

The production bite on the networks
NATPE's programing bazaar by the bay

Broadcasting Feb 11

The newswkely of broadcasting and allied arts

Our 49th Year 1980



STEP INTO THE 80's WITH **THE TONI TENNILLE SHOW**

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

Beginning Fall 1980 on all NBC O&O's, all McGraw-Hill stations
and in many other markets across the country.

MCA TV

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MEET TONI IN PERSON AT NATPE... MCA TV HOSPITALITY SUITE 1136.

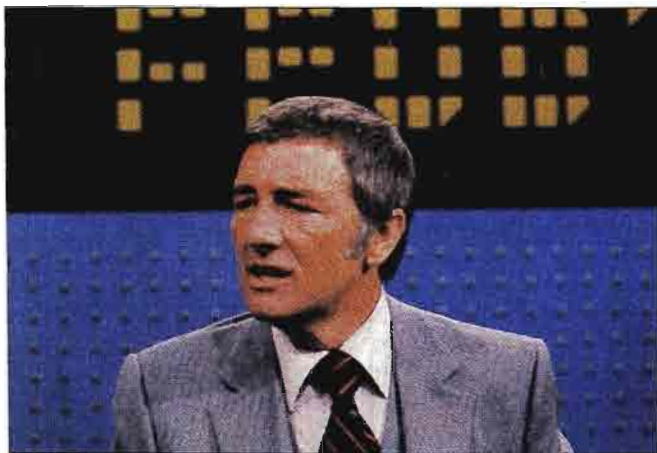
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SPAPER

**New game plan
for Fall 1980!**

Strip "Family Feud!"



**Out in front
at the NATPE!**
SUITE 4378
SAN FRANCISCO HILTON



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



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

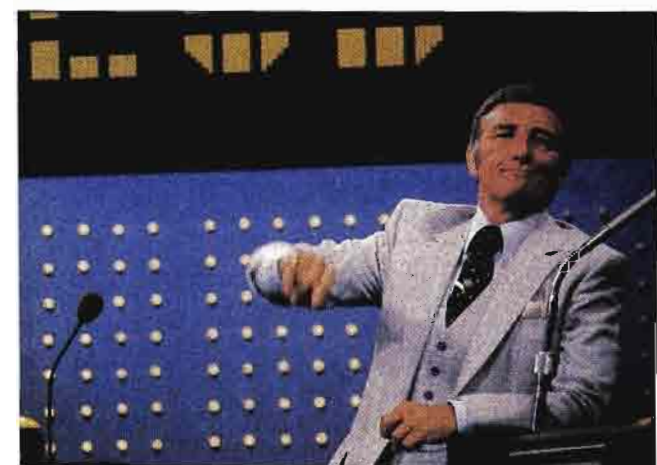
Rating!	Men!
Households!	18-49 Men!
Women!	Teens!
18-49 Women!	Children!

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

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

Now, stations everywhere are responding to news of this new strip with unprecedented demand.

Did you ever have a better reason to pick up the telephone?



The Week in Brief

TOP OF THE WEEK

PRIME TIME, PRIME PRICES □ The three commercial TV networks will spend about \$39.3 million for a single week of prime-time programming next spring. Here's a rundown of the programs, producers and costs. **PAGE 31.**

NEWS IN THE NEWS □ CBS-TV's premier newsmen wants to continue without facing the daily deadline grind of the *Evening News*. That restirs the rumor pot about Rather, Mudd and bidding from other networks. Meanwhile, another question mark: Will 11:30 news become a network-affiliate battleground? **PAGE 32.**

GROUNDING □ Despite the threat of a Carter veto, the Senate overwhelmingly votes restrictions on the FTC, including a stop to the children's advertising proceeding. **PAGE 35.**

HOPE ON EQUAL TIME □ Substantial support is voiced for a bill that would exempt presidential and vice presidential candidates from Section 315 requirements for paid time. **PAGE 37.**

SPECIAL REPORT

NATPE IN SAN FRANCISCO □ More than 3,700 are heading there for the TV conference that begins later this week. The over-all theme will be "Programming in the 80's," but many workshops and meetings will also be devoted to issues that have already confronted broadcasters and programmers. **PAGE 39.** A list of the companies that will exhibit, what they offer and who will represent them. **PAGE 46.** The complete agenda for those eight days in San Francisco. **PAGE 70.**

JOURNALISM

MAKING '60 MINUTES' TICK □ Don Hewitt, the CBS behind-the-scenes executive producer, discusses the newsmagazine that is on top of TV's prime-time ratings. **PAGE 76.**

COVERING THE STING □ For weeks, NBC's investigative

team had been on the story of the FBI operation that involved congressmen and "bribe offers." But it was hard-pressed to beat the competition when the story broke Feb. 2. **PAGE 88.**

PROGRAMING

DEADLOCKED □ ABC-TV captures prime-time ratings honors for the week ended Feb. 3. That puts it in a tie with CBS-TV for the season-to-date. **PAGE 92.**

LAW & REGULATION

DOOR CLOSED □ The FCC's refusal to reconsider its basic spectrum allocations and policies inhibits the growth of more TV networks. That's the conclusion of a consultant on the commission's network inquiry special staff. **PAGE 100.**

HANDS OFF □ Metromedia asks the FCC to exempt from common-carrier status those companies that offer superstation programming. It also points out such programs would be subject to copyright payment. **PAGE 106.**

BACK TO FCC □ An appeals court rejects a request of Hollywood producers, actors and writers who opposed the remand of the family-viewing case to the commission. **PAGE 108.**

TECHNOLOGY

TORONTO REPORT □ The SMPTE sets up a working group to speed up development of standards for digital television. **PAGE 108.** And one of its applications, teletext, was a hot topic during the two-day meeting. **PAGE 110.**

PROFILE

RAMROD FOR RKO □ Launched just last fall, the adult-oriented RKO Radio Network already has 85 affiliates and intends to have 250 by the end of next year. Credit for much of that fast start goes to Tom Burchill, its vice president and general manager, who vows that his future performance will match his past success. **PAGE 153.**

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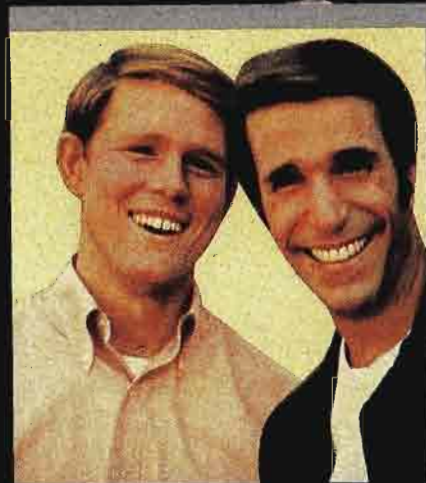
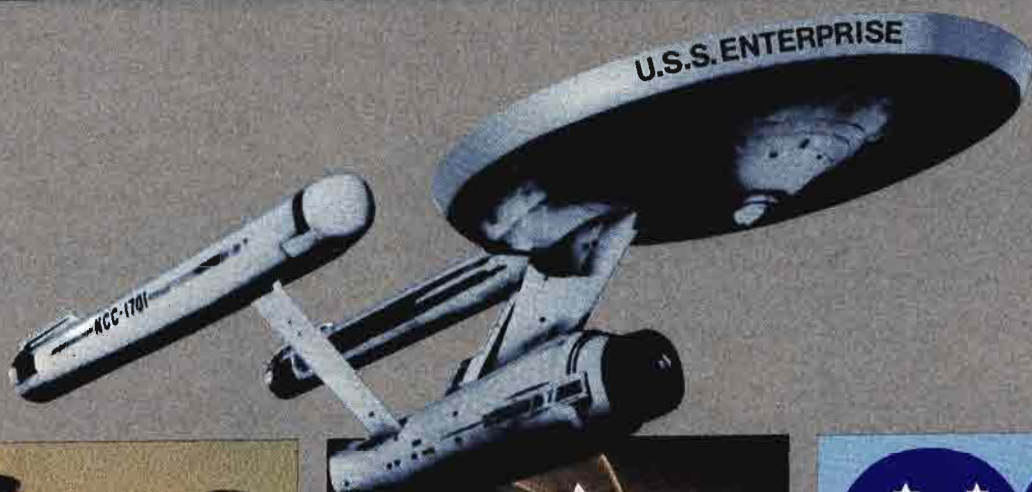
Paramount has the movie stars...

PORTFOLIOS I-V • PORTFOLIO VI • PORTFOLIO VII • PORTFOLIO VIII
PORTFOLIO IX • MARQUEE I • MARQUEE II
PARAMOUNT ACTION THEATRE • THE UNTOUCHABLES FEATURES
WASHINGTON: BEHIND CLOSED DOORS



the television stars...

LAVERNE & SHIRLEY • HAPPY DAYS AGAIN • THE BRADY BUNCH
THE ODD COUPLE • STAR TREK • LOVE, AMERICAN STYLE • THE LUCY SHOW
MISSION: IMPOSSIBLE • THE UNTOUCHABLES • STAR TREK ANIMATED
THE BRADY KIDS • MAKE ME LAUGH • PHRASE IT



and the rising stars.

Television's most powerful coming attractions... MORK & MINDY • TAXI • ANGIE

And... THE TOP OF THE HILL • THE GIRL, GOLD WATCH & EVERYTHING SOLID GOLD '79... in cooperation with Operation Prime Time stations.



Paramount Television Domestic Syndication

Visit the Paramount "tent", poolside on the 16th floor.





**Do we have a brand
new comedy strip
available for access
or early fringe?**

**You bet your life
we do!**

YOU BET YOUR LIFE

starring

BUDDY HACKETT

**A great way to reach fans of both comedy
and game shows in one uproarious half-hour!**

Starting Fall 1980. Screen it today!

MCA TV

Visit us at NATPE... Crown Suite 1136.

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Latin candidates

Hispanic Americans evidently are concerned about reports that some of their number are supporting FCC Commissioner James H. Quello for reappointment when his term expires on June 30 (BROADCASTING, Jan. 28). White House has received number of letters from Hispanic Americans saying their community is still determined to secure appointment for one of its own.

Letters have come from individuals recommending themselves, as well as from citizen groups with additional recommendations. White House is said to be planning in next month to interview three of those recommended. Two are Hispanic Americans, one is presumed to be Anglo male. All are attorneys, though only one has background in communications; he is said to be attorney for broadcasting company.

Give and take

Headway is being made in Communications Subcommittee of Senate on compromise bill updating common carrier provisions of 1934 Communications Act, but broadcasting amendments are still on back burner. Majority and minority staff members are trying to reconcile differences in bills introduced by subcommittee chairman, Ernest F. (Fritz) Hollings (D-S.C.), and by Senators Barry Goldwater (R-Ariz.) and Harrison Schmitt (R-N.M.).

Some think it will be easier to reach accord on common carrier matters than on broadcasting. In latter, one point of difference that may be difficult to bridge is fees to be charged for broadcast use of spectrum. Hollings would bill broadcasters somewhere around \$60 million a year, Goldwater-Schmitt, about \$7 million. So far no sign of retreat on that by either side.

Try, try again

Kaiser Aluminum and Chemical Corp., Mobil Corp.'s most vocal ally in campaign to place issue advertising on TV networks (BROADCASTING, May 21, 1979, et seq.), is charging ramparts again. It has submitted four new commercials to all three networks, says it's awaiting word from their standards and practices departments. One deals with problems of productivity, one with need for conservation program, one for hiring disadvantaged youth, one to get out vote next November.

In speech last December, C.C. Maier, Kaiser chairman and president, said ABC had indicated willingness to review its position on issue advertising but that CBS

and NBC were holding firm. ABC officials say their willingness was to review any commercials Kaiser wanted to submit, and that their policy—against commercials that discuss controversial issues of public importance—remains unchanged. In fact, they say, three of present batch of Kaiser submissions do not conflict with that policy but that they're telling Kaiser there are some problems with one that deals with productivity. Kaiser will get chance to revise it.

Half a loaf

Public broadcasting officials were all smiles last week as elusive milestone—cumulative audience of 50% of U.S. television homes—may finally have been reached. National Nielsens for last week won't be available to noncommercial TV until mid-March, but overnights and conversations with stations lead Public Broadcasting Service officials to believe that magic number has been reached. Contributing to jump in numbers, officials believe, is common-carriage scheduling, along with stepped-up promotion campaign and, perhaps most important, better programming.

Regularly scheduled shows turned in good numbers, but biggest winner seems to be National Geographic special on human brain, with 5.5 rating and 7.5 share in New York, 4.5/6.6 in Los Angeles, 10/13.5 in Chicago, and 10.1/15 in San Francisco.

Up-to-date PR

Federal Trade Commission wants to spread its word—especially among radio broadcasters. Its press office is awaiting equipment that will enable it to produce actuality tapes—audio feeds on commission proceedings and decisions that will serve broadcasters in much same way press releases serve print media. Program is like one currently being operated at White House (BROADCASTING, Dec. 11, 1978).

Air or ground?

National Association of Broadcasters is expected to release major study of over-air subscription television in early April. It is being prepared by two professors at University of Tennessee.

One area of study is likely to be examination of competitive relationship between STV and pay cable. Evidence from New York metropolitan area and northern New Jersey suggests that number of STV subscriptions declines as pay cable penetration increases. With one coded channel offered at virtually same

price as total cable service, viewers appear to lean toward pay cable. STV's advantage comes into play with reduced hardware costs, which will allow operators to lower monthly fees charged viewers.

Zenith's choice

Video watchers are focusing on Zenith, long among leaders in television set manufacturing, to see which way it jumps in videodisk field. If it goes to RCA's SelectaVision, as CBS did in taking out RCA license to manufacture disks (BROADCASTING, Jan. 14), that would put frosting on RCA system. On other hand, selection of MCA-Philips-Magnavox optical system would give boost to RCA's main competitor. (Matsushita has announced third system [BROADCASTING, Feb. 4].)

Stakes may be huge. RCA officials see videodisk market becoming second in volume only to that of color TV's heyday.

Mann's act?

Puzzling several FCC members following 4-3 decision that imperils RKO General's \$400-million-plus station group was prompt and favorable editorial treatment of unprecedented action in such publications as *Washington Post* and its co-owned *Newsweek* and *New York Times*. Answer, it's said, was preconditioning by Robert Mann, chief of FCC public affairs office, hand picked by Chairman Charles Ferris (BROADCASTING, Jan. 29, 1979). Mann, who once headed journalism department of Southern Methodist University and was city editor of *Dallas Times-Herald*, earned political spurs as press secretary to Representative Robert C. Krueger (D-Tex.).

Other members of FCC may raise question of Mann acting as press agent for chairman, to whom he reports, as do other Ferris-selected department heads. All seven commissioners are named by President and confirmed by Senate, with equal vote and authority over staff, except for housekeeping and presiding functions assigned to chairman.

