any combo, for small mountain market. Minorities and women urged to apply. Send full resume to: Childress Group, Box 1044, Sylva, NC 28779. No phone calls.

WYNF Radio. Local Sales Manager. Minimum 5 years broadcast sales experience. Selling, administrative, budgetary responsibilities. All replies to WYNF Radio, PO Box 95, St. Petersburg, FL 33731. WYNF is an E.O.E. No calls.

Small but successful sunbelt AM/FM combo needs manager. Must be highly sales oriented and have the ability to communicate well with the community. We will consider ambitious middle manager who wants to step up to a top management position. E.O.E. Please send resume to A-179.

Wanted: Station Manager: 100,000 Watt Contemporary FM in medium sized midwest market. Group broadcaster seeks experienced person in sales, programming, and FCC, to take charge of this established facility. Equal Opportunity Employer. Salary open. Reply Box 1738, Bismarck, ND 58501.

General Manager for AM/FM in San Francisco Bay Area. Send resumes and references to Box A-181.

Help!—Small Market Station in Fla. has sales experience, needs programming Morning Announcer to guide jocks and help us improve. 73% five year increase. If you are willing to work, we will share growth ahead. Box A-194.

HELP WANTED SALES

Sales Manager for Long Island's newest, hottest radio station, WNYG. Generous salary, plus commission. Need creative professional with 3 years minimum direct experience to work in a major market. Required to sell, to hire and train salespeople. Send complete resume: General Manager, WNYG Radio, Old Farmingdale Road, Babylon, NY 11704, or call 516-661-4000.

Colorado Sales opportunity; immediate opening; experienced or beginner, but must be aggressive. Don Costa, KAVI, Box 632, Rocky Ford, CO 81067 EEO.

Growing broadcast group located in the Sunbelt seeking experienced sales managers and sales persons. Excellent benefits. EOE. Contact: Director of Personnel, Marilyn S. Garner, PO Box 529, Laurinburg, NC 28352. 919-276-9686 or 919-276-2911.

Experienced Salesperson needed to handle established accounts for No. 1 station in New York's Hudson Valley. Annual comp \$16K to \$18K first year. Expense allowance. Liberal commission plan on billing. Write Walter C. Maxwell, WGHQ, CPO 1880, Kingston, NY 12401. E.O.E.

Sunbelt opportunity for a proven professional radio salesperson. If you'd like to live and work in the sunny south, an aggressive 5kw Contemporary Country station has an immediate opening. Phone Homer Mann, GSM, WCCL-Jackson, MS 601-982-0385. EOE.

Additional Sales Person needed for dynamite new college market FM AOR Station. Previous sales experience essential. Contact Rollie Johnson, WBWB, 304 State Road 446, Bloomington, IN. EOE.

Norfolk, VA. WFOG is looking for a fantastic person to train and develop. Put together an impressive presentation on yourself and send it to Paulette Baydush, WFOG, 330 W. Brambleton, Norfolk, VA 23510. An equal opportunity employer.

Immediate Openings for experienced salespeople. Must be aggressive and hard working. Excellent compensation and benefits package. Send resume to WLEE Radio, PO Box 8477, Richmond, VA 23226.

Sales Position for experienced, aggressive, street fighter. Single station market. The person selected should make \$20,000 plus in the first year. If you feel that you have outgrown your job or market we offer unlimited growth potential in Western Pennsylvania. Send resumes to Box A-131.

Experienced and successful sales person needed at Chicago market, local station. Tremendous growth opp. to right sales pro. Call 312-282-6700.

If you can sell—KDLM KVLR Radio is looking for a motivated salesperson. Radio sales experience is desirable, but not necessary as training is provided. Send resume to Manager, KDLM/KVLR Radio, PO Box 746, Detroit Lakes, MN 56501. An EOE.

Experienced group operator has just purchased 2 Stations in New England. Immediate openings in sales and sales management. Great opportunity for the right people. Contact Dick Lange, WNUS, West Springfield, MA 413-781-5200. EOE.

Northern New England's hottest, growth combo wants you. Experienced people only. Good benefits. Resume & income requirements first time. E.O.E. Box A-167

Account Executive Wanted: Successful album oriented adult FM station. Previous experience or college degree required. Send resume to: KBBC Sales Manager, PO Box 99, Phoenix, AZ 85001.

Experienced Help Wanted: Manager, sales persons, announcer-sales-production, announcer-sports, any combo, for small mountain market. Minorities and women urged to apply. Send full resume to: Childress Group, Box 1044, Sylva, NC 28779. No phone calls.

Do you want to make \$20,000+ selling radio in a small market? You will if you are the person we're looking for. Experienced street fighters only. Phone or resume ASAP to: Warren Diggins, WLYC/WILQ, PO Box 1176, Williamsport, PA 17701.

Sales Manager—\$20,000 plus incentives guaranteed. Bring your family to this friendly city less than 2 hours from Wash., D.C., Baltimore and Philadelphia in one of the northeast's fastest growing areas. Best schools in area of 200,000 plus population. Station has exceptional acceptance but lagging sales effort. We are heavy on production and sales backup. Increase sales volume to past levels and beyond and you will be GM in less than one year. Past success required. Resume to Box A-171

General Sales Manager, WQRS-FM, Detroit, Michigan. Knowledge and experience of Detroit advertising important. Interest in classical music helpful. Excellent opportunities with growing station owned by group owner. Equal Opportunity Employer. Send resume to: Mr. Leo C. Hanson, Vice President/General Manager, WQRS-FM, 1200 Sixth Street, Suite 424, Detroit, MI 48226.

Fl. Myers, Florida. Local sales person. Experienced. Sell No. 1 rated station. In fastest growing county in U.S. Ahh ... the good life. Call John Raymond. 813-334-1440. Or, send resume to: 1440/WAYK, Box 7363, Ft. Myers, FL 33901.

Killer! Dynamic, aggressive Sales Manager needed immediately. Growing, small market offering Major Market incentives. Send resume, Box A-176.

Hustling Salesperson, Top 100 AM/easy listening stereo FM, top commission, call G.M. 402-463-1314.

HELP WANTED ANNOUNCERS

Growing broadcast group located in the Sunbelt seeking experienced Radio Announcers. Excellent benefits. EOE. Contact: Director of Personnel, Marilyn S. Garner, PO Box 529, Laurinburg, NC 28352 919-276-9686 or 919-276-2911.

Immediate opening for Announcer. We offer above-average salary and working conditions for our area. Send tape and resume to Buddy Peeler, KPAN, Drawer 1757, Hereford, TX 79045. Phone 806-364-1860.

The Voice of America, English Division, is seeking an experienced announcer for international radio broadcasting. Position requires expert ability to voice a variety of programming: news, political analyses, drama, music, documentary readings, etc. Voice and diction must be suitable for shortwave broadcasting. Starting salaries from \$20,611 to \$24,703 annually depending on qualifications. Duty station is Washington, D.C. Interested persons should submit the Standard Federal application form, SF-171, to: International Communication Agency, Employment Branch (code PDE 83-80), Washington, D.C. 20547. Applications received by January 31, 1980 will receive first consideration. Equal Opportunity Employer.

Summary of broadcasting

FCC tabulations as of Nov. 30, 1979

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4526	3	25	4554	93	4647
Commercial FM	3104	2	49	3155	167	3322
Educational FM	1012	0	27	1039	86	1125
Total Radio	8642	5	101	8748	346	9094
Commercial TV						
VHF	514	1	2	517	8	525
UHF	220	0	4	224	62	286
Educational TV						
VHF	99	1	5	105	5	110
UHF	154	2	6	162	4	166
Total TV	987	4	17	1008	79	1087
FM Translators	276	0	0	276	154	430
TV Translators						
UHF	1219	0	0	1219	381	1600
VHF	2461	0	0	2461	215	2676

*Special temporary authorization

**Includes off-air licenses

- Citizens Cable for Aboite and Wayne, both Indiana (IN0215.6) new system.
- Lykens TV Co. Inc. for Berrysburg, Mifflin and Rush, all Pennsylvania (PA1837.8,9) new system.
- Cablevision Systems Long Island Corp. for Island Park, N.Y. (NY0816) new system.
- Cablevision of Chicago et al for Hammond, Ind. (IN0218) new system.
- United Cable Television of Bossier Parrish for Bossier Parrish, La. (LA0173) new system.
- ASC Cable TV Inc. for Briarwood Village, Fla. (FL0479) new system.
- Bay Cable TV Associates et al for Mattapoisett, Marion and Wareham-Wareham Cent, all Massachusetts (MA0105.4,6) new system.
- Madison Cablevision Inc. for Marlboro, S.C. (SC0083) new system.

- Delta Cable TV for Delta, Colo. (CO0007) add signal.
- Rocky Mountain Cable for Avon, Colo. (CO0131) new system.
- Ultracom of Rockmart Inc. for Rockmart, Ga. (GA0087) add signal.
- Cross Country Cable III et al. for Old Bridge, N.J. (NJ0398) new system.
- Arkansas Cable TV Inc. for Jacksonville, and Pulaski, both Arkansas (AR0063,114) add signal.
- Jackson Municipal TV Systems for Jackson, Minn. (MN0106) add signal.
- Skidaway Cablevision for Skidaway Island, Ga. (GA0254) new system.
- Continental Cablevision of Northeast Ohio Inc. for Eastlake, Ohio (OH0699) new system.
- Ultracom of Sweetwater Inc. for Madisonville, Tenn. (TN0166) new system.
- Valley Antenna Systems Inc. for St. Paris and Bradford, both Ohio (OH0700,697,8) new system.
- TM Cablevision of San Diego County Corp. for Whispering Palms, Calif. (CA0214) new system.
- Cordell TV Cable System for Cordell and Cherokee, both Oklahoma (OK0026.5) add signal.
- East Bernstadt TV Cable Co. for East Bernstadt and Pittsburg, both Kentucky (KY0407,8) new system.
- Clear Vision Cable Co. of McKenzie for Trezevant and Atwood, both Tennessee (TN0059,7) add signal.
- Clear Vision Cable Co. of Martin for Greenfield, Tenn. (TN0056) add signal.
- Clear Vision Cable Co. for Newton, Union both Mississippi (MS0094,93) add signal.
- American TV and Communications Corp for Chillicothe, Mo. (MO0003) add signal.
- Harron Cable-Pennsylvania for Penn, Youngwood, Manor, Irwin, North Huntingdon, Penn. North Irwin, Jeanette, Sewickly, Adamsburg, Unity, Greensburg, South Greensburg, Southwest Greensburg, Hempfield, New Stanton and Salem, all Pennsylvania (PA0642,0,3,5,4,1,7,37,50,38,48,9,39,00,822) add signal.
- Cablecom-General Inc. for Winslow, Holbrook and Cottonwood, all Arizona (AZ0009,43) add signal.
- Sjoberg's Inc. for Thief River Falls, Minn. (MN0039) add signal.
- Cablecom-General Inc. for Clifton, and Morenci, both Arizona (AZ0026,05) add signal.
- Everman Cable Communications for Everman, Tex. (TX0587) new system.
- Sansom Park Cable Communications for Sansom Park Village, Tex. (TX0588) new system.
- Monterey Cable Service for Monterey, Tenn. (TN0167) new system.
- Cable-Com of Fargo et al for Fargo, N.D. (ND0062) new system.
- Cablecom-General Inc. for Show Low, Snowflake, Pine Top, Lakeside, Taylor Town, Safford, Thatcher, Pima and Graham, all Arizona (AZ0008, 24, 34, 3, 2, 07, 59, 62, 3) add signal.

- TV Cable of Waynesboro for Washington and Waynesboro, both Pennsylvania (PA0547,6) add signal.
- Sammons Communications Inc. for Elk City, Okla. (OK0051) add signal.
- Cable TV of Harlo for Harlowton, Mont. (MT0084,5) new system.
- American Video Corp. for Lazy Lake, Fla. (FL0478) new system.
- Mountain View Cable TV for Mountain View, Ark. (AR0139) add signal.
- Community TV Service Inc. for Frankfort, Ky. (KY0025) add signal.
- Video International Productions Inc. for Dallas, Tex. (TX0586) new system.
- Futurevision Cable Enterprises Inc. for East Windsor, N.J. (NJ0397) new system.

Call Letters

Applications

Call	Sought by
New AM's	
KROR	Reliable Oregon Radio, Myrtle Creek, Ore.
KKSN	FVBC Inc., Vancouver, Wash.
New FM's	
WNNS	Midwest Bdcg., Springfield, Ill.
WESI	Superior Bdcg. Co., Baldwin, Miss.
WBAZ	Peconic Bay Bdcg Corp., Southold, N.Y.
KNEY	Pierre Radio Inc., Pierre, S.D.
WCMZ	McClenahan Bdcg. Corp., Crozet, Va.
Existing AM's	
WADY	WGMA Hollywood, Fla.
WNIC	WWKR Dearborn, Mich.
WACM	WIBM Jackson, Mich.
WHJR	WJAR Providence, R.I.
Existing FM's	
WZKX	WROA-FM Gulfport, Miss.
WLZR	WLEC-FM Sandusky, Ohio.
WDWO	WQIZ-FM St. George, S.C.

Grants

Call	Assigned to
New AM's	
WJJK	Francon Inc., Camp Lejeune, N.C.
WDLV	107 Inc., Pinehurst, N.C.
WMSW	Aurora Bdcg. Corp., Hatillo, PR.
WIAJ	Childress of Va., Saltville, Va.
New FM's	
WGHR	Southern Technical Institute, Marietta, Ga.
*WWFM	Mercer County Comm. College, Trenton, N.J.
KYKN	Grants Broadcasting Co., Grants, N.M.
New TV's	
WWSG-TV	Radio Bdcg. Co., Philadelphia, Pa.
*WIB	South Carolina Educational TV Commission, Conway, S.C.
Existing AM's	
KNTB	KLYD Bakersfield, Calif.
WXAM	WELK Charlottesville, Va.
Existing FM's	
KLYD	KLYD-FM Bakersfield, Calif.
WRKA	WNVU St. Mathews, Ky.
WDJQ	WFAH-FM Alliance, Ohio.
WXVL	WAEW-FM Crossville, Tenn.
KYKS	KLUF-FM Lufkin, Tex.
WXLK	WLRG Roanoke, Va.

Other

■ Total of 2,819 complaints from public was received by FCC in Nov., a decrease of 348 from Oct. Other comments and inquiries for Nov. totaled 1,187, a decrease of 511 from Oct. FCC sent 876 letters in response to comments, inquiries and complaints.

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Allocations

FM actions

■ FCC by its Policy and Rules Division, Broadcast Bureau took the following actions involving FM Table of Assignments:

■ El Dorado, Ark.—In response to petition by Inspirational Radio Service, assigned 95.9 mhz to El Dorado, Ark. as its third class A FM assignment effective Feb. 29 (by Report and Order BC Doc. 78-143, RM-3020). Action Jan. 14.

■ Lake Havasu City, Ariz.—In response to petition by New Life Christian School, proposed assigning 91.1 mhz at Lake Havasu City as its first noncommercial educational assignment; it is presently served by daytime-only station KFWM(AM) and KRFM(FM). Proposal requires concurrence of Mexican Government, since the city is located within 199 miles of U.S.-Mexico border. Comments are due March 7, replies March 27 (BC Doc. 80-4, RM-3519). Action Jan. 10.

■ Avalon, Calif.—In response to petition by California State University, Long Beach, Calif., assigned 88.7 mhz at Avalon effective Feb. 25 (Doc. 20966, RM-2719). Action Jan. 10.

■ St. Augustine and Callahan, Fla.—Denied petition by Raven Enterprises, seeking reassignment of 105.5 mhz from St. Augustine to Callahan. Although Callahan has no local radio service, St. Augustine was previously assigned the channel and there is an application on file for its use. In addition, Callahan is only five miles northwest of Jacksonville, and is in Jacksonville Standard Metropolitan Statistical Area. Jacksonville has nine FM and 12 AM stations, with two more assigned to nearby suburbs. The Bureau said that although FCC places high priority on providing each community with at least one FM station, in cases where community is served by nearby FM station, it has on occasion declined to assign first FM channel to that community (RM-3083). Action Jan. 14.

■ Paxton, Ill.—In response to a petition by Roger C.

Elliott, proposed assigning 104.9 mhz at Paxton, Ill. as its first FM assignment; comments due March 7, replies March 27. (BC Doc. No. 80-3, RM-3517). Action Jan. 8.

■ Bloomfield, Iowa—In response to petition by Robert L. McDavis, proposed assigning 106.3 mhz at Bloomfield, Iowa as its first FM assignment; comments due March 7, replies March 27 (BC Doc. 80-2, RM-3515). Action Jan. 8.

■ Leonardtown, Md., and Falmouth, Chancellors and Colonial Beach, Va.—Assigned 95.9 mhz to Colonial Beach, Va. as its first FM assignment; reassigned 97.7 mhz from Leonardtown to Lexington Park, Md., to reflect its actual usage there, effective Feb. 29 (by Report and Order, Doc. 19784, RM-2036, 2385, 3089, 3090). Action Jan. 14.

■ LaGrande, Ore.—In response to petition by Oregon State Board of Higher Education, acting on behalf of Oregon Educational and Public Broadcasting Service, FCC proposed reserving TV station KTVR LaGrande, Ore. for noncommercial educational use, to reflect its actual usage; comments due March 7, replies March 27 (BC Doc. 80-5, RM-3449). Action Jan. 9.

■ Wickliffe, Ky., and Henderson, Tenn.—In response to original petition by Purchase Sound, Inc., and counterproposals by Usher Broadcasting and Purchase, assigned 95.9 mhz to both Wickliffe, Ky. and Henderson, Tenn. as first FM assignments, and substituted 96.3 mhz for 96.1 mhz at Blytheville, Ark., and ordered Station KHLS-FM to specify operation on 96.3 mhz (Doc. 21504, RM-2929). Action Jan. 8.

TV actions

■ Orange Park, Fla.—In response to petition by Clay Television Inc., assigned ch. 25 at Orange Park, Fla. as its first local television assignment, effect Feb. 25 (BC Doc. 79-90; RM-3142). Action Jan. 10.

■ Irving and Dallas, Tex.—In response to petition by CELA, Inc. to assign ch. 49 to Irving, Tex. for commercial use, proposed assigning ch. 49 either to Irving as its first TV assignment, or, alternatively, to Dallas (eight miles east of Irving), in which case it could still be used at Irving under the "15-mile rule" (by Notice of Proposed Rulemaking BC Doc. 80-6, RM-3345). Action Jan. 14.

TV translator actions

■ Glenwood Springs, Colo. and Price and Vernal, Utah—Dismissed petition by Pikes Peak Broadcasting Company, licensee of TV translator station on ch. 3, Alamosa, Colo., asking FCC to set aside Notice of Proposed Rulemaking, adopted March 12, 1979, inviting comments on petition by Western Slope Communications, Inc. to reassign Channel 3 from Alamosa to Glenwood Springs. (By Memorandum Opinion and Order BC Doc. 79-43, RM-3140). Action Jan. 14.

Translators

Application

■ Midland, Ore.—Sierra Cascade Communications Inc. seeks CP for new UHF translators on ch. 60 (TPO: 100 w. HAAT: 15 ft) to rebroadcast directly KTVL Medford, Ore. Ann. Jan. 16.

Action

■ K05FK, Driggs, Idaho—Since license expired as of Oct. 1, 1978 and the FCC has no record of a renewal application, the license authorization is considered forfeited, call sign deleted and all pertinent records closed. Action Jan. 8.

Satellites

Actions

■ The following earth station applications have been granted:

■ Sierra Cascade Communications Inc. for Medford, Ore. (00251-DSE-L).

■ Limestone Cable Vision Inc. for Maysville, Ky. (00371-DSE-L).

■ Rogue Valley Cable TV Inc. for Rouge River, Ore. (00372-DSE-L).

■ Universal Video Communications Inc. for Varian, L.A. (00373-DSE-L).

■ JAC Communications Associates for Roswell, (000396-DSE-L), Las Cruces, (000397-DSE-L), Farmington (D000398-DSE-L), and Las Vegas, all Nevada. (000399-DSE-L).

■ Hi-Net Communications Inc. for Tacoma, (000400-DSE-L), Seattle-Tacoma Airport, (000400-DSE-L), Seattle Boeing Field, all Washington (000402-DSE-L), and Salt Lake City, Utah (000403-DSE-L), St. Louis-North, (000404-DSE-L), and Springfield, both Missouri (000405-DSE-L) and Mission, Kan. (000406-DSE-L), Kansas City, Mo. (000407-DSE-L) and Boise-Airport, Idaho (000408-DSE-L).

■ Telecable Associates Inc. for Indian Bayou, La. (000410-DSE-L).

■ Bayou Cable TV Inc. for Plaquemine, La. (000411-DSE-L).

■ Valley Cable TV Inc. for Falfurrias, Tex. (000413-DSE-L).

■ Valley Cable TV Inc. for Rio Grande City, Ill. (000414-DSE-L).

■ Valley Cable TV Inc. for Alice, Tex. (000415-DSE-L).

■ American Satellite Corp. for Downey, Calif. (000430-DSE-L).

■ Adelpia Communications Corp. for Punxsutawney, PA. (000394-DSE-L).

■ Quaker CATV of Lisbon for Lisbon, Ohio. (000412-DSE-L).

Cable

■ The following service registrations have been filed

■ Dempsey's TV Service for Laurel Creek, W. Va. (WV0615) new system.

■ Dempsey's TV Service for Warfield, Beauty, Blacklog Creek, and Coldwater Creeks, all Kentucky (KY0403,4,5,6) new system.

■ Cable T-V of Pleasanton for Pleasanton, Kan. (KS0205,6) new system.

■ Carman Cable for Alstead, Drewsville, and Langdon, all New Hampshire (NH0079,80,1) new system.

■ Walpole Cable Vision for Walpole, NH. (NH0078) new system.

■ Cross Country Cable IV et al for Keensburg and Aberdeen, both New Jersey (NJ0399,400) new system.

■ Waterwood CATV Inc. for Waterwood, Tex. (TX00585) new system.

■ KLR Cable TV Co. Corp. for Carlisle, Ky. (KY0402) new system.

■ Community TV Cable Co. for Doniphan, Vanburen, Eminence, Fremont, Piedmont, Mill Springs, Birch Tree, Greenville, Mountain View, Summersville, Williamsville and Ellsinore, all Missouri. (MO0180,1,2,3,4,5,6,7,8,9,91,2) new system.

■ Community TV Cable Co. for Rector, Marmaduke, Maynard, Reyno, Biggers, Datto and Success, all Arkansas. (AR0177,8,9,80,1,2,3) new systems.

■ Minneapolis Cablesystems et al for Minneapolis, Minn. (MN0180) new system.

■ Clear-View Cable Television for Eden, Mayodan and Madison, all North Carolina. (NC0214,5,6) new system.

■ Cablevision for Fremont, Neb. (NE0061) new system.

■ Storer Cable TV of Texas Inc. for Cleburne and Lancaster, both Texas. (TX0590,89) new system.

■ Cable TV for Brighton, Brownsville and Roosevelt, all Alabama. (AL0194,5,6) new system.

■ Jackson County Cable System for Sugar Creek, Mo. (MO0194) new system.

■ Suburban Cablevision Corp. for Carteret, N.J. (NJ0402) new system.

■ Community TV Cable Co. for Winona, Mo. (MO0192) new system.

■ Thomasboro CATV Co. Inc. for Thomasboro, Ill. (IL0347) new system.

■ Redwood Empier Cablevision Inc. for Gualala, Calif. (CA0446) new system.

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104.9 mhz)—granted assignment of license from Jackson Parish Broadcasters to General Communications Inc. for \$315,000. Seller is owned by Tracy H. Rushing and his wife, Catherine. They have no other broadcast interests. Buyer is principally owned (79%) by William J. Clark, former vice president of Hefel Broadcasting. Clark has interest in application for new FM at Macomb Broadcasting Co. Action Jan. 11.

■ **WTYN(AM)** Tryon, N.C. (1550 khz, 1 kw-D)—granted assignment of license from Gene A. Milsteen to Polk County Broadcasting Corp. for \$157,000. Seller has no other broadcast interests. Buyer is owned by Kenneth C. Smart (66.6%) and Thomas C. Simpson (33.3%). Smart (station manager) and Simpson (salesman) are former employees of WHVL(AM) Hendersonville, N.C. Action Jan. 10.

■ **WEEO(AM)** Waynesboro, Pa. (1130 khz, 1 kw-D)—granted assignment of license from Raystay Co. to Michael Ameigh for \$350,000. Seller, owned by George Gardner and family, also owns WQVE(FM) Mechanicsburg, Pa., and cable system in Carlisle and Waynesboro, both Pennsylvania. Ameigh is part owner of WMNS(AM)-WMJZ(FM) Olean, N.Y., which has been sold, subject to FCC approval. Action Jan. 11.

Facilities Changes

■ **WKAT(AM)** Miami Beach, Fla.—Seeks CP to change TL to: Julia Tuttle Causeway, Miami, Fla. Ann. Jan. 17.

■ **WCVS(AM)** Springfield, Ill.—Seeks CP to increase overall height of ant. system by 44 feet. Ann. Jan. 17.

■ **KHAK(AM)** Cedar Rapids, Iowa—Granted CP to make changes in ant. system (increase height of No. 3 tower to accommodate FM ant.); conditions (BP790406AL). Action Jan. 4.

■ **KMDO(AM)** Fort Scott, Kan.—Granted CP to increase power to 1 kw; install new trans. (BP-780929AP). Action Jan. 8.

■ **WLAP(AM)** Lexington, Ky.—Granted CP to make changes in ant. system; increase height of SE Tower No. 1; conditions (BP790529AS). Action Jan. 4.

■ **KRAM(AM)** Las Vegas, Nev.—seeks CP to make changes in ant. input power to: 100 watts daytime and 250 watts nighttime. Ann. Jan. 17.

■ **WEWO(AM)** Laurinburg, N.C.—Granted CP to change frequency to 1460 KHz; change hours of operation to unlimited by adding nighttime service with 5 kw (1 kw CH); install DA-2; change TL: Hwy 79 at Pankytown, Laurinburg; conditions (BP781030AL). Action Jan. 7.

■ **KWPR(AM)** Claremore, Okla.—Granted CP to increase power to 1 kw; install new trans. (BP-790226AD). Action Jan. 8.

■ **KEX(AM)** Portland, Ore.—Seeks CP to specify new theoretical parameters; change TL to: 9415 SE Lawnfield Rd., Clackamas, Ore.; change SL to: 4949

SW MacAdam, Portland. Ann. Jan. 17.

■ **WQRO(AM)** Huntingdon, Pa.—Seeks MP (BP-781221AJ) to increase power during critical hours of operation to 1 kw. Ann. Jan. 17.

■ **WNBT(AM)** Wellsboro, Pa.—Granted CP to make changes in ant. system (BP781025AM). Action Jan. 4.

■ **KSDN(AM)** Aberdeen, S.D.—Seeks MP (BP-20,020, as mod.) to modify standard pattern. Ann. Jan. 17.

■ **WMTN(AM)** Morristown, Tenn.—seeks CP to change from DA (Daytime) to non-DA (Daytime). Ann. Jan. 17.

■ **KFRO(AM)** Longview, Tex.—seeks CP to increase nighttime nulls and alter nighttime operating parameters. Ann. Jan. 17.

■ **WYNE(AM)** Appleton, Wis.—seeks MP (BP-21204) to change SL to: Fieldcrest Dr., near Hwy. 150, Neenah, Wis. Ann. Jan. 17.

■ **KHOM(FM)**, Houma, La.—Denied application for CP to install aux. ant. at main SL and change TPO. Action Jan. 10.

■ **KBZN(FM)** Bozeman, Mont.—seeks Mod. of CP (BPH-9841, as mod.) to make changes in ant. system; change TL to: 4.3 mi. S. & 2.5 mi. W of Bozeman, Mont.; change type trans.; change type ant.; increase HAAT: 403' (H&V) & change TPO. Ann. Jan. 17.

■ **WCBS-FM**, New York, N.Y.—Granted mod. of CP to increase ERP: 7.2 kw (H&V); increase ant. height 1,300 ft. (H&V); change type ant. and change TPO (BMPH790925AG). Action Jan. 4.

In Contest

FCC Decisions

■ Los Angeles, Calif.—FCC has deleted certain basic qualifying issues focusing on business activities of Robert A. Maheu, a former 15 percent stockholder in Orange Radio, Inc., which were added against Orange, but never tried, by the FCC's Review Board in a proceeding begun in 1971 involving several mutually exclusive applications for a new AM station on 1110 kHz in the Los Angeles-Long Beach area. It also dismissed as moot a motion for stay filed by Orange. Action Jan. 16.

■ **WAVS(AM)** Ft. Lauderdale, Fla.—FCC has designated for hearing applications of Radio WAVS, Inc., Ft. Lauderdale, Fla., for renewal of its license for radio station WAVS(AM) and for assignment of license to Gore Broadcasting of South Fla., and to determine whether its license was transferred, assigned or disposed of, by transfer of control of licensee corp. or otherwise, without finding by FCC that public interest, convenience and necessity would be served; Whether any of management officials of either misrepresented facts or were lacking in candor with FCC; Whether Radio WAVS Inc., possesses required qualifications to remain licensee of FCC, and whether grant of its

application for renewal of license would serve the public interest, convenience and necessity. Action Jan. 16.

■ **WKYO(AM)-WIDL(FM)** Caro, Mich.—FCC has reduced to \$350 forfeiture assessed by Broadcast Bureau against Tuscola Broadcasting Company, licensee of stations WKYO(AM) and WIDL(FM) Caro, Mich., for repeatedly broadcasting lottery information. On July 14, 1978, the Bureau fined the licensee \$1,000 for the violation. Action Jan. 16.

■ **WSAY(AM)-WNIA(AM)** Rochester and Cheektowaga both New York—FCC has renewed licenses of WSAY(AM) Rochester, N.Y., and WNIA(AM) Cheektowaga, N.Y., on condition that they be assigned to qualified applicants within six months. It also authorized WNIA to go silent. Action was requested by Federal Broadcasting System, Inc., licensee of WSAY(AM) and Niagara Broadcasting System, licensee of WNIA(AM). Both licensees were owned by Gordon P. Brown until his death on Jan. 29, 1979. Action Jan. 16.

■ **WBRY(AM)** Woodbury Tenn.—FCC has set for hearing application of Tennessee Valley Broadcasting Corporation for renewal of its license for WBRY(AM) Woodbury, Tenn., and the application to assign the license of WBRY(AM) from Tennessee Valley to First Summer, Inc. It said information before it raised serious questions on whether the applicant possess requisite qualifications to be or remain FCC licensee. One issue to be considered: Whether license for WBRY, or any rights thereunder, were transferred, assigned or disposed of, by transfer of control of licensee corp. or otherwise, without FCC finding that public interest would be served in violation of Section 310(d) of the Communications Act. Action Jan. 16.

■ **WEIR(AM)-WCIR(FM)** Beckley, W.Va.—FCC has fined Southern Communication Corp., licensee of WCIR(AM) and WCIR-FM, Beckley, W. Va., \$1,500 for violating various FCC rules. On May 31, 1978, FCC notified Southern of apparent liability for \$3,200 for operating both stations with improperly licensed operator on duty; failing to make entries in operating log; failing to log weekly inspections of both trans.; failing to make Emergency Broadcast System (EBS) tests; operating WCIR(AM) with excessive power, and operating at unauthorized times and powers. A field inspection was made in October 1977. Action Jan. 16.

Procedural Rulings

■ Birmingham, Ala. et al. (Alabama Citizens for Responsive Public Television, Inc. and Alabama Educational Television Commission) **TV-Ed Proceeding:** (Docs. 20675-6)—Chief ALJ Lenore Ehrig approved settlement agreement between parties and granted Alabama Educational's applications for CP's for Ch. 26 Montgomery, Ch. 41 Demopolis, and Ch. 10 Birmingham all Alabama; granted motion by Alabama Educational and amended its application to reflect certain elements of agreement dated November 2; and dismissed Alabama Citizens' pending applications (See new station section above). Under terms of settlement agreement, Alabama Citizens will dismiss pending applications for Demopolis and Birmingham facilities, and both Alabama Citizens and Montgomery Citizens agreed to support grant of AETC's pending applications for channels 26, Montgomery, 41, Demopolis, and 10, Birmingham. In turn, AETC agreed to re-establish local citizens advisory committees and to follow certain improved procedures with respect to its relationship with those committees. AETC also agreed to take new initiatives regarding its equal employment opportunities program, including establishment of student internship program for minority interns. These commitments are included in amendment to AETC's applications. Representatives of minority groups will assist AETC in providing programming to meet problems, needs and interests of Alabama's citizens. All parties have filed affidavits indicating that no financial reimbursement is involved. Action Jan. 14.

■ Detroit, Mich. (Booth American Company) **Revocation proceeding:** (BC Doc. 79-173)—Assistant Chief ALJ Thomas Fitzpatrick extended from Feb. 5 to Feb. 15 the time for Booth to notify FCC whether it wishes to seek relief under "Distress Sale" policy Action Jan. 15.

■ Henderson, NV. (Henderson Radio, Inc. et al.) **FM Proceeding:** (BC Docs. 79-123-25)—ALJ Joseph Chachkin granted motion by Pittman Broadcasting Co. and dismissed its application with prejudice. Action Jan. 10.

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Fletcher, Larry Carpenter. Holstrom is 28% owner of TV commercial production firm. Fletcher is employee with Alascom, long lines communication carrier. Carpenter is partner in Interior Energy Corp. They have no other broadcast interests.

■ **KCGS(AM)** Marshall, Ark. (AM: 1600 khz, 1 kw-D)—Seeks transfer of control of Marshall Broadcasting from Coy and Sue Horton (50% before; none after) to Hugh J. Shannon (none before; 50% after). Consideration: \$75,000. Principals: Hortons are selling interest in compliance with court ordered settlement of management dispute that developed between co-owners, the Elliots and themselves. Shannon is Mansfield, Mo. banker and real estate investor. He has no other broadcast interests.

■ **KBOS(FM)** Tulare, Calif. (FM: 94.9 mhz, 770 kw)—Seeks transfer of control of Pappas Electronics from Mike Pappas (100% before; none after) to KBOS Inc. (none before; 100% after). Consideration: \$1,100,000. Principals: Mike Pappas (100%). Pappas was President of Pappas Associated Radio and TV before selling interests to brothers Pete and Harry. He also owns KGEN(AM) Tulare which he has agreed to sell to Walls and Sharp Inc. for approximately \$700,000 with leases. He has no other broadcast interests. KBOS Inc. is owned by John T. McCarthy. A veteran broadcaster, he also owns McCarthy Broadcasting Co. licensee of KMAK(AM) Fresno, Calif. and part interest in Fresno cable concern.

■ **WMPH(FM)** Wilmington, Del. (FM: 91.7 mhz, 10 w)—Seeks assignment of license from Board of Education of Mount Pleasant Special School District to New Castle County Board of Education for no consideration. The assignment reflects merger of several small town school districts into a single larger school district by order of the U.S. District Court for the District of Delaware.

■ **WBIA(AM)** Augusta, Ga. (AM: 1230 khz, 1 kw-D 250 w-N)—Seeks transfer of control of WBIA(AM) from J. McCarthy Miller (100% before; none after) to Robert Burns & Kenneth Pedersen (none before; 100% after). Consideration: \$156,000. Principals: Miller is 56% owner WBB Macon, Ga. and officer director and part owner of Multi-Communications Services Inc. Pensacola, Fla., MDS applicant for various cities. Burns and Pedersen owned 1/3 each of WMNS(AM)-WBJZ(FM) Olean, N.Y. sale of which was just approved by FCC. Burns is 1/3 owner and director of WSEW-AM-FM Seneca Falls, N.Y.

■ **WGRI(AM)** Griffin, Ga. (AM: 1410 khz, 1 kw-D)—Seeks transfer of control of WGRI Radio Inc. from Federal Deposit Insurance Corp. as liquidator of The Hamilton Bank and Trust Co., Atlanta, Ga. (100% before; none after) to Clarion Broadcasting Inc. (none before; 100% after). Consideration: \$140,000. Principals: Clifford L. Hornsby 51%; Russell W. Spangler (49%). Station was pledged to Hamilton Bank, securing certain indebtedness owed by licensee to bank. John L. Hatfield is president of principal owner of Clarion. He is Georgia banker with no other broadcast interests.

■ **KMTW(FM)** Twin Falls, Idaho (FM: 96.5 mhz, 100 kw)—Seeks transfer of control of Media 5 Inc. from Robert Coiner et al (100% before; none after) to Sawtooth Radio Corp. (none before; 100% after). Consideration: \$184,200 plus assumption of liabilities. Principals: Coiner is farmer with no other broadcast interests. Buyer: Charles R. Tuma (99.9%). Tuma is reporter with KLIX(AM) Twin Falls, Idaho. Wife Jolene owns remaining .1%. She is housewife. They also own (same percentages) KLIX(AM) Twin Falls.

■ **WKYR(AM)** Burkesville, Ky. (AM: 1570 khz, 1 kw-D)—Seeks transfer of control of WKYR Inc. from Edward Johnson & Robert Gallaher (51% before; none after) to Silas Norris, H. Poindexter, Ray Mullinax (49% before; 100% after). Consideration: \$82,500. Principals: Edward Johnson (25%). He also owns 49% WCSU(AM) Crossville; 33-1/3% WHAL(AM) Shelbyville; 49-1/3% WTCV(FM) Shelbyville and 100% WTNR(AM) Kingston, all Tennessee. Robert Gallaher (26). He is 70% owner WUCR(AM) Sparta; 33-1/3% WHAL(AM) Shelbyville, both Tennessee; and 20% WKXN(FM) Greenville, Alabama. Buyers have no other broadcast interests.

■ **KSFT(FM)** St. Joseph, Mo. (FM: 105.1 mhz, 27.5 kw)—Seeks assignment of license from Hunter Broadcasting to St. Joseph Broadcasting for \$400,000. Seller: B. D. Hunter 100% owner and president. He also owns WJIL(AM) Jacksonville, Ill. and is selling KUSN(AM) St. Joseph. (See below). Buyer: G. Dale

Cowle 46%; Jim Ramsland 46% and Greg Everett 8%. Cowle is owner of Cowle Enterprises, a broadcast enterprise. Everett is executive vice president and general manager of KKJO(AM) St. Joseph. Ramsland is president of Hyett/Ramsland, radio and television representatives. Cowle owns 100% of KASI(AM)-KCCQ(FM) Ames; 85% KQCR(FM) Cedar Rapids, 27.77% KOKX(AM)-KIMI(FM) Keokuk, all Iowa; 46.3% KKJO(AM) St. Joseph, Mo. Ramsland also owns 46.3% KKJO(AM) while Everett owns 7.3% of same.

■ **KUSN(AM)** St. Joseph, Mo. (AM: 1270 khz, 1 kw-D)—Seeks assignment of license from Hunter Broadcasting Co. to Orama Inc. for \$400,000. Seller: B. D. Hunter 100% owner and president. He owns WJIL(AM) Jacksonville, Ill. and is also selling KSFT(FM) St. Joseph (see above). Buyer is owned equally by seven St. Joseph, Mo. businessmen: Paul Giessenhagen, owner of physical therapy center; Andrew Willoughby, owner of Amway distributorship; Rocky Maugh, restaurant owner; Steve Poe, restaurant owner; Frank Freudenthal, vice president and division manager of Altec Industries, manufacturing company; Frank Stand, pastor; and Richard Sprague, manager of underground utility contractor. They have no other broadcast interests.

■ **WIST(AM)** Charlotte, N.C. (AM: 1240 khz, 1 kw-D)—Seeks transfer of control of Metrolina Bdcg. Corp. from Albert R. Munn (51.3% before; 13.3% after); to Consolidated Theatres (4.4% before; 50.1% after). Consideration: \$185,260. Principals: Majority owner and president of seller is Albert Munn, a veteran broadcaster who will stay on as general manager. He has no other broadcast interests. Consolidated is owned by 27 stockholders with only two having more than 10%. Sam Graver Jr., president, owns 5% outright and as executor of Sam Craver Estate controls 17% more. Others are all local investors. They have no other broadcast interests.

■ **WBKC(AM)** Chardon, Ohio (AM: 1560 khz, 1 kw-D DA)—Seeks transfer of control of B-K Broadcasting from A. C. Tabler, W. Rimes, A. J. Kipp (80% before; none after) to Dale Broadcasting (none before; 80% after). Consideration: \$264,000. Principals: William G. Rimes (35.2%), Albert J. Kipp (10.5%), A. C. Tabler (27.8%), Jim Hunt (8.0%). They have no other broadcast interests. Consolidated Investment Corp. is 100% owner of Dale Bdcg. Donald L. Smith is 100% owner of Consolidated which operates a number of McDonald's restaurant franchises, and real estate development companies in Ohio. He has no other broadcast interests.

■ **WQNE (permittee)** Cleveland, Tenn.—Seeks transfer of control of Bradley Enterprises from Clyde Osment and children (100% before; none after) to Roger Gupton, Daniel Winters, Arthur Hodge (none before; 100% after). Consideration: \$107,000. Principals: Clyde Asment is principal transferer (52%) with son Arnold and daughter Ella Sue each owning 24%. They have no other broadcast interests. Buyer will own equal shares of Bradley. Gupton is Cleveland, Tenn. investor. Winters is Florida mortgage banker. Hodge is owner of retail clothing business in Magee, Miss. None have any other broadcast interests.

■ **KXRO-AM-KDUX-FM** Aberdeen, Ocean Shores, both Washington (AM: 1320 khz, 5 kw-D 250 w-N, DA; FM: 104.7 mhz, 48 kw)—Seeks transfer of control of Aberdeen Bdcg. from estate of Miller C. Robertson (100% before; none after) to KFQD Inc. (none before; 100% after). Consideration: \$50,000. Principals: Seattle First National Bank is executor under the will of Miller C. Robertson. Mathew N. Clapp Jr. is 100% owner of KFQD Inc. He is director of Tacoma, Wash., shopping center, assistant secretary and treasurer of Tacoma land development firm, and from 1976-77 was president of King Oil Co., Tulsa, Okla. He owns radio station KFQD(AM) Anchorage.

Actions

■ **KBLC(AM)** Lakeport, Calif. (1270 khz, 500 w-D)—Broadcast Bureau granted transfer of control of Lake County Broadcasting Co. from Noel Knight and his son, Noel (100% before; none after) to Mcberg Inc. (none before; 100% after). Consideration: \$300,000, plus assumption of liabilities. Knights have no other broadcast interests. Buyer is owned by Albert R. McDaniels and his wife, Dalma. Mr. McDaniels is announcer and salesman at station. They also manage properties in Kelseyville, Calif. Action Jan. 11.

■ **KTOC-AM-FM** Jonesboro, La. (AM: 920 khz; FM:



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Source: NSI Nov. 1978, NSI Nov. 1979. Audience figures are estimates subject to limitations of the techniques and procedures used by the service noted.

For the Record

As compiled by BROADCASTING, Jan. 14 through Jan. 18 and based on filings, authorizations and other FCC actions.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. freq.—frequency. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SL—studio location. SH—specified hours. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—non-commercial.

New Stations

FM applications

■ Fayetteville, Ark.—Kim D. Hendren seeks 107.9 mhz, 100 kw, HAAT: 1246 ft. Address: Route 3 Gravette, Ark. 72736. Estimated construction cost \$481,311; first-quarter operating cost \$35,512; revenue \$400,000. Format: MOR. Principal: Kim D. Hendren

(100%). He is Ark. state senator and 25% owner of Amark Engineering and Manufacturing Inc., machine shop. He has no other broadcast interests.

■ Burney, Calif.—Shasta Communications seeks 106.1 mhz, 100 kw, HAAT: 1532 ft. Address: 1955 Enterprise Dr., Box 956, Burney, Calif. 96013. Estimated construction cost to be leased; first year operating cost \$32,903; revenue none. Format: MOR. Principal: Frederic W. Constant (100%). He is majority owner of Communico Inc., Wilmington, Del. (radio and background music). He has applications pending for radio stations in Honolulu, Hawaii, Florence, Ore., and New Plymouth, Idaho.

■ Kalamazoo, Mich.—Board of Education City of Kalamazoo seeks 89.9 mhz., 140 kw, HAAT: 127 ft. Address: 1220 Howard St., Kalamazoo, Mich. 49008. Estimated construction cost \$56,133; first year operating cost \$15,198; revenue none. Format: educational. Principal: William Goodman is president of Board of Education, City of Kalamazoo. Proposed station will be used for educational purposes.

■ Pinconning, Mich.—FM 101 Inc. seeks 100.9 mhz, 3.0 kw, HAAT: 300 ft. Address: PO 11101, Lansing, Mich. 48901. Estimated construction cost \$34,000; first quarter operating cost \$30,000; revenue \$40,000. Format: MOR. Principals: Broadcast Technical Services (51%); Thomas Papiernik, Jr. (36%); Bob Sherman (10%) and 2 others. Papiernik is grocery store owner in Lansing, Mich. Sherman is president, Television 36 Inc., Battle Creek. David Schaberg is 51% owner of Broadcast Technical Services as well as 2.75% owner of FM 101 Inc.

■ Sidney, Mont.—Fischer Land & Development Co. seeks 95.1 mhz, 100 kw. Address: Highway 16 South Sidney 59270. Estimated construction cost \$20,974; first quarter operating cost \$44,660; revenue \$195,000. Format: MOR. Principals: Gerald D. Fischer (66.83%); J. E. Fischer (20.42%); R. D. Fischer (12.75%). Gerald and J. E. are married, R. D. is their daughter. They own Fischer Land and Development Co., developer/investor, motel restaurant and cattle raising. They have no other broadcast interests.

TV actions

■ *Birmingham, Ala.—Chief ALJ Lenore Ehrig dismissed application of Alabama Citizens for Responsive Public Television who sought ch. 10; ERP 316 kw vis., 31.6 kw aur., HAAT 1,046 ft.; ant. height above ground 795 ft. P.O. address: Box 642, Auburn, Ala. 36830. Estimated construction cost \$234,421; first-year operating cost \$300,000 (for all three stations). Legal counsel Stein & Plesser, Washington; consulting engineer Steve Lewis. Principal: Alabama Citizens for Responsive Public Television is nonprofit corporation, Nancy Spears, director. ALJ Ehrig also dismissed Alabama Citizens' applications for TV stations in Demopolis and Montgomery while granting all three to Alabama Educational Television Commission after approving settlement agreement between two applicants. See below. Action Jan 14.

■ *Birmingham, Ala.—Chief ALJ Lenore Ehrig granted Alabama Educational Television Commission ch. 10 ERP 316 kw vis., 31.6 kw aur., HAAT 1,046 ft.; ant. height above ground 795 ft. P.O. address: 2101 Magnolia Ave., Birmingham, Ala. 35205. First-year operating cost \$1,605,000. Legal counsel Hogan and Hartson, Washington. Principals: Robert E. Dod, general manager. (See above). Action Jan. 14.

■ *Demopolis, Ala.—Chief ALJ Lenore Ehrig dismissed application of Alabama Citizens for Responsive Public Television for ch. 41; ERP 447 kw vis., 44.7 kw aur., HAAT 1,082 ft.; ant. height above ground 100 ft. P.O. address: Box 642, Auburn, Ala. 36830. Estimated construction cost \$93,651; first-year operating cost \$300,000 (for all three stations). Legal counsel Stein & Plesser, Washington; consulting engineer Steve Lewis. Principal: (see Birmingham, Ala. above). Action Jan. 14.

■ *Demopolis, Ala.—Chief ALJ Lenore Ehrig granted Alabama Educational Television Commission ch. 41; ERP 447 kw vis., 4.47 kw aur., HAAT 1,082 ft. (See above.) Action Jan. 14.

■ *Montgomery, Ala.—Chief ALJ Lenore Ehrig dismissed application of Alabama Citizens for Responsive Public Television for ch. 26; ERP 229 kw vis., 33.9 kw aur., HAAT 590 ft.; ant. height above ground 553 ft. P.O. address: Box 642, Auburn, Ala. 36830. Estimated construction cost \$93,600; first-year operating cost \$300,000 (for all three stations). Legal counsel Stein & Plesser, Washington; consulting engineer Steve Lewis. Principals: (see Birmingham, Ala. above). Action Jan. 14.

■ *Montgomery, Ala.—Chief ALJ Lenore Ehrig granted Alabama Educational Television Commission ch. 26; ERP 229 vis., 22.9 kw aur., HAAT 590 ft.; ant. height above ground 553 ft. (See above.) Action Jan. 14.

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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.

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Name _____

Station _____ Title _____

Address _____

City _____ State _____ Zip _____

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

Ownership Changes

Applications

■ KAYY(FM) Fairbanks, Alaska (FM: 101.1 mhz, 0 kw) Seeks assignment of license from Northwest Horizons Inc. to Interior Broadcasting Corp. for \$5,385. Sale is contingent upon FCC grant of extension of time for completion of construction of KAYY(FM). Seller: Michael C. Wellings has no other broadcast interests. Buyers: Larry Holstrom, R. Steven

The Broadcasting Playlist™ Jan 28

Contemporary

Last week	This week	Title □ Artist	Label
1	1	Rock With You □ Michael Jackson	Epic
2	2	Do That To Me □ Capt. & Tennille	Casablanca
3	3	Coward of the County □ Kenny Rogers	United Artists
4	4	We Don't Talk Anymore □ Cliff Richard	EMI/America
7	5	Deja Vu □ Dionne Warwick	Arista
9	6	Sara □ Fleetwood Mac	Warner Bros.
6	7	The Long Run □ Eagles	Elektra
5	8	Escape □ Rupert Holmes	Infinity
14	9	Yes I'm Ready □ Teri Desario/H.W. Kasey	Casablanca
15	10	Longer □ Dan Fogelberg	Epic
10	11	I Wanna Be Your Lover □ Prince	Warner Bros.
12	12	Crazy Little Thing Called Love □ Queen	Atlantic
8	13	Cruisin' □ Smokey Robinson	Motown
18	14	On the Radio □ Donna Summer	Casablanca
17	15	Working My Way Back To You □ Spinners	Atlantic
13	16	Don't Do Me □ Tom Petty/Heartbreakers	Backstreet
11	17	Babe □ Styx	A&M
19	18	Romeo's Tune □ Steve Forbert	Nemperor
20	19	This Is It □ Kenny Loggins	Columbia
16	20	Cool Change □ Little River Band	Capitol
25	21	American Dream □ Dirt Band	United Artists
26	22	September Morn □ Neil Diamond	Columbia
23	23	Daydream Believer □ Anne Murray	Capitol
34	24	Desire □ Andy Gibb	RSO
21	25	Jane □ Jefferson Starship	Grunt
36	26	Second Time Around □ Shalamar	Solar
38	27	"99" □ Toto	Columbia
27	28	Please Don't Go □ KC & Sunshine Band	TK
45	29	Him □ Rupert Holmes	Infinity
24	30	Why Me □ Styx	A&M
32	31	Wait For Me □ Hall & Oates	RCA
43	32	Too Hot □ Kool & the Gang	De-Lite
35	33	When I Wanted You □ Barry Manilow	Arista
-	34	Another Brick In the Wall □ Pink Floyd	Columbia
40	35	Voices □ Cheap Trick	Epic
44	36	Refugee □ Tom Petty/Heartbreakers	Backstreet
30	37	Don't Let Go □ Isaac Hayes	Polydor
29	38	Still □ Commodores	Motown
31	39	Third Time Lucky □ Foghat	Bearsville
22	40	Ladies' Night □ Kool & the Gang	De-Lite
37	41	Forever Mine □ O'Jays	Phila. Int'l.
50	42	Heartbreaker □ Pat Benatar	Chrysalis
-	43	How Do I Make You □ Linda Ronstadt	Asylum
48	44	Fool In the Rain □ Led Zeppelin	Swan Song
-	45	Lost Her In the Sun □ John Stewart	RSO
33	46	Better Love Next Time □ Dr. Hook	Capitol
41	47	You Know That I Love You □ Santana	Columbia
-	48	Back On My Feet Again □ Babys	Chrysalis
49	49	Last Train to London □ E.L.O.	Jet
-	50	Let Me Go Love □ Nicolette Larson	Warner Bros.