Hooks's horizons

Rev. Ben L. Hooks, who terminated five-year tenure on FCC in 1977 to become executive director of National Association for Advancement of Colored People, may seek new challenges when his three-year contract expires next August. He has confided that, with NAACP prestige and clout restored, he may opt to return to law practice, or to Baptist pulpits in Memphis and Detroit (where he's now emeritus) or possibly to public life (he was judge in Kentucky in 1966-68 before FCC tenure).

Business Briefly

TV ONLY

Continental Airlines □ Campaign for air travel begins late this month in 36 markets, including New York, Washington and Miami, plus markets in Midwest, Southwest and West Coast. Agency: Benton & Bowles, New York. Target: adults, 25-54.

Bolens □ Six-to-10-week campaign for lawn mowers begins in early March and April in 56 markets. Agency: Foote, Cone & Belding, Chicago. Target: men, 35 and over.

Burlington □ Eight-week corporate campaign begins March 10 in nine markets including New York, Philadelphia, Chicago and Washington. Spots will run during prime, early news and late fringe times. Agency: Warwick, Welsh & Miller, New York. Target: adults, 18 plus.

Kellogg □ Campaign for Kreemy, new nondairy coffee creamer begins this month in various test markets in

Northeast. Spots will promote product's use as both creamer and cooking ingredient. Agency: Leo Burnett, Chicago. Target: total adults.

General Electric □ Various campaigns for central air conditioning begin March 3 and run through March 30 in 61 markets including Pittsburgh, Minneapolis-St. Paul, Oklahoma City and Birmingham, Ala. Spot will run during day and fringe time. Agency: Young & Rubicam, New York. Target: men, 25-54.

Seneca □ Six-week campaign for frozen apple juice begins Feb. 25 in about 30 markets including Houston, Philadelphia and Washington. Spots are placed in early fringe times. Agency: Mathieu, Gerfen & Bresner, New York. Target: women, 25-49.

Schenley □ Six-week campaign for Oranjeboom beer begins this week in 20 markets including Los Angeles and San Francisco. Spots will run during fringe and prime times. Agency: Lois, Pitts, Gershon, New York. Target: men, 25-49.

DELTA DASH.[®] SAME DAY DELIVERY ON SMALL PACKAGES.



Delta is an airline run by professionals. Like Customer Services Agent Terry L. Theiss.

Delta DASH (Delta Airlines Special Handling) gives you same day delivery if we receive your small packages during normal business hours. If your package arrives after normal business hours, we will deliver it the first thing next morning—generally no later than 10am. And DASH serves over 80 cities in

the United States plus San Juan.

Packages (up to 50 lbs.) are accepted at airport ticket counters up to 30 minutes before flight time. Up to 60 minutes at cargo terminals. Size limit is 90 inches: width + length + height.

The airport-to-airport rate between any two of Delta's domestic cities is \$35 (\$25 between Dallas/Ft. Worth and Los Angeles or San Diego or San Francisco). Pick-up and delivery is available at extra charge. Call (800) 638-7333, toll free. (In Baltimore, 269-6393.)

You can ship via DASH between Delta cities in the U.S. and Montreal, Nassau, Bermuda, London, England and Frankfurt, Germany. For full details, call your local Delta cargo office.



DELTA IS READY WHEN YOU ARE[®]

Rep Report

WBT(TV) Cincinnati: To Avery-Knodel Television (no previous rep).

WKRZ-TV Cincinnati and WTVN-TV Columbus, Ohio: To TeleRep from Harrington, Righter & Parsons.

WQRF-TV Rockford, Ill.: To Avery-Knodel Television from Spot Time.

KHTZ(FM) Los Angeles: To Roslin Radio Sales (no previous rep).

WKEE-AM-FM Huntington, W. Va.: To Katz Radio from McGavren Guild.

WEZW(FM) Milwaukee: To Major Market Radio Sales from McGavren Guild.

WNBH(AM)-WMYS(FM) New Bedford, Mass.: To Eastman from Market 4 Radio.

WNOW(AM)-WQXA(FM) York, Pa.: To Major Market Radio Sales from Selcom.

WFNC(AM)-WQSM(FM) Fayetteville, N.C.: To Eastman Radio from Savalli/Gates.

KCJB-AM-FM Minot, N.D.: To Katz Radio from HR/Stone.

Formby □ Six-week campaign for furniture refinisher begins Feb. 18 in over 15 markets including Columbus, Ohio. Spots will run during day, news, late fringe and sports times. Agency: LaMarca Group, New York. Target: adults, 25-54.

Frito-Lay □ Six-week campaign for Cheetos snack food begins this week in nine markets including Charlotte, N.C. Some spots will run during prime time. Agency: Young & Rubicam, New York. Target: total children, teen-agers.

General Telephone & Electronics □ Six-week campaign for Flip Phone begins this week in 11 major markets including New York, Boston and Los Angeles. Spots are placed in fringe and early news times. Agency: Doyle, Dane, Bernbach, New York. Target: adults, 18-49.

SAAB □ Five-week campaign for automobiles begins March 17 in Denver, San Francisco and Washington. Spots will run during news and late fringe times. Agency: Ally & Gargano, New York. Target: men, 25-54.

Browne Vintners □ Five-week

THE NASHVILLE CONNECTION



Now for the first time ever... A Country Music Strip
 The Show Biz Country Music Block is an established success in major markets. Now for 1980 we are offering an alternative to game shows — the Country Music Strip. Under the wraparound title, The Nashville Connection, we have blended into a Monday through Friday series the best of our new shows. With country music this year's hot ticket, The Nashville Connection is the most promotable new strip for 1980.

THE NASHVILLE CONNECTION

The Nashville Connection
MONDAY

POP!
 GOES THE COUNTRY

Big stars. Big production.
 Big ratings.
 (Now on 140 stations)



The Nashville Connection
TUESDAY

**NASHVILLE
 ON THE ROAD**

Just finished shooting in the
 Rocky Mountains of Colorado.
 (Now on 128 stations)



The Nashville Connection
WEDNESDAY

**Backstage at the
 Grand Ole Opry**

The first weekly series ever
 to allow cameras on stage and
 backstage at the Grand Ole
 Opry. (New for 1980)





The Nashville Connection

THURSDAY

*The New
Porter Wagoner
Show*

Longest running country
music show in history (Now on
107 stations)



The Nashville Connection

FRIDAY

**PICK
OF THE
POPS**

The all time solid gold
performances from a decade of
"Pop! Goes the Country" shows.
(New for 1980)



**THE NASHVILLE
CONNECTION**

Presenting:

Kenny Rogers
Dolly Parton
Johnny Cash
Willie Nelson
Waylon Jennings
Crystal Gayle
Larry Gatlin
Charlie Daniels
Loretta Lynn
Oak Ridge Boys
Barbara Mandrell
Tom T. Hall
Tammy Wynette
Merle Haggard
Ronnie Milsap
Statler Bros.
Anne Murray
Minnie Pearl



Baker Building, Nashville, TN 37203
Stan Sellers, VP Sales
Dick Montgomery, Regional Sales Manager

Show Biz presents
THE one-hour special for 1980.



An Ernest Chambers production for Show Biz.
Barter for White-Westinghouse

THE NASHVILLE
CONNECTION



Baker Building, Nashville, TN 37212
Stan Sellers, Vice President, Sales
Dick Montgomery, Regional Sales Manager

campaign for B & G wines begins March 3 in 16 markets including Los Angeles, Minneapolis-St. Paul and Denver. Spots will run during fringe times. Agency: Doyle, Dane, Bernbach, New York. Target: women, 25-54.

Heileman □ Four-week campaign for Tuborg beer begins this week in eight markets including Los Angeles and San Francisco. Spots will run during prime and news/sports times. Agency: W.B. Doner, Baltimore. Target: men, 18-34.

Kinney □ Five-week campaign for shoes begins March 17 in about 50 markets including New Orleans and Washington. Spots will run during fringe times. Agency: Sawdon & Bess, New York. Target: adults, 18-49.

Maytag □ Four-week campaign for dishwashers begins March 17 in more than 25 markets including St. Louis and Kansas City, Mo. Spots are placed in day and fringe times. Agency: Leo Burnett, Chicago. Target: women, 25-49.

Electra □ Four-week campaign for Bear Cat radio scanners begins this week in 95 markets including Pittsburgh. Spots will run during fringe times. Agency: Atwood/Richards, New York. Target: total men.

Gold Seal □ Four-week campaign for Snowy Bleach begins March 3 in about 16 markets including Dayton, Ohio, and Buffalo, N.Y. Spots are placed during fringe times. Agency: Ammirati & Puris, New York. Target: women, 25-49.

General Mills □ Four-week campaign for Side Quicks begins this week in five to 10 markets including Minneapolis-St. Paul. Spots will run during day times. Agency: Needham, Harper & Steers, Chicago. Target: women, 18-49.

Ragold □ Three-week flight for Velamints sugarless mints begins this month in about 20 Southern and Southeastern markets including New Orleans. Spots will be placed during day, fringe and prime times. Agency: adults, 18-49.

Beecham □ Three-week campaign for 2nd Debut moisturizer begins in March 10 in three markets. Spots are placed in day and fringe times. Agency: Shaller Rubin, New York. Target: women, 50 plus.

Estee Lauder □ Two-week campaign for cosmetics begins Feb. 15 in about 11 markets including Los Angeles. Spots will run during day, fringe and prime time. Agency: AC & R Advertising, New York. Target: women, 25-64.

RADIO AND TV

General Electric □ Eight-week radio and three-week TV campaign for central air conditioning begins in late March in 52 radio markets and 24 TV markets in Southeast. Agency: Caraway, Kemp Communications, Jacksonville, Fla. Target: men, 25-54.

Skipper's Fish 'n' Chips □ Five week campaign to promote "Real Meal" begins Feb. 18 in 10 markets including Eugene and Medford, Ore. and Salt Lake City.

Spots will be placed in morning drive time, daytime, and evening drive time. Agency: Seresco Advertising, Seattle. Target: adults, 18-49.

Advantage

Pepsi's splurge. Pepsi-Cola Co. and its dealers are increasing their broadcast budget by 30% in 1980 to approximately \$70 million in television and radio to promote all of company's brands, including Pepsi-Cola, Mountain Dew and Diet Pepsi. Network television will be backbone, supplemented by spot TV in key markets and network and spot radio. Television kicked off last week and radio will begin this week. TV and radio commercials stress theme that 1980's will be period of sharing, of close personal and family ties. BBDO, New York, is agency.

□

Timely spots. New line of Timex women's quartz analog watches will be introduced via extensive network TV advertising campaign starting in late April and continuing through Mother's Day and school graduation gift-giving periods. Prime-time TV and "big event" special programs will be used on all three networks. Agency: Grey Advertising, New York. Target: adults, 21 and older.

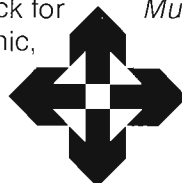
Futurists. Ogilvy & Mather, New York, has formed New Technologies Group, which will serve as information resource for agency in helping clients evaluate new communications media. Group is headed by Charles Bachrach, senior vice president and associate broadcast director of O&M, and consists of Jack Deitchman, assistant media director; John Hunt, associate media research director, and Thomas Sassos Jr., director of local broadcast.

□

Guide to media. Doyle Dane Bernbach, New York, has issued its 1980 *Pocket Guide to Media*, 90 pages of information on major media. Section on television covers spot cost estimates; network cost estimates; TV coverage by markets; household viewing by seasons of year; audience composition by dayparts, and spot and network cost estimates. Radio section includes data on network audience composition, station format audience patterns, audience composition by dayparts, and spot and network cost estimates.

TOTAL MUSIC PROGRAMMING

The *Tanner Musical Spectrum* Announced or Unannounced offers the broadcaster complete . . . for automated or live-assist music programming and operations, the *Tanner Musical Spectrum* programming is formatting for any station in any market. Name your need—good listening and most important, *profitable*. Call for a Beautiful Music, Middle of the Road in three distinct personalities, Contemporary Rock for the 18 to 34 demographic, and Contemporary Country with the greatest hits of all time. *Tanner Musical Spectrum*. Call Dick Denham collect at (901) 320-4433. Tell him you want the very best for your station . . . today!

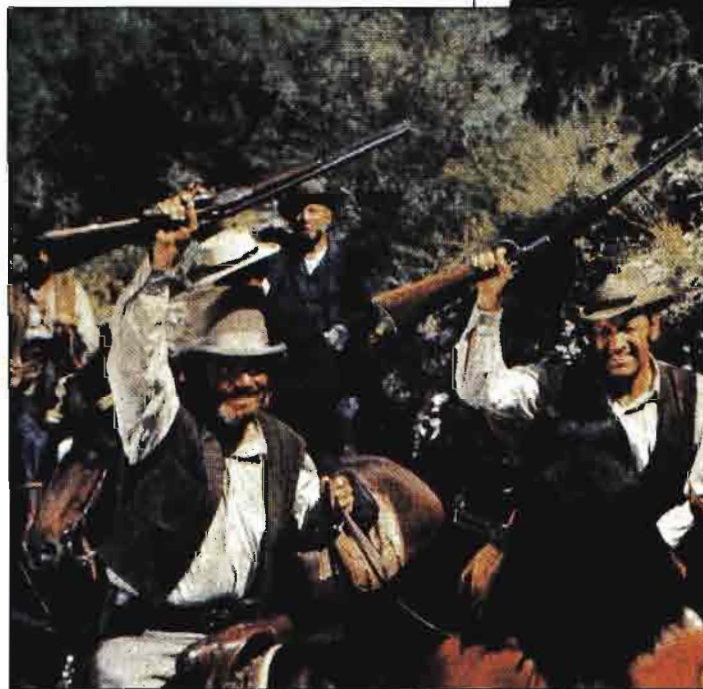


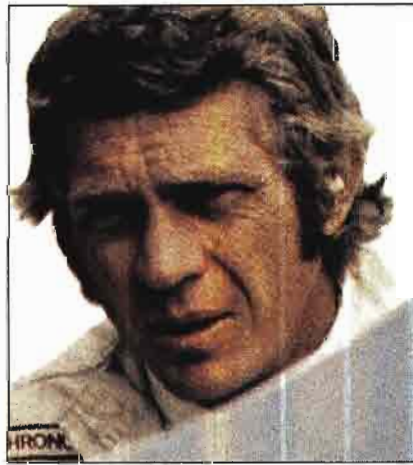
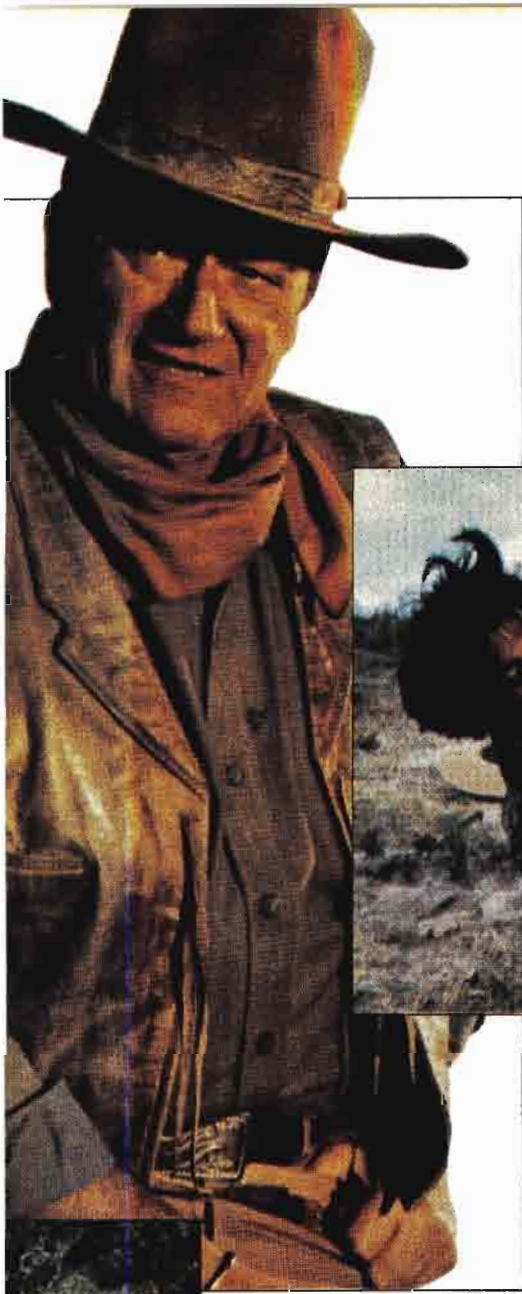
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COMPANY, INC

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BOSTON • NEW YORK • PHILADELPHIA • CHICAGO • DALLAS • LOS ANGELES • SAN FRANCISCO

Viacom!