Playback

Ronstadt rides new wave. Causing a stir among programers is Linda Ronstadt's new single, *How Do I Make You?* (Asylum), which enters "Playlist" this week at 43. "It's pretty hot," comments Pat O'Brien, music director at WKRC(FM) Cincinnati, Ohio, who also says it's, "really compatible with contemporary radio." Though some programers report being wary of the single's hard rock sound, Kerry Jackson, program director at WGSV(AM) Guntersville, Ala., joins those enthusiastic about it, saying it "adds a lot of variety to a playlist full of downtempo hit records." Rick Shannon, music director at KROY(AM) Sacramento, Calif., compares Ronstadt's new style with that of Deborah Harry and Pat Benatar and reports "really good phones" in reaction to airplay. Some credit for the singer's new sound goes to Mark Goldenberg, who sings backup vocals and wrote three cuts on the forthcoming LP, *Mad Love*, scheduled for release by mid-February. Goldenberg's West Coast new wave band, The Cretones, is scheduled for a debut LP on Planet records in February. **Come-back contender.** Five points away from entering "Playlist" this week is Tommy James's *Three Times In Love* (Millennium), the title cut from an LP scheduled for release in February. Pat Martin, program director at WSPT-FM Stevens Point, Wis., reports it is among the five best-selling singles in his market after two weeks of airplay. Jackson also reports his market "picked up on the single fast" and that, in its second week of airplay, it is generating, "lots of requests from a wide range of listener age groups." James's last hit records were *Draggin' the Line* in 1971 and *Crystal Blue Persuasion* with the Shondells in 1969, both on Roulette Records.

Country

Last week	This week	Title □ Artist	Label
1	1	Coming Back for More □ T.G. Sheppard	Warner Bros.
13	2	Years □ Barbara Mandrell	MCA
2	3	Leaving Louisiana □ Oak Ridge Boys	MCA
5	4	Love Me All Over Again □ Don Williams	MCA
3	5	Coward Of the County □ Kenny Rogers	United Artists
7	6	You Know Just What I'd Do □ Twitty/Lynn	MCA
6	7	Holding the Bag □ Moe & Joe	Columbia
18	8	You'd Make An Angel Wanna Cheat □ Kendalls	Ovation
8	9	Pour Me Another Tequila □ Eddie Rabbitt	Elektra
4	10	Help Me Make It Through the Night □ W. Nelson	Columbia
10	11	How I Miss You Tonight □ Jim Reeves	RCA
11	12	Tell Me What It's Like □ Brenda Lee	MCA
9	13	Missing You □ Charley Pride	RCA
12	14	Happy Birthday Darlin' □ Conway Twitty	MCA
19	15	Your Old Cold Shoulder □ Crystal Gayle	Columbia
21	16	Daydream Believer □ Anne Murray	Capitol
17	17	Ain't Livin' Long Like This □ Waylon Jennings	RCA
14	18	Blue Heartache □ Gail Davies	Warner Bros.
-	19	My Heroes Have Always Been Cowboys □ W. Nelson	Col.
-	20	You're Gonna Love Yourself... □ Charlie Rich	United Artists
20	21	Lay Back In the Arms □ Randy Barlow	Republic
15	22	Baby, You're Something □ John Conlee	MCA
-	23	Midnight Choir □ Larry Gatlin	Columbia
-	24	I'd Rather Leave □ Rita Coolidge	A&M
16	25	Your Lyin' Blue Eyes □ John Anderson	Warner Bros.

These are the top songs in air-play popularity as reported by a select group of U.S. stations. Each has been "weighted" in terms of Arbitron audience ratings for the reporting station on which it is played. A **█** indicates an upward movement of five or more chart positions between this week and last.

ing, made the point that one-third of the population is still unable to receive public radio, and until that condition is remedied, CPB cannot fulfill its congressional mandate to make public telecommunications available to all citizens of the U.S."

CPB also recommended that the FCC adopt "discrete classes of stations; a set of intra- and inter-class mileage separations for allocation purposes; and establish alternative allocations standards for special cases to increase the flexibility necessary to permit 'drop-in' channels."

National Public Radio supported CPB's recommendations. NPR said it is "critical that this haphazard assignment of precious frequencies be changed immediately and, to the extent possible, reversed." It said, however, that CPB's table, provided for in the further notice, is too "rigid" and doesn't provide for enough "diversity and local decision-making in the future development of usage of noncommercial channels."

NPR had some recommendations of its own. It said the FCC should adopt a table with the following priorities: one channel for high-power stations for each of the top 100 markets; one service for every part of the United States; a second channel for high-power stations for each of the top 70 markets; a second service for every part of the U.S.; and local transmitter service for every city with population in excess of 100,000. NPR also urged the development of improved receiver selectivity for TV sets.

The National Association of Broadcasters documented what it calls "severe interference" to ch. 6 stations. NAB asked the FCC to adopt a table that will protect ch. 6 and further reduce interference by placing limits on vertical polarization, co-location (having the same FM station operate on the same antenna or tower as the ch. 6 station) and on the power of FM educational stations. NAB also advocated that FM stations pay for television filters and other devices that will help eliminate ch. 6 interference.

The National Federation of Community Broadcasters supported the idea of increasing the number of different FM classes of stations with a "concomitant" employment of mileage separation criteria.

ABC said there was an "urgent need" for the FCC to move forward and develop an FM band that will prevent ch. 6 interference. "At the same time," ABC's comments said, "the agency should carefully consider the feasibility and desirability of the development of a table of assignments to insure orderly educational FM band growth consistent with ch. 6 interference concerns."

The Electronics Industries Association's consumer electronics group said the FCC's FM assignment policy creates a "dilemma . . . interference to ch. 6 can be eliminated only by degrading TV reception performance standards." The consumer group added that "the FCC's intent to assign even more powerful noncommercial FM stations within the ch. 6 Grade B contour will exacerbate the dilemma."

Optical inclusion. AT&T and eight Bell system companies announced last week that they have filed with FCC for permission to construct 496-mile fiber optics telecommunications link between Washington and Cambridge, Mass., to supplement its existing microwave and coaxial telephone links in serving Eastern megalopolis. At Washington press conference last Wednesday, Robert Kleinert, president of AT&T Long Lines, said fiber optics system, which will include additional 115 miles of optical cable linking main line to city centers, "will be the longest such system in the world and the first really major application of lightwave technology for interstate telecommunications." Kleinert said that when system is first turned on—some time in 1983—it will be capable of handling 40,000 two-way voice circuits, but, he added, "Bell Laboratories are already at work on ways to double this . . . to carry some 80,000 conversations." Cable, just one-half inch in diameter, consists of 12 one-eighth inch plastic ribbons (each containing 12 hair-thin fiber strands), protected by three protective sheaths. According to Kleinert, each of 144 fiber strands is presently capable of carrying 672 voice circuits or one television channel. Cost of project, including cable, installation and associated electronics, is \$79 million. John Stallknecht, director of product engineering at Western Electric, firm that is manufacturing cable and associated electronics, said that he couldn't break out cost of cable itself, citing competitive reasons.

Yes, but. Electronic Industries Association has announced conditional support for President Carter's recent moratorium on high-technology exports to Russia. Condition stipulates that EIA will stand behind moratorium if other industrialized countries stand with it. EIA President Peter F. McCloskey said: "The U.S. no longer enjoys anything like a monopoly in sophisticated electronic equipment and components. . . . Unless the administration is successful in obtaining each of our industrialized allies' cooperation in carrying out these sanctions, U.S. efforts to withhold high-technology products will not be successful."

New life. New manufacturing company, born last year in suburbs of Washington, will be ready with sole product, two-deck cartridge recorder-player, at National Association of Broadcasters convention this April. D-B Electronics Inc., founded by David R. Durst and Mary S. DeSimone, will distribute series 2000 cartridge machine through six distributors.

Also new at NAB. Valtec will be marketing its VS-100 fiber optic video system as new tool for broadcasters at this year's NAB convention. Valtec said that system—three kilometer link—can be used for transmission of video and audio to and from remotely located TV transmitter and "at sporting events and conventions the link between the control console and the microwave van can be made with a minimum of cable space and without concern for routing since fiber optic cables are immune to electrical interference."

From acorns. Oak Industries, electronic manufacturer and operator of subscription television station, announced that it will begin construction in May on new plant in Carlsbad, Calif. New \$7 million, 100,000 square foot facilities will manufacture equipment for STV and for cable television systems.

From Miami. Wometco Enterprises, another major STV operator, will get its STV equipment from Magnavox, North American Philips division. Wometco awarded \$5 million to Magnavox for supply of STV decoding equipment.

Sun trouble. 1980 is final year of 11-year solar cycle which means that solar activity-spots and flares will be at maximum. Solar activity can have adverse effect on all types of radio communications, particularly short wave. National Aeronautics and Space Administration, in effort to better understand cycle phenomenon and cause and effect of solar activity will launch spacecraft in mid-February aboard Delta rocket. Spacecraft will fly in 300-mile circular orbit, look at sun and feed data back to earth on sun's activities for at least one year. Cost of spacecraft and one year of operation is \$80 million.

What about 27 mhz? Association of Maximum Service Telecasters, in comments to FCC on proposed new personal radio service and relocation of citizen band radio service to 900 mhz, said notice of inquiry erred in not proposing to close out present CB operations in 27 mhz band. AMST, concerned about interference to TV reception at 27 mhz, cited commission's own personal radio planning group's conclusion that TV interference would not be reduced since not enough CB'ers would be attracted to new service. AMST said close of 27 mhz need not create hardship on CB, since phase-out could be accomplished over reasonable length of time. AMST also pointed out that commission's notice asked comments on "Cadillac" class of personal radio service without indication that relatively few CB users would be willing to pay costs for extra features in service. Of new features offered, association said, automatic transmitter identification service alone is essential in that it would enable FCC to effectively police new band. Other suggested features would waste spectrum, AMST contended.

Closed-captioning set to start up in the spring

ABC, NBC and PBS will add subtitles for benefit of hearing-impaired on selected programing; Sears to sell decoder

Programs ranging from ABC's *Vega\$* and NBC's *Wonderful World of Disney* to Public Broadcasting Service's *Nova* will become more, or less, evident to hearing-impaired viewers beginning on March 15. That is the startup date of the project in which the two commercial networks, PBS and the new, nonprofit National Captioning Institute will initiate their joint project of providing closed-captioned programing for the benefit of an audience estimated at 14 million.

Initially, ABC, NBC and PBS will air a total of 16 hours of closed-captioned programs—*Eight is Enough*, *Barney Miller*, the *ABC Sunday Night Movie* and one half-hour program still to be selected, on ABC; *Wonderful World of Disney*, the *NBC Monday Night Movie* and the *NBC Friday Night Movie*, on NBC; and *Once Upon a Classic*, *Masterpiece Theatre*, *3-2-1 Contact*, *Mystery!*, and *Nova*, on PBS. An effort has been made to avoid schedule conflicts.

PBS will add three and a half more hours of closed-captioning programing later in the spring—*Odyssey* and *Over Easy*—and by the end of the year will have its total up to 12 hours.

CBS declined the government's invitation to participate in the program. It said it was interested in developing a different kind of technology—teletext—which can provide a host of services in addition to closed captioning (BROADCASTING, March 26, 1979).

The adapter units that will permit viewers to make the captions visible will be available from Sears, Roebuck & Co. through its spring/summer catalogue for \$245.95. The company will begin filling orders on March 15. NCI will work with Lions Club International and the National PTA to arrange for financial aid for those who need it.

The closed-captioning program is a project brought to life through the efforts of the former Department of Health, Education and Welfare, whose Bureau of Education for the Handicapped provided the necessary funding, and PBS, which since 1972 has been developing and testing the captioning system.

ABC also helped to pioneer the system in 1971. At the first National Conference on Television for the Hearing Impaired, in Knoxville, Tenn., it demonstrated how captioning might operate.

The system makes use of line 21 of the TV vertical blanking interval, a portion of the screen that does not ordinarily contain video information. The captioning can be seen only when decoded.

The captioning itself is done by NCI, at centers in suburban Washington and Los Angeles. The networks provide the center with cassettes of programs and dialogue is encoded into captions which are recorded on a magnetic disk. The disk is then returned to the network where it is inserted onto line 21.

ABC and NBC estimate that participation in the program for the first year will cost them \$750,000 each—\$500,000 for captioning (at \$2,000 per program hour) and \$250,000 for transmission and other costs. PBS's captioning cost is \$200,000. The lower cost is in recognition of the funding, experience and equipment HEW and PBS have already contributed to the system. The difference in cost, though, will be made up from the \$8 royalty NCI will receive from the sale of the adapters.

The adapter used in the system was displayed and demonstrated (using videotape) at the National Religious Broadcasters convention in Washington last week. The set-top adapter includes both UHF and VHF tuners in addition to the captioning decoding electronics and is designed to accommodate an additional captioning service—for bilingual captioning or captioning at a lower reading level—and Infodata, an alphanumeric teletext service. According to John Ball, president of NCI, since the two captioning services require only 50% of the total transmission capacity, the Infodata service was added to utilize the remaining 50%.

Ball said that in the Infodata mode, the adapter is capable of receiving and displaying four pages of text (16 rows of 32 characters) per minute.

Linda Carson of NCI said that by mid-summer a television set, also made by Sanyo and marketed by Sears, will be available with the adapter built in for around \$500—\$100 more than a comparable television without the added circuitry.

FM flexibility urged

Comments in ch. 6 interference inquiry cite need for table of assignments that can change to meet differing characteristics

Comments filed in the FCC's proceeding looking into, among other things, reducing television ch. 6 interference from educational FM stations were varied—but the ultimate consensus was the same—the proceeding has gone on far too long, and the FCC should act immediately to establish a flexible FM table of assignments to meet the needs of different regions within the United States.

The Corporation for Public Broadcasting, which petitioned for the proceeding in 1972, said that "a table of assignments cannot be an effective tool of spectrum allocation and at the same time promote the growth of frequency utilization, unless the table is constantly and easily amendable." CPB, whose proposed table of assignments was put out for public comment in the latest round of this proceed-



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NATPE HILTON 4175

Source: NSI Nov. 1978, NSI Nov. 1979. Audience figures are estimates subject to limitations of the techniques and procedures used by the service noted.

Sao Paulo talks give rise to hopes for 9 khz

State Department's Jahn says other countries in hemisphere are open-minded on matter while some have joined U.S. on issue

U.S. officials returning from a meeting with representatives of other western hemisphere nations in Sao Paulo, Brazil, appeared reasonably optimistic that the hemisphere will join other areas of the world in narrowing AM channel spacings from 10 khz to 9 khz. William Jahn, of the State Department, said the U.S.'s chances of persuading the other countries in the region to follow its lead on the issue "look pretty good."

The seven officials, members of the U.S. delegation to the Region 2 conference on AM broadcasting to be held in Buenos Aires beginning on March 10, attended a working group meeting the week of Jan. 14 held in connection with the conference.

The Americans were aware that the U.S. is virtually alone on the proposal, which could not be adopted unless all of the countries in the region approved it. So they regarded the Sao Paulo meeting, which was attended by 14 of the region's 39 countries, as an important warm-up for the conference.

They presented five papers on the issue—explaining, defending and promoting it—and spent considerable time in informal conversation on the matter with representatives of the other countries.

Jahn said, however, that Canada appears to be maintaining its opposition to the proposal. This is in line with the views of Canadian broadcasters.

But the Netherlands Antilles helped the U.S. break ground on the issue. It submitted a proposal calling for 9 khz separation. And Chilean representatives said informally they would support the proposal. Brazil provided some support with a report that it had changed the frequencies of a number of stations without serious problems.

Other countries at the meeting said they will consider the proposal further. Representatives of Mexico, with which the U.S. has a bilateral agreement on AM broadcasting, said that country wants to discuss the proposal's possible impact on that accord.

"Most of the countries were noncommittal," Jahn said. "They want to study the documents we provided. Some are leaning for and some against the proposal. But all are open-minded and are looking at the details."

In sum, Jahn said, "We felt pretty optimistic." But he said the U.S. will follow up with the countries that attended the meeting and pursue the matter with countries that were not represented.

One matter worrying some U.S. broadcasters in connection with the Region 2 conference is that U.S. interest in 9 khz could cost the country in terms of its 25 clear channels. The concern is that Canada or some other neighboring country will make its support of the proposal contingent on the U.S. agreement to turn over one or more of the clears.

Jahn said the issue did not come up in Sao Paulo. But he acknowledged that the U.S. would have to be prepared in the event it is raised in Buenos Aires.

While the U.S. is pressing for 9 khz as a means of finding room for several hundred additional AM stations, the principal concern of a number of countries showing interest in the proposal is inter-regional interference: stations on a 10 khz system in the western hemisphere and those on a 9 khz system in Regions 1 (Europe and Africa) and 3 (the Pacific and Asia) are expected to interfere with each other's signals.

But if the Americans who were at Sao Paulo had a relatively bright view of things, the FCC's foreign affairs adviser, Kalmann Schaefer, who did not attend the meeting, does not. In response to a question at a workshop at the National Religious Broadcasters convention in Washington last week, he said, "I think we will not get 9 khz at the [Buenos Aires] conference." He said the U.S. could consider the conference a success "if we do not get the door slammed in our face, and we can come back at a subsequent conference on the issue."

SMPTE meeting is all-digital

Television conference will spend two days in Toronto on the subject

No one needs to impress the Society of Motion Picture and Television Engineers with the importance of digital technology. The national organization has devoted the entire two days of its 14th annual television conference to discussing the subject.

Ray Brule, the conference's program chairman, said the all-digital theme was an outgrowth of "a growing interest in not only the digital plant, but also in digital video and audio and in the use of digital technology for teletext information systems." Brule added that the idea of the conference is "to let everybody have a crack at what should be happening in the

next decade."

The conference, which gets under way this Friday at the Sheraton-Centre hotel in Toronto, will address topics relating to television and digital technology in four half-day sessions: the all-digital television plant (Friday morning), digital signal processing (Friday afternoon), digital transmission and testing (Saturday morning) and digital video recording (Saturday afternoon).

Technical sessions will be complemented by equipment exhibits and there will be time for socializing at a Friday luncheon and later that evening at a reception sponsored by Digital Video Systems.

A French firm, Antiope Videotext Systems, will use the conference to announce and demonstrate a new development in the teletext system it has been attempting to sell in the United States in the past year. According to President Pierre Gaujard, Antiope has developed a 72-page memory capacity for its teletext decoder. The multi-page memory is significant as it solves one of the major drawbacks to a practical system by effectively eliminating the problem of viewers having to wait for specific pages of information.

Brule noted that 500 persons have pre-registered for the conference and said that that "indicated somewhere around 800 registrants" will be on hand when the conference opens.

The following is a list of speakers who will deliver papers at each of the technical sessions:

The all-digital television plant: William M. Webster, RCA Laboratories; Frank Davidoff, CBS Television Network; Robert Hopkins, RCA; Peter Rainger, BBC; Toshi Doi, Sony Corp.; Jurgen K. R. Heitmann, Robert Bosch GmbH, and Anthony H. Lind, RCA Corp.

Digital signal processing: John Lowry, Digital Video Systems; J.L.E. Baldwin, Independent Broadcasting Authority; E. Dubois, INRS-Telecommunications & Bell-Northern Research; Dennis Fraser, NEC America Inc.; Richard Kupnicki, Digital Video Systems; Richard G. Shoup, and Steve Kreinick, Thomson-CSF Labs.

Digital transmission and testing: Michael Ferguson, Bell-Northern Research; Denis J. Connor, MacDonald, Dettwiler & Associates; John Storey, Canadian Department of Communications; Robert A. O'Connor, CBS; Yves Noirel, Antiope Videotext Systems; David Sillman, Public Broadcasting Service; and Walter Ciciora, Zenith Radio.

Digital recording: Dominique Nasse, C-CETT; Charles E. Anderson, Ampex; Josef Sochor, Robert Bosch; Yoshizumi Eto, Hitachi; Yoshitaka Hashimoto, Sony; E. Stanley Busby Jr., Ampex; Robert Thompson, RCA; and William G. Connolly, CBS.

areas and provide more opportunities for minorities."

■ Developing proposals to improve the manner in which frequencies are assigned, including incentives for users (of the non-broadcast portion) to conserve the increasingly crowded spectrum.

■ Encouraging the use of satellites, cable television and other technologies to deliver public services and to improve rural communications.

■ Working with Congress and the FCC to protect First Amendment rights and the free flow of information, through such measures as the administration bill governing police searches of newsrooms.

■ Continuing to support "a strong, independent public broadcasting system and working to increase its coverage to reach all Americans."

Nor is that all. The President said that later this year he will submit to the Senate the "Treaty and Protocol" that emerged from the general World Administrative Radio Conference that concluded in Geneva last month (BROADCASTING, Dec. 10, 1979). That conference, and the follow-up conferences that will be held in the next few years, he said, "will determine the utilization of the radio spectrum for the rest of the century."

Concentration of control gets another going-over

Small business subcommittee brings regulators up to Hill to testify about their efforts in this area; some worry about First Amendment implications

Representatives of six federal agencies appeared before a House small business subcommittee last Monday to talk about concentration of media ownership and how their agencies focus on the issue.

John LaFalce (D-N.Y.), chairman of the subcommittee, said he was concerned about recent media mergers and wanted to take a look at the trend toward greater concentration. "The possible implications for the freedom of the press are simply too strong, in my eyes, for the Congress to ignore the trend toward extinction of the independently owned and operated newspaper, television and radio station," LaFalce said. "Because many of these independent newspapers and broadcast stations are, themselves, small businesses, and because media concentration may have adverse affects upon small businesses that rely on advertising, my subcommittee will examine all aspects of this situation."

The Federal Trade Commission testified in the morning session, along with the Justice Department and the General Accounting Office.

An FTC media concentration proceeding is principally concerned with newspaper chains. Jonathan Gaines, an assistant director in the commission's Bureau of

Competition, which is handling the proceeding, said that it is the "inherent discretionary control over the selection of [information] that will enter the main channels of distribution that makes media firms gatekeepers to the marketplace of ideas and that seems to underlie many of the concerns which have been voiced about media concentration."

Gaines conceded that the First Amendment must be taken into account whenever consideration is given to applying a law to a media firm. In explaining his position, Gaines said that "to me, entry barriers may be the key to supplemental approaches... analyzing entry barriers includes analysis of the number of firms potentially able to offer similar products or make discretionary decisions on whether to publish similar material... Low entry barriers help to disperse [that] discretionary power."

Sanford M. Litvack, the Justice Department's new antitrust chief, said that Justice's Antitrust Division has involved itself in FCC proceedings concerning competition in the electronic media. And, he said, "we will continue to enforce existing competition antitrust laws to promote new entry and greater competition among newspapers and to challenge acquisitions that threaten an opposite result." Litvack stressed, however, that "there is a danger that well-meaning attempts to enhance diversity of opinion by preventing the growth of newspaper chains might in some instances have a contrary result. For this reason the Antitrust Division is not yet prepared to recommend the enactment" of legislation to limit or break up media combines.

LaFalce questioned both Gaines and Litvack on the feasibility of limiting newspaper ownership in certain circumstances. Litvack said it might be constitutional in some instances, but he would have grave concerns about the constitutionality of such a law. Gaines agreed.

Tim Lee Carter (R-Ky.), however, offered the opinion that newspaper chains were engaged in "thought control" and that something ought to be done to prevent further concentration.

The afternoon session brought members of the FCC, the National Telecommunication and Information Administration and the Small Business Administration to the witness table.

Richard Shiben, FCC Broadcast Bureau chief, said the commission fosters diversity of ideas through its licensing and regulatory scheme. He outlined the FCC's rules on a national, regional and local level, which maintain diversity by restricting the number of stations any one person or group may own, and where those stations can be located.

Shiben said that while these steps have been effective, the FCC is currently looking toward means to create further diversity. Those include not only more outlets for expression, he said, but also the encouragement of minority employment and ownership in the broadcast industry. "These actions," Shiben stated, "are designed to address the problem through a

market structure approach rather than direct interference in the day-to-day programming functions of the stations."

Shiben pointed out that the great bulk of broadcast stations in this country are outside major markets and represent, to a large extent, small business. "Combinations of two regionally oriented media firms may even provide an opportunity for more diversity and competition in the national media market by giving the merged firms greater resources with which to provide independent national programming or reporting," he said.

For these reasons, Shiben said, the FCC has not received complaints that recent mergers and acquisitions have adversely affected small business. "Rather, the complaints we do receive in this area concern the general question of diversity of viewpoints."

LaFalce questioned Shiben about prior restraint of the broadcast of obscenities. Shiben answered that his "gut reaction" to prior restraint, even on a national level, say with Iran coverage, would be negative.

John Lyons, program manager for NTIA's broadcasting and cable policy, said there are two potential reasons for multiple ownership. "The first is that broadcast stations are highly profitable and hence are good sources to reinvest one's profits. The second is that economies of scale exist for multiple station ownership that effectively lower costs and increase the return to a station."

He said that while the traditional approach to broadcast concentration can be found in FCC multiple ownership rules and decisions, the alternative approach—"a belief that broadcast concentration will be diluted in technology"—is fast gaining prominence.

Lyons said that it's becoming apparent that "further structural regulation is unlikely and that content regulation by the FCC, which is also the result of outlet scarcity, is both ineffective and fraught with First Amendment difficulties." Lyons spoke about the future joining of the print and broadcast media, in technologies such as teletext. He said NTIA opposes the extension of broadcast-type controls to print when it is distributed electronically. "In fact," he said, "we believe it is time to roll back the few tentative steps already taken in that direction and establish a strong policy favoring extending full First Amendment protections to all electronic media as soon as practically possible."

As a first step in that direction, he said, NTIA will soon urge the FCC to remove all fairness requirements for cable systems that provide access channels for general public use. "We believe that it is unnecessary to apply a scarcity-based broadcast regulation to a service in which channel abundance, not scarcity, is increasingly becoming the rule. We will also strongly urge the commission to extend the cable fairness doctrine exception for 'newspaper facsimile' service to all data information services provided over electronic facilities."

LaFalce said he would hold a future hearing, at a date yet to be set.

of its board of directors, said that foreign ownership could be limited by the principle of reciprocity and pointed out that "FCC and congressional policy reveal an intent that the principle of reciprocity be followed when foreign interests are involved in the communications industries of the United States. Under the principle, Canadian limitations on United States ownership of cable systems in Canada dictate reciprocal limitations of Canadian ownership of cable systems in the United States.

"In Canada a cable television company may have no more than 20% foreign ownership and all of its directors must be Canadians. There are no similar restrictions on Canadian ownership and control of cable and CARS systems in the United States," NCTA said.

CATA, in its comments anticipated NCTA's reciprocity argument and characterized the argument as "revenge." "The revenge motive really cuts to the heart of this issue . . . This can best be seen by the fact that some parties are arguing not for ownership restrictions based on the 'public interest,' but on so-called reciprocity of ownership rules in other countries. This argument is a sham and can be rebutted with a simple reminder that 'two wrongs don't make a right.'"

CATA also believed that the proposal has had an adverse affect on the ability of foreigners, particularly Canadians, to land cable franchises. "The mere filing of the instant petition has already had an effect on competition for local franchises. The commission's processes are being used, and, we believe, abused so long as this petition is outstanding."

If the issue were to be decided by the volume of paper filed, those against the proposal would surely win. But comments were filed by a number of cable operators who contributed their support to Midwest. Comcast Corp., Metrovision Inc., New Channels Co., Sammons Communications Inc. and the Tribune Publishing Co. filed joint comments and Storer Broadcasting filed separately.

Storer liked the idea of reciprocity. "Since many countries of the world, including the United States' neighbors to the north and south, prohibit foreign ownership of broadcasting and telecommunications facilities in their countries, it is only fair that our own country prohibit alien ownership of domestic cable television systems—at least by citizens of countries which deny similar privileges to United States citizens."

Storer added that for the United States not to adopt such a policy would be "an exercise in international masochism."

In the joint filing the cable operators urged the commission "to take prompt and decisive action to curb a significant trend of foreign ownership and domination of cable television systems."

They also pointed out that the legislative history of the Communications Act reflects "clear congressional intentions to insure that national communications media not be subjected to undue alien influence and control."

Carter's on FTC's side in fight with Hill

President aims to protect power of regulators, vows to oppose Congress if it interferes with agencies; written State of the Union outlines media platform

Members of Congress who seek to restrict the powers of the regulatory agencies will have to deal with that man in the White House. President Carter made that clear—with specific reference to the Federal Trade Commission—in the written State of the Union message he submitted to Congress last week. The message also listed Carter's aims in the field of telecommunications.

The President supported the Regulation Reform Act but opposed proposals to subject agency actions to veto by either house of Congress (as is the case with an FTC authorization bill that has passed the House) or to transfer regulatory policy decision-making authority to the federal courts (a reference to a Senator Dale Bumpers [D-Ark.] amendment to a court reform bill that the President otherwise supports).

Furthermore, he noted that last year had seen "assaults on various important regulatory statutes, especially the Federal Trade Commission Act, seeking groundless exemptions, crippling loopholes, and unprecedented congressional interference with ongoing proceedings"—an apparent

reference to the controversial children's television advertising rulemaking among other FTC initiatives that are under legislative attack.

"I will resist strenuously all such efforts to confuse special interest pressure with regulatory reform," the President said.

The President's remarks appeared aimed at the Senate bill sponsored by Senator Wendell Ford (D-Ky.) (S.1991). The White House had already made clear the President's opposition to the measure (BROADCASTING, Nov. 19, 1979).

In the section of the message dealing with communications, foreshadowed last month in a speech given by White House aide Rick Neustadt to a luncheon meeting of the Federal Communications Bar Association (BROADCASTING, Dec. 24, 1979), the President said his highest priority is passage of regulatory reform legislation covering the telecommunications industry. He also said his administration in 1980 will continue its effort to "make the media more diverse and to insure that the public gets the full benefit of the advances in communications technologies."

Specifically, he said his administration is:

- Working to increase minority participation in broadcast ownership. Carter noted that the administration program "had helped produce a two-thirds increase in minority ownership of broadcast stations."

- Working with the FCC to continue to eliminate "needless paperwork and regulations."

- Pursuing plans to make spectrum space available "for as many as 1,000 new radio stations, to improve service to rural

Washington Watch

Rose foes. House Communications Subcommittee hearings on Charles Rose's (D-N.C.) bill to make broadcasters liable for airing political spots using tapes of House proceedings, have been put off indefinitely. Broadcasters have found discrepancy between Rose's proposal and that part of Communications Act that prohibits broadcasters from censoring candidate appearances. Rose submitted proposed bill to supplement House rule that states no member of Congress may use any tapes of floor proceedings to influence elections. Problem is rule applies only to members of Congress.

Objections. National Association of Broadcasters President Vincent Wasilewski commented on new staff working draft of Senator Ernest F. Hollings's (D-S.C.) amendment to Communications Act of 1934 in letter to Senate Commerce Committee Chairman Howard W. Cannon (D-Nev.). Wasilewski expressed concern about language that would stipulate that purpose of act is to encourage diversity of ownership. "We are afraid that the FCC might use the new draft language to go even further in attempting to break up broadcast combinations. We would therefore suggest that this new language pertaining to diversity of ownership be deleted or that it be made quite clear that this is not a new invitation to the commission to increase regulation of ownership," he said. NBC also wasn't completely satisfied with draft. It said "draft fails to provide for some measure of protection against retransmission of broadcast signals by cable systems without adequate compensation to copyright owners or originating stations."

Date set. Federal Bar Association and American Advertising Federation get together in Washington Feb. 7 at Hyatt Regency for fourth annual Advertising Law Conference, focusing on legal issues affecting ad industry. Featured speakers will include Federal Trade Commission Chairman Michael Pertschuk, Senator Robert Packwood (R-Ore.) and former FCC Commissioner Richard Wiley, now with law firm of Kirkland & Ellis.

Maclean-Hunter Cable TV Ltd., a Canadian-owned corporation, asked that the FCC dismiss the petition on grounds that Midwest had failed to "demonstrate how its interest will be affected by adoption of the proposed rules."

Suburban implied that it was MSO's competing with Canadian operators for urban franchises that were behind the proceeding and asked the FCC to require that Midwest "make full disclosure as to whether it is the real party in interest in the proceeding, and in the event there are in fact undisclosed petitioners, [Midwest] should be required to reveal all facts and circumstances."

Premier Cablevision Ltd., another Canadian operator, gave its interpretation of the matter. "Domestic cable operators are asking the commission to adopt a rule in order to discourage Canadian cable operators from bidding for cable television franchises here in the states," Premier said.

Premier suggested that the proponents of the petition don't "really expect to bring this off." Their "subtle design contemplates that so long as the proposal is kept alive in Washington the franchising game can be tilted in the back country," Premier said.

Selkirk Communications, a Canadian firm with systems in and around Fort Lauderdale, Fla., and franchise applications for several Connecticut communities, said, "Just three and one half years ago, the commission completed a thorough review of this subject and concluded that alien ownership of cable television systems was so minor and the policy considerations so different than the broadcast industry ... that a rulemaking proceeding was unwarranted." And, Selkirk added, Midwest has "failed to show any significant change in the extent of foreign ownership to require another proceeding."

Selkirk raised the point that the proceeding was anticompetitive. "A ban on foreign ownership would be contrary to the commission's well established policies of promoting competition and local control of cable television wherever feasible," it said.

Selkirk countered Midwest's suggestions that foreign ownership translates to foreign control of programming: "There is simply no basis ... for suggesting that individual cable operators hold any dangerous power over the content of programs available to the public."

Cable America, a subsidiary of the Canadian-owned Cablecasting Ltd., which recently bought two underdeveloped systems in Atlanta, said that despite Midwest's claims to the contrary, there is no "alarming trend" to warrant the reopening of the 1976 proceeding. It said that at the time of the original proceeding the percentage of cable subscribers in foreign-owned systems was less than 1% and added that although that percentage is slightly higher today, it is still less than 1%.

Cable America reiterated the competition issue raised by Selkirk and other opponents to the proceeding. "The thrust of

the proposed restrictions is anticompetitive, in direct opposition to the FCC's determination to promote competition where marketplace forces are free to operate effectively."

Two other Canadian operators picked up on the same theme. Southern Telecom Inc. said the proceeding "would appear to fly in the face of the commission's oft-repeated objective of increasing competition in the marketplace by deregulating the communications industry." And Fresno Cable Television Ltd. added: "Petitioner seeks to embroil the agency in an exercise which would be contrary to the commission's policies of deregulation and decentralization in the cable field, anticompetitive in the area of franchise applications ..."

U.S. Cablesystems Inc., another Canadian firm, injected a little sarcasm into its remarks. It said that Midwest "is to be applauded for stopping short of alluding to the Mongol hordes, pouring over the mountains seizing American towns and villages—to say nothing of headends and trunk cable ... Midwest has shown admirable restraint, only hinting at xenophobia instead of addressing it outright."

In a footnote to its comments, U.S. Cablesystems said it has tried to ascertain who was really behind the Midwest filing, but has been unable to do so. "One must therefore assume indeed that this 1,800-subscriber system in the heartland of the United States has concern over foreigners."

Maclean-Hunter Cable Television Ltd., in joint comments with its subsidiary, Suburban Cablevision, listed as one of the "wrongs" of Midwest's filing "the low regard demonstrated for the commission processes by having a party which has not stated its interest in the outcome of the proceeding apparently acting as a front man."

(In a filing opposing Suburban's motion to dismiss, Midwest answered charges of Suburban and others that it has insufficient interest to petition for the rulemaking. "The influx of substantial foreign capital resources erodes domestic ownership at all levels, especially for smaller owners who have limited resources and who are forced to compete with MSO's of all sizes even in smaller markets ... The issue is not limited to questions concerning small or large cable systems or markets, but rather it is the detriment to the public interest.")

The two national industry associations, the National Cable Television Association and the Community Antenna Television Association, which are in accord on many issues affecting the industry, are on opposite sides on this one. NCTA, whose membership is dominated by major MSO's, was for the idea of ownership restrictions, while CATA, which represents mostly small systems including a number that are Canadian-owned, was against it.

NCTA said the FCC should go ahead with a rulemaking proceeding, but that it's really not necessary. NCTA, at the urging

PRISONER CELL BLOCK H



JEANNIE BROOKS (nee BRADLEY)

Born: 5-7-18

Conviction: Initially for murder of her husband. Paroled, but broke parole by shoplifting.

Sentence: life

Is highly regarded by prisoners and prison officers, who call her "Mum." A gentle soul who befriends newcomers and spends much of her time tending the prison garden.

The continuing
serial-drama of
women behind bars

SOLD:

**WAST
Albany
Daytime Strip**

**KLBK
Lubbock
Late Night Strip**

Distributed by



Firestone

Program Syndication Co.

1200 West Broadway, Hewlett,
New York 11557 • (516) 569-6900

by arrangement with



**GRUNDY
INTERNATIONAL**

**San Francisco Hilton
Suite 1015
NATPE '80**

De-Mobil-ized

Post-Newsweek TV's reject 'Edward and Mrs. Simpson' after seeing accompanying ads from oil firm; group contends spots are too much on one side of an issue

The problem of issue advertising re-emerged last week when three Post-Newsweek stations canceled the six-part *Edward and Mrs. Simpson* miniseries because Mobil Oil's TV commercials in it were judged to take an editorial position.

A statement from Post-Newsweek said that as a matter of policy, the company does not sell time for commercials or programs that take an editorial stand on subjects of public importance.

The company said that three of its stations that had signed for *Edward and Mrs. Simpson*—WFSB-TV Hartford, Conn., WDIV-TV Detroit and WJXT(TV) Jacksonville, Fla.—found the commercials submitted by Mobil to be "unacceptable."

Mobil was asked to submit other commercials that had been acceptable in the past, but the oil company refused the request.

Mobil had assembled a line-up of 50 stations to carry the series, produced by Thames Television of Britain, for the telecast starting last week. Mobil was able to obtain other stations in the affected markets—WVIT(TV) New Britain, Conn., WKBD-TV Detroit and WJCT(TV) Jacksonville.

Post-Newsweek said "our stations will better serve the public interest by covering such issues fully and from diverse viewpoints in their news, news analysis, public affairs, documentary and other informational programs."

Mobil has encountered roadblocks to acceptance of its commercials in the past by TV networks because of their discus-

Bottom Line

Allied ally. Allied Artists Industries' directors have agreed to proposal by Lorimer (BROADCASTING, Dec. 10, 1979) for former to sell subsidiaries Allied Artists Pictures Corp., Video Corp. and Television Corp., plus AA's interest in film, "The Betsy," to Lorimer for \$7 million. Proceeds of sale would be used to discharge bankruptcy obligations of ailing Allied Artists. Sale would require court approval and "fulfillment of certain other obligations by the companies." □

Zapped in sports. In reporting loss of \$1,758,000 for Turner Broadcasting System Inc. for nine-month period that ended last Sept. 30 (BROADCASTING, Jan. 14), Chairman R. E. (Ted) Turner pointed out that company's Atlanta baseball Braves had loss of \$2,874,000 in that period and that its association with Atlanta soccer Chiefs was responsible for \$1,120,000 loss in that nine months. TBS also owns Atlanta basketball Hawks, but no breakout is given on that franchise, which has enjoyed success. □

Up by half. Sales for fiscal first half were up 50% at Scientific-Atlanta over year earlier, with \$86 million reported for period. Net earnings for those six months, ended Dec. 31, were up 52%, at \$5.2 million. Earnings per share were \$1.12. Year-earlier figures were \$57.2 million sales, \$3.4 million earnings, 83 cents per share. Second-quarter sales were \$46.5 million, showing 51% improvement, while net earnings were up 49% to \$2.9 million, 45 cents on per-share basis. □

Sharing shares. Affiliated Publications, Boston-based broadcaster and publisher, announced three-for-two stock split in form of 50% stock dividend, payable Feb. 14 to stockholders of record Jan. 31. Split will bring shares outstanding to 5,150,000. Company also declared quarterly dividend of 16 cents per share after split, payable March 3, which it said is 20% over previous dividend when adjusted for split. And, at annual meeting last Tuesday, Adams-Russell stockholders approved boost in shares authorized from two million to five million. New shares, if issued, might be used to raise funds or to make "possible acquisitions." Under current authorization there are about 1,824,000 shares outstanding.

sion of public issues.

Herbert Schmertz, vice president of public affairs for Mobil, said the action by Post-Newsweek was "not only censorship but misrepresentation." He said the commercials are "anything but explicit" in that they use dance troupes to act out fables whose moral is that "a society will wither and die if it doesn't move freely."

Metromedia Television, some of whose

stations are carrying the series, came to Mobil's defense. The company said it believes the "fables" commercials do not directly address controversial issues of public importance. To the "limited extent" that some of the "fables" might be found to address such issues, Metromedia continued, "those issues already have received wide exposure on the Metromedia stations."

Law & Regulation

Cable controversy

Proposal to limit foreign ownership of cable systems draws strenuous objections from Canadian firms; U.S. companies say it's needed to stop influx of foreigners

A petition for rulemaking at the FCC aimed at restricting foreign ownership of cable television systems in the United States has generated vociferous objections from most of the Canadian firms that currently own American cable interests. The filing, however, found support among a number of multiple system cable operators as well as the most powerful voice in the industry, the National Cable Television Association.

The petition, filed last November by Midwest Cable Inc., an operator of a

1,800-subscriber system in Mount Carmel, Ill., proposed rule changes that would limit foreign individuals or companies to no more than a 25% interest in cable systems or Cable Television Relay Service facilities (CARS) in the U.S. (BROADCASTING, Nov. 5, 1979).

Midwest argued that despite a similar FCC proceeding in 1976, which ended with a decision not to restrict ownership, the FCC should look into the matter again because of an "alarming increase in control and ownership of cable systems by aliens." Midwest quoted from the FCC decision in the earlier proceeding: "We do not set aside lightly the possibility that [the cable industry] and the type of foreign investment in it may change rapidly and in ways that would suggest a clear need for ownership restrictions of the type proposed."

Midwest also contended that because cable operators are now making "signifi-

cant editorial choices in selecting which programing they will make available to their subscribers," alien ownership considerations are "similar to those applicable to broadcasting where alien interests are severely limited and alien control totally banned.

"The question of the increasing control of cable systems by alien interests has therefore now become of paramount importance to the national interest," Midwest said.

Following an extended comment period, the FCC comment docket was mostly filled with Canadian cable operators with varying American interests, which countered Midwest's contentions, intimated that there were ulterior motives behind Midwest's filing and charged that the entire proceeding was anticompetitive.

Suburban Cablevision, currently serving 40,000 subscribers in and around West Orange, N.J., and principally owned by

RCA fourth quarter: NBC earnings set record, but costs for SelectaVision hold down profits

Sale of Alascom helps make year a winner in profits and revenues

NBC "produced the single best profit quarter in its history in the final three months of 1979," although its earnings for the year were lower. That was the word last week from Edgar H. Griffiths, chairman of NBC's parent, RCA.

The statement was part of his announcement of the fourth-quarter and full-year sales and earnings figures for RCA. While dollar details of NBC's performance were not released, the company said the fourth-quarter performance by NBC "primarily reflected the improved competitive position of the TV network's fall schedule, particularly the ratings of its regular prime-time series which were up 7% over last year." As further proof, RCA offered the statistic that "the gap between first and third place in the tightening network race was reduced by more than 30%."

Fourth-quarter results for RCA showed an earnings decline of 6.8%, down to \$70.1 million from the year earlier \$75.2 million. That decline came on a 7% sales boost, from \$1.85 billion to \$1.98 billion. Earnings per share dipped from 99 cents to 92 cents.

According to Griffiths, the earnings decline in the fourth quarter was attributable to "large increases in expenditures for company-funded research and development, and for the SelectaVision video disk system." The chairman said RCA is putting more developmental funds behind the video system than any other product in the company's history, with engineering and manufacturing costs being expensed as incurred.

The research and development and SelectaVision costs also affected the company's full-year results, Griffiths indicated. The company said its earnings of \$283.8 million, \$3.72 a share, represented the third consecutive year in which earnings hit a new high. The rise over 1978 earnings of \$278.4 million, \$3.65 a share, was 2%, and the 1979 earnings also included an after-tax gain of \$23 million from the June sale of RCA Alaska Communications Inc. Discounting that gain, the company's earnings for the year would have fallen to \$260.5 million, a 6.4% drop.

Sales for 1979 totaled \$7.45 billion, up 13% over the year earlier \$6.60 billion.

RCA's consumer electronics division was noted as having sold more color

televisions than ever before, posting improved sales, profit margins and market share, and RCA's communications and service companies reported record years. RCA Records "experienced a severe business decline for the year" with an industry-wide record return problem cited as the cause. Nevertheless "an improvement trend is noticeable," following a cost reduction program.

NBC's improved performance still wasn't good enough to win back for it the rank it used to enjoy as RCA's biggest profit center. That honor remains with Hertz, the company said, even though that unit showed lower pre-tax profit than last year's record level.

Radio could be one of biggest backers of Lake Placid Olympics

The Lake Placid (N.Y.) Olympics Organizing Committee is counting on some 120 radio stations to be, collectively, among the biggest "sponsors" of the Olympics winter games set to open at Lake Placid Feb. 13. These are stations licensed by the committee to serve as "Official Winter Olympics Radio Stations" and conduct fund-raising campaigns for the games. Their combined goal comes close to \$1.5 million, and if they reach it, the committee says, they'll rank with Coca-Cola, Eastman Kodak, Texas Instruments and the Ford division of Ford Motor Co. as largest games sponsors.

The "official" stations are licensed on a one-to-a-market basis, officials said, and to qualify they must, among other things, set a fund-raising goal and lay out a campaign plan, have a history of community involvement and plan substantial coverage of the games (coverage via network affiliation will usually do). Their goals range from \$5,000—a figure set by many stations—to \$35,000 for WMMR(FM) Philadelphia, \$40,000 by WMAL(AM) Washington, WOR(AM) New York, WLS(AM) Chicago and KGO(AM) San Francisco, \$50,000 for KYXI(AM) Oregon City, Ore., and \$55,000 for WZGC(FM) Atlanta.

Feb. 11-17 has been designated "National Winter Olympics Radio Week." It is expected to be marked by (1) dedication of a Lake Placid promenade as "Radio Way" and (2) intensification of the fund-raising efforts by the "official" stations.

Committee officials say staging the games will cost about \$46 million. ABC-TV paid \$15.5 million for the TV rights, about two-thirds of which goes to the committee. The rest of the committee's bill must be raised from other sources. Sale of radio coverage rights was not permitted. ABC, CBS, Mutual and NBC radio networks all will cover as a news event.

PRISONER CELL BLOCK H



DOREEN MAY ANDERSON
(alias DEBBIE RAYE)

Born: 6-15-53

Unmarried. One child

Distinguishing marks: tattoos

Conviction: breaking and entering

Sentence: 4 years

Doreen was a battered child and has a weak character. Easily led into crime. Many previous convictions for petty crime.

The continuing serial-drama of women behind bars

SOLD: **KWGN**
Denver
Late Night Strip

XETV
San Diego
Late Night Strip

Distributed by



Firestone

Program Syndication Co.

1200 West Broadway, Hewlett,
New York 11557 • (516) 569-6900

by arrangement with



GRUNDY
INTERNATIONAL

San Francisco Hilton
Suite 1015
NATPE '80

■ **WBKC(AM)** Chardon, Ohio: Sold by B-K Broadcasting to Dale Broadcasting for \$264,000. Seller is owned by William G. Rimes (35.2%), Albert J. Kipp (10.5%), A. C. Tabler (27.8%), Jim Hunt (8.0%) and two others. They have no other broadcast interests. Buyer is owned by Donald L. Smith, who also owns number of McDonald's restaurant franchises and real estate development companies. He has no other broadcast interests. WBKC is a 1 kw daytimer on 1560 khz.

■ Other proposed station sales include **KAYY(FM)** Fairbanks, Alaska; **KCGS(AM)** Marshall, Ark.; **WMPH(AM)** Wilmington, Del.; **WBIA(AM)** Augusta, Ga.; **WGRI(AM)** Griffin, Ga.; **KMTW(FM)** Twin Falls, Idaho; and **WKYR(AM)** Burkesville, Ky. (see "For the Record," page 102).

APPROVED

■ **WHN(AM)** New York: Sold by Storer Broadcasting Co. to Mutual Broadcasting System for \$14 million. Storer now has only one radio station left, **WLAK(FM)** Chicago, which it will sell after meeting three-year ownership requirements (it purchased station in April 1978). This past year it sold **KTNQ(AM)** Los Angeles to K-Love Broadcasting Inc. for \$8 million, **KHTZ(FM)** Los Angeles to Greater Media Inc. for \$4 million, **WGBS(AM)**-**WLTF(FM)** Miami to Jefferson-Pilot Broadcasting Co.

for \$12.5 million and **WSPD(AM)** Toledo, Ohio, to Wood Broadcasting Inc. for \$3.3 million. Storer Broadcasting still owns seven TV's and one FM plus **WLAK** in addition to cable systems. Peter Storer is chairman. Buyer is Arlington, Va.-based radio network, owned by Amway Corp. (Richard DeVos and Jay Van Andel, principals), mass marketer of home products. Mutual also has purchased **WCFL(AM)** Chicago, its first step into station ownership (**BROADCASTING**, June 11, 1979). **WHN** is on 1050 khz with 50 kw full time.

■ **KQXE(AM)**-**KIOG(FM)** Mesa, Ariz.: Sold by Al Rau, receiver for bankrupt Southwestern Media Corp., to Western Cities Broadcasting Inc. for \$2.5 million. Southwestern Media Corp. is owned by Lowell Homburger (21%) and nine others. Homburger and his wife bought **WRDD(AM)** Bay City, Mich. (**BROADCASTING**, Oct. 22, 1979). Buyer is owned by Peer Pederson, Howard Warren and Richard and William Phalen (brothers), who own **KZAP(AM)** Sacramento, Calif., **KMJJ(AM)**-**KLUC(FM)** Las Vegas and **KMGX(AM)**-**KRQQ(FM)** Tucson, Ariz. **KQXE** is on 1310 khz with 5 kw day, 500 w night. **KIOG** is on 104.7 mhz with 100 kw and antenna 1,500 feet above average terrain.

■ **WIBG(AM)**-**WSLT(FM)** Ocean City-Somers Point, N.J.: Sold by Salt-Tee Radio Inc. to Shore Broadcasting Inc. for

\$650,000. Seller is principally owned by William C. Layton Jr., who has no other broadcast interests. Buyer is principally owned by T. Richard Butera (70%), who also owned interest in **WIOQ(FM)** Philadelphia, recently sold to Outlet Co. (**BROADCASTING**, Sept. 3, 1979). **WIBG** is 1 kw daytimer on 1520 khz. **WSLT** is on 106.3 mhz with 2.9 kw and antenna 310 feet above average terrain.

■ **WMNS(AM)**-**WBJZ(FM)** Olean, N.Y.: Sold by Great Dane Broadcasting Corp. to Erin Communications Co. for \$525,000. Seller is owned by Robert N. Burns and Michael Ameigh. Burns also owns **WSFW-AM-FM** Seneca Falls, N.Y. Ameigh has purchased, subject to FCC approval, **WEEO(AM)** Waynesboro, Pa. Buyer is owned by John R. Murphy, air personality at **WVOR(FM)** Rochester, N.Y., who has no other broadcast interests. **WMNS** is 1 kw mhz with 1.55 kw and antenna 405 feet above average terrain. **WBJZ** is on 100.9 mhz with 1.55 kw and antenna 405 feet above average terrain.

■ **WCBW(FM)** Columbia, Ill.: Sold by Joseph L. Lepp (58%); his wife, Mary (39%), and Alvin H. Maeyes Jr. (3%) to WCBW Inc. for \$400,000, plus \$125,000 for consulting agreement and \$50,000 for covenant not to compete. Sellers have no other broadcast interests. Buyer is owned by Marvin B. Kosofsky (50%) and Howard Warshaw and his wife, Miriam (25% each). They also own **WVVX(FM)** Highland Park, Ill.; **KEST(AM)** San Francisco; **KPPC(AM)**-**KMAX(FM)** Pasadena-Arcadia, Calif.; **KUXL(AM)** Golden Valley, Minn.; **WYLO(AM)** Jackson, Wis.; **WTHE(AM)** Mineola, N.Y.; **KCNW(AM)** Fairway, Kan., and **WGRT(FM)** Danville, Ind. **WCBW** is on 104.9 mhz with 2.73 kw and antenna 230 feet above average terrain.

■ Other approved station sales include **KBLC(AM)** Lakeport, Calif.; **KTOC-AM-FM** Jonesboro, La.; **WTYN(AM)** Tyron, N.C., and **WEEO(AM)** Waynesboro, Pa. (see "For the Record," page 103).