Out in front with the biggest movies for 1980!





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

Viacom Features VII

Out in front
at the NATPE!
 BARRON SUITE
 SAN FRANCISCO HILTON



Monday Memo®

A broadcast advertising commentary from Durrelle Durham, president, Durham Associates, Memphis

Thirty minutes of sell that was so soft it passed muster at NAB

If I were to choose the single most important element in successful marketing, I would say it would be information. I am a great believer in education in advertising, particularly with do-it-yourself products.

Without question, education was the secret of what has come to be known as the Formby phenomenon. Curiously, part of our secret at Durham & Associates consisted of advising the client to dispense with TV commercials—but not with television.

Formby, a quality line of furniture refinishing products, was virtually unknown when Durham took over the account several years ago. At the time, Formby had a meager total of 87 dealers in department and hardware stores and home centers scattered mainly throughout the Southeastern section of the nation. The products sold well wherever they were offered in conjunction with actual demonstrations, but with only 87 dealers, total sales were predictably small.

Durham's use of television revolutionized the company's sales pattern. The emphasis, as I have said, was on education. It's the secret of selling, especially with do-it-yourself products. We knew that people were buying Formby products after they saw them used in demonstrations—but you can reach just so many customers in department stores and home centers. Television enabled us to multiply that effect of selling by demonstration many times over.

And multiply it did. After six years of Durham's educational marketing techniques, Formby had 36,000 dealers on its roster. The Formby products had nationwide distribution, recognition and, most significant, sales increases.

How did Formby do it? Without television, the extraordinary achievement wouldn't have been possible.

Prior to coming to Durham, Formby had enjoyed some small success with a 30-minute television show that demonstrated many of the easy ways to restore antiques and abused furniture to original beauty with Formby products. The commercials told viewers exactly where they could purchase the products.

The problem was that although the show was highly educational, it was almost impossible to convince television stations to air the series. Wary of any threat to their licenses, the managements of the stations said that they considered the shows to be 30-minute commercials. That, as everyone knows, is strictly against government guidelines.



Durrelle Durham, president of Durham & Associates, Memphis, formed his agency in 1968. Before that Durham worked extensively in broadcasting for more than 15 years, most recently as director of creative services for WHBO-TV Memphis.

When Durham & Associates took on the account, the agency recommendations were simple. Do more shows, remove all product commercials and simply offer a free Formby Tip Booklet in the commercial breaks.

Durham launched the campaign with a series of 30-minute shows which included easy-to-follow demonstrations of refinishing furniture plus helpful hints and information on household cleaning and maintenance and crafts. There were no commercials. The sell was so soft, in fact, that even the brand names were intentionally blocked out. The purpose clearly was purely educational.

Despite Durham's caution, television stations continued to be reluctant to air the shows. They still saw it as a 30-minute commercial. We solved that problem by taking the show to the National Association of Broadcasters. After we got unqualified NAB approval, the stations were happy to let us buy the time.

Under Durham's direction, the series was designed to have a push-pull effect. Although there were no commercials, participating dealers were mentioned on the air and viewers were invited to stop in to pick up a tip booklet. Dealers liked the idea of free mentions on television so they were happy to cooperate by having Formby products plus supportive point-of-sale materials in their stores.

Initially the series was started in a small market. The results were so spectacular, the next step was to enlarge the exposure to seven cities. From there it went to 21 cities and eventually nationwide.

Film demonstrations figured prominently in the next major project for Formby. After a couple of years in television Durham enlarged the program to include use of on-the-spot, in-store demonstrations with Formby films. A Fairchild film cassette unit was built into a display of Formby products.

Again, the sell was soft and low-key, with demonstrations of the hows and the whys of do-it-yourself techniques. There was, however, a clear commercial message.

Because these demonstrations were in-store rather than on television, the Formby products were used on camera with great effect. The units, called the Formby Furniture Care Centers, did more wonders for sales. In combination with the television series, they helped give Formby products an 82% share of the entire refinishing products market—four times as much as all competitors combined.

Still another form of public service reinforced the now flourishing company's spectacular growth. In addition to showing television audiences "how-to" techniques, viewers were invited to write in to their stations if they had problems which were not covered in the show. They then received solutions to their specific questions. During one year, more than half a million pieces of mail containing problem queries were answered.

Many of the questions followed a similar pattern and could thus be answered by programed typewriters. Others, however, required individualized responses.

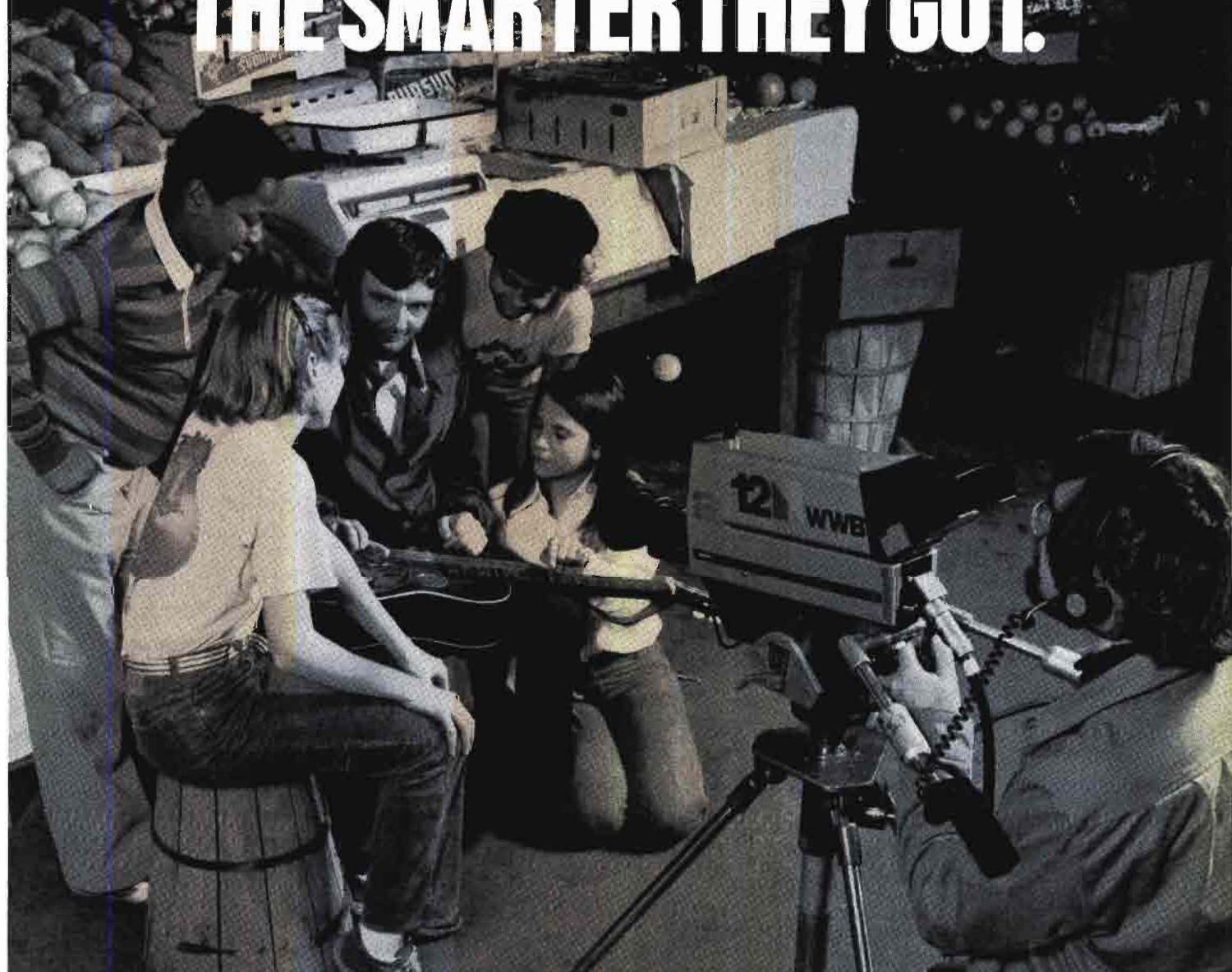
The Formby phenomenon may have surprised some but not our agency. It's just one example of what television can do with do-it-yourself advertising.

During the years that the Formby series was aired, it never achieved high ratings or anything but a very narrow section of the viewing audience. While such a showing might be negative for some products, in this case the figures were more than offset by the growth in sales.

Educating consumers about a product is essential and television is a great way to do it. If you have two similar products side by side on the shelf in the store, consumers will buy the brand that they have seen promoted through proper education. We show the process of how a product is used and the results you can get with that product.

We do it with before-and-after pictures, point-of-purchase materials, demonstrations, film cassettes and, of course, with television.

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/12

Jefferson Pilot Broadcasting

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

Datebook

■ Indicates new or revised listing

This week

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.

Also in February

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

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

March

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

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

March 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 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*

SEND MY FREE SAMPLE

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

Send my Trendsetter brochure and free tape NOW. That's an order. On second thought, I'll just call David Tyler or Keith Lee collect at 901-320-4340.

Name _____

Station _____ Title _____

Address _____

City _____ State _____ Zip _____

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

AP TV WIRE IT'S A LOT MORE THAN JUST A NEWS WIRE.

The AP TV Wire is the first newswire designed especially to meet the unique needs of television. It's a high-speed (1200 wpm) source wire which provides all the world's news accurately, objectively, and fast. But, the AP TV Wire is a lot more than that.

The Programming Plus

Fully one-third of all material on the AP TV Wire is designed for story and feature programming. Consumer tips, health and fitness, human interest, movie reviews, "magazine" style stories, plus lots more to be stripped into your noon shows, AM shows, or other non-news programming.

Additionally, there are backgrounders for public affairs programming, research data for editorials, and a wealth of source material on a wide range of subjects.

Supplemental Services

The AP TV Wire can be made even more effective by adding two photo services—AP PhotoColor and AP LaserPhoto.

The AP TV Wire works for your station 24 hours every day, providing the type of material that can strengthen your overall product and help you build ratings.

AP TV Wire: It's a lot more than just a news wire!

See You at the NATPE

We're in Suite 1054 of the main building at the San Francisco Hilton—or call us in New York at (212) 262-4011.



AP Broadcast Services

INNOVATION for better news programming

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

Association of Broadcasters, Radio-Television News Directors Association and Society of Professional Journalists, Sigma Delta Chi. Williamsburg, Va.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Center, Columbus.

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

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

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

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

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

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

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

April

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

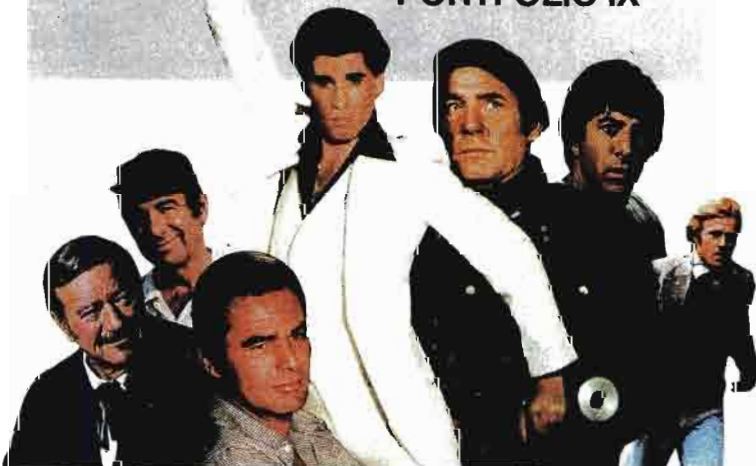
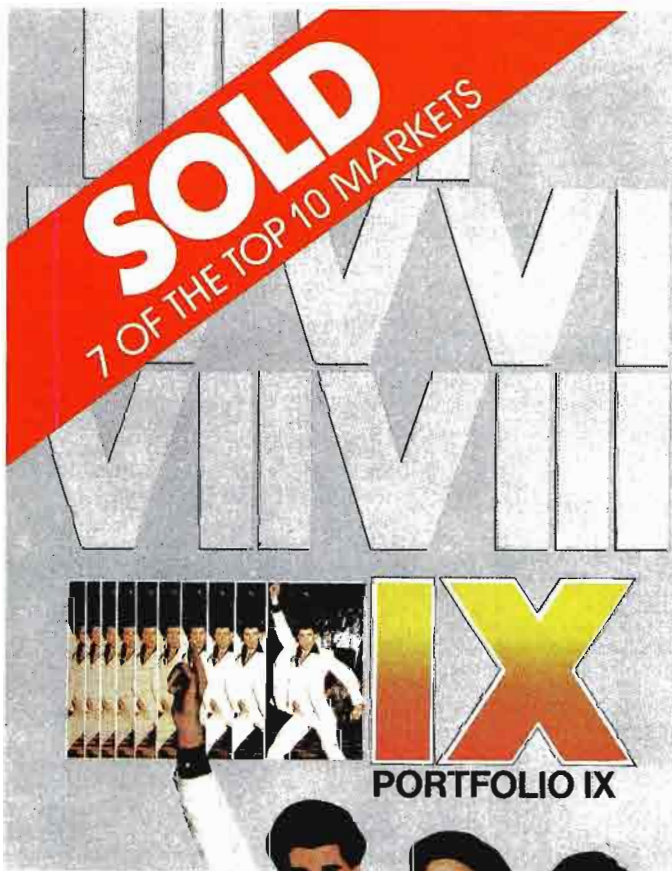
May 30-April 4, 1981—12th Montreux International Television Symposium and Technical Exhibition. Montreux, Switzerland. Information: Press officer, Swiss PTT, Viktoriast. 21, CH-3030, Berne, Switzerland.