CABLE

■ Rankin County Cablevision, Jackson, Miss.: Sold by Louis Hopper, Charles Fletcher, Curtis Roberts and Joe Sanderson to Athena Communications for undisclosed price. Hopper was president and 16% owner of **WPAT(TV)** Jackson, Miss., sold to Clay Communications Inc. in October 1979 (**BROADCASTING**, Nov. 19, 1979). Fletcher is president and one-third owner of **WLIN-FM** Jackson, Miss. Roberts is physician and Sanderson is attorney, both of Jackson. Athena is a cable TV subsidiary of Tele-Communications Inc., which at the end of 1979 had 800,000 basic cable subscribers. Bob Magness is chairman of Tele-Communications; John C. Malone is president and chief operating officer. Rankin County Cablevision has basic subscribership of 900 passing 1,800 homes. Athena plans 18-mile expansion of system. Broker: Community Equity Associates, Tampa, Fla.

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OF
LACONIA, NEW HAMPSHIRE
FOR
\$2,600,000

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Changing Hands

PROPOSED

■ **KMUV-TV Sacramento, Calif.:** Sold by Channel 31 Inc. to Tandem Productions Inc. and Jerry Perenchio for approximately \$8 million. Seller is owned by Andrew Bartalini (16%), Dain Domich (19%); George Artz (10.5%), Samuel Klor (15%) and seven others. They have no other broadcast interests. Buyer is owned equally by Tandem Productions, Norman Lear's TV production company, and Jerry Perenchio, subscription television entrepreneur and chairman and chief executive officer of Tandem. He is also part owner of National Subscription Television, which owns and operates two subscription TV stations: KBSC-TV Corona (Los Angeles), Calif., and WXON-TV Detroit. Tandem and Perenchio also own WNJU-TV Linden (Newark), N.J., purchase of which was approved earlier this month by FCC (BROADCASTING, Jan. 14). Linden and Sacramento stations will be used to provide subscription TV service. KMUV-TV is independent on ch. 31 with 537 kw visual and 107 kw aural and antenna height 1,020 feet above average terrain.

■ **KGEN(AM)-KBOS(FM) Tulare, Calif.:** Sold by Pappas Electronics, AM to Walls and Sharp Inc., Tulare, for \$700,000 and FM to KBOS Inc. for \$1.1 million. Seller is owned by Mike Pappas who has no other broadcast interests. Buyer of KGEN(AM) is owned equally by Henry Walls and Barney Sharp. Walls is general manager of KGEN-KBOS. Sharp is owner of beverage company in Oahu, Hawaii and landscape design company in Stockton, Calif. Neither has other broadcast interests. Buyer of KBOS(FM) is owned by John T. McCarthy, veteran broadcaster who owns KMAK(AM) Fresno, Calif. He also has part interest in Fresno cable system. KGEN is 1 kw daytimer on 1370 khz. KBOS(FM) is on 94.9 mhz with 770 w and antenna 2650 feet above average terrain.

■ **KSMA-AM-FM Santa Maria, Calif.:** Sold by James M. Hagerman and Nona M. Groom to Bayliss Broadcasting Co. for \$1.4 million. Hagerman and Groom are equal partners with no other broadcast interests. Buyer is owned by John Bayliss, who is president of Gannett Radio Division, radio group subsidiary of the Gannett Co. He will resign that position to manage Santa Maria stations. He has no other broadcast interests. KSMA(AM) is on 1240 khz with 1 kw day and 250 w night. KSMA-FM is on 102.5 mhz with 27.5 kw and antenna 12 feet above average terrain.

■ **KUSN(AM)-KSFT(FM) St. Joseph, Mo.:** Sold by Hunter Broadcasting Co., AM to Orama Inc. for \$400,000 and FM to St. Joseph Broadcasting for \$400,000. Seller is owned by B.D. Hunter who also owns WJIL(AM) Jacksonville, Ill. Buyer of

KUSN(AM) is owned equally by seven St. Joseph, Mo., businessmen: Paul Giessenhagen, owner of physical therapy center; Andrew Willoughby, owner of Amway distributorship; Rocky Maugh and Steve Poe, restaurant owners; Frank Freudenthal, vice president and division manager of Altec Industries, manufacturing company; Frank Strand, clergyman, and Richard Sprague, underground utility

contractor. None has other broadcast interests. Buyer of KSFT(FM) is owned by G. Dale Cowle (46%), Jim Ramsland (46%) and Greg Everett (8%). Cowle owns KASI(AM)-KCCQ(FM) Ames and KQCR(FM) Cedar Rapids, and 27% of KOKX(AM)-KIMI(FM) Keokuk, all Iowa, and 46.3% of KKJO(AM) St. Joseph. Everett is executive vice president, general manager and 7.3% owner of KKJO. Ramsland is president of Hyett/Ramsland, radio and television representative and owns remaining 46.3% of KKJO. KUSN is 1 kw daytimer on 1270 khz. KSFT is on 105.1 mhz with 27.5 kw and antenna 225 feet above average terrain.



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voluntary school prayer as a "contradiction of our nation's spiritual heritage and a violation of the First Amendment guarantee of the free exercise of religion."

Helms is author of school-prayer legislation that passed the Senate last year as an amendment to S. 450, and which now pends before the House Judiciary Committee.

At a later news conference, with Helms, Representative Philip M. Crane (R-Ill.) announced formation of a bipartisan congressional group that filed a discharge petition to guarantee a vote on the Helms legislation by the House this year. Joining in the effort are Representatives Dan Daniel (D-Va.), Richard Ichord (D-Mo.), Marjorie Holt (R-Md.) and Marvin Leath (D-Tex.).

The NRB the next day passed resolutions commending the Senate for its passage of the legislation and asking the House to take immediate similar action.

Among other items handled at the NRB's business meeting on the final day was the approval of an association budget of \$500,000 for the coming year. It was noted that the association had income of \$462,000 in the past year. Of this, \$212,000 was realized from the NRB convention.

The membership was also solicited for its thoughts as to where NRB should be headquartered. Although, there is no pressing need to change from the present Morristown, N.J., there has been some

sentiment for a change. One suggestion has been a shift to Washington, sharing space at the headquarters of the National Association of Evangelicals.

But if big was the description for this year's NRB convention, huge would be the apt word for next year's gathering, again in Washington on Jan. 25-28.

It will be a joint convention with the National Association of Evangelicals and total delegates are expected to number more than 3,000. The NAE represents 35,000 churches in the U.S.; NRB has a membership of almost 900 broadcast organizations.

Once before, in 1976, the two groups met jointly as a bicentennial project.

Convention site will be shifted further uptown to the refurbished Sheraton Washington hotel, which has an exhibit area of 90,000 square feet.

E. Brandt Gustavson of Moody Radio Network, a member of the 1981 planning committee, said the sessions will "follow the basic format of recent NRB conventions," including the annual congressional breakfast, FCC panel and FCC luncheon.

Billy Graham will be one of the main speakers, according to NRB.

Gallup announces study that will track demographics of 'born again' Christians

Plans for a "Profile of the Christian Marketplace" were announced at the Na-

tional Religious Broadcasters convention in Washington last week.

George Gallup Jr., president of the Gallup Poll, said that his organization will soon begin an in-depth study and analysis of the attitudes, opinions, interests and life styles of America's "born again" Christians. He added that there is evidence that this rapidly growing "subculture" represents more than 55 million adult Americans, 34% of the total U.S. adult population.

The project is being sponsored by Estey-Hoover Inc., Newport Beach, Calif., a marketing communications firm; coordinated by the Princeton Religion Research Center, and conducted by the Gallup Organization, the last two in Princeton, N.J.

Radio, TV, reading and other entertainment habits will be documented in the study, as well as a compilation of charitable-giving preferences, consumer buying behavior, and data on leisure time activities.

The study is expected to be completed in the first quarter of this year and will be available by subscription only from Estey-Hoover.

Fox is hunting KCRL-TV; Chris-Craft interest will be in question

Twentieth Century-Fox Film Corp., already the owner of three VHF stations, has confirmed that it's actively shopping for at least a fourth, with NBC affiliate KCRL-TV Reno high on its list.

That news comes at a time when Chris-Craft Industries is boosting its ownership stake in the film company. Last Wednesday Chris-Craft notified the Securities and Exchange Commission that it had raised its holdings of Fox shares to 19% of the company's outstanding stock. Chris-Craft itself owns two VHF stations, KCOP Los Angeles and KPTV Portland, Ore., and had previously informed the SEC that its purchase of Fox stock was for investment purposes.

A spokesperson described Chris-Craft as "obviously aware" of the FCC rule limiting control of VHF stations to a total of five, but said the company had no comment on the implications of the Fox action. Nor was the company prepared to discuss whether it would opt to sell its Fox stock or a station if ordered by the FCC to make the choice.

Ray Doit, vice president of acquisitions for Fox, asserted that "it's last year's news" that Fox is interested in filling out its complement of stations, saying "we have a long history of owning television stations and attempting to acquire stations." He went on to stress that "there's still no deal" for a Fox purchase of KCRL-TV, although he confirmed that discussions had taken place. The price Fox is offering for the station, located in the 144th market, is reported to be in the neighborhood of \$17 million.



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1/28/80



Temporal and spiritual. Faith in times of crisis was the President's message to a standing-room-only NRB audience. In the background on stage (l-r): Paul Hollinger, WDAC(FM) Lancaster, Pa., Bishop Robert Andrews, *Light & Life Hour*; Robert Cook, *King's Hour*; John C. Williams, Kansas City, Mo., pastor; Eugene R. Bertermann, Lutheran Bible Translators, who is NRB secretary and presided over the presidential session Monday evening.

Chairman Richard E. Wiley, now with the Washington law firm of Kirkland & Ellis and NRB counsel since last fall, moderated an FCC plenary session.

In it, Arthur L. Ginsberg, chief of the FCC Complaints and Compliance Division, urged religious broadcasters to be careful in presenting election-year programming that involves candidates and equal-time considerations. He also stressed equal care should be exercised with programming that, while religious in nature, extends to controversial issues of public importance and is subject to the fairness doctrine.

Willard R. Nichols, chief of the Cable Television Division, explained the open-sky policy with the deregulation of earth stations, and added: "Your group is to be congratulated on its innovative use of the service." Questioned on acceptable dish sizes, Nichols replied in rhyme: "It's the dish of your wish."

The FCC commissioners turned out in a body for the Tuesday luncheon when Ernest F. Hollings (D-S.C.), chairman of the Senate Communications Subcommittee, disagreed with Senator Barry Goldwater (R-Ariz.), who two weeks ago told broadcasters not to expect any revision of the

Communications Act in this session of Congress (BROADCASTING, Jan. 21). Hollings also reiterated his stand for deregulation while retaining the public interest aspects of the Communications Act.

FCC Chairman Charles D. Ferris used the occasion to report that the commission is finally convincing the public that there has not been, nor will there be, any ban on religious broadcasting. The erroneous assumption has resulted in 10 million pieces of mail to the FCC since 1975, despite repeated assurances that no such action had been contemplated.

Ferris said the FCC did a massive mailing to the public last fall. As a result, the number of letters dwindled from a peak of 300,000 a month to a relative trickle of 9,000 in December.

However, in the delegates' opinion, the white knight who came riding into the convention hall from Capitol Hill was Senator Jesse A. Helms (R-N.C.). Espousing a cause close to NRB hearts, he announced Tuesday morning the start of a nationwide campaign to seek congressional approval of legislation that would restore the right of voluntary prayer in public schools. Helms described the Supreme Court decision that banned

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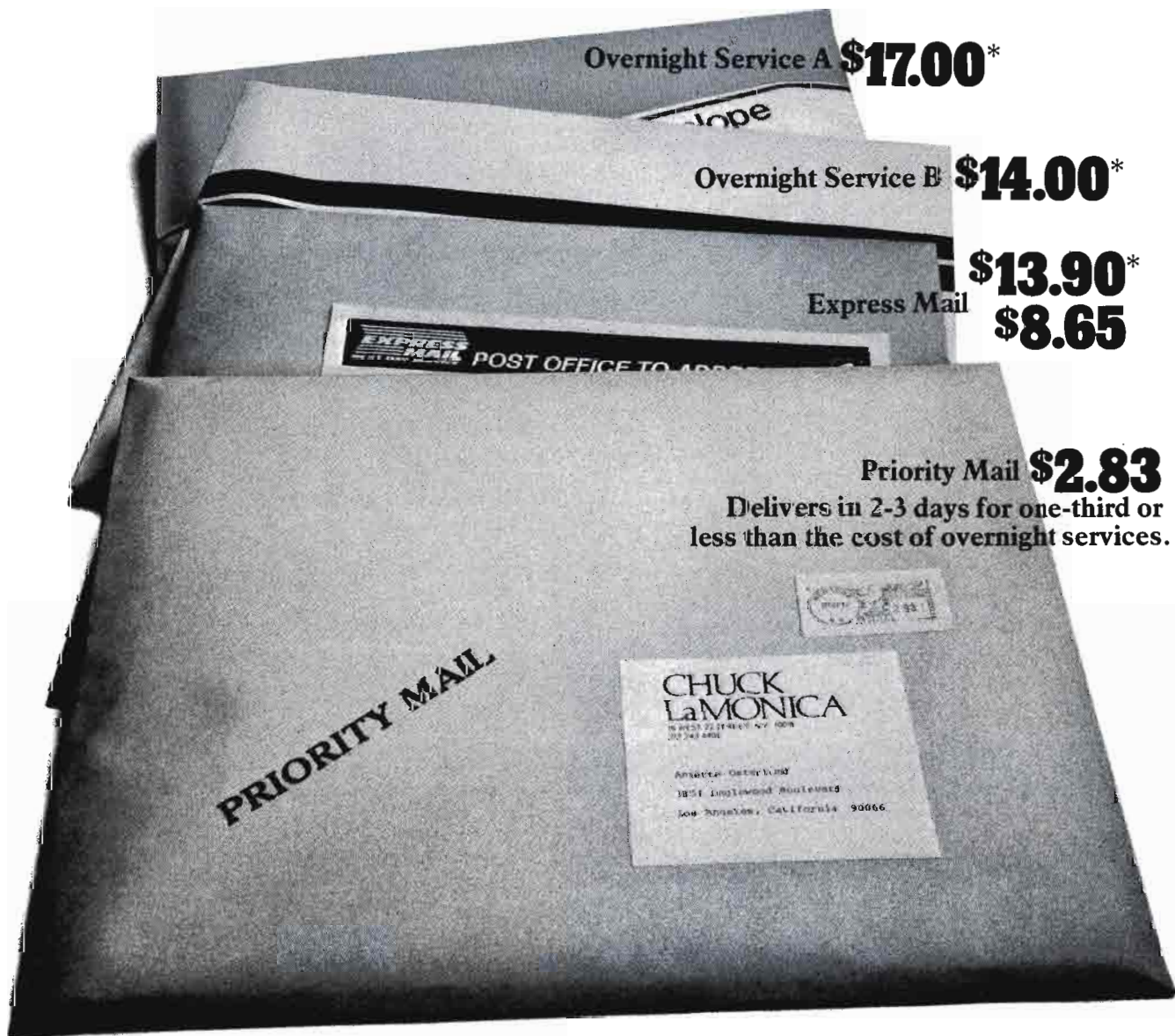
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Intermedia

Who's listening to whom? Arbitron Radio's nationwide audience estimates, previously special-order item have become regular syndicated report. Study tracks market-by-market performance through stations affiliated with wires and unwired networks: ABC's four, CBS, NBC, National Black, Sheridan, Blair, Eastman, Katz, McGavren-Guild and Torbet. Among other things, it is said to let advertising agency buyers know where best to place ads, through individual network or varied combination. For agency subscribers, report will come as supplement to regular package of reports. For additional \$900, Arbitron will give access to computer tapes so data can be run off according to need.

Older and wiser. National Association of Broadcasters is planning first-ever meeting of nine living past joint board chairmen. Planned to coincide with executive committee meeting April 29-30, gathering will be to tap their expertise and knowledge of major broadcasting issues.

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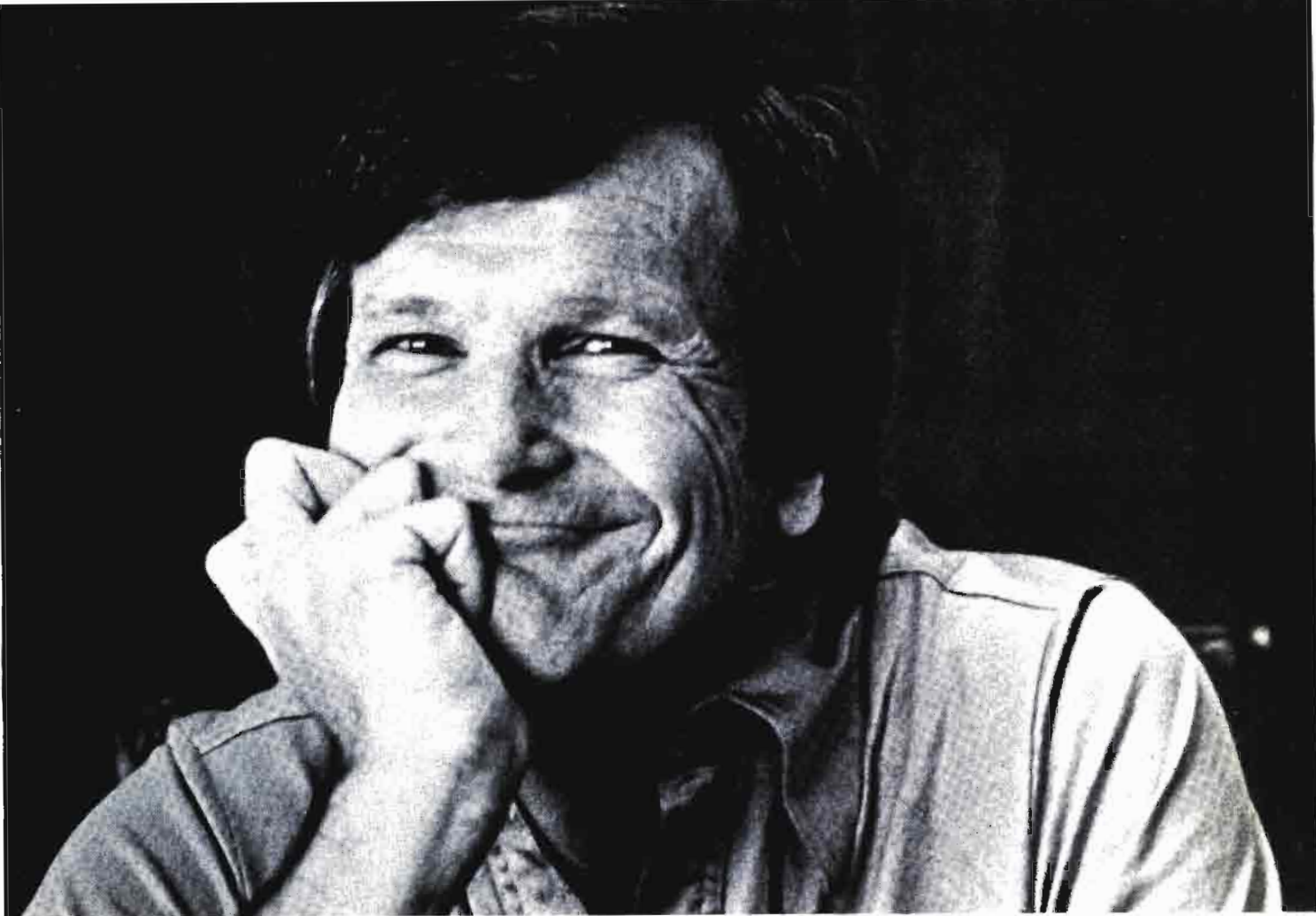
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Of course, if you really need delivery overnight, there's Express Mail Next Day Service at 1600 Express Mail Post Offices. But if your package isn't in a great rush, ask for Priority Mail at the Post Office. It delivers in two to three days for one-third or less the price of overnight services.



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The Media



Early start. NRB congressional breakfast guests included Brooks Hays (front, center) and Walter H. Judd, former congressmen from Arkansas and Minnesota, respectively. In back (l-r): Clinton Fowler, KGER(AM) Long Beach, Calif.; David Hofer, NRB president from KRDU(AM) Dinuba, Calif., and the Rev. Ray Wilson (Black Buffalo is his Indian name), cable TV consultant.

NRB: The electronic pulpit sends its message

Religious broadcasters gather in Washington to deal with worldly and other matters

There was the word of God from dedicated Christian broadcasters. There was the word of dedicated salesmen offering programming and technology to fulfill that mission. And there was the word of Jimmy Carter.

Those were among the major elements as the National Religious Broadcasters met last week in Washington for its 37th annual convention. And its magnitude alone dramatically underscored the growth of religious broadcasting entering the 80's. As the four-day agenda wound down last Wednesday (Jan. 23), NRB called it an unqualified success.

Ben Armstrong, executive director of the association, was elated about "the best convention yet—not only from the standpoint of attendance and the number of exhibitors, but also for the orderly conduct and meaningful content of the convention sessions."

He said he was particularly delighted the sessions reflected the emergence of television as a successful medium for a growing number of religious broadcasters.

Armstrong also envisioned a greater NRB role for cable television and was pleased that the Washington convention had voted to establish a separate cable television committee for future conventions and for association planning. He felt

cable with its multiple channels and access would provide ideal means for local churches to communicate.

The registration was in excess of 1,200, according to NRB, and there were some 150 exhibitors, about 40% more than last year.

Armstrong said the growth of the convention's Church and Media Exposition "parallels the growth of our field and reflects the striving for technical excellence in broadcasting the gospel."

Major equipment manufacturers occupied more than half the floor space in the exhibition hall, according to Mark Bainer, who served as exposition manager.

The two largest displays belonged to Sony and Panasonic, which set up complete studios.

But among the many booths devoted to hardware and software, there were companies offering services indigenous to religious broadcasting—companies specializing in mailing services and computer help for soliciting donations, and organizations that sell religious jewelry and other premiums for promotional use.

However, the upbeat tempo for the NRB convention was set not only by the President's visit to the convention Monday, but also by Carter's role as host to a group of religious broadcasters at a White House breakfast Tuesday morning.

Unlike his predecessor, Gerald Ford, President Carter had declined invitations to appear at the convention due to the

press of other business during his first three years in office. But that didn't dampen the welcome he got from about 4,000 delegates and guests.

As a prelude to more serious remarks, the President offered some light asides. One: "Recently we had a famous religious broadcaster at the White House who suggested that before I deliver the State of the Union address I come to the NRB convention to pick up a few pointers."

He drew the greatest response when he reported he had spoken to Chinese Vice Premier Deng Xiaoping about opening "the gates of China again to missionaries to share the West."

The President reminded religious broadcasters that they possess "an awesome power" to teach and shape public opinion in these times of crisis. He likened the broadcast media to the Oval Office as "powerful pulpits."

But, he reminded NRB delegates, "When you have such influence, humility does not come naturally, but the measure of greatness is how we exemplify the principles we serve."

As it turned out, the NRB board of directors the next morning voted to wield its influence in the Washington arena: It endorsed the reappointment of FCC Commissioner James H. Quello when his term expires June 30 (see "Top of the Week").

The FCC's physical presence at the convention was first established Monday afternoon when former commission

Columbia adds Raster to its roster

Movie giant strikes deal to buy Ray Stark's firm for stock worth around \$9 million

Columbia Pictures Industries has agreed in principle to acquire Ray Stark's Raster Films, Inc. in a stock deal whose current value is between \$8 million and \$10 million. Columbia said that "if all conditions are satisfied" it expects to complete the purchase in about a month.

Stark has had what the announcement described as a "long and satisfying relationship" with Columbia, having produced "Funny Girl," "The Way We Were," and "California Suite," among other films, for Columbia. Raster films in current Columbia release are "The Electric Horseman" and "Chapter II," with additional projects in pre-production.

Under the terms of the agreement, Stark will produce films exclusively for

Raster for "at least three more years," and will then have "an exclusive long-term relationship with Columbia."

President and chief operating officer of Raster is Andy Fogelson. Stark is chairman of the board and the principal shareholder. Columbia said that Raster's organization will remain intact following the acquisition. The agreement calls for Columbia to give Raster shareholders between 235,000 and 300,000 shares of Columbia common stock, which closed last Wednesday on the New York Stock Exchange at \$32.

Frank Pierce, president of Columbia's motion picture division, said "the proposed acquisition is especially significant because it underscores the division's success in attracting important independent producers and directors to Columbia, and then developing long-term relationships with them."

NewsBeat

In the ring. WFSB-TV Hartford, Conn., is latest organization hoping to hold presidential forums. It has sent invitations to Democratic and Republican candidates to participate in prime time "debates" modeled after Republican affair in Des Moines on Jan. 5. Democratic forum would be held on March 21, Republicans on March 22. Both would be televised live by station from University of Hartford's Lincoln theater.

Back to the news. "First national competition for news and documentary Emmys since 1975" is way National Academy of Television Arts and Sciences President John Cannon bills entries whose winners will be honored at awards ceremony on Feb. 11 at New York's Rainbow Room. In addition, says Cannon, that will be first NATAS ceremony in academy history devoted exclusively to news and documentary achievements.

Contractual strife. Black reporter for WABC-TV New York, John Johnson, sued station last week, claiming it refused to release him from his contract because of his color. In complaint filed in U.S. Southern District Court of New York, Johnson said he has been passed over for promotions because he is black. Johnson serves as investigative reporter and weekend co-anchor, and, according to his attorney, Leo Kayser, earns \$125,000 per year. Johnson said he had been offered job as "first featured national black anchorman" in U.S. on Ted Turner's Cable News Network. Kayser placed offered salary at more than \$200,000 per year. Spokesman for WABC-TV denied charge of racial discrimination and said Johnson would be held to his contract, which runs until December. Reese Schoenfeld, president of Cable News Network, acknowledged that CNN is "very much interested in Johnson," but said "we really can't talk to him while he still has a contract with WABC-TV"

Ambitions. ABC Radio News plans to do more on-scene reporting and also introduce *World News This Morning* on American Information Radio Network, effective Feb. 18. ABC News correspondent Joe Templeton will anchor all information network newscasts from 7 a.m. to 11 a.m. NYT, including *World News This Morning*, nine-minute report to be fed at 8 a.m. and 10 a.m. Robert Benson, vice president, ABC News, radio, said special production team is being set up to work with Templeton and be available to originate on-scene reports of major events when feasible.