PORTFOLIO IX FEVER!

In just 6 weeks, under the toughest competitive conditions, 27 of the nation's most aggressive and innovative stations recognized the value of owning

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KWGN, Denver
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KMPH, Fresno • KHTV, Houston
WTLV, Jacksonville
KBMA, Kan. City • KVBC, Las Vegas
KCOP, L.A. • WLKY, Louisville
WZTV, Nashville • WPIX, N.Y.
KOKH, Okla. City • WTAF, Phila.
KPHO, Phoenix • KGW, Portland
WUHF, Rochester • KTXL, Sacra.
KSL, Salt Lake City
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KPIX, San Fran. • KING, Seattle
WJLA, Washington



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Domestic Syndication**

Visit the Paramount "tent",
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The Professional

He Works For You: Jerry Cipriano

Let's face it. The people who write your AP Broadcast Wire are a pretty faceless group. You don't think of them very often.

With people like Jerry Cipriano on the job, you don't have to.

He's not just another pretty face. He won our top radio writing award last year, and if we're not careful he'll do it again this year.

We like that. We're like Jerry Cipriano.

Professional.



**Broadcast
Services**

(212) 262-4011



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

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

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

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

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

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

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

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

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

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

May

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

May 20-23—*Public Radio in Mid-America* spring meeting. Howard Johnson Downtown, Madison, Wis.

Information: Tom Hunt, WCMU-FM, 155 Anspach Hall, Mount Pleasant, Mich. 48859; (517) 774-3105.

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

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

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

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

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

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

June

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

June 20-21—*North Dakota Broadcasters Association* spring meeting. Art Clare motel, Devils Lake.

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

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

July

July 11-13—*Oklahoma Broadcasters Association* summer convention. Shangri-La, Afton.

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July 14-15—Society of Cable Television Engineers technical meeting and workshop on "Coaxial Cable or Fiber Optics." Wichita Hilton, Wichita, Kan.

July 16-19—Summer convention, *Colorado Association of Broadcasters*. Keystone Resort, near Dillon.

July 18-20—Eighth annual National Gospel Radio seminar. Dunfee Dallas hotel, Dallas.

July 27-29—California Association of Broadcasters meeting. Del Monte Hyatt House, Monterey.

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

July 31-Aug. 1—Arkansas Association of Broadcasters meeting. The Arlington, Hot Springs.

August

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

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

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

September

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

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

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

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

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

Errata

In Jan. 7 report on top 100 publicly owned companies, **revenues of Washington Post Co.** for four quarters through the third quarter of 1979 should have been listed as **\$569,371.00.**

Russell Withers Jr. does not own **KAUS-AM-FM Austin, Minn.**, as reported in Jan. 14 issue. Orion Broadcasting has owned and operated stations since December 1978 when it purchased them from Withers.

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

October

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

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

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

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

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

Open Mike

Disturbed about the DSA

EDITOR: Your report in the Jan. 28 "Closed Circuit" regarding the National Association of Broadcasters' Distinguished Service Award has prompted me to express my thoughts on the subject.

Don Thurston, the recently nominated Distinguished Service Award recipient, is a man of impeccable character, a fine broadcaster and has been an outstanding chairman of the NAB joint board. Despite these impressive credentials, he should not receive this award at this time, nor should any recently retired NAB joint board chairman. The reasons are obvious, but have apparently been overlooked:

■ Insufficient perspective to appraise the value of the individual's total service to broadcasting.

■ Potential (real or imagined) for political manipulations of the selection process by a recently retired chairman.

■ Creation of a double bind precedent that taints chairmen who are selected and denigrates those who are not.

The present policy greatly needs changing.—Philip J. Lombardo, president, Corinthian Broadcasting, New York.

In memory of Barbara Britton

EDITOR: Barbara Britton, who died of cancer on Jan. 17 (BROADCASTING, Jan. 28), was a lifelong friend of mine. During her stay at St. Vincent's hospital in New York, she was an inspiration to all who came into contact with her. As a result, the hospital has established the Barbara Britton Memorial Cancer Fund, contributions to which will be applied 100% to the research of the type of gastrointestinal cancer that claimed Barbara's life in just seven months after the first sign of illness. Contributions should be sent to Barbara Britton Memorial Cancer Fund, c/o Dr. John Daly, St. Vincent's hospital, 153 West 11th Street, New York 10011.—Walter M. Windsor, general manager, WFTV(TV) Orlando, Fla.

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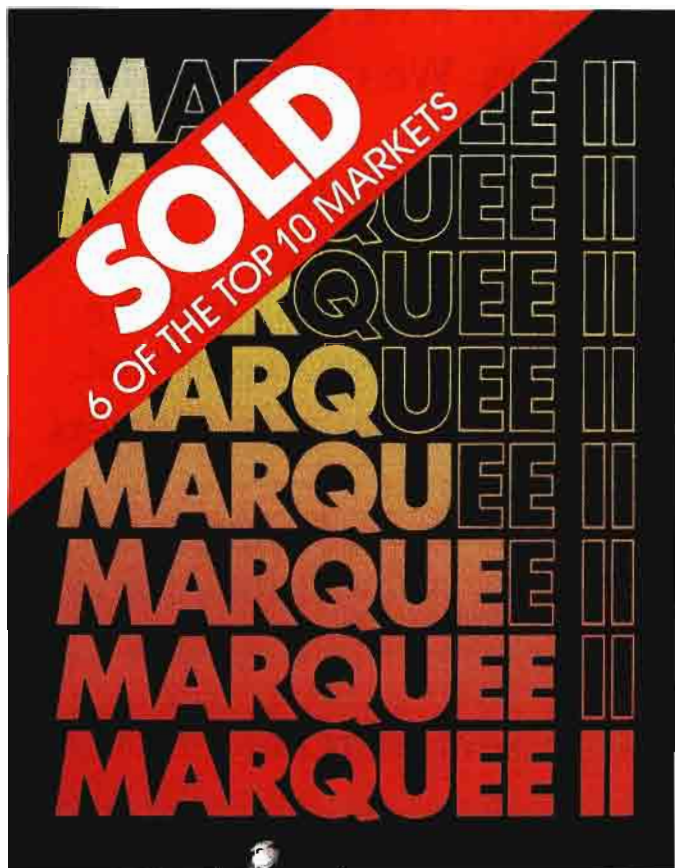


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Broadcasting Feb 11

Vol. 98 No. 6

TOP OF THE WEEK

\$40 million each week for prime time

That's how much the networks will be spending for their first-run episodes; their total bill for the season is more than \$1 billion, up 40% from 1978

The three commercial networks will spend approximately \$39,327,000 for one week of prime-time programming this spring, according to a survey by BROADCASTING. They are expected to spend a total of \$26,345,000 each week for regularly scheduled series and approximately \$12,982,000 for theatrical films, made-for-TV movies and various special programs. Over a 26-week season, a rough three-network programming cost total comes to more than \$1 billion. That's a 40% increase over the \$730 million spent by the networks for the 1978-79 season (BROADCASTING, Sept. 4, 1978).

And, according to the networks' March schedules announced as of last Tuesday (Feb. 5), independent producer Aaron Spelling, through his own Aaron Spelling Productions and Spelling/Goldberg Productions, will have a total of seven hours of network series each week—beating out the long-time prime-time leader, Universal Television, by a half hour.

ABC-TV, with a total of 36 half hours of regularly scheduled programs in its spring schedule, will be spending approximately \$9,915,000 in license fees each week, or \$275,000 for every 30 minutes of series programming. CBS-TV, also with 36 half hours, will spend approximately \$9,340,000, or \$259,000 every half hour. NBC has 28 half hours of series programming at an approximate cost of \$256,000 each for a total of \$7,090,000.

ABC-TV will also spend approximately \$4,015,000 to fill its two two-hour movie blocks each week. Also with two two-hour movie blocks, CBS will spend an additional \$3,774,000 each week. And NBC, with eight hours of special programming each week, will be spending another \$5,193,000.

The figures for each of the network's weekly programming expenditures have been derived from estimates offered by producers, program syndicators, packagers and network executives.

The most expensive half-hour program

on network television is believed to be Paramount Television's *Happy Days*, for which ABC is said to be paying \$475,000 per episode. CBS's most expensive half hour is believed to be *M*A*S*H* from 20th Century-Fox at approximately \$400,000 per episode. And NBC is reported to be paying producer Larry Gelbart's OTP Productions approximately \$400,000 for each 30-minute episode of his new *United States*, which is not scheduled to debut until March 4.

Among the hour programs, NBC is thought to have the most expensive in Universal's *Buck Rogers in the 25th Century*—\$800,000 per episode. ABC runs second, paying Spelling/Goldberg approximately \$750,000 for each hour of *Charlie's Angels*. The most expensive hour on the CBS line-up is thought to be Lorimar Productions' lavishly made *Dallas* at about \$660,000.

According to producers, networks are paying \$1.2 million-\$1.5 million for made-for-TV movies, which generally run two hours. (But some reports hold that made-for-TV movies cost in the neighborhood of \$2 million.) The costs for specials and theatrical films vary greatly.

Furthermore, license fees—for series as well as specials and films—are generally computed on multiple-run bases. Thus, for example, ABC may pay \$475,000 for one episode of *Happy Days*, but the network is likely to air that episode two or even three times over the course of a broadcast year. Film deals, especially for blockbusters that can command millions of dollars from the networks, generally allow for three or more airings—bringing the approximately \$3-million cost for the average film down to about \$1 million per airing.

With seven one-hour programs on ABC, Aaron Spelling is the reigning king of prime-time production. His programs include: *The Love Boat*, *Vega\$* and *The B.A.D. Cats* (all ASP); *Charlie's Angels*, *Family* and *Hart to Hart* (all S/GP) and *Fantasy Island* (S/GP, in association with Columbia Pictures Television). Spelling's programs are generally believed to be among Hollywood's most expensively produced and often feature well-known stars and location shots. Too, the programs are long-running network hits. The programs are, as a result, believed to be among the most expensive to the network. It is estimated that Spelling's empire receives approximately \$4,525,000 from ABC each week.

Universal Television, with six-and-a-half hours on all three networks, has traditionally been able to produce series programming at costs below most other pro-

duction firms. This has been largely a result of the studio's practice of maintaining contract talent (producers, writers, directors and stars). It is believed that Universal is receiving approximately \$3,665,000 in series license fees each week.

Ranked number three among Hollywood production houses this spring is Lorimar with five one-hour programs on all three networks: *Eight is Enough* (ABC); *Skag* (NBC), and on CBS *Dallas*, *The Waltons* and *Knots Landing*.

Paramount and MTM Enterprises have three hours each. Tandem Productions/TAT Communications and 20th Century-Fox have two-and-a-half hours. Next in line, with two hours, are Alan Landsburg Productions and MGM Television. Producer Nick Vanoff has one 90-minute show, and Warner Bros. Television also has an hour and a half. Production firms with one hour of network time are: Ed Friendly Productions, QM Productions, Nicholl/Ross/West, Witt-Thomas-Harris, George Schlatter and Stephen J. Cannell. Firms with 30 minutes of prime-time are: Toy Productions, OTP and Four D Productions. The network news divisions each produce one hour of prime-time programming weekly. CBS produces the hour-long *Hawaii Five-O* series, and NBC produces the one-hour *Best of Saturday Night Live*.

The schedule, night by night:

Sunday		ABC	CBS	NBC
7:00				
7:30		Incredible Sunday (Alan Landsburg) \$450,000	60 Minutes (CBS News) \$140,000	Disney's Wonderful World (Walt Disney Productions) \$500,000
8:00			Archie Bunker's Place (Tandem) \$300,000	
8:30		Tenspeed & Brown Shoe (Stephen J. Cannell) \$500,000	One Day At A Time (TAT) \$290,000	The Big Event (Various)
9:00			Alice (Warner Bros.) \$250,000	
9:30			The Jeffersons (TAT) \$275,000	
10:00		Sunday Night Movie (Various)		
10:30			Trapper John, MD (20th Century-Fox) \$450,000	
11:00				

Monday

	ABC	CBS	NBC
8:00	Laverne & Shirley (Paramount) \$300,000	WKRP in Cincinnati (MTM) \$220,000	Little House on the Prairie (NBC/Friendly) \$650,000
8:30	Angie (Paramount) \$245,000	The Last Resort (MTM) \$215,000	
9:00		M*A*S*H (20th) \$400,000	Monday Night At The Movies and Specials (Various)
9:30	Stone (Universal) \$575,000	House Calls (Universal) \$215,000	
10:00	Family (Spelling/Goldberg) \$575,000	Lou Grant (MTM) \$550,000	
10:30			
11:00			

Tuesday

	ABC	CBS	NBC
8:00	Happy Days (Paramount) \$475,000	White Shadow (MTM) \$425,000	Misadventures of Sheriff Lobo (Universal) \$400,000
8:30	Goodtime Girls (Paramount) \$225,000		
9:00	Three's Company (NRW) \$265,000	Tuesday Night Movies* (Various) *Effective March 4	The Big Show* (Vanoff) \$750,000 *Feb. 26
9:30	Taxi (Paramount) \$235,000		
10:00	Hart to Hart (Spelling/Goldberg) \$650,000		
10:30			United States* (OTP) \$400,000 *March 4
11:00			

Cronkite to step down but not out; late news coming?

Anchorman probably will quit daily duties after elections; Mudd and Rather are principal heirs apparent; CBS and ABC successes with late-night shows lead to speculation that they, at least, may make them permanent

Network TV news, early and late, was in the news last week.

The early-evening news got there when Walter Cronkite, making long-time speculation official, said he had told CBS that he wants to leave the *CBS Evening News*—but not CBS News—when his contract expires in November 1981, and preferably before then.

That was a matter of concern to CBS officials, not only because it means their ultimate loss of television's pre-eminent anchorman, but also because they must now face up to a decision on his successor. It was also of eager interest to ABC News and NBC News, where it was surmised that when Cronkite's successor is named, one and conceivably two CBS News stars will make themselves available to work at other networks.

Bill Leonard, CBS News president, said he expected a decision on the successor to be made relatively soon—"sooner rather than later"—but wouldn't define soon in terms of days, weeks or months. CBS News correspondents Dan Rather and Roger Mudd were widely regarded as front-runners, and it was also widely assumed that if one was named, the other would leave—and that both might leave if someone else gets the plum. Leonard, without confirming any names, said in answer to a question that having co-anchors "is possible, but I think improbable."

Speculation about a Cronkite successor shared time with speculation about the introduction of regular 11:30 p.m. NYT network newscasts. Since mid-November, ABC has been carrying news specials on the Iran crisis at 11:30, mostly quarter-hours but some longer, and has been pleased with the ratings, which have averaged 9.8 with a 30 share of audience.

ABC accordingly is considering—and so is CBS News and, apparently to a lesser extent, NBC News—the introduction of network nightly news at 11:30 p.m. If that happens, it's almost certain to stir up the affiliates, conceivably to the levels of revolt that turned back efforts to expand network early-evening news a few years ago. A prominent CBS affiliate said last week: "It think there'd be all kinds of hell to pay."

ABC News authorities say they have made no decision on a regular 11:30 news cast or, if it introduces one, what format it would use or whether it would be 15 minutes or 30—or, as one source sug-

Wednesday

	ABC	CBS	NBC
8:00			
8:30	Eight is Enough (Lorimar) \$600,000	Beyond Westworld* (MGM) \$450,000 *March 5	Real People (George Schlatter) \$450,000
9:00			Diff'rent Strokes (Tandem) \$300,000
9:30	Charlie's Angels (Spelling/Goldberg) \$750,000	Wednesday Night Movies (Various)	Hello Larry (TAT) \$190,000
10:00			
10:30	Vega\$ (Aaron Spelling) \$600,000		Best of Saturday Night Live (NBC) \$250,000
11:00			

Thursday

	ABC	CBS	NBC
8:00	Mork and Mindy (Paramount) \$285,000	The Waltons (Lorimar) \$625,000	Buck Rogers in the 25th Century (Universal) \$800,000
8:30	Benson (Witt-Thomas-Harris) \$190,000		
9:00	Barney Miller (Four D) \$245,000	Barnaby Jones (QM) \$650,000	Quincy, M.E. (Universal) \$625,000
9:30	Soap (Witt-Thomas-Harris) \$220,000		
10:00			
10:30	20/20 (ABC News) \$135,000	Knots Landing (Lorimar) \$500,000	Skag (Lorimar) \$550,000
11:00			

Friday

	ABC	CBS	NBC
8:00	B.A.D. Cats (Aaron Spelling) \$650,000	The Incredible Hulk (Universal) \$575,000	Specials (Various)
8:30			
9:00			
9:30	ABC Friday Night Movie (Various)	Dukes of Hazzard (Warner Bros.) \$625,000	Friday Night at the Movies (Various)
10:00			
10:30		Dallas (Lorimar) \$660,000	
11:00			

Saturday

	ABC	CBS	NBC
8:00	One in a Million (T.O.Y.) \$225,000	The Chisholms (Alan Landsburg) \$575,000	CHiPs (MGM) \$600,000
8:30	The Ropers (NRW) \$220,000		
9:00			
9:30	Love Boat (Aaron Spelling) \$650,000	Hawai Five-O* (CBS) \$450,000 *March 1	B.J. and the Bear (Universal) \$475,000
10:00			
10:30	Fantasy Island (Spelling/Goldberg/Columbia) \$650,000	Hagen (20th Century-Fox) \$500,000	Prime Time Saturday (NBC News) \$150,000
11:00			

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gested, perhaps longer than 15 but not necessarily 30.

ABC officials also note they would have some scheduling problems, since they are committed to introduce *Fridays* on Friday nights at 11:30-12:30, beginning in April, and, in the fall, are subject to runovers of Monday night pro football games. Some sources speculated that an 11:30 newscast could start, at least until football season, on a Monday-through-Thursday basis.

Leonard said CBS News is seriously considering an 11:30 newscast that might be "either 15 minutes or an expandable 15 minutes." He said a decision should be reached within months.

Bill Small, president of NBC News, said his organization is "looking at" the possibility of an 11:30 newscast, "among other things." Though no decision has been reached, he said, "at the moment the answer is probably no." "Other things" being considered, he said, include "generally, where to put [news] specials."

It was not clear how much affiliate opposition would be aroused by a regular 11:30 network newscast, but a sampling among affiliates of all three net-

works left little doubt there would be some—some of it vociferous. The sampling also found some affiliate support.

Bob Fountain, head of affiliate relations at ABC-TV, said he had sounded out affiliates informally. "I think a majority feel it's a major opportunity for all of us." But, he added, "there's a very vocal small number who are not encouraging us to go ahead." In the same vein, Jeff Davidson of WXIA-TV Atlanta, chairman of the ABC-TV affiliates, said that "some of the affiliates are in favor of it and some are not." Neither he nor Fountain indicated how strong the opposition might be.

One ABC affiliate in favor is Eugene Bohi of WGHP-TV High Point, N.C., a former member of the ABC-TV affiliates board and now chairman of the affiliates' government relations committee. "There's a lot that goes on between 6:30 and 11:30," he said. "A large part of the affiliate body clears ABC's late-night programing. All this would do is extend late-night by 15 minutes."

Bohi felt, however, that a 15-minute network newscast at 11:30 would be enough: "To extend past 11:45 would be difficult."

Another ABC-TV affiliate, who asked not to be identified, disagreed. "After the initial exposure," he said, "news tends to get repetitive. When you've said it on the early-evening newscast, then repeated it on updates, chewing it again at 11:30 would be a little much."

This affiliate said his station has been carrying ABC's Iran wrapups, then a movie—the station is in the central time

zone—and then, on a delayed basis, ABC's late-night programing. But in the feeling that the Iran specials themselves are becoming "repetitive," he said, the station plans to drop them after the Olympics.

Some affiliates suggested that primary opposition among affiliates will come from those not now carrying network late-night programing, or delaying it for the presentation of local syndicated shows or theatrical features. A network newscast would break the flow from local news to local programing—a break that many stations feel would be more disruptive with a regular newscast than with the specials on the Iran situation, which is seen as having unusual pulling power among television viewers.

Even among ABC affiliates favoring 11:30 network news, some had reservations or conditions. In addition to feeling



Cronkite



Mudd



Rather

that it should not exceed 15 minutes, a number felt that it would have to be a strip to succeed and that running only three or four nights a week would imperil it.

While the future of 11:30 network news was uncertain, Cronkite appeared firm in what he wanted his to be—continuing to work at CBS News but not under the pressures of daily deadlines. The new CBS News science series, *Universe*, was said to have a special appeal for him.

He and CBS News officials said it had been agreed he should not step down until after the elections. "We're talking a year down the line at the very earliest," President Leonard said.

Roger Mudd was long regarded as Cronkite's heir apparent, but in recent months Dan Rather has risen in speculation.

There were reports that ABC offered Rather as much as \$8 million over five years, though other accounts say the figure is well below that. NBC also reportedly has made overtures, and CBS itself is negotiating with him. Leonard said last week that "if you pinned me to the floor, I couldn't tell you what he's going to do." Rather's CBS contract runs to mid-1981, according to CBS sources.

Longtime acquaintances of Cronkite's did not entirely write off the prospect that he might stay in—or be brought back to—the anchor post after his current contract expires (and he reaches age 65) in November 1981. "He's such a warhorse and he loves it so," one said last week, "that I honestly believe they could persuade him."

Senate puts the kibosh on FTC children's ad proceeding

Commission authorization voted out without one-house veto provision, but one amendment would end investigation into commercials aimed at kids; House measure, however, differs in both respects

The Senate, in a series of moves last week that clipped the wings of the Federal Trade Commission without totally grounding it, voted to kill the FTC's children's advertising proceeding.

By a vote of 77 to 13, the Senate approved S. 1991, the FTC's authorizing legislation. But the final vote came after the Senate had rejected a number of amendments—including the controversial one-house veto—that would have all but crippled the agency. One vote that did not go the commission's way, however, involved its children's advertising inquiry. By a 2-1 margin, the Senate voted down an amendment that would have authorized the FTC to proceed with the case.

As approved, the bill mandates that the commission may write rules governing only false or deceptive advertising—not "unfair" advertising, a standard on which the children's inquiry is based. The amendment, offered on the Senate floor by Senators Warren Magnuson (D-Wash.) and Robert Packwood (R-Ore.), would have removed that section from the bill, but it was rejected by a vote of 67 to 30.

One major victory for the commission, however, came when the Senate voted 53 to 45 to reject an amendment by Senator Harrison Schmitt (R-N.M.) that would have saddled the agency with a one-house veto—a provision that would have allowed either house of Congress to override FTC actions. The House approved a similar provision last year, and some were predicting that the Senate would follow suit.

What the Senate approved instead, by a vote of 87 to 10, was a modified legislative veto proposed by Senators Carl Levin (D-Mich.) and David Boren (D-Okla.). Under terms of the amendment, the FTC must send to the Commerce Committees of each house copies of proposed and final rules when published in the *Federal Register*. No rule could go into effect for 20 days, and during this time the committees could review the rule. If either committee decided to oppose the rule, it would have to vote a joint resolution of disapproval within the 20-day vote period. Once either Commerce Committee so acted, the full Congress then would have 60 days to consider the rule before it went into effect. Both houses and the President would have to approve the joint resolution to prevent

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the rule from taking effect. Should only one house reject the joint resolution during the 60-day period, the rule could take effect immediately.

This provision is far less stringent than that approved by the House, and consumer groups quickly praised its passage. Congress Watch, the Ralph Nader group, called rejection of the one-house veto a major consumer victory, saying that it proves the measure "is both unworkable and unconstitutional."

Additional commission victories came when the Senate refused to strip the FTC of its power to regulate doctors and other professionals, and when it refused to drastically cut the commission's public participation funding.

The amendment to prohibit the FTC for two years from issuing trade regulation rules involving doctors, dentists, lawyers and other health-related professions was narrowly defeated by a 47-to-45 vote. The second amendment, introduced by Senator Alan Simpson (R-Wyo.), would have limited to \$5,000 the amount of compensation payable to a public participant in an FTC rulemaking proceeding. Additionally, it would have required groups to have more than 250 members (but not more than 1,000), dues of at least \$10 and no more than \$25,000 in revenues. None of the 58 groups that have participated in the FTC program thus far would have qualified under these criteria.

The vote on Simpson's amendment came almost at the same time that President Carter was warning that he would veto any bill that destroyed the FTC's power to protect consumers.

In a speech to the Consumer Federation of America, Carter stood firmly in the



Waiting for the verdict. While President Carter was defending the agency, and the Senate was voting on an authorization bill, Federal Trade Commission Chairman Michael Pertschuk was outlining FTC actions before the fourth annual Advertising Law Conference, sponsored by the Federal Bar Association and the American Advertising Federation. This year's conference focused on major regulatory matters, with a particular eye on FTC policy. In addition to Pertschuk, speakers included Senator Bob Packwood (R-Ore.), who expressed some optimism (which later proved unfounded) that his amendment to keep the FTC's children's advertising inquiry alive might find the necessary support; John Rupp, of the Washington law firm Covington & Burling, and Andrew Schwartzman, executive director of the Media Access Project, who took up the subject of the "unfairness doctrine" as a standard for prohibiting truthful commercial speech, and former FCC Chairman Richard Wiley, now with the Washington law firm Kirkland & Ellis, who said that no matter what the FTC's intentions are in the children's advertising proceeding, it ought to re-examine its actions, as the tide of public opinion in the country is running against increased governmental regulation. Pertschuk, who had not made any public comments on the children's inquiry for more than one year, said he knew the issue was an emotional one for the public, "and rightfully so." But the thrust of Pertschuk's remarks centered on other issues, such as comparative advertising and the FTC's role in regulating advertising. "Of course our mission is not only to make sure that the stream of commercial speech flows freely, but to see that it is unpolluted as well," he said. "The latter means we continue to monitor the truth and substantiation of advertising claims, not to inhibit such claims but to ensure that the consuming public can safely rely on advertising, not to chill aggressive competition but to cure chronic cases of old-fashioned deception and misrepresentation."

InBrief

Sixty-six miles of cable, 109 cameras, \$17-million broadcast center, great deal of new technology and some 800 employees (all equipped with \$400 arctic-type suits) were **pronounced in readiness by ABC-TV**—along with everything else—**for coverage of winter Olympics** at Lake Placid, N.Y., starting Tuesday (Feb. 12) and running through Feb. 24. First broadcast will be pre-opening hockey game between U.S. and Swedish teams (Tuesday, 9:30-11 p.m. NYT). ABC plans 51½ hours of coverage, mostly in prime time.

□

RCA has filed **insurance claims totalling \$77 million** on policies covering loss of missing Satcom III and business revenues it anticipated from satellite's operation. Meanwhile, company is pulling together "blue ribbon panel" of experts to look into causes of still mysterious disappearance.

□

After more than 10 years of debate, British government has announced **plans for now-vacant fourth television channel**. Britain currently has one commercial channel, ITV-1, and two noncommercial networks operated by BBC. Government's broadcasting bill, published Feb. 6, states that fourth channel, which will be commercial, should provide programs for minority interests and not merely duplicate mass-appeal programs on ITV-1. Major question—who will actually produce programs—has yet to be determined. Bill does say, however, that large commercial companies that operate ITV-1 and make most of its programs should not have too large role.

Buford Television has made **second move into subscription television** business with deal to take control of construction permit in Minneapolis. Buford will, upon FCC approval, assume control of 80% of Viking Television, permittee of K1MA-TV (ch. 23) for \$475,000 in expenses incurred by Viking in obtaining CP. Viking's owner, Irving O. Beaudoin, will retain 20% interest in CP. If deal goes through, Buford will drop its application for ch. 29 there. Buford put its first subscription television station, WBTI-TV Cincinnati, on air two weeks ago. Programming and marketing of STV is being handled in-house.

□

House Commerce Committee on Feb. 20-21 will **mark up H.R. 6121**, Lionel Van Deerlin's (D-Calif.) Telecommunications Act of 1980 revisions of common carrier provisions of Communications Act.

□

Television Syndication Center of Group W Productions will officially **unveil program distribution service** at National Association of Television Program Executives convention this week. According to TVSC general manager George Sperry, **service will commence this September** via Vidsat, Group W-Western Union satellite network, at "rates comparable to simulcast TV tape lease rates." It would cost syndicator, for example, \$31.80 for two transmissions (for two time zones) of half-hour program for each station that is to receive program, he said. Although Western Union's Westar system will provide space segment, ground segment, which Sperry said will number 25 earth stations at start-up and 100 by January 1982, will be network of earth stations owned by number of different entities, leased and used as needed. Earth stations of Western Union, Group W (first in Pittsburgh is under construction), Public Broadcasting Service (if FCC grants approval) and

commission's corner. "The Federal Trade Commission is one of the greatest weapons the American public has to guarantee truth and integrity and competition in the marketplace," Carter said. "I will not let it be picked to pieces."

He added that "an extraordinary array of special interests" had put FTC efforts "at the top of their hit list."

"Obviously, no agency should be immune from scrutiny, correction or clarification," he said. "But a fine-tuning operation must not be turned into a wrecking crew."

The President called the FTC "one of the oldest and most fundamental safeguards we have for the integrity of the marketplace." He said the agency had been taken for granted, but "we can no longer do that. We have to fight for it. And we will."

FTC Chairman Michael Pertschuk, who defended the children's advertising inquiry on a segment of CBS News's *60 Minutes* Feb. 3, and who voiced concern that Congress might derail the proceeding, expressed disappointment after the Senate acted on the Magnuson-Packwood amendment, as well as other provisions that usurp some commission power.