Brown turned down. U.S. Court of Appeals in Washington lost little time in denying Brown for President Committee's request for ruling that NBC would violate law in presenting President Carter on *Meet the Press* on Jan. 20, day before Iowa caucuses, without offering California Governor Edmund G. (Jerry) Brown equal time. Within hours of appeal from FCC ruling being filed late Friday (Jan. 18) afternoon ("In Brief," Jan. 21), court handed down brief, unsigned order. Commission earlier that day had held committee failed to show *Meet the Press* would not be bona fide news interview and thus exempt from equal time law. Judge George MacKinnon, in separate statement accompanying court's order, said "there is no support for any claim that the format will not follow good faith journalistic judgment and attempt to advance the candidacy of the President. In fact," MacKinnon added, "the result might be the exact opposite."

PRISONER CELL BLOCK H



**ELIZABETH JOSEPHINE
BIRDSWORTH
(nee LIZZIE)**

Born: 11-5-08

Conviction: mass murder

Sentence: life

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NATPE '80**

Monitor

'LATER' than you think. With ratings averages of 3 in Los Angeles and 4 in New York, Columbia Pictures Television's *Life and Times of Eddie Roberts*, late-night comedy strip that premiered on Metromedia TV stations and others Jan. 7, appears destined for graveyard. Dick Woollen, Metromedia's vice president for programing, said that after 13-week contract expires, group is almost certain to drop show entirely. Metromedia's decision indicates that Columbia will scrap show after completion of original 65 half-hours, said Ken Page, executive vice president for CPT Distribution. "The practical reality," he said, "is that with Metromedia vacating its position on it, we will probably have to suspend production." Program is carried by 28 stations covering over 45% of national audience. Metromedia's seven-station group accounts for over 40% of *LATER's* potential audience. Production costs for initial run totaled in excess of \$1.6 million, it's believed, with CPT putting up approximately 70% and Metromedia remainder. According to Page, CPT will still be offering show at next month's National Association of Television Program Executives convention in San Francisco.

Star-tracked. Fremantle Corp., New York, will introduce at National Association of Television Program Executives convention next month pilot for weekly half-hour series based on acts from week's top-40 charts. Titled *Star Tracks*, projected series will be fed via satellite to subscriber stations so that acts will be current. Episode to be shown at convention will be based on charts of week of Jan. 28 through Feb. 2, which will have been carried in New York and Los Angeles. Fremantle plans to record *Star Tracks* on Sundays with talent based on advance copies of following week's charts.

Feet wet. International Creative Mangement, New York, is venturing into television program syndication with formation of ICM Television Marketing, based in Los Angeles. President of new unit is Joseph H. Goldfarb, who has been executive vice president, Group W Productions.

On radio too. Special series of radio programs, including live simulcast of CBS-TV's coverage of award presentations, are included in package put together for 22d annual Grammy Awards. Package includes three-hour special on nominated artists and music to be broadcast one week before awards; 90-second segments spotlighting nominees to be carried daily 10 days before presentations, and live on-scene celebrity interviews from Shrine Auditorium in Los Angeles. Gary Standards Productions, Los Angeles, is handling production and TM Productions, Dallas, is distributor.

'Coast to Coast.' That's title of new three-hour daily radio variety-interview show from Woodruff Organization. Launched in test broadcasts, show has Rick Forrester, former interviewer at KSDO(AM) San Diego, as host, as well as "family of experts" on American life styles.

Energetic. Creative Marketing & Communications, Cincinnati, is offering *Energy Saving Ideas*, 65 one-minute radio programs targeted to homeowners. Available on exclusive-use basis, series may be used as public service feature or to generate in-store traffic by inviting listeners to pick up from sponsor free transcript of that day's idea.

Eligibility for federal contracts. Government is setting up "Qualified Videotape Producers List," to be used by all executive offices and agencies that solicit videotape production proposals from private sector. Project is being undertaken by DOD Directorate for Audiovisual Management as executive agent for Office of Federal Procurement Policy. Effective March 31, any company that wishes to do work with government must be on that list. Application for initial list must be received by Feb. 29. Form will be provided only upon written request to DOD Directorate for Audiovisual Management Policy, Federal Audiovisual Contract Management Office, 1117 North 19th Street, Room 601, Arlington, Va. 22209.

Monkee does. *Popclips*, combining contemporary music and video, is being added to "Nickelodeon" offerings by Warner Amex Satellite Entertainment Corp. (subsidiary resulting from recent 50% purchase of Warner Cable by American Express). *Popclips* is produced by Pacific Arts Television, whose president is Michael Nesmith, formerly of TV's *Monkees*.

The envelope, please. Action for Children's Television has begun accepting submissions for its 1979 Achievement in Children's Television Awards. Specials are not eligible; programs must be designed for young audience and broadcast as part of ongoing series of at least six parts first aired during 1979. Sample three-quarter-inch videocassette, along with descriptive information on series, should be sent with \$10 entry fee to ACT, 46 Austin Street, Newtonville, Mass., 02160. Deadline is Feb. 29.

NBC-TV remains odd network out with a 17.7.

It was during Super Bowl week that CBS forced ABC to share its crown. Not surprisingly, the CBS telecast of the Pittsburgh-Los Angeles contest was the highest-rated program of the week, earning a 46.3 rating and a 67 share.

CBS estimated that 105 million people saw all or part of the game. If that figure eventually is confirmed by A.C. Nielsen, that would mean the game was the most widely watched of all Super Bowls. Rating for the game was 47.2.

Following the gridiron action in the top-10 program list were the *Super Bowl Post-Game Show* (35.7 rating/51 share); CBS's *60 Minutes* (33.2/51); ABC's *Three's Company* (31.0/47); CBS's *M*A*S*H* (29.8/44); ABC's *Taxi* (27.8/43) and *Fantasy Island* (27.3/47); CBS's *Dallas* (27.2/45); ABC's *Love Boat* (26.1/42), and CBS's *Dukes of Hazzard* (25.7/41). NBC's highest rated show was *Little House on the Prairie* (24.9/36), in 12th place.

For the week ended Jan. 20, CBS won Monday, Friday and Sunday; ABC took Tuesday, Wednesday, Thursday and Saturday.

The week's prime-time average was CBS 22.5/35.2, ABC 20.2/31.6, and NBC 16.2/25.2.

With the Super Bowl, the post-game show, *60 Minutes* and *Trapper John M.D.*, CBS overpowered its competitors with a 39.6/58.3 average on Sunday night. Friday also proved strong for CBS when the *Incredible Hulk*, *Dukes of Hazzard* and *Dallas* brought in a 24.3/40.1.

ABC's hardest hitter was Saturday, when a special two-hour *Love Boat*, followed by *Fantasy Island*, pulled in a 26.5/43.6. The night was considerably damaging to the premiere of CBS's *The Chisolms*, which, against *Love Boat*, scored a meager 13.5/22. ABC came close to a 40 share on Tuesday with *Happy Days*, *One in a Million*, *Three's Company*, *Taxi* and *Hart* averaging a 25.4/39.8.

While the preview of the new *One in a Million* series managed an acceptable 20.4/31, its score didn't match its *Happy Days* lead-in (22.0/34) and was considerably lower than *Three's Company* (31.0/47), which followed it.

NBC, in a poor showing, managed to cross the 30-share mark of acceptability only on Monday, with *Little House on the Prairie* and the movie, "Power," bringing a second-place 19.9/30.9.

David Frost's interview with the former shah of Iran on ABC's *20/20* won its time period (20.3/33) but CBS's *Knots Landing* (19.3/31) and NBC's *Skag* (19.2/31) were competitive.

Lowest rated program of the week was CBS's *Beatrice Arthur Special*, which scored a 10.4/18.

On another ratings front, ABC claimed victory for calendar year 1979 from sign-on to sign-off ("Closed Circuit," Jan. 21). ABC said it led with a 10.3 average rating (up from 10.1 in 1978), followed by CBS with a 9.2 (up from 9.1) and NBC with an 8.5 (down from 8.8).

week, as is currently used by Mike Douglas. A repertory group of comedians also will be included.

The deal for *Tennille* is straight cash and MCA TV at this point is not holding back any time for national advertising. Menchel said that while he would be "happy to break even the first year," the immediate concern is to invest enough to build the show. "We're not going to milk it," he said.

Three NBC stations—WNBC-TV New York, WMAQ-TV Chicago and KNBC Los Angeles—also will be taking a weekly half hour of the *Second City Comedy Show* (Osmond Television) for either a 7 p.m. weekday slot or 7:30 p.m. on Saturday.

The show, also seeded by NBC stations, comes from the same umbrella comedy group as the Canadian-produced *Second City Television* offered as weekly late-night fare on NBC's New York and Los Angeles stations. The players will be different, and in access, Wes Harris, NBC O&O TV vice president, programs, explained, "they can't get as rowdy."

NATPE '80: by leaps and bounds

International contingent will help boost registration to record 3,700; sessions to be shirtsleeve type

When the National Association of Television Program Executives holds its annual conference in San Francisco next month, expectations are for business as usual. NATPE-style, that means yet another year of record participation.

Over-all attendance at the San Francisco Hilton Feb. 16-21 has been projected at about 3,700, up from last year's 3,300. A good number of those will come from abroad, with this year's international registration at 300, almost three times that of 1979.

That being the case, more distributors will be staffing their suites with international sales representatives. And the marketplace itself will be bigger. There are reservations for 238 suites, up from 225 a year ago, and more distributors are sharing space to beat a high hotel bill.

According to Steve Currie, conference chairman and manager of broadcast operations at KOIN-TV Portland, Ore., NATPE organizers this year are putting more emphasis on "nuts and bolts" sessions. Among those he cited were "Graphics for the 80's" and "Get Me My Lawyer (a short course in basics and an update on new communications law)." But the wider issues, he said, will be amply covered as well.

Sessions that Currie expects will generate considerable interest are:

"Sex and the Single Station (how local stations cope with the verbal and visual handling of explicit sex in national productions.)"

"Can You Afford to be Number One (is

the cost of production justified by the potential revenue? Is there a balance between demos and gross rating points? Would you do better to remain number three in your market?)"

"Television 1980" and "Television 1990." "1980" will feature a NATPE-commissioned report from Management Analysis Corp. of Cambridge, Mass., on new media and their effect on free over-the-air television. There's also a presentation from Video Probe Index on households with multiple video sources.

"1990" will offer four-to-five-minute looks into the future by a diverse group: Dick Belkin, Lee Enterprises; Joel Chaseman, Post-Newsweek Stations; James Fiedler, Discovision; Herb Granath, ABC Video Enterprises; Larry Grossman, Public Broadcasting Service; Benjamin Hooks, former FCC commissioner, now executive director of the National Association for the Advancement of Colored People; George Koehler, Gateway Communications; Marvin Koslow, Bristol-Myers; FCC Commissioner James Quello; Jack Valenti, Motion Picture Association of America; Thomas Wheeler, National Cable Television Association; Robert J. Wormington, Association of Independent Television Stations, Elie Abel, Stanford University, and television technology pioneer Vladimir Zworykin.

Add to those sessions others ranging in subject from the prime-time access rule to children's television. NATPE also will have a two-part international "Small World" workshop.

Offering the conference keynote address will be Richard O'Leary, president of the ABC-owned television stations. Others taking their turns at the podium will include Henry Geller, director of the National Telecommunications and Information Agency, and producer Garry Marshall.

Joining FCC Commissioner Quello at the convention will be colleagues Joseph Fogarty, Anne Jones and Abbott Washburn. Another from Washington will be House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.).

Elsewhere, there are the annual affiliate gatherings and various station group and rep meetings.

This year's Iris Awards ceremony will have Hal Linden as host, entertainment by Ben Vereen and a line-up of celebrity presenters ranging from Miss Universe to Leonard Nimoy.

CBS ties for top

Network's win for week ended Jan. 20 puts it even with ABC with season-to-dates of 19.4

After consistently whittling away at ABC-TV's lead in the season-to-date averages, CBS-TV finally has broken through. It now shares first-place honors with the long-time leader.

For the period from Sept. 17 to Jan. 20, both networks are tied at a 19.4 rating.



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Programing

NBC O&O's will strip 'Family Feud'

Its five big-city TV's will go Monday-Friday with same show at 7:30, considerably reducing market for programs that run at lesser frequency

For the first time, a network owned-and-operated television station group will be stripping the same program on all its stations during prime-time access.

Word came last week that NBC O&O's would be going with *Family Feud* across the board Monday through Friday at 7:30 p.m. (NYT) beginning in September. *Feud*, produced by Goodson-Todman and distributed by Viacom, currently is offered twice a week in access by the NBC group's WNBC-TV New York, WRC-TV Washington, WMAQ-TV Chicago, WKYC-TV Cleveland and KNBC(TV) Los Angeles.

In a separate announcement, the NBC O&O's gave their commitment to the new *Toni Tennille Show*, a talk-variety strip for late afternoon (see following story).

The *Feud* decision knocks *Sha Na Na*, *\$1.98 Beauty Show*, *Newlywed Game*, *Price is Right*, *In Search Of...* and *The Guinness Game* off weekday prime-time access slots at the NBC-owned stations.

Now that a full O&O group is going out of the checkerboard business in prime-time access, it further decreases the market for syndicators needing top-market sales for once- or twice-a-week fare.

The NBC stations' decision was said to be a result of—and adds fuel to—the increased stripping trends in the industry. According to Wes Harris, vice president, programs, for the NBC Television Stations, "the marketplace just seems to be shrinking," making it more and more difficult to come up with "alternatives."

A case in point prior to the NBC go-

ahead on *Feud*, Harris explained, was Ogilvy & Mather's decision not to return with *The Guinness Game*, fearing that not enough stations would be cleared.

And on its own, NBC seed money only came close to developing one product that for a while looked as though it had possibilities—Lexington Broadcast Service's *Look What They've Done to My Song*.

"We were in the position of renewing programs by default," Harris explained.

Instead, the stations went with *Feud*, the second highest rated once- or twice-a-week access program after ITC Entertainment's *The Muppet Show*.

For a while it looked as if *Feud* wouldn't be stripped, with ABC-TV believed to be objecting that it would mean over-exposure for the version it carries in daytime. While unconfirmed, industry talk was that Goodson-Todman probably was able to change ABC-TV's attitude by observing that daytime *Feud* could go elsewhere when it comes time to renew contracts.

The ABC O&O television stations will continue to checkerboard with various programs in prime-time access next season. Committed are two plays of *Hollywood Squares* and one each of the *\$100,000 Name That Tune* and *Match Game P.M.* Other shows currently running on ABC stations in various markets include *That's Hollywood*, *Wild Kingdom* and *Sha Na Na*. *Feud* runs twice a week in Detroit and San Francisco.

Ron Polevoy, the ABC O&O's new vice president, programing, said "stripping of a game show is not the business we're in." But he admitted that *Feud* "will give us as much competition as we like."

Hal Hough, vice president, programing, for the CBS-owned TV's, also said it has been a "difficult year" for access fare... "the product is not out there." Hough said the CBS stations are taking their time about the 1980-81 prime-access line-up with only KMOX-TV St. Louis locked up with *Family Feud*, *Hollywood Squares*,

Match Game P.M. and the *Muppets*.

Beyond that, however, Hough didn't want to say as yet.

At WBBM-TV Chicago, the CBS-owned station's prime-access is another matter, with news. ABC's WLS-TV there goes the same route.

While in the afternoon, NBC's owned TV stations will be stripping 'Toni Tennille Show'

MCA TV's *The Toni Tennille Show*, a new talk-variety entry for 1980-81, scored big last week, with word that all five of the NBC-owned television stations would run the late-afternoon strip.

"We never anticipated a five-station deal with NBC," said Don Menchel, president of MCA TV. The network-owned group had invested development money in the project. But at best, Menchel explained, a sweep of all stations was not expected.

The *Tennille* news followed earlier word that another new face would be coming on the talk-show scene with strong backing: John Davidson, whom Group W is offering as a replacement for long-running Mike Douglas (BROADCASTING, Jan. 21).

The Toni Tennille Show will be available in either 90-minute or 60-minute form. The NBC stations have gone with a 52-week commitment (including 10 repeat weeks), with an option to pull out after half a year.

Among the other early *Tennille* takers are McGraw-Hill stations KERO-TV Bakersfield, Calif., KGTV(TV) San Diego, KMGH-TV Denver and WRTV(TV) Indianapolis.

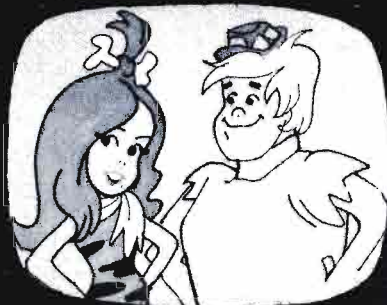
The set will be nightclub-style and the show is to include a different co-host each



Family Feud



Tennille



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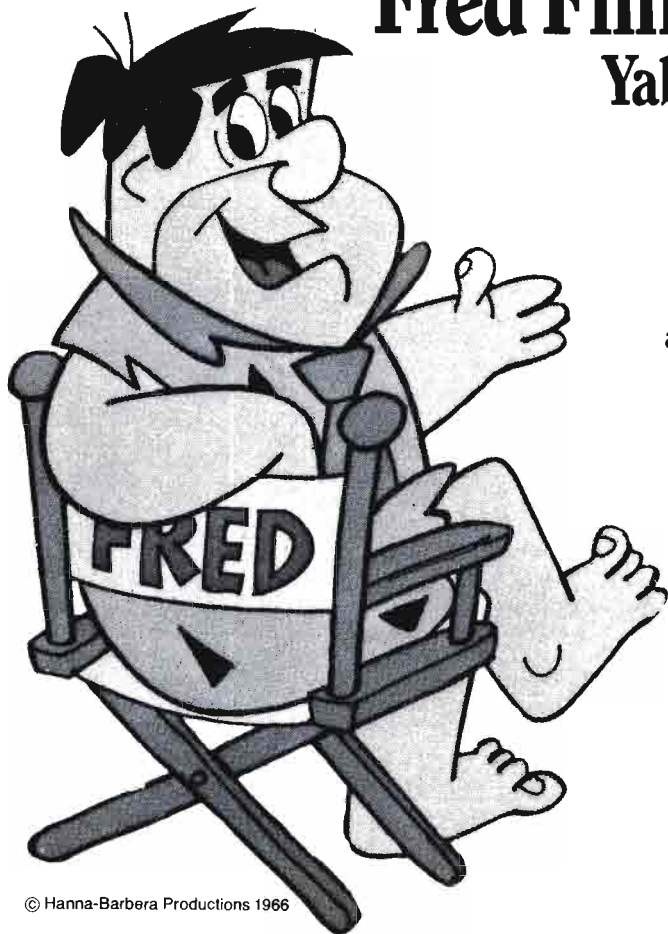
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Family syndication. They're also into cable and pay cable. The cable's doing well and Showtime will start to make money for them in a bigger way in 1980 and 1981 and beyond, because they're investing a lot of money in Showtime right now, they're getting more cable systems to accept it and the fact that cable is selling Showtime along with Home Box Office gives them a bigger market to shoot for. I think they will do very well. I'm glad to see them also acquiring radio and TV stations, because here's a company in the forefront of technology and they feel that the broadcasting business as we know it, the conventional broadcasting business, is good enough to invest their dollars in.

Finally, U-A Columbia, which is a fine cable company, is growing very rapidly, and they've proved that you can really do well with cable in the suburbs around cities. Their big plus is the San Antonio market franchise which could about double the size of the company. I've got earnings up about 22% for this year because of the start in San Antonio, but they've had a great growth record, and they're going after more franchises, including southern Connecticut.

How do you stack cable up against broadcasting?

I think cable will grow faster because of going into new markets, and because of the penetration we're seeing for pay. Broadcasting, being a more mature market, a more mature industry, may not grow as fast, but broadcasting takes a lot less capital than cable does, so your return on investment is a very good one, and I think both are good businesses to be in. I also believe broadcasting will grow rapidly, particularly on the local side, where you have a very low penetration in advertising dollars and you constantly have new people coming in. I was interested to read recently that churches are now starting to advertise on television because they've got to offset the competition from television evangelists, and they think that's a good way to increase attendance.

I find that when one company from an industry goes into television the competitors normally follow. Merrill Lynch and its bulls went on television, then E. F. Hutton and Paine Webber and now you have Smith Barney and other people coming into television. And it happens in many industries. The real estate industry is another example. You already have lawyers; I've seen some locally here where they advertise for divorce services. That's another whole big area. And government, which didn't advertise very much, is now advertising very

heavily; the Post Office, Amtrak, and now the armed services are allowed to advertise, and they're going on television. So you constantly have more people coming into television with bigger budgets.

Comparing 1978 to 1973—in 1973 you had about 2,500 advertisers and in 1978 about 3,100 advertisers, combining network and spot together. This increased demand is a big factor and the major companies continue to spend more and more. And the other major factor, going into a recession, is that most of those advertisers are nondurable consumer products.

and profits than those who do not cut. And the best time to increase your market share versus your competitors is when they cut back on advertising and you don't. So all these factors will add up to a good demand for television.

If you had \$5,000 to invest for medium-term appreciation, what branch of the business would you put it in?

That's a good question. A lot of the stocks have already done very well—especially the cable stocks; they've gone right through the roof. But

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the kind of product, like toothpaste and pills, that you don't stop buying in a recession. The only durable category is automobiles, which is about 10% of the demand for television—and that was up in 1975, the last recessionary period, because they had to move inventory.

Auto makers' sales were down in the last quarter. How might that impact, in the short run, if it's 10% of television sales?

There is some talk that some of the auto companies have backed out of some sports commitments, or are not buying some sports they usually buy. So I think you're not going to have a big increase in auto spending for 1980. I don't think it's going to have a big decline, either. You have foreign cars in there, which have been a big category, an increasing category. You have automotive supplies and that category also includes tires and batteries, and Sears continues to advertise there as do other people. So I think the category will at least hold its own in 1980. Also, the auto companies, along with other companies, have found that it doesn't make sense to cut back advertising in a recession. Studies have been made about it; those who cut back advertising come out of a recession much more slowly in terms of sales

I think something like a Viacom gives you a play both in broadcasting and cable-related situations. Taft gives you a good play on software. I would add Multimedia to that list because they do have a good record and now they've got a participation in cable. I think those three in broadcasting. And I would like to get a participation in STV and cable as well, as I think those things are going to do really well. Cable is a question of trying to find one that is reasonably priced. STV? There aren't that many public companies. I think you've got to watch things very closely, it's a very infant industry, which is still developing techniques, technology, management, that kind of thing, but I think it's going to do quite well.

In the last several weeks, we've seen the price of gold go through the roof along with the cable stocks. But in the most recent period, the stock market hasn't slid back as a lot of people might expect it to. What's happening there, and is there any implication for broadcasters?

Well, we feel that the stock market is cheap on a historic basis, and that you are going to have a big market over the next few years. You could have some dips along the way. I think the broadcasters will continue to increase their earnings, especially in a year of a bad economy. So that will have a very positive meaning for broadcasters, especially with their high cash flow. The companies can use this cash flow not only to acquire their stock, as I mentioned, but to raise their dividend and to acquire other companies, as they have, to add to their earnings growth and to go into new areas of technology themselves, whether it's CBS with teletext, or ABC making movies. So I think that long term, it's a good area in which to make an investment. Particularly as I thought the industry had proved it can outperform the economy in a recession in 1975, but it looks as if the market is saying it wants it to prove it again in 1980. And I can't think of a better year to pick it than an election year. So I think the industry will outperform the economy.

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market, about half the network revenues.

What's the downside effect on ABC?

It's two-fold. In terms of actual dollars they will probably lose some market share in prime time. And it also affects the expense side: The more shows you've got to put on, the more expensive it is. So I think it's going to mean that ABC's profits will grow less fast, and CBS's should accelerate. But there are still going to be good profits for both of them.

Psychologically it has a plus effect for CBS and their affiliates. And somewhat of a minus effect for ABC, with their momentum having been broken. They made mistakes in their scheduling for this fall season, and they have to live with them. It would tend to make the CBS programing team, which is relatively new, look better, and people realize that ABC's programing team, which had been the best, can make mistakes too.

What is the outlook for related businesses—programing suppliers and the like?

The whole software area's outlook is quite a bit improved by the growth of technology. You have more demand now for the software product, coming from pay cable, STV, as well as networks and stations. So I would think that the companies that control the product and the distribution of it have a much better outlook than they had before.

What about the advertising business?

We feel advertising is going to be up about 11% in 1980, with television advertising up about 14%. The television share of advertising will go from 20.7% in 1979 to 21.4% in 1980.

Can you give us some sense of what you see as the prospects of individual companies? Are there people who are going to be stars in 1980?

Historically, the group broadcasters, the stations, do somewhat better in earnings increases in an election year than do the networks. They both have a very good revenue gain because of the positive supply and demand situation, but networks have increased costs to cover political conventions and campaigns. So the stations tend to do better in the election year. The networks, having dropped off the election expenses and given a good upfront market, tend to do better in the post-election year. And I think that will also be the case this year. For my estimates I've got the networks [ABC and CBS] up about 10% in earnings, as total companies, with the group broadcasters up 15% to 20%.

I think all the group broadcasters will do quite well. Capcities, which is an excellent, very well-managed company, should do well in terms of the growth of broadcasting; they're ABC affiliates in many cases and the winter Olympics should help that. They've had a tendency to outperform the market, because of their management strength. They also have the benefit of a smaller loss in the Wilkes-Barre operation, where there was a strike against their newspaper. They're even buying their stock back, so the number of shares outstanding will be less than it was last year. In fact, they've had two buying programs, and are in the process of acquiring another 600,000 shares early this year, which will have a beneficial effect on their earnings per share.

John Blair, of course, will be affected by the increase in the spot business that's been better

than expected. They'll also benefit from the fact that they've acquired a number of new stations to represent. They were hurt by the Oklahoma City start-up of the U they have there [KOKH-TV], and they're having more competition from other U's coming into the market. They have a big printing operation which was affected quite negatively in the last recession by the slowdown in the economy. This year they're hoping for less of a negative impact because of a broader product line and better sales effort, but that remains to be seen. Here again they're getting into more of coupon and advertising related printing, and if advertising holds up that should be a plus for them.