"Of course I'm deeply troubled by those Senate amendments which, as the President said, would 'stop [FTC] activities dead in their tracks,'" Pertschuk said. "On the other hand I'm grateful that the Senate rejected other efforts to strait-jacket the commission's consumer protection and antitrust activities. I'm hopeful that with the President's firm support, the conference will produce a bill that will leave us able to pursue those of our activities essential to preserving a fair and

competitive marketplace for the American consumer."

Also disappointed was Peggy Charren, head of Action for Children's Television, which has been the strongest proponent of the children's advertising proceeding.

"It is outrageous that Congress has been so influenced by industry lobbyists that it is ready to sacrifice children's future health and welfare to its perceived short-range political advantage," Charren said. "Along with most of the American public, ACT is convinced that this Senate vote will not impede for long the rights of very young citizens to be protected from commercial abuses."

The death of the children's proceeding, however, is not a foregone conclusion. The House did not have a similar provision in its FTC authorization bill approved last November (BROADCASTING, Dec. 3, 1979), and a House-Senate conference committee will now have to work out a compromise. Whether the House will go along with the move to kill the children's inquiry is uncertain.

In addition to halting the children's advertising inquiry, the Senate bill would affect a wide variety of commission actions. It would, for example, limit the agency's authority to require mandatory warranties in connection with the sale of used cars; it would prohibit the commission from investigating the insurance industry; it would provide for the recovery of attorneys' fees by small businesses in cases in which they prevail against the FTC, and it would cut back on the amount of money available for funding outside groups in rulemaking, although not nearly as drastically as the Simpson amendment would have.

Surprising support for easing of Section 315

Van Deerlin measure gets boost in hearings from his subcommittee, political types and even Dr. Parker

The barrier to legislation that would ease broadcasters' equal-time obligations may not be as impassable as has long been thought. A one-day hearing last week on a bill to exempt appearances of presidential and vice presidential candidates from Section 315's requirements for nonpaid broadcast time not only showed a wide range of support but also provided evidence that congressmen, once wary of easing controls on broadcasters, could be persuaded otherwise.

Under consideration at the hearing before the House Communications Subcommittee was H.R. 6103, introduced by Lionel Van Deerlin (D-Calif.), chairman of the subcommittee (BROADCASTING, Dec. 17, 1979). Among other things, it would permit broadcasters to stage and cover debates involving presidential candidates and feature them in documentaries without incurring equal-time obligations. The intent, Van Deerlin said, "is to free electronic media the same way print media are in political coverage" of presidential and vice presidential contests.

Many of those who testified found fault of one kind or another with the bill. It was not sufficiently specific, some thought. Others pointed out what they regarded as ambiguities. But the climate the testimony created was positive. A panel of broadcast

individual broadcasting stations will make up network. Service would be in direct competition with SMARTS should RCA ever get that service off ground. Sperry said Vidsat would use RCA Satcom birds, if transponder time is available.

□

Cable division of Miami-based Storer Broadcasting has won **franchise for Radnor, Pa.** Company says it will complete 10,000-home-potential system "inside a year and a half."

□

Obstacle to Sonderling Broadcasting's merger into Viacom International was cleared last week by Delaware court's approval of **settlement of suit** brought there to challenge merger and associated split-off of some broadcast and theater properties. Companies say consummation of deal now awaits "receipt of supplemental rulings and certain lenders' consents."

□

Senator Ernest Hollings (D-S.C.), chairman of Communications Subcommittee, said last Friday he was **pleased with vote to restrict powers of Federal Trade Commission** (page 35), and although President Carter said he would oppose any measure that crippled commission, Hollings said he **didn't think Carter would veto** this legislation. Also addressing Consumer Federation of America was Senator Edward Kennedy (D-Mass.) who defended commission and suggested that Carter should take stronger measures than he outlined to protect FTC.

□

ABC has **renewed these shows** for next year: Universal's *Galactica 1980*, Spelling-Goldberg's *Hart to Hart*, Witt-Thomas-Harris's *Soap and Benson*, and Paramount's *Mork and Mindy* and *Taxi*. S-G's *B.A.D. Cats*, apparently, won't fare as well: Network won't confirm, but producer says

production has been halted and show's last airing will be March 7.

□

Dallin H. Oaks, chairman of Public Broadcasting Service transition committee, was elected new board chairman last week at board meeting in Chicago. Appointment becomes effective in June at end of annual membership meeting in Washington. Oaks, who replaces Newton Minow, has been president of Brigham Young University.

□

Robert T. Hunter, appointed Feb. 1 as executive vice president to administer Amway Corp.'s corporate development division, on June 1 will add similar administrative responsibilities for Amway's Mutual Broadcasting System. Hunter had been executive vice president and chief operating officer of Nutrilite Products, Buena Park, Calif., in which Amway holds major interest. He continues to oversee Nutrilite and now administers Amway's Washington office. He will shift his base from California to Amway's Ada, Mich., headquarters in July.

□

President Carter will receive **Southern Baptist Radio-Television Commission's Christian Service Award** in Feb. 12 presentation at White House. Annual award is usually conferred at SBRTC ceremony in Fort Worth, but present state of world affairs precludes President's appearance there Feb. 28. Videotape of White House ceremony will be shown then.

□

Spencer R. Kaitz will succeed his recently deceased father, Walter (BROADCASTING, Jan. 21), to post of general counsel and executive secretary of California Community Television Association. Spencer has worked for CCTA for 10 years since days as law student at University of California at Berkeley.

news executives—Richard Wald, ABC News executive vice president; Bill Monroe, executive producer of NBC's *Meet the Press*; Edward Fouhy, chief of the CBS News Washington bureau; Fred Young of Hearst Broadcasting, who testified for the Radio-Television News Directors Association, and Barbara Cohen, director of news for National Public Radio—hailed the bill as an important step forward for broadcast journalism. The restrictions under which broadcast journalists operate, Fouhy said, are "frustrating" and "counterproductive."

The subcommittee heard the same message from representatives of the political world. Patrick J. Lucey, deputy campaign manager for Senator Edward M. Kennedy's presidential campaign, said the equal-time law has become "a legal barrier to informing the electorate;" broadcasters cite it as a reason for not putting candidates on the air, he said. Dean Burch, the former FCC chairman who was representing the Republican National Committee's legal affairs committee, said broadcasters "have always been stepchildren so far as the First Amendment is concerned" and that the Van Deerlin bill would constitute a step, if only a small one, toward remedying that condition. Ronald Eastman, general counsel of the Democratic National Committee, endorsed the "objectives" of the bill—"we favor the removal of inhibitions that fetter unduly the ability of broadcasters" to inform the public—although he suggested the bill be redrafted to cast its provisions in more specific terms.

Nor was support for the bill limited to major party representatives. Although its defenders say Section 315 assures fair treatment by broadcasters to third-party candidates, Ed Crame, communications director for the Libertarian party's presidential candidate, Ed Clark, said the law has worked to "reduce political debate in general and specifically to inhibit access to the media by the Libertarian party and its candidates." His party, Crane said, "is perfectly willing to compete openly and freely in the marketplace of ideas."

Dr. Everett C. Parker, director of the Office of Communication of the United Church of Christ, did not follow the form some had expected, either. Parker, who is known to broadcasters as one who seems always to be urging the imposition of new regulations on broadcasters, said, "We support H.R. 6103. ['Closed Circuit,' Jan. 14]." Why? The requirements of Section 315, he said, have become an impediment to genuine debate among candidates with widespread support because of the proliferation of "fringe and single-issue candidates for our highest office."

It wasn't all that way. FCC General Counsel Robert Bruce, who said he was speaking for himself because the commission had not yet had an opportunity to consider the bill, said more might be lost than gained by the proposed repeal. For instance, he said without the objective standards of Section 315 to serve as a

guide for broadcasters, the commission might intrude further than it does now into stations' operations in resolving disputes between broadcasters and candidates. But more than that, he called the equal-time law "part of the bedrock of public interest responsibility," and said it is "one of the last provisions Congress might want to consider repealing."

But public interest lawyer Heidi Sanchez mounted the only vigorous attack on the bill. Sanchez, a staff attorney at Media Access Project, called the bill "ill-conceived and contrary to the fundamental principles of fair democracy." The bill, she said, would "authorize broadcasters to increase their domination of the minds of the listening and viewing public by discriminating among political opponents."

To Representative Marc L. Marks (R-Pa.), Sanchez, among the last to testify, was "a voice in the wilderness." Throughout the hearing, he had expressed concern about what he regarded as the risk involved in freeing broadcasters from some of the equal-time restrictions. He had cited the commercial networks' failure to carry live the Republican presidential forum in Des Moines

last month as an indication the networks are not as concerned as they say they are in informing the public on presidential politics. And, he confessed, "I was taken aback by the fact so many [witnesses] have supported the bill without considering what happens to those who fall by the wayside."

But other subcommittee members during the hearing indicated they were ready to support Van Deerlin in his effort to loosen, to a limited degree, the equal-time bonds. "I'm for increasing discussion, so we should take a look at the restrictive regulations," said Representative Albert Gore (D-Tenn.).

Representative Al Swift (D-Wash.) seemed concerned only that a "safety net," like the fairness doctrine, be available for the protection of candidates who needed it. Representative James T. Broyhill (R-N.C.) agreed with the news executives that coverage of candidates would improve in the absence of Section 315. And Representative Thomas A. Luken (D-Ohio) was also "concerned about safeguards." But, he said, "I may support the bill anyway. I'm not sure we can deal in absolute safeguards."

No-shows depopulated NAB Los Angeles meeting

The National Association of Broadcasters held its fourth and final regional television conference of the year at the Century Plaza hotel in Los Angeles last week before a sparse crowd of about 25. Attendance was only about half of the total pre-registration and well below the approximately 100 people at previous TV conferences in Atlanta, Denver and Houston.

NAB officials—there were seven of them at the meeting—speculated that the low turnout was due to its closeness to this week's National Association of Television Program Executives convention in San Francisco.

Those who were there heard from these people on these subjects:

■ Senator Ernest F. Hollings (D-S.C.), chairman of the Senate Communications Subcommittee, turned his Friday question-and-answer session away from communications issues and made a speech denouncing "the terribly dangerous situation we have let ourselves into" in U.S. dealings with the Soviet Union. He endorsed a military "build-up across the board and accused President Carter of having "no sense of history" in his relations with the Russians. The Senator entertained questions, and the broadcasters followed his lead, directing their inquiries to the current world situation.

■ Also on Friday, NAB Chairman Thomas Bolger, its TV board Chairman, Robert King, and the Television Information Office director, Roy Danish, led a discussion on the industry's public image—which most in the room seemed to feel needs considerable enhancement.

Bolger, offered the idea of a national on-air promotional campaign, featuring a

"national spokesperson like Bob Hope," to tell the industry's story to the "silent majority." There was some support for such a campaign, but it was pointed out that legal obstacles, primarily with the fairness doctrine, could keep such a campaign from being as issue-oriented as the NAB members believed it should be.

■ Paul Bortz, formerly with the National Telecommunications and Information Administration and now a partner in the Denver consulting firm of Browne, Bortz & Coddington, discussed opportunities afforded broadcasters by new video technologies. According to Bortz, local stations—especially independents—must adapt themselves to the changing communications environment.

Some of the suggestions he offered included placing a greater emphasis on locally produced news and public affairs programing.

Bortz also suggested a closer look at over-the-air subscription television. Among the opportunities offered by STV, he cited the possibility of local "video clubs" offering coded programing during hours when stations are usually off the air. The late-night STV operation could be sold to viewers as a service for home video recording.

■ If local programing holds the competitive promise of the future, it may cost a lot more than it does today. That was the prognostication of Jay Feldman, news director of KNXT(TV) Los Angeles, a CBS O&O. According to Feldman, news departments are looking to major cost increases across the board—in equipment, investigative reporting, promotion and on- and off-air talent.

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For the 3,700 attendees expected at this year's National Association of Television Program Executives conference in San Francisco beginning Saturday (Feb. 16), the over-all theme is "programming in the 80's." There will be plenty of speakers and panelists addressing just that topic. But for a less theoretical glimpse into the not-so-distant future of television, hundreds of videocassette machines will be rolling in the suites of the Hilton hotel.

This year 246 distributors will be setting up shop at NATPE. But with many of the plum station deals cracked in quiet offices prior to NATPE, there's no need to wait and see all the trends.

The NBC owned-and-operated stations demonstrated a couple of them last month when the word broke that they would be stripping Viacom's *Family Feud* in prime-time access and had picked up MCA TV's *Toni Tennille Show* as a new late-afternoon talk-variety strip (BROADCASTING, Jan. 28).

Another case in point on stripping are the CBS-owned stations, which

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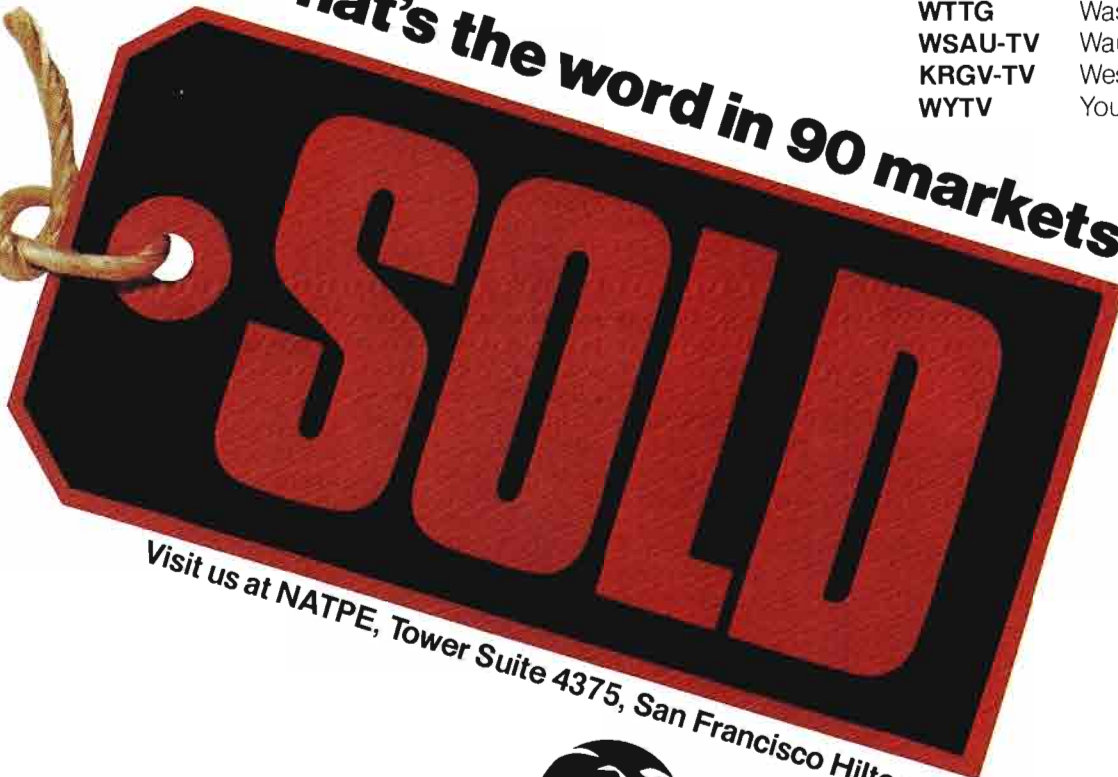
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only will be checkerboarding at flagship WCBS-TV New York. Elsewhere, WCAU-TV Philadelphia has picked up Viacom's *Family Feud* and *To Tell the Truth* strips (for the 7-8 p.m. block; which will run at 7:30 hadn't been determined by last week). KMOX-TV St. Louis now has an extra show on its hands for weekdays and Saturday with five *Feuds* and an episode each of Victory's *Match Game P.M.* and ITC Entertainment's *The Muppet Show*. KNXT(TV) Los Angeles has a local newsmagazine, *2 on The Town*, Monday through Friday and WBBM-TV Chicago has news.