Metromedia had an excellent year last year, and I think will have a good year this year. Its stations are doing very well with *M*A*S*H* and *All in the Family* in access time. Their outdoor properties, which do very well, are almost sold out for the year. Those are the two main areas they're in. They're getting into production, too, of miniseries like *Operation Prime Time*, but I think it's too early to get much of an earnings benefit from that. I think the stations and the outdoor will give them a good increase; I've got their earnings up about 11% this year, because of their big gain last year.

Multimedia has had a good growth record with its newspapers and broadcasting stations; I think that will continue to be the case this year. They're going to have a little bit of dilution from their move into cable—they bought the Kansas State Network's cable operation, as well as the Wichita franchise and there could be a possible dilution there of about nine cents a share. Despite that, I think that their earnings could be up in the area of 15% and pay penetration in their systems is also going very well so the dilution may not even be nine cents, it may be a little less than that, and they'll continue to grow, I think, through the two acquisitions.

Storer Broadcasting has, of course, sold off all its radio stations and is putting the money into cable, which I think makes sense for that company. Now, they are starting to build a lot of new cable systems, and that's starting to slow down their earnings growth until they get the systems built and start to be profitable. So that slows down the second half of 1979, and we'll have somewhat of a slowdown in 1980. Their Cleveland and Detroit TV stations are being hurt by a slowdown in the economy and they may not be up as much as some of the others. I've got their earnings increasing about 12% in 1980.

Taft has done well in the last few years with their earnings, a combination of rising earnings from their stations, the amusement parks and their West Coast operation, which has been very profitable and is growing rapidly. They've added two important acquisitions, Quinn-Martin and Worldvision, and again, in terms of software, I think they now have a good, complete unit to benefit from the demand for software. I think that they will do very well, and I've got their earnings up about 20% in 1980. They're going into a Toronto park in 1981 and it looks as if that could add a lot to earnings in the amusement park area.

Viacom also has done well, long term, coming out of CBS as strictly a syndicator and getting themselves positioned very nicely to benefit from all the changes occurring in the broadcasting area. Now you have Viacom with the syndication business and this year that will contribute a lot of increase because of *All in the*



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Source: NSI Nov. 1978, NSI Nov. 1979. Audience figures are estimates subject to limitations of the techniques and procedures used by the service noted.

using more of their depreciation for equipment, but you still have an excess cash flow. So high interest rates work to their advantage; they just put their cash to work in the bank. Also, I should mention that inflation, if it continues at a high rate—10%, to be conservative, over the long term—going back to my sales concept, could push revenues even higher than 10%.

Do your economists have any long-range projections on inflation?

They feel it will come down, on the long term. They feel government has made some right moves to stem it, and that recession will put a dent in it. But maybe less so than they thought a year ago.

You mentioned capital costs for broadcasters. With cable in a period of rapid growth, what's the effect of inflation there?

Interest rates hurt them more because they're very capital intensive. What's helped cable is the increasing acceptance by the consumer of pay cable, and cable's ability to sell it better. Cable has developed better marketing techniques. In the past, when it first started growing, cable didn't need marketing. People came to them to ask for cable in the "natural cable country." Now, as they get into areas with good reception and more signals, they have to market it there. And marketing the satellite-distributed pay has been a big breakthrough. This enabled them to make more money on each customer.

So I think cable will probably survive a recession and high interest rates better than it has in the past. Pay cable, of course, has not been tested in a recession. Cable itself was tested in 1975, and it held up pretty well in terms of not having that much of a higher disconnect rate. What they found was that penetration in new systems was lower than they would have expected, so they had to go back and remarket it when times were better, and then they could get the normal penetration rate. My feeling is that there probably will be the same experience in terms of pay; there will be less penetration in a recession in a new system, but you'll eventually get that penetration rate when you remarket.

Those extraordinarily high pay penetration rates in new-build situations could be affected by the recession, particularly in those areas which are hard hit, the more industrial cities. Places like Detroit and Cleveland, already are seeing the impact in terms of television stations.

If your people prove to be wrong and the recession is not as bad as you expect, what would that do to your projections?

I'd probably look to the upper end of my ranges, especially on the station side. I have a feeling, particularly as the first quarter is unfolding, that it could be on the up side anyway, because it seems to be getting tighter in spot and local. So I would look to the upper end of my ranges, and if we really had no recession, you could look for even better results. I don't think it would change network very much, because network's practically 90% sold out through the third quarter anyway. It would help

news is becoming a more profitable programming form than it's been. Is that a short-lived phenomenon, or is it something that might point the way to the future of broadcast television?

It's not a short-term phenomenon. One reason [at present] is the Iran crisis. And in an election year you tend to get more viewing of news because there are more things happening. Another reason is that the networks are using their news staffs to do shows like *60 Minutes*, which increases their profitability. And the fact that *60 Minutes* has such a high rating has already encouraged more network news shows.

"I don't have a negative view on the fractionalization threat of the new technologies. All the evidence to date seems to support the idea that television will continue to grow."

the scatter market if you had more demand come in, and, of course, it would also help the fourth-quarter network, which has not yet been sold but which will be sold in the spring in the upfront market, and we don't know yet what that's going to be like. I think it will probably be quite a good upfront market, and with a stronger economy it could be even better.

What do you think the current troubles in Southwest Asia—the implied threat to oil supplies and gasoline availability—are going to do to the broadcasting industry, indeed, to the whole video spectrum, in the next five years?

It will help. It's hard to factor in, on a numerical basis, but it seems if people will stay at home they'll watch a lot more television. Viewing levels are up in a number of dayparts in the first three months of the season—not so much in prime time, but in the news and late-night, that kind of thing. So I think it certainly could help. And it also may mean that the people who do take pay and pay cable will watch television more. The studies we've seen so far indicate that cable homes watch more than noncable homes.

With the increase in viewing levels for news, there's an implicit assumption that

So I think that's probably something that's with us for quite a while.

How does news compare as a product, in cost terms, compared to entertainment programming?

Well, it's still less profitable. It used to be a losing item, but now, for example, with a show like *60 Minutes* CBS is making some money on the news. But it doesn't make anywhere near as much as entertainment does. They also consider the item in terms of prestige level, and now viewers are coming into it more, so you can look for rising revenues. The other thing is that you've had an increase in corporate advertising in the last five years, and corporate advertising tends to like to be in something like the news. They think that that's their audience, that's the type of people they want to get. So you've a tendency there, too, for prices to accelerate with demand for those particular types of shows.

How prominently does a network's news operation figure in your financial analysis?

It's not that big a profit area. The analysis is primarily prime time and daytime. Together they represent over 70% of revenues. In daytime, which represents 20% of revenues, the profits are higher because the margins are better. So those are the two key areas. The other ones, the other 30%, are obviously important. They make a difference, but prime time and daytime are the chief things.

How will CBS's recent ratings affect revenues and profitability?

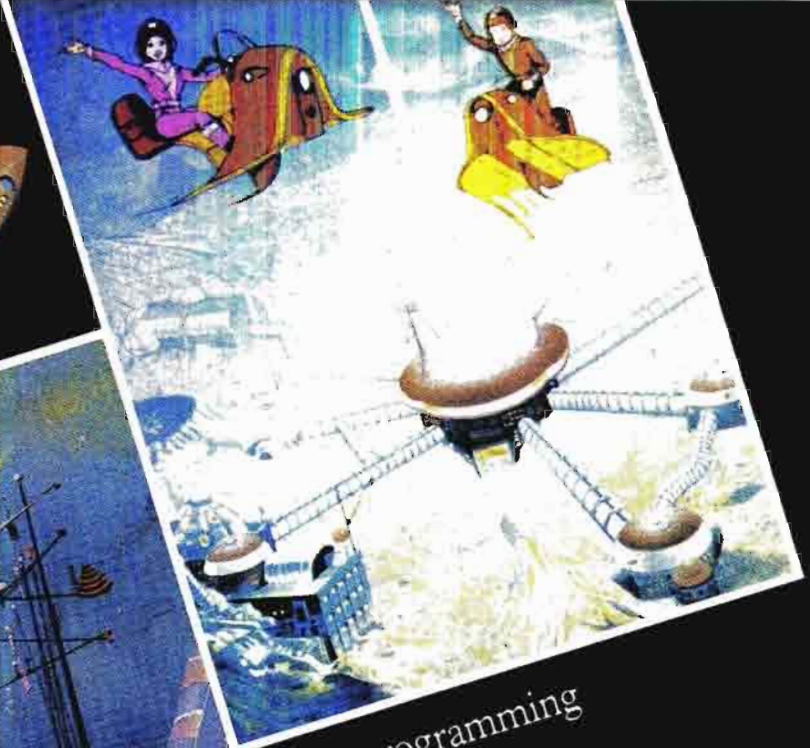
Well, there's a lag effect here. It will affect them most when they start selling the new season upfront in the spring. Short term it helps in terms of the scatter market and not having any make-goods. As networks tend to move shows around, advertisers will be less likely to drop out and switch to something else, if CBS has that strength. So it makes it easier for them to accommodate their advertisers. But the real benefit will come when they sell upfront next spring in the 1980-81 season. Then I think they would increase their share of the prime-time

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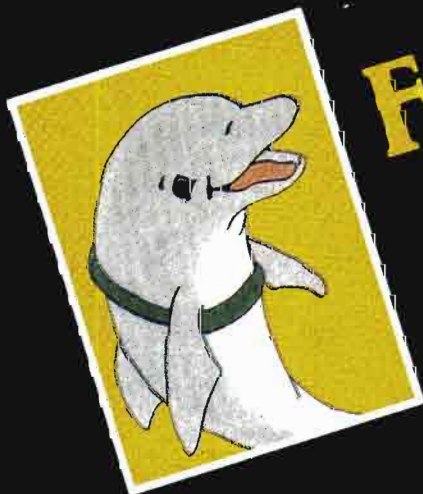




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would affect the stations that are NBC affiliates. It also could affect the whole station marketplace, obviously, so other stations could also be affected, and that would be in August, primarily.

Going into this next quarter, what do you see in spot activity?

I think it's doing quite well. I had an estimate of about 8% to 10% for station revenues and I would say that now I'm looking to the top end of that range. It started a little slow, but that's typical in January because it is a less popular month even though viewing levels are high, and advertisers, having finished one budget, are waiting for their new budget and they want to take a look at things, especially in this economic environment. Now I think there's been a slight pickup in the spot market. I think it's done a little bit better than expectations, running in the 9% to 10% area. Local seems to be spotty but in some cases seems to be quite strong. The smaller markets seem to be doing better than larger markets—(1) because the impact is greater on a smaller base, and (2) of course, with Olympics in February, ABC stations are doing very well. And now the primaries are starting to come along and I understand that in Iowa, the first primary, they're up 35% to 40%. So the first quarter is, I think, going to be a good quarter—not spectacular, but a little better than people expected.

What are you projecting for spending through the campaigns?

Well, I really hadn't put a figure on it. You don't know how many candidates are going to stay in the primaries and that sort of thing. The important thing is that the spending tends to tighten up the marketplace in which this is being done, and that leads spot buyers to spend more . . . not spend more, but to commit themselves earlier and pay higher prices. And that psychological influence is more important than the actual money spent, although I think most of the politicians, having seen what the political consultants can do for various candidates with television, are more likely to use television. And this year there are six more primaries than in previous elections.

Are you saying the chief impact has already been felt?

The psychological impact, to a certain extent. I know one buyer for a major agency recommended to his clients that they buy spot early because of the primaries, for one reason. But I think the influence will accelerate as you get into the period when you have more primaries. The first quarter, again, has the fewest. Looking at the breakdown, in the first quarter you have 12 presidential and one congressional/gubernatorial primary, for a total of 13. In the second quarter, you have 25 presidential and 21 congressional—a total of 46. In the third quarter, no presidential primaries, but 27 congressional/gubernatorial. The second quarter has the most primaries in it, and the third still has a lot of congressional primaries. So as the year unfolds, the positive effect of election spending will be felt more and more.

You've been talking about television. How about radio?

Radio I understand is quite strong—surprisingly strong in the first quarter—and I think radio will benefit from the same influences that have acted on television. Where television prices are

being driven up, sometimes the buyers can't afford television, or you have an overflow of network dollars and they go into radio. So I think radio will benefit from these same factors that television's going to benefit from.

Have you made any projections for radio?

I think it will be a good year for radio, with revenues up 8% to 11% for 1980, with good strength in the first quarter.

How far ahead would you like to make a projection for television?

Over the next five years the television industry can grow about 10% a year in revenues. I don't have a negative view on the fractionalization threat of the new technologies. All the evidence to date seems to support the idea that television will continue to grow. I'm assuming that pay television will not have advertising on it. It seems to me that's one of the big pluses to the consumer to buy pay television. Therefore the advertiser still has to go to the normal commercial television system. And therefore he'll continue to spend his money. Even if you have fractionalization, you have a couple of things going for the broadcasters. One is that circulation keeps increasing with the number of TV households, which grows about 2% a year. And the upward pressure on prices also comes from increased demand of more and more advertisers coming into television or using television more. And then there's the trend, in our economy of consolidation, for bigger companies to buy smaller ones—the big ones knowing how to use television. All these factors point to higher prices. One example is in daytime viewing for networks. In the last five years that's been down 12%, but due to the growth of households with television, that's been offset by circulation growth so that homes delivered by television networks during the daytime are about equal to what they were five years ago. But for the same number of households delivered the prices in daytime are double what they were five years ago. And I think if you have any kind of fractionalization that same type of pattern will assert itself and television prices will continue to rise.

How about television profits? What effect is inflation having on them?

Well, inflation obviously affects your expenses, but inflation also has a beneficial effect on your sales side. For the companies that advertise on television, sales rise in line with inflation and usually they will put a certain percentage of their sales into advertising and you have a constant increase in the pie, if you will, that is going to have a chance of being spent on television. And television continues to increase its share of advertising and I think it will continue to do so. Especially on the local level, because they only have about 12% of local advertising dollars in television, and as more and more people are going to use it, I think television will continue to increase market share.

With inflation at the level it's reached, and the increase in interest rates, how do you view that impact on broadcasters?

Well, the other big plus for broadcasters is the fact that they have a tremendous cash flow and they don't have a big need for capital, to build another plant to make more products. They have their stations. Now, there has been a pressure on stations to invest more in capital in terms of minicams and helicopters, so they're

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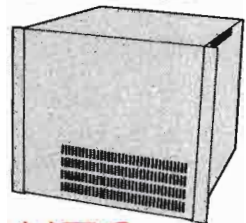
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Some experts say the recession is still out there, waiting to happen. Bill Suter's experts at Merrill Lynch, Pierce, Fenner & Smith say it's already started and could be pretty rough. But Suter, a leading specialist in broadcasting and related stocks, thinks these fields have a lot going for them to ease the pain. In this interview, he told BROADCASTING editors why he believes broadcasting will outperform the economy—and gave his views on a broad range of other issues as well.

Walking on the sunny side of Wall Street

Are we in a recession now, and if not is there going to be one?

Our economists say that we're in one and it's going to be a fairly bad one. They're predicting that real GNP will go down 2% and corporate pretax profits down about 20% in 1980.

What does that mean for the broadcasting business?

I think it might take a little bit of growth away from it, but if you're going to have a recession it's best to have it in an election year, because that's always the strongest year for the industry. I think the industry will do well and outperform the economy, as it did in the last recession in 1974.

I'm fairly optimistic about what broadcasters can do because they operate to a certain extent outside, or are not affected as much—because the broadcasting marketplace is somewhat unusual the economy will have less effect on broadcasters than on many other industries.

How long do you think this recession will go on?

Things probably will start to improve toward the latter part of 1980.

What are your projections for broadcasting?

I'm projecting that network revenues will be up 15-17% including the benefit from the Olympics—assuming there is an Olympics—and for station revenues I've got a range of 11-15%, with the first quarter probably being the weakest and getting better through the year. The first quarter might be a little better than people anticipate.

How do those figures compare with 1979?

In 1979 I had network revenues up 16% and stations up 12% to 13%.

You mentioned "if there is an Olympics."

Have you started to take a serious look at what would happen if there isn't?

Well, I've considered that, and there are all different combinations—possibly moving them to another site, not having them at all. My feeling is if the Olympics were canceled, you'd throw a lot of dollars onto the network marketplace. However, some of that money is specially allocated for the Olympics, so you might have a small shortfall and some of the prices could be affected, but most of the network buyers are already committed for that period. I don't think they would pull out of their existing commitments and try and run over to NBC and get cheaper prices. Some might, but I don't think to any great extent. So I don't think the cancellation would have any great effect on network revenues. On NBC, obviously, it could be more of a negative because they'll have to scramble around and replace the business. Also, their O&O's and affiliates are looking forward to an actual bonanza from the Olympics so it

solidated Foods, Chef Pierre frozen baked goods; Superior Tea & Coffee Co. new products; Citibank new ventures; Science Research Associates, Home Reading and Language Arts Program, ITT, Consumer Publishing division, Montgomery Ward Enterprises; Singer Direct Marketing Services. Existing clients that added new assignments during the year were Ralston Purina, R.J. Reynolds Tobacco and Libby, McNeill & Libby. Lost was the Coca-Cola Foods Division Coffee Brands account.

2

J. Walter Thompson □ JWT rounded out a banner year, accumulating an increase of \$130 million in TV-radio billings, building its base to \$625 million, second only to Young & Rubicam. The agency picked up a sizable number of small and medium-sized accounts, including Sun Banks of Florida, Outboard Marine International, Magnetic Video Corp. and various products from S. C. Johnson, while losing Congoleum and STP. Thompson swelled its television billings by more than \$115 million and radio also benefitted, growing by almost \$15 million. Represented in the large list of broadcast advertisers at Thompson are Burger King, Eastman Kodak, Lever Bros., Miles Laboratories, National Airlines (leaving this year), Pepsi-Cola, Scott Paper, Standard Brands, Warner-Lambert, Ford Motor, Kraft, Quaker Oats, Schlitz, Sears, Roebuck and Oscar Mayer.

30

Tracy-Locke □ Tracy-Locke's \$53.8 million in broadcast billings were a 17.2% improvement over the year earlier. While TV spot dollars slid fractionally to \$15.4 million, network billings were up \$5 million to \$32.1 million. Radio network, nonexistent the prior year, was a \$1.4 million contribution in 1979, while spot radio advanced by roughly the same amount, to \$4.9 million. Major accounts added by Tracy-Locke were Shasta new products, Multiple Allied Services, American Home Video, American Television Communications (a Time Inc. subsidiary) and an agency of record assignment from Frito Lay, as well as taking that company's Tostitos campaign nationwide. In the year, the agency lost the Borden Dairy Services Division account.

43

Warwick, Welsh & Miller □ This agency gained \$1.8 million in total broadcast billings in 1979, with the strongest growth over the previous year in TV spot. The scattered TV buys rose from \$9.6 million to \$12.3 million. Radio spot also grew from \$1.3 million to \$1.6 million. Network declined, however, with TV dropping from \$20.4 million to \$20 million and radio from \$3.5 million to \$2.7 million. New ac-

counts and/or products added in 1979 were Equity Americana, Parade Publications, King Kola World, Securities Group, Burlington Industries (Caress Sheets), CPC International (Presto Cake Mix) and Joseph E. Seagram & Sons (Boodles British Gin, Nikolai Vodka, Olmeco Tequila, Sabrs, Vandermint, Tuaca and Cheri-Suisse liqueurs). Dropped was Air Canada. Other major accounts are Red Rose tea, U.S. Tobacco, Benjamin Moore, Economics Laboratory, Lehn & Fink and Plough.

48

Erwin Wasey □ Broadcast expenditures rose by an estimated \$4.1 million during 1979 as Wasey's over-all billings climbed 13%. An Interpublic agency, Erwin Wasey handles only a small number of accounts, but they all participate in broadcast. Its TV-radio billings accrued from Carnation, Gulf Oil, Pillsbury (frozen foods), California Avocado Advisory Board and Julius Wile Sons.

15

Wells, Rich, Greene □ In 1979, this agency continued its yearly upward trend in broadcast spending. With a total of \$191.4 million for the year, Wells, Rich, Greene showed a solid increase of \$36 million. Total TV billings were up about \$42 million, although radio billings dropped from \$20 million in 1978 to \$14.5 million last year. Major accounts gained for the year were: Diners Club, Citizen Watch, Procter & Gamble (Prel Concentrate), Ralston-Purina (Butcher's Blend dog food), Ford, Century 21 real estate, and Braniff International. The last three accounts were heavily active in radio and TV spending. Accounts resigned in '79 were: TWA, Waring, *Us* Magazine and Ferrero International (Tic Tac mints).

1

Young & Rubicam □ Y&R, which moved into first place in the top 50 compilation for the first time last year, displacing J. Walter Thompson, bolstered its broadcast billings in 1978 by a huge \$148.4 million. Counterbalancing its loss of Plymouth-Chrysler business was the assignment to Y&R of the Lincoln Mercury Division of Ford. It also picked up new products from Miller Brewing and accounts including Massey Ferguson, McGraw Edison (toasters), Jenn-Air (electric ranges), Curtis Mathes (TV sets), West Bend (appliances), Certs and the Armour Poultry Division. Other defections were Pabst Brewing, General Electric (major appliances), Arrow and Sperry Rand. Radio was down by almost \$10 million, with television increasing by more than \$158 million. Y&R's long list of broadcast accounts during the year included American Home Products, Gulf Oil, Johnson & Johnson, General Foods, General Electric, Frito-Lay, Dr. Pepper, Eastern Airlines, General Cigar, Procter & Gamble, Singer, Time Inc., Clorox and Gallo.



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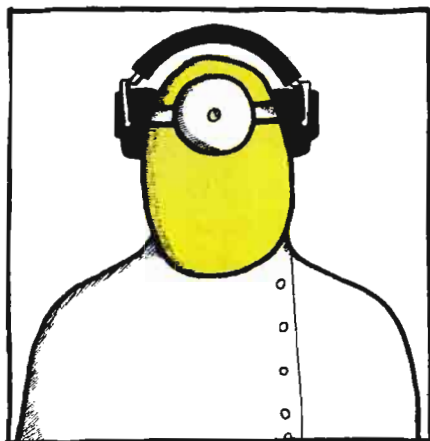
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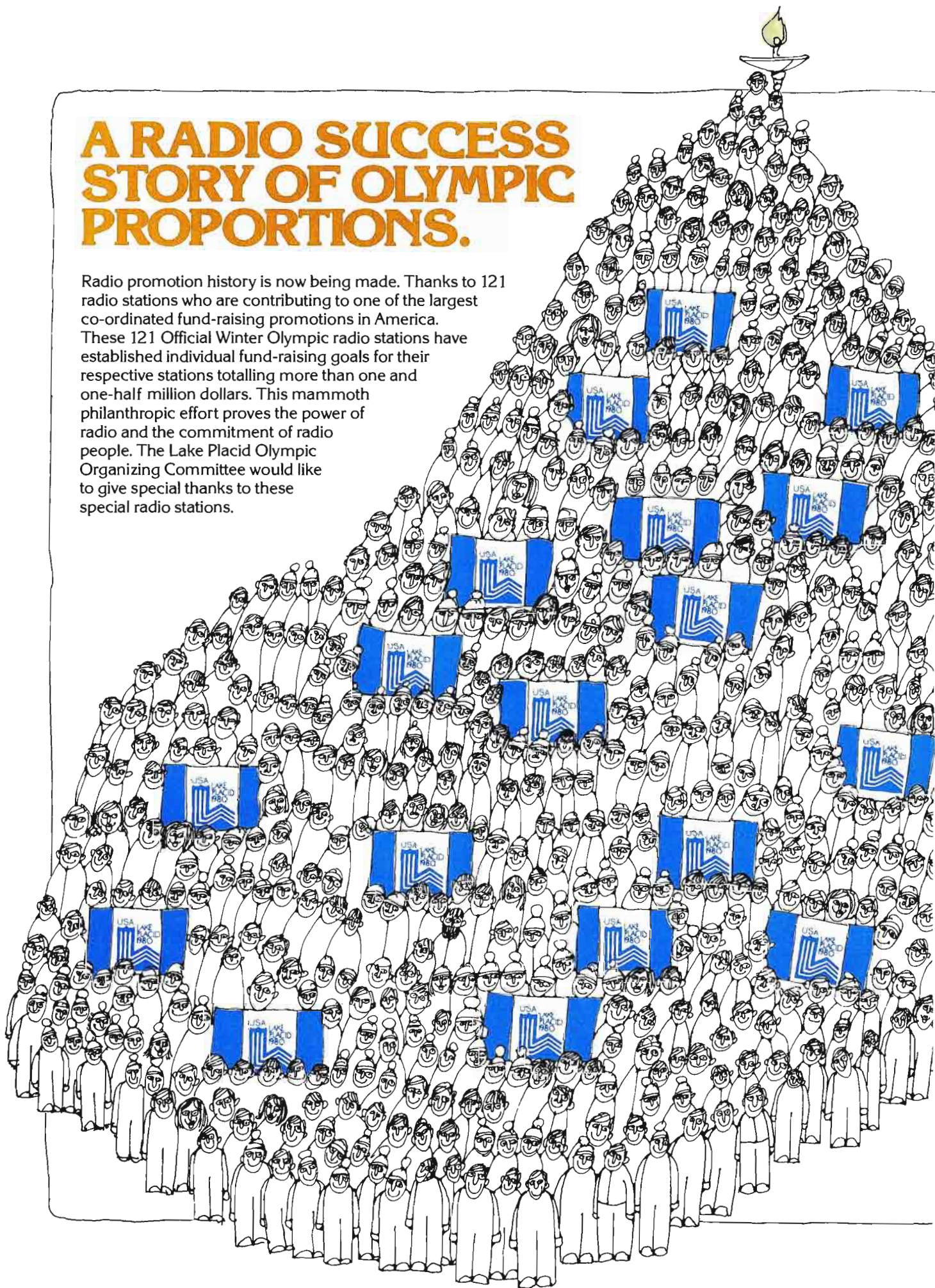
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Goal: \$10,000
WDBO — Orlando, FL
Goal: \$ 7,500
WMOA — Parkersburg, WV
Goal: \$ 5,000
WWCT — Peoria, IL
Goal: \$ 5,000
WMMR — Philadelphia, PA
Goal: \$35,000
KNIX — Phoenix, AZ
Goal: \$10,000
KLOH — Pipestone, MN
Goal: \$ 5,000
WEEP — Pittsburgh, PA
Goal: \$ 5,000
WKDR — Plattsburg, NY
Goal: \$ 5,000

WPOR — Portland, ME
Goal: \$12,000
KYXI — Portland, OR
Goal: \$50,000
KRCO — Prineville, OR
Goal: \$ 5,000
WPRO — Providence, RI
Goal: \$ 5,000
WKIX — Raleigh, NC
Goal: \$10,000
KCBN — Reno, NV
Goal: \$ 7,500
WLEE — Richmond, VA
Goal: \$10,000
WVOR — Rochester, NY
Goal: \$10,000
WYBR — Rockford, IL
Goal: \$ 7,500
KBCQ — Roswell, NM
Goal: \$ 7,500
WJON — St. Cloud, MN
Goal: \$12,000
KSD — St. Louis, MO
Goal: \$12,000
KAYK — Salt Lake City, UT
Goal: \$20,000
KBZT — San Diego, CA
Goal: \$10,000
KGO — San Francisco, CA
Goal: \$40,000
WSGA — Savannah, GA
Goal: \$ 5,000
WEJL — Scranton, PA
Goal: \$10,000
KVI — Seattle, WA
Goal: \$20,000
KOKA — Shreveport, LA
Goal: \$ 5,000
KXLY — Spokane, WA
Goal: \$ 6,500
WAQY — Springfield, MA
Goal: \$20,000
KICK — Springfield, MO
Goal: \$ 5,000
WHEN — Syracuse, NY
Goal: \$10,000
WGBM — Tallahassee, FL
Goal: \$ 5,000
WDAE — Tampa, FL
Goal: \$15,000
WVTS — Terre Haute, IN
Goal: \$ 5,000
KTRF — Thief River Falls, MN
Goal: \$ 5,000
WLQR — Toledo, OH
Goal: \$10,000
WREN — Topeka, KS
Goal: \$ 5,000
WTCM — Traverse City, MI
Goal: \$ 5,000
KTKT — Tucson, AZ
Goal: \$ 7,500
KRAV — Tulsa, OK
Goal: \$15,000
WIBX — Utica, NY
Goal: \$10,000
WMAL — Washington, D.C.
Goal: \$40,000
WATN — Watertown, NY
Goal: \$ 5,000
WOMP — Wheeling, WV
Goal: \$ 7,500
KFH — Wichita, KS
Goal: \$ 5,000
KQIC — Willmar, MN
Goal: \$ 5,000
KALE — Yakima, WA
Goal: \$ 7,500



A RADIO SUCCESS STORY OF OLYMPIC PROPORTIONS.

Radio promotion history is now being made. Thanks to 121 radio stations who are contributing to one of the largest co-ordinated fund-raising promotions in America. These 121 Official Winter Olympic radio stations have established individual fund-raising goals for their respective stations totalling more than one and one-half million dollars. This mammoth philanthropic effort proves the power of radio and the commitment of radio people. The Lake Placid Olympic Organizing Committee would like to give special thanks to these special radio stations.



the Truth™

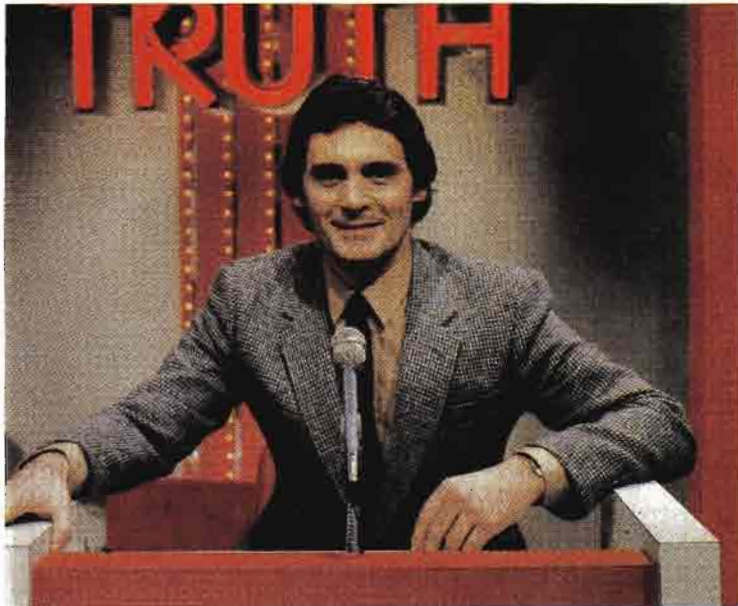


The super-charged new "Truth" is geared to a new generation of young adults. And to the changing lifestyles and interests of a new decade.

It introduces a magnetic new host, Robin Ward! Hand picked by Goodson-Todman, the same host-makers who developed Garry Moore, Gene Rayburn, Richard Dawson, John Charles Daly and Bill Cullen as star hosts.

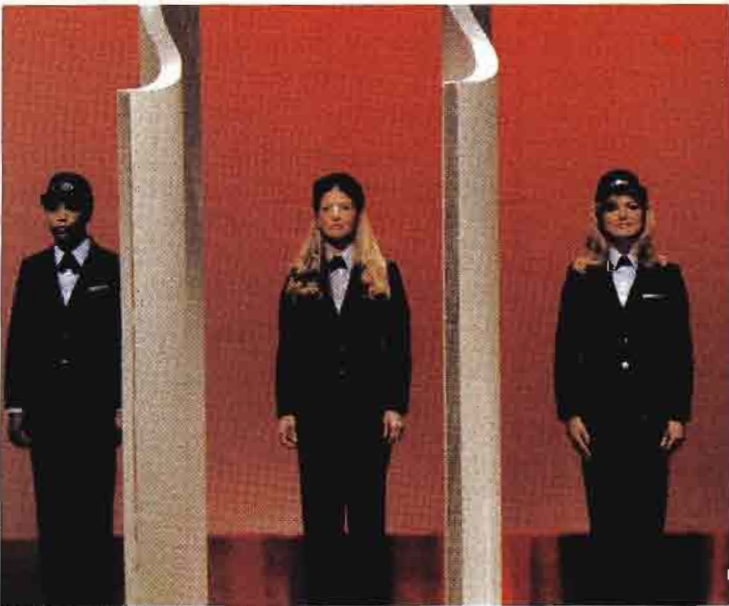
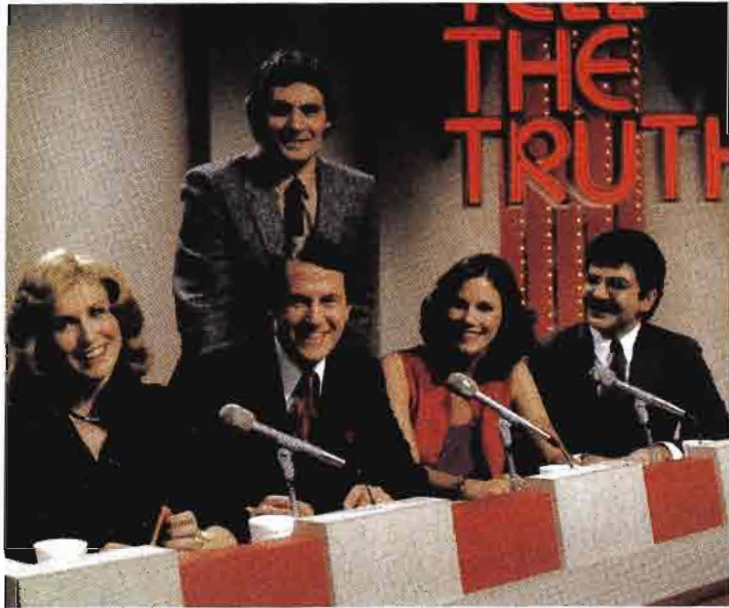
Variety says, "First indications among tv-rep programmers in New York is that "Truth" could end up as the most formidable of the new game show strips."

Stay a step ahead of the game with a call to Viacom today. Pilot screenings are available. Start date is September 1980.



An all-new strip
from Goodson-Todman!
Based on
their greatest
format ever!

“To Tell”



1980 Viacom International Inc.

**Out in front
at the NATPE!**
SUITE 4378
SAN FRANCISCO HILTON

HOW TO SAVE YOUR LIFE AND THE ONE NEXT TO YOU

OVERCOMING YOUR PSYCHOLOGICAL RESISTANCE TO SEAT BELTS MAY BE THE KEY.

The facts are startling. Experts estimate that about half of all automobile occupant fatalities last year might have been avoided if the people had been wearing seat belts. That's because injuries occur when the car stops abruptly and the occupants are thrown against the car's interior. Belts prevent this.

Many people say they know the facts, but they still don't wear belts. Their reasons range all over the lot: seat belts are troublesome to put on, they are uncomfortable, or they wrinkle your clothes. Some people even think getting hurt or killed in a car accident is a question of fate; and therefore, seat belts don't matter.

If you're one of those people who don't use belts for one reason or another, please think carefully about your motivations. Are your objections to seat belts based on the facts or on rationalizations?

Here are a few of the common rationalizations. Many people say they are afraid of being trapped in a car by a seat belt. In fact, in the vast majority of cases,

seat belts protect passengers from severe injuries, allowing them to escape more quickly. Another popular rationalization: you'll be saved by being thrown clear of the car. Here again, research has proved that to be untrue—you are almost always safer inside the car.

Some people use seat belts for highway driving, but rationalize it's not worth the trouble to buckle up for short trips. The numbers tell a different story: 80% of all automobile accidents causing injury or death involve cars traveling under 40 miles per hour. And three quarters of all collisions happen less than 25 miles from the driver's home.

When you're the driver, you have the psychological authority to convince all of the passengers that they should wear seat belts. It has been shown that in a car, the driver is considered to be an authority figure. A simple reminder from you may help save someone's life. And please remember children can be severely injured in automobile accidents, too. Make sure Child Restraint Systems are used for children who aren't old enough to use regular seat belts.

Because so many people still don't use their seat belts,

the government has directed that some form of passive restraint—one that doesn't require any action by the occupant—be built into every car by the 1984 model year. GM is offering one such restraint—a new type of automatic belt—as an option on the 1980 Chevette to gain insight into its public acceptance.

By the 1982 model year, we must begin putting passive restraints in all full-size cars and, eventually, into the entire fleet. But until you purchase one of these cars of the future, you can protect yourself and others by using seat belts and urging your family and friends to follow your example.

At GM, we're very concerned about safety. So please fasten your seat belt, because even the best driver in the world can't predict what another driver will do.

This advertisement is part of our continuing effort to give customers useful information about their cars and trucks and the company that builds them.

General Motors

People building transportation
to serve people

29

Parkson Advertising □ Total broadcast billings in 1979 were \$56 million, down from \$63 million in 1978. Television billings were \$55.9 million, with network TV accounting for \$55 million of that figure. The broadcast percent of the agency's total billings remained unchanged at 90%. Parkson's main contributor to radio/TV spending is Nabisco with Triscuits, Escort, Wheat Thins and Chicken-In-A-Biscuit crackers. Other major accounts are: Century Creations (Rose Milk skin care products), Ace Comb, and J. B. Williams toiletries (Aqua Velva, Lectric Shave, 5 Day, Mon Triomphe) and pharmaceuticals (Geritol, Mega vitamins, Sominex, Serutan, Femiron, Vivarin, PVM and ACU-Test).

35

Ross Roy □ 1979 saw a gain of 18.5% in broadcast billings at Ross Roy, for a total of \$47.4 million. TV and radio both posted healthy gains, 21% and 13.5% respectively. Total TV billings were \$32.3 million, total radio \$15.1 million. Biggest percentage gainer was TV network dollars, up 87.5% to \$10.47 million. The agency lost its Chrysler Corp. account during 1979, which included corporate advertising, as well as Fleet and Leasing and Mopar Parts and Service. A new addition to Ross Roy's roster

was La-Z-Boy Chair, which is active in network and spot TV. Other major accounts are K-Mart, with network and spot billings in both radio and television, and Uniroyal and McDonalds, both of which are in radio and television spot.

49

Sawdon & Bess □ New to the top 50 compilation this year, the agency acquired five accounts active in broadcast: Pulsar Watches, J. Brannam (clothing chain), Sterling Optical, Sterling Dental Centers and Brooks Bros. Kinney Shoe is active in all phases of radio and television (network and spot), while Pontiac Dealers are represented in spot television and radio. Other spot advertisers are Brooks Bros., Pontiac Dealers, Pulsar, Sterling Optical, Branham, and Woolworth/Woolco.

33

Scali, McCabe, Sloves □ This agency experienced a spot TV surge in 1979, with that category bringing in some \$25 million in billings, about double that of 1978. Network TV remained about the same at \$20 million and both network radio and spot were up, \$800,000 (to \$1 million) and \$3.8 million (to \$4 million) respectively. The broadcast share of agency

billings rose 6% to 56% of the total. Major accounts added were Sperry, Hertz, Zoysia Farms and Calvin Klein; resigned were Olivetti, Van Heusen and Simplicity Pattern. Other major accounts are Volvo, Singer, Pioneer, Chesebrough-Ponds, American Can and Perdue.

20

SSC&B □ With a gain of about \$12 million in radio-TV spendings, SSC&B reported \$130.4 million in broadcast billings for 1979. This figure represents 71% of total domestic billings. Network TV spending was up by more than \$10 million and spot TV increased by over \$1.5 million. Radio spending was also up in 1979 with a gain of \$1 million. One of the biggest accounts added during the year was Menan (Skin Bracer, Speed Stick and Millionaire cologne). SSC&B reported no lost accounts.

38

Tatham-Laird & Kudner □ This agency's billings were up 12.9%, or \$4.9 million, in 1979 with over \$3.7 million of the increase in radio, and \$3 million of that in spot. The total for broadcasting was \$42.8 million: \$38.5 million in TV, \$4.3 million in radio. Major accounts gained in 1979 were Thomson Vacations, Con-

What's Going On In The Game?

With SportsTicker you'll know

■ Up-to-the-Minute Scores ■ Important Play Highlights

Get the competitive edge, give your growing sports audience in-depth game updates on all major pro and college sports within minutes of the actual event!

The newest, fastest, most accurate score reporting service available today, SportsTicker teams a nationwide reporting network with advanced solid state Trans-Lux inkjet printer equipment to relay timely scores and bulletins (faster than AP or UPI) from all major football, baseball, hockey, basketball and soccer games, along with all PGA and selected boxing and horseracing events.

NFL ■■ DALLAS ■ AT ■ NY ■■ WITH LEFT ■ DALLAS NY
1 ■ 58 17 17 ■■■■

It's the official choice of Major League Baseball, the NBA and NASL. And, it's yours for \$185 per month in 100 major network cities (quantity discounts available.) For more information, mail the coupon today.

SportsTicker

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Toll Free 800-431-2602
(In N.Y. Call Collect: 914-725-3477)

Please send literature
 Please have sales rep. call me at (Phone No.) _____
Name _____ Title _____
Company _____
Address _____
City _____ State _____ Zip _____

**This year we
promise we'll do
better.**



The number one  CBS affiliate in the top 15 U.S. markets.*

The final rating period for 1979 showed WCCO Television was the Twin Cities' number one television station.* As a matter of fact, WCCO Television has been number one in the Twin Cities for over thirty years.

We also finished 1979 as

the number one CBS affiliate in the top fifteen markets with four or more VHF stations.

But it's 1980 now. Those numbers are history. If we are to remain number one, we must continue to improve.

We promise we will.

**More people watch
WCCO Television.**



Minneapolis St. Paul

REPRESENTED BY TELEREP.

*Source: Arbitron Reports November 1979, M-S, 9AM-Midnight. Estimates subject to limitations. (top 15 markets with 4 or more VHF stations)

**Last year we
finished
number one.**



ning hand!

HERE'S A SAMPLING OF "CARD SHARKS" ON NBC AFFILIATES

(10 am, Monday-Friday, November 1979)

Local Market	RANK IN TIME PERIOD				SHARE OF AUDIENCE	
	Rating	Share	Households	Women	Card Sharks	2nd Place Program
New York	FIRST	FIRST	FIRST	FIRST	32	26
Chicago (9 am)	FIRST	FIRST	FIRST	FIRST	25	20
Washington	FIRST	FIRST	SECOND	FIRST	27	27
Miami	FIRST	FIRST	FIRST	SECOND	38	31
Indianapolis	FIRST	FIRST	FIRST	FIRST	31	25
Sacramento-Stockton (9 am)	FIRST	FIRST	FIRST	FIRST	25	19
Cincinnati	FIRST	FIRST	FIRST	FIRST	47	18
Columbus, O.	FIRST	FIRST	FIRST	FIRST	43	29
Greenville-S'burg-A'ville	FIRST	FIRST	FIRST	FIRST	40	27
Providence	FIRST	FIRST	FIRST	FIRST	50	6
Orlando-Daytona Beach	FIRST	FIRST	FIRST	FIRST	43	29
Charleston-Huntington	FIRST	FIRST	FIRST	FIRST	41	24
Louisville	FIRST	FIRST	FIRST	FIRST	35	25
H'burg-York-L'ter-L'non	FIRST	FIRST	FIRST	FIRST	31	15
Norfolk-P'mouth-N.N.	FIRST	FIRST	FIRST	FIRST	41	24

Additional market data is available on request.



Firestone
Program Syndication Co.

NATPE '80
SAN FRANCISCO HILTON
SUITE 1015

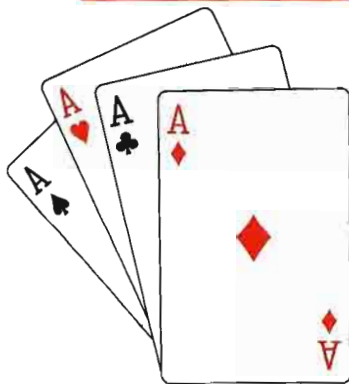
1200 West Broadway, Hewlett, New York 11557. (516) 569-6900

Play a win



The cards are stacked in your favor when you play Goodson-Todman's new nighttime "Card Sharks."

Available now as a prime access strip for Fall, the nighttime version of "Card Sharks" has...



All the fast-paced, exciting, suspenseful elements of the NBC morning hit!

Instant audience involvement in a game that quickly turns viewers into players!

Popular host Jim Perry!

Big cash prizes that insure big numbers!

With this hand, it's a sure bet at night with...

GOODSON-TODMAN'S

"Card Sharks"

**The 70's were
only the beginning.
For the 80's
more than ever...**



Selcom Management shown left to right: Bill McHale, Executive Vice President, Barbara Crooks, Vice President—Dallas, Bill Smither, Vice President—Los Angeles, Donn Winther, Vice President—Chicago, Jim Schneider, Vice President—New York, Lynn Picadio, Vice President—San Francisco, Linda LaPlant, Vice President—New York, John Wilson, Vice President—Atlanta, Jim Forrer, Vice President—Detroit, Andy Rainey, Vice President—New York, Lou Faust, President.

**watch out for
Selcom**

Selcom,inc. Radio Representatives

1221 Avenue of the Americas, New York, N.Y. 10020, (212) 730-0202

was divided between \$12.6 million in network which was up 12.4%, and \$20.5 million in spot, which was down 2.4%. Major accounts added during the year were Fredrick & Herrud, Isabel Wine, WLS Radio, and Lipton Noodles & Sauces. Accounts resigned were Dazey Products Co. and Mobil Plastic's Hefty. Current major accounts for Lee King are Alberto Culver, Thomas J. Lipton, Montgomery Ward, Standard Brands' Baby Ruth, Butterfinger and Reggie candy bars, RJR Foods, Kelvinator and the Illinois State Lottery.

28

KM&G International □ Billings in broadcasting were up \$6.8 million last year for KM&G, a 12.5% rise to \$59.5 million. On a percentage basis, radio and television grew by roughly equal amounts for the agency—13.6% and 12.3% respectively. However, the 2.5% growth in TV network billings were far surpassed by a 23.6% boost in spot. Major broadcast accounts for KM&G include Heinz, Gulf/National Geographic, Rubbermaid, Clorox, Gordon jewelry, Hunt-Wesson and Chesapeake and Potomac Telephone. Spot TV additions this year were Shasta Beverages, Pillsbury, Clorox Clear & Rich household soap and Randell's supermarkets (in spot radio); resigned were Kaufmann's and California Table Grape Commission. Spot radio additions were H.G. Parks, Pinsta Foods, and the Pennsylvania Bureau of Travel Department.

50

Manoff Geers Gross □ New to the top 50 listing this year, Manoff Geers Gross is a solid spot advertiser, having invested \$12.2 million in television and \$1.3 million in radio last year. Manoff's broadcast clients include Cargill Inc. (poultry products), Castle & Cooke (Bumble Bee seafoods), Fuji Photo Film, Kraft, Luden's Inc., National Car Rental Systems, SCM Corp. and Welch Foods.

24

Marschalk □ TV-radio expenditures rose by an estimated \$10.9 million in 1979 as Marschalk's domestic billing rose by approximately 15%. New clients on Marschalk's roster were Upjohn, Glenbrook Laboratories and Richardson-Merrell (drugs and toiletries). Represented on its long roster of broadcast accounts are Bristol-Myers, Coca-Cola (Sprite), Gillette, W.R. Grace, Maybelline/Plough, Paine, Webber, Jackson & Curtis and Ohio Edison.

32

McCaffrey & McCall □ McCaffrey & McCall reported a \$14.3-million decrease in combined broadcast billings with a total of \$52 million for the year. A loss of more than \$13 million occurred within the total TV expenditures, yield-

ing \$48.1 million. Radio billings decreased to \$3.9 million from 1978's figure of \$5.1 million. The broadcast percentage of the total domestic billings went down from 65% to 45%. Clients contributing to broadcast spending were: Del Taco, *National Enquirer*, North American Philips (Norelco razors, coffee maker, microwave ovens), Pfizer (Ben-Gay, Desitan, Paquin skin care products), Sarah Coventry and J. C. Penney.

9

McCann-Erickson □ The agency's broadcast billings rose by an estimated \$30 million as McCann reported a 12% increase in domestic spending over 1979. McCann suffered a sharp setback when it lost the estimated \$80-million Miller Brewing business but since the effective date was in November, the loss will be reflected largely in 1980. McCann, the largest of the Interpublic agencies, was reported to have added more than \$75 million in domestic billing in 1980, including new accounts and assignments from American Express, Barclays American, various Coca-Cola bottlers, Heublein and Houwat [foods]. Among the long list of TV-radio spenders at McCann during 1979 were the Best Foods Division of CPC International, Coca-Cola, Exxon, Campbell Soup, Del Monte, Gillette, Kraft, Lufthansa Airlines, Miller Brewing, Laura Scudder Snack Foods and Sony consumer products.

37

A. Meyerhoff □ The agency's broadcast billings increased by \$7.6 million in 1979, hitting \$43 million. However, the gains were not shared by both radio and television: The agency's radio billings fell 41.2% to \$3 million, while television was up almost \$10 million, a 32% improvement. Almost all that gain was in network billing, which more than doubled to \$18 million. Major accounts at Meyerhoff are Wrigley, the Boyle-Midway division of American Home Products, Brach Candy and the tannery and cleaning products of Missouri Hickory.

Biggest spenders

Total broadcast billings

Young & Rubicam \$673.4 million

Total TV billings

Young & Rubicam \$635.0 million

Network TV billings

Young & Rubicam \$448.0 million

Spot TV billings

J. Walter Thompson \$198.8 million

Total radio billings

J. Walter Thompson \$45.1 million

Network radio billings

J. Walter Thompson \$14.3 million

Spot radio billings

Young & Rubicam \$31.8 million

Biggest broadcast gain

Young & Rubicam \$148.4 million

44

John Murray □ Broadcast billings at John Murray, a house agency for American Home Products, rose by an estimated \$1.1 million in 1979. Murray traditionally allots a huge proportion of its spending to television for its packaged goods from America Home. Products assigned to Murray include Easy-Off window cleaner and Aerowax from Boyle-Midway Division and Anacin and Preparation H from Whitehall Laboratories Division.

16

Needham, Harper & Steers □ NH&S bolstered its broadcast spending by \$20 million in 1979 as the agency acquired Armour-Dial (Dial deodorant soap), Charles of the Ritz (cosmetics and fragrances), Drackett (Nutrament), United States Department of Agriculture and Gas Appliance Manufacturers Association. During the year it dropped Lancome Cosmaire (toiletries), VISA U.S.A., and Winston Tire. TV billings came from American Honda Motor, Amtrak, Anheuser-Busch, Atlantic Richfield, Campbell Soup, Frigidaire, General Mills, ITT, S.C. Johnson & Son, Kraft, McDonald's, State Farm Insurance, Xerox and Wrigley. Radio billings accrued from Wrigley, Xerox, Kraft, State Farm Insurance, American Honda, Amtrak, Anheuser-Busch, Campbell Soup and General Mills.

46

Norman, Craig & Kummel □ Broadcast billings reported by this agency were down 18.9% compared with the year earlier, a drop of \$7.6 million. Television billings slid 15.3% to \$31.1 million while radio was halved, down to \$1.6 million from \$3.6 million. Major accounts resigned were Saab Scania, Cie and Durnad. During 1979, the agency added New York Bank for Savings, Carter Wallace proprietary division, Spring Mills consumer products, several 21 Brands products, Revlon Classic Line and Touch & Glow liquid make-up, and Taylor Rental.

5

Ogilvy & Mather □ The agency reported a hefty \$93.7-million increase in broadcast billings in 1979, abetted by the acquisition of the \$35-million Trans World Airlines account, plus substantial expenditures from Pabst Brewing, Kimberly Clark (diapers) and Smith Barney, Harris Upham Co. Lost during the year were Trailways, Mercedes/Benz and MCA Universal. Television grew by more than \$82 million and radio by a comfortable \$10.9 million. O&M's growth was spurred also by increased spending from old-line clients, among which are American Express, General Foods, Avon, Campbell Soup, Chesebrough-Pond's, Hershey Foods, Menley & James, Lever Bros. and Sears, Roebuck.



Just when America could use a good laugh,
 that little old devil himself comes to the
 rescue! Flip Wilson—swinging, jivin' and
 playing it oh so funny.

A #1 ratings smash for over four years
 on NBC-TV, "The Flip Wilson Show" is
 now heading for the top in syndication. With
 music, comedy and guest stars like Lucille
 Ball, Bill Cosby, Tim Conway, Johnny Cash,
 Carol Channing and of course, Reverend
 Leroy and the one and only Geraldine. (The
 Devil made us say that!)
 Yes, Flip's back! And what you see is
 what you get. **26 of the most hilarious one-**
hour shows on TV.

The Flip Wilson Show



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