While to a lesser extent now, once-or-twice-a-week programming, however, still is needed. The ABC-owned stations are checkerboarding weekdays (with the exception of WLS-TV Chicago which goes with news) and at that group and other stations Saturday slots are being filled with such shows ranging from the *Muppets* to Bristol-Myers' *In Search of...*

Among the new strips available, for prime-time access or other dayparts, the most frequently offered genre for 1980 is a throwback as opposed to a creative breakthrough. Still stinging perhaps from 1978 experiments ranging from *Bonkers* to *Please Stand By*, distributors are offering game show strips in full force.

Viacom, for example, has *Feud* and *Truth*. MCA is looking for a successful remake of Groucho Marx's *You Bet Your Life* with Buddy Hackett. Elsewhere, the daytime *Card Sharks* now is available not just on network but for local stations, from Firestone. Paramount and Post-Newsweek have *Phrase It*, Time-Life has *Mismatch*, and from Claster there's *Bounce Back* and from Colbert, *Bullseye*.

Rhodes is offering new production on *Let's Make a Deal* and Filmways is looking for strip customers on *Hollywood Squares*. Silverbach-Lazarus has *Pandemonium* and Metromedia Producers Corp. *The Punch Lines*. Sandy Frank already has his *Face the Music* in a variety of markets as does Victory with *Match Game P.M.* And that's not all the games that other distributors are hoping to get on the air.

Neither is it all the strips. Others with various formats include 20th Century-Fox's *T.H.E. Hospital*, Jim Victory's *Wide World of People*, Golden West's *Melody Ranch*, Lexington Broadcasting Service's new *Sha Na Na* strip, Air Time International's *Fantasies Fulfilled*, Gold Key International's *Camp Wilderness* and Rhodes's *Just Between Us*.

Then there are those like Time-Life's *Dave Allen at Large* from Britain and T.A.T.'s *The Sullivans*, and Worldvision Enterprises' *Don Lane Show*, already airing.

The continual growth of stripping may be more apparent this year than before, but as a trend it is not new. What is, however, is the amount of push behind talk and variety. Group W Productions now has *The John Davidson Show* in the fold instead of *Mike Douglas*. MCA TV has the NBC O&O's for *Toni Tennille*.

Others vying for a place are Columbia's *Steve Edwards Show*, Colbert's *Bert Convy Show* and Worldvision's *Don Lane*.

Whether Mike Douglas can successfully be syndicated as a barter show is up to Syndicast Services now that his contract hasn't been renewed by Group W. The future of 20th Century-Fox's *Dinah & Friends* is questioned by many.

Some of these new shows run more along the conventional talk and variety lines than others. And there are more vehicles such as Viacom/Post-Newsweek's *Hitt' Home*, Victory's *Wide World of People* and Group W's *Hour* magazine that go off more in the features direction.

Elsewhere, the variety of the NATPE marketplace will range from Fox's *Monte Carlo* show to United Artists' *Pink Panther*, NTA's *Future Flipper* and Y&R Program Services' *The B.B. Beagle Show*.

Off-network shows available range from *Barnaby Jones* (which is included among the 650 hours that Worldvision is offering at NATPE) to Columbia's *Charlie's Angels* and *Family*, and Warner Bros. Television's *Welcome Back, Kotter*.

The U.S. participation in the summer Olympics in Moscow may be questionable but MCA TV has the *Road to Moscow*, Fox, the *Olympiad* and Syndicast Services, *Olympic Gold*. And that's only part of the sports programming available, including Television Syndication Group's *Sports Scrapbook*.

Elsewhere in the variety of the NATPE marketplace: miniseries such as Paramount's *Washington Behind Closed Doors*, Operation Prime Time and Golden Circle shows, movie packages, and types as different as M.A. Kempner's *TV-Powwww*, Group W's *P.M. Magazine*, American Television Syndication's *Sensational Seventies*, Silverbach-Lazarus' *The Little Hobo* and *Biography II*, Fremantle's *Star Tracks*, the U.S. Chamber of Commerce's *It's Your Business*, JWT Syndication's *Three for the Road* and Alcare Communications's *How About...*

Bazaar by the bay

The following companies will be exhibiting programs or services in the suites of the Hilton hotel during the NATPE convention. The three networks have their suites in the St. Francis hotel. Listed are the programs (with the number of episodes in parentheses) and the personnel attending. New programs are indicated with an asterisk.

ABC Management/VIP Video	1152
ABC Owned Stations	1084
ABC Television Network	St. Francis
Advanswers Media Programing	1120

Bill Dance Outdoors, Blair Pro-Rodeo (6)*, The Best You Can Be*, That Nashville Music, Coors Western Outdoorsman*, Rose Busalacki, Jean

Hall, Carol Raack, Pat Bolling.

Advertising Media Services 1112**Air Time International 3875**

Race For the White House (4), World Championship Tennis (39), The 1980 Disco Music Awards, The Roots of Rock 'N' Roll, The Miss World Contest, The Sonny and Cher Comedy Hour (26), P... 1980 World Series Edition, Giselle, Fantasies Fulfilled, The World's Largest Indoor Country Music Show, The Unknown War (20), Kimba (52), Rod McKuen's Christmas in New England, The New Soupy Sales Show (90). **Staff:** Fred Weiner, Alvin Sussman, Dick Waller, Penny Haft, John Lord, Alan Zaretsky, Leslie Lillien, Frank Flanagan, Michael Spitalnik, Howard S. Shulman.

Alan Enterprises 1133

Contemporary Cinema (17), Cinema Classics (38), Fine Arts Cinema (29), The Edward Small Features (30), Special Cinema (32), War and Peace (4), The Abbott and Costello Show (52), Speed Racer (52), Felix the Cat (260), The Mighty Hercules (130). **Staff:** Alan Gleitsman, Cheri Rosche.

Alcare Communications 1860

Buyer Beware, Making Ends Meet*, Corner Drugstore*, You and Your Car*, Road Test*, Eyewitness News Promotion*, Mr. Wizard's Science Report*, Maintenance Ms., National Television Sports Quiz, Senior Report with Maggie Kuhn, Medical Report with Dr. Lynn Kitei, One Great Moment In Sports, Network Graphics, Pixanne (104), Classic Features (170), Great American Men (3). **Staff:** Frank Beazley, Jordan Schwartz, Diane Abramson, Frank Avena, Stuart Doriss.

Allied Artists TV 1856**Allied Entertainment G1664**

Wildlife Adventure (78), Safari to Adventure (40), Action Adventure Feature-Documentary Package (4), Masterworks Theatre (68), Science Fiction Theatre, Roobarb & Pals (140). **Staff:** John C. Ranck, Barrie Morrison.

Allworld Telefilm Sales 1956

All Night At the Movies (1,000), Bozo the Clown cartoons (156), Bozo the Clown Circus Show (39), The Famous Adventures of Mr. Magoo (26), Great Adventure (100), Laurel and Hardy cartoons (156), Chiller Thrillers (60), The Adventure Team (39)*, The Mind Matters (65)*, The Stars Who Made the Magic (65)*, Very Personally Yours (65)*, Watch Your Money (65)*, Little Stars (26), The Hilarious House of Frightenstein (130), Mini Mystery Theater (26), Superskate 1980. **Staff:** Gustave Nathan, Andrea Dix, Jim Monahan, Robert Chenoff.

American Educational Films & TV 1021**American Television Syndication 1123-24**

The Sensational Seventies (12 or 24)*, The New Ed Allen Show, The Kings' Adventure, Michael Strogoff, feature films (28). **Staff:** Lawrence O'Daly, Barbara Hosie, Tom Phillips.

Arbitron 1401

Staff: Pierre R. Megroz, Michael T. Membrado, Norman S. Hecht, Ronald H. Laufer, Harry R. Stecker, James E. Mocariski, Jeffrey H. Schadlow, Max L. Goldberg, William N. Shafer, Joseph T. Hoffman, Claire L. Kummer, Catherine H. Smith, Blaine Decker.

ARP Films 1105

Spiderman (52), Marvel Superheroes (65), The New Fantastic Four (13)*, Rocket Robin Hood (52), Max, the 2000 Year Old Mouse (104), Strange Paradise (195)*. Foreign only: Spider Woman (16), Star Blazers (52)*. **Staff:** Claude S. Hill, Bob Marcella, Anne B. Cody.

Artmedia 1040**ASI Market Research 1450**

Market research for entertainment projects. **Staff:** Paul S. Lenburg, A. Frank Bronson.

Associated Press 1054**Atlantic Richfield 736****Audio Works 1030****Avco Embassy Pictures 1735**

The New Ones (18), The New Ones II (16), V.I.P. Group (18), Nightmare Theatre (13) 28 for 68 (26), Pete and Gladys (72), Witness to Yesterday (26). **Staff:** Robert M. Newgard, Charles Britt, Maury Lanken, Merritt Sticker, Jack Ledwith.

Avery-Knodel Television 1515

Staff: J. William Knodel, Robert J. Kizer, F. Robert Kalthoff, Richard Bompiane, Joseph Friedman.

George Back & Associates 1061

Weather Report '80. **Staff:** George Back, Lynn Lott.

Bardon Associates 1008**Baron Enterprises 1132**

Hallmark Hall of Fame (26), Carry On (18), Nature's Window (130). **Staff:** Barry Bergsman.

Dick Barrymore Productions 1221**BBI Communications 4483**

This Was America (12), Heritage of Power, Health, The Body Works (10), Update on Health news inserts (156), Good Luck, Mr. Robinson, On Borrowed Time, Just Hold My Hand, Why Do I Feel This Way?, The Rheumatoid Factor, House Call (26), The Baxters (24), Catch a Rainbow (6), Jabberwocky (131), Drawing From Nature With Capt. Bob (154). **Staff:** Robert M. Bennett, Paul Rich, Jack Duffield, Debra Shapiro, Howard Finkelshtein, Antonia Dauer, Timothy Johnson.

Behrens Co. 1739

Kidsworld, The TV Magazine*. **Staff:** Bob Behrens, Betsy Behrens.

Bentley Syndication Services 821

HO HO HO HORTON

"Horton Hears a Who!"

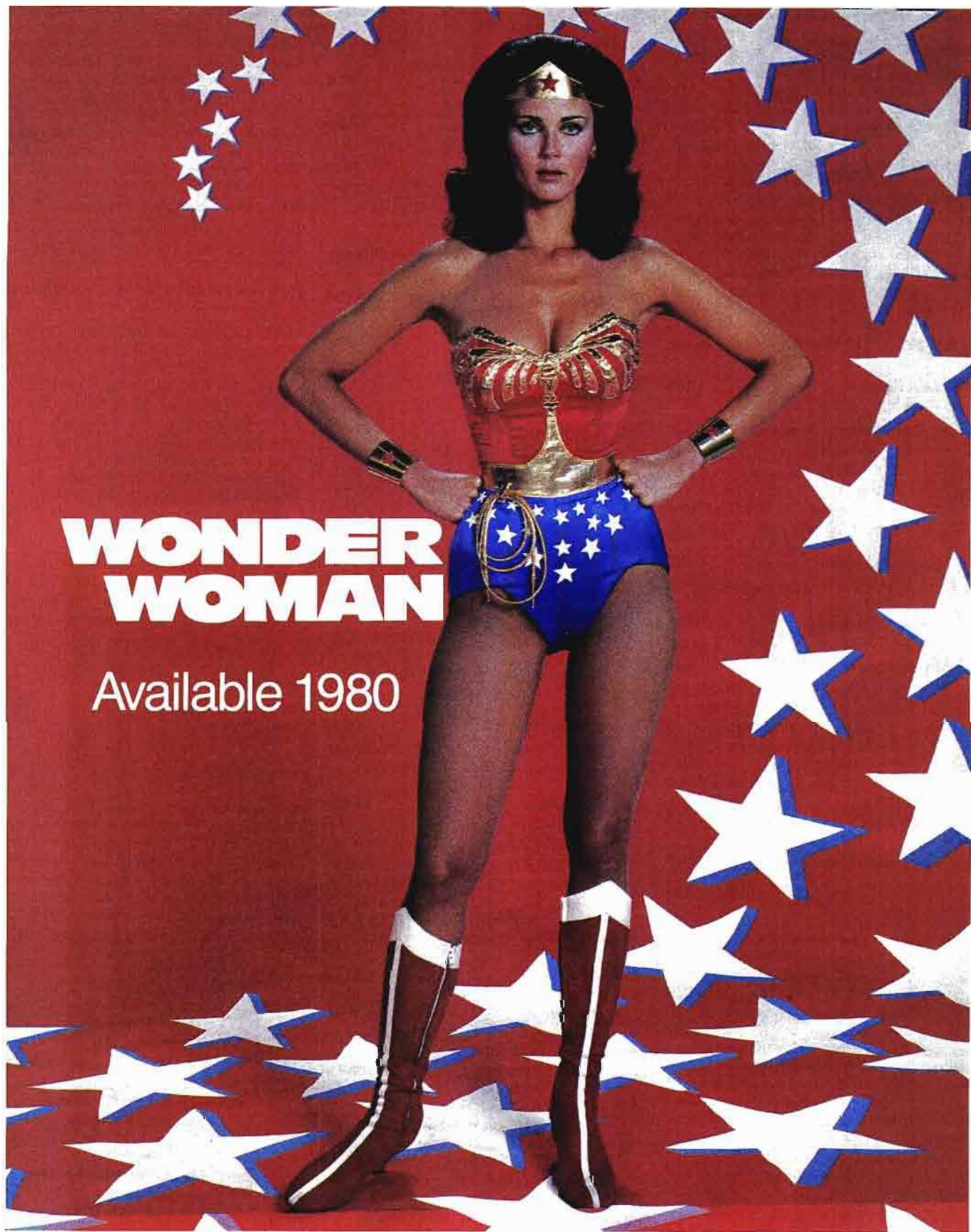
Musical 1/2 hour version of the popular Dr. Seuss story. Narrated by Hans Conreid. Visit us at NATPE, Tower Suite 4375, San Francisco Hilton.



MGM TELEVISION

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- Blackwell Enterprises** 1012
Kid Stuff (26 feature films). **Staff:** Ridge Blackwell, Ron Merk, Barry Rosen, JoAnn Locktov.
- Blair Advertising** 1057
- Blair & Co.** 871
- Bloom Film Group** 1110
- Bozell & Jacobs** 1160
- Bristol-Myers** 1939-40, 32
In Search Of . . . Clairol Crown Tennis Tournament. **Staff:** Marvin H. Koslow, Robert L. Turner, James McGinn, Sharon Joyce, Lionel Benn.
- Brookville Marketing** 1153
- Bill Burrud Productions** 1215
- Canadian Broadcasting Corp.** 4381
- Cannon Television** 1018
- Capital Cities TV Productions** 3884
Capital Cities Family Specials (6), Capital Cities Special Reports (2). **Staff:** Robert King, Charles Keller, Bill Mulvey.
- Catalena Productions** Diablo Room
- C.B. Distribution** 4472
- CBS Sports-International Sales** 1106-07
NBA on CBS (35+), PGA Tour On CBS (18), CBS Sports Spectacular—International Edition (30), College football bowl games (5+), Thoroughbred Racing, Daytona 500, Mr. Universe/Mr. Olympia, Superskates. **Staff:** Arthur F. Kane, Jim N. Sandis.
- CBS Television Network** St. Francis
- Chamber of Commerce of the U.S.** 1200
It's Your Business (52). **Staff:** Robert Adams, Bette Alofsin, William Dalton, Carl Grant, Mill Mitler, Karna Small, Debbie Striner.
- Chanowski Production** Shasta Room
- Chase, Morgan & Worth** 916
- Cinema Shares International** 1049
Feature film packages (4). **Staff:** Ken Istaal, Beverly Partridge, Annette Campbell.
- Cluster Television Productions** 4484
Bounce Back*, Fred Flintstone and Friends, Bowling for Dollars, Romper Room. **Staff:** John Claster, Sally Gelbard, Michael Bayer, Janice Carter, Peggy Powell.
- Coe Film Associates** 4384
The Children's Package (3,000), The Shorts Collection (1,000), Wide World of Women (26)*, Sports Whirl (26)*, Children's Series (8)*, Olympiad XXI, Family Specials (52), Children's Specials (52), Robin Lehman Collection, features and documentaries. **Staff:** Bernice Coe.
- Colbert Television Sales** 1807
Bullseye (260)*, The Bert Convy Show (130)*, Play the Percentages (130), The Joker's Wild (260), Tic Tac Dough (260), Joker! Joker! Joker!!! (52), Lassie (207), Sherlock Holmes (14), Mr. Moto (9), Charlie Chan (11), East Side Kids (13), Rifleman (168). **Staff:** Dick Colbert, Richard Colbert, Charlie Keys, Harvey Reinstein, Jack Barry, Dan Enright, Ron Greenberg, Jody Pollock, Meri Brantley, Lori Fair.
- Columbia Pictures Television** 4475
Original production for syndication, first run syndication, series, features, movies. **Staff:** Joe Abruscato, Jack Arbib, Chuck Atkins, Seymour Berns, George Blaug, Don Bryan, David Campbell, Dick Campbell, Abbie Chapman, Dalton Danon, Madeleine DeRyke, Bud Donnelly, Ken Doyle, Jack Ellison, David Fein, David Friedman, Fred Gilson, Ollie Hesketh, Tom Holland, Norman Horowitz, Doug Johnston, Kelly Kalcheim, Wally Kaufman, John Macdonald, David McLaughlin, David Nelson, Ken Page, Anne Stewart Page, Brian Pike, Allan Schwartz, Paul Shrage.
- Compro Productions** 1047
The Countryside*, The Country Traveler, Merry Morning*. **Staff:** Kim Anderson, Andy Johnston.
- William F. Cooke Television** 435
Nashville Swing (26)*, Bourbon Street Parade (26)*. **Staff:** Clifford H. Wilson, Orest A. Olynyk.
- CPM Systems** 1721
- Dan Curtis Distribution** 1610
- Data Communications** 1684
BIAS computer service for television and radio stations. **Staff:** Bill Boyce, Greg Calhoun, Rich Frerker, Dewey Hemphill, Julie Judkins, Scott Pierce, Steve Price.
- Deepwood Productions** Tamalpais Room
- Jerry Dexter Program Syndication** 1066
The Captain & Tennille in Hawaii*, The Captain & Tennille in New Orleans*, The Captain & Tennille Songbook*, Johnny Cash Ridin' The Rails*, Bachman-Turner Overdrive*, Superstar Profile (13)*, The Wolfman Jack Show (26)* **Staff:** Jerry Dexter.
- DFS Program Exchange** 1839
- Dyna-Metrics** 1060
- Elias Productions/Global TV** 1023
- Faith For Today** 1019
The Harvest, Hear the Sunrise, Westbrook Hospital (52). **Staff:** William B. Hull, Carole Hull.
- Don Fedderson Productions** 1161
- FilmLife** 1055
Print control, rejuvenation, protection and preservation of all used and stored prints, storage, shipping and distribution of prints worldwide, scratch removal, rehumidification of brittle films, inspection and repair of TV syndication prints prior to station's screening. **Staff:** Marvin A. Bernard, Sheila N. Bernard, Jeremy S. Bernard, C.E. Feltner, Robert Levine, Ben Harris.
- Films International** 1908-9
Afghanistan*, Treasure Chest (12)*, Wild, Weird, Wonderful (13)*, Passports to Adventure (104)*. **Staff:** Shel Haims, Gene Wilkin.
- Filmways Enterprises** 4075
The Addams Family (64), The Avengers (57), The Adventures of Ozzie & Harriet (200), Green Acres (170), Hollywood Squares, Johnny Sokko & His Flying Robot (26), Kicks (13), Mr. Ed (143), Prince Planet (52), Touch of Music (6), Sinbad Jr. (130), Sherlock Holmes (24), Jukebox (26), The Racers (11), Comeback (20), Lorne Greene's Last of the Wild (78), The Night Before Christmas, Heavyweight Championship of Professional Football (16) and various feature film packages. **Staff:** Jamie Kellner, Alex Horwitz, Roger Adams, Larry Hutchings, Rick Jacobson, Al Shore, Scott Towle, Ed Cooper.
- Firestone Program Syndication** 1015
Prisoner: Cell Block H (260)*, Card Sharks*, Camouflage*, Treasure Hunt*, Three's A Crowd (strip or once-a-week), The Dating Game (260), The Gong Show (strip or once-a-week). **Staff:** Len Firestone, Brian Firestone, Philip Besser, Alton Whitehouse, Jack Firestone.
- Four Star Entertainment** 1756
Portrait: The New Breed (26)*, Big Valley (112), Wanted Dead or Alive (94), Zane Grey Theatre (145), Stagecoach West (38), The Westerners (125), The Wonderful World of Magic (12 or 26), Thrillseekers (52), Target the Impossible (26), Toward the Year 2000 (26), Ensign O'Toole (32), McKeever and the Colonel (26), Tom Ewell Show (32), Law and Jones (45), The Lohman and Barkley Show (26), Here Come the Stars (26), Can You Top This? (195), The Rogues (29), Dick Powell Theatre (59), Burke's Law (81), The Detectives (30 or 67), Honey West (30), Richard Diamond (26), Monty Nash (14), Target the Corruptors (35), Will Rogers USA, Bully, musicals (7), children's features (6), action features (10). **Staff:** David Charnay, Joseph Doyle, David LaFollette, Toby Rogers, Bill Pastuch, Jason Elkin.
- Sandy Frank Film Syndication** 1000
Face the Music (260)*, The \$100,000 Name that Tune (52), Battle of the Planets (85), Lee Mendelson Star Specials (12), Liar's Club (45). **Staff:** Sandy Frank, Bob Cohen, Judy Green, Sandy Aronowitz, Nancy Schecter, Eileen Potrock, Ellen Green.



**WONDER
WOMAN**

Available 1980

Warner Bros. Television Distribution



A Warner Communications Company

- Fremantle 1949**
Black Beauty I & II (52), Take Kerr (260), Swiss Family Robinson (26), The New Candid Camera (130), Family Treats (10), Star Tracks: The Hit Parade of the 80's. Foreign distribution: Cisco Kid (156), Killiam Collection (62), Animated Specials (5), Romper Room, Ryan's Hope, Goodson-Todman Game Shows, Who's Afraid of Opera? (8), Hopalong Cassidy (52), Family Hour Festival (33), National Geographic Specials (27), Greatest Sports Legends (69), Cates Brothers Specials (7), The Nutcracker, Life of Erich Von Stroheim. **Staff:** Paul Talbot, David Ghamptaloup, Chris Remington, Harriette Sanderson.
- French TV 1127-31/Rosewood Room**
- Fries Distribution 1003**
- Gerber-Carter Communications 1042**
For You ... Black Woman (112), Studio Two Revue Featuring the Teenyboppers (52), Daughters of Daedalus, Food, Folklore and Fun, Looking Good in the 80's. **Staff:** Charles S. Gerber, Evelyn A. Carter.
- G.G. Communications 1118**
Staff: N. W. Russo, N.T. Evans, A.R. Russo.
- Glen-Warren Productions 701**
- Globo TV of Brazil 415**
The Good Old Days Are Gone, Too Late, Too Soon, On the Highway, Till Death Do They Part, Seven Days To Die, Mulher '80, Sergio Mendes Special, The Yellow Woodpecker Ranch. **Staff:** Joseph Wallach, Felipe Rodriguez, Roberto Fillipelli, Kathy Hricik, Lisette Stewart.
- Golden TV 1108**
- Gold Key Entertainment 1635**
Krofft Super Stars (202), Popeye (220), Beatles cartoons (116), Cool McCool (60), Krazy Kat (50), Barney Google (50), Beetle Bailey (50), Perspective on Greatness (26), The Main Events (15)*, The Gamma Chronicles (15)*, Blondie (28)*, The Neptune Journals (12), The Beta Chronicles (12), The Alpha Chronicles (10), Bill Burrud features (6), Rainbow I-IV outdoor adventures, various feature film packages, The Palace (13)*, Bobby Vinton's Rock 'N' Rollers*, Superman*, Alice's Adventures in Wonderland, The Two Kennedys—A View From Europe, In Search of Ancient Astronauts, In Search of Ancient Mysteries, Loggins and Messina "In the Attic", Walt Wagner Show With Peggy Fleming, Dick Tracy serials, Flash Gordon serials, TV Time Capsule. **Staff:** Jerry Kurtz, Robert B. Muller, Robert Lloyd, Judy Gillespie, Randy Hanson, Mort Marcus, Daniel E. Mullholland, James Ricks Jr., Leonard R. Soglio, Ben Barry, William F. Cooke.
- Samuel Goldwyn Co. 1021**
The Samuel Goldwyn Library of Feature Films (52), The Best of Goldwyn (33), Goldwyn Family Six Pack (6)*, Snippets (66), Dan August (5)*, Hollywood: The Goldwyn Years. **Staff:** Thomas Quentin Seehof, Jonathan Dana, Linda Holly, Jean Seehof.
- The Good Earth Journal 716**
- Gould Entertainment 4184**
The Presidents: 80 Years on Camera (4), A Man Called Lombardi, American Documents (13), The Glory and the Dream, Black Squadron, Violence in Sports. **Staff:** Michael Gould.
- Granada Television Teakwood Room**
- Sherman Grinberg Film Library 1155**
- Jerry Gross Productions 1158**
- Group IV Distributors TBA**
- Group W Productions 4175**
The John Davidson Show*, PM Magazine, PM Magazine Special Edition (6)*, Hour Magazine*, Fight Back! With David Horowitz, Clever Jack, Marlo and the Magic Movie Machine, Impact 27, the Coral Jungle. **Staff:** Edwin T. Vane, Joseph H. Goldfarb, George E. Resing Jr., Peter F. Yaman, Howard Mendelson, Carl Menk, Daniel Cosgrove, Jack Swindell, Jack Foley, Peter S.P. Gimber, Michelle Thomas, Owen S. Simon, Frank R. Miller, Jack Wartlieb, Robert H. Rubin, Maggi Cowlan, George A. Sperry Jr., Mary C. Healy, Jim Tuver-son Jr., Carla Singer, James Moloshok, Richard Crew, Eric Jones, Marty Berman.
- Grundy Organization 1053**
Prisoner Cellblock H (260 half-hours). **Staff:** Reg Grundy, Tom McManus, Bob Crystal.
- Leo A. Gutman 1611**
Chuck Connors' Great Western Theatre (26)*, Sherlock Holmes (14), Charlie Chan (11), Mr. Moto (9), East Side Kids (13), The Spectaculars (2), The Epics (13), The Holidays Specials (3), The Hollywood Seven (7), The International Three (3), The Cliffhanger Five (5). **Staff:** Leo A. Gutman, Esther Balenz, C.B. Gufman.
- Alfred Haber TBA**
Bing Crosby: His Life and Legend, Disco Magic, Marvin Gaye Live, Kimberly Jim, Anne Murray In Concert, Charley Pride In Concert, Charlie Rich In Concert. International only: A Country Christmas I, A Country Christmas II, A Special Sesame Street Christmas, All-American Woman, All Star Salute ... Pearl Bailey, All-Star Tribute to Ingrid Bergman, All-Star Tribute to Jimmy Stewart, All-Star Tribute to Elizabeth Taylor, All-Star Tribute to John Wayne, Bing Crosby: His Life and Legend, Bing Crosby: The Christmas Years, Glen Campbell Music Shows, Christmas At The Grand Ole Opry, Christmas In Santa Fe—Perry Como, Christmas In Early America From Colonial Williamsburg—Perry Como, Disco Magic, Easter By The Sea—Perry Como, Festival Of The Stars: Mexico, Marvin Gaye Live, Gauguin The Savage, General Electric All Star Anniversary, Cheryl Ladd Special, Lady Love In: Night and Day, Ann-Margret—Hollywood Movie Girls, Anne Murray In Concert, Music From Hollywood—Perry Como, The Other Broadway, Paul Anka In Monte Carlo, Charley Pride In Concert, Helen Reddy In Concert, Charlie Rich In Concert, Rockette: A Holiday Tribute to the Radio City Music Hall, Rockin In The U.S.A., Sinatra and Friends, Soap Factory, 20th Anniversary of Rock & Roll, Uptown At The Apollo. **Staff:** Alfred Haber.
- Harrington, Righter & Parsons 870**
Television station representation. **Staff:** J.J. Walters, P. Ryan, T. Comerford, D. McCarthy.
- Hollywood Distributors International 1032**
Music World (156), That Good Ole Gospel Music (156), Open House Theatre (26), Stanley's Smogless Steamer and Traveling Library (39), Nutz and Boltz Theatre (26), Full Contact Karate (16), World Tennis (17), World Sports Racing (47), Fun and Fitness (118), Psychic Phenomena—The World Beyond (120), Eyewitness to the Past (39), Champions—The Competitive Edge (39), Chicago Soul (2). **Staff:** Arden D. Moser, Buddy Brooks.
- Raymond Horn Productions 1052**
- HR Television 1535**
Staff: Ed White, Phil Corper, Gerry Farrell, Roy Edwards, George Hemmerle, Larry Bleidner, Bill Leslie.
- Image Audio 1038**
- Image Factory 950**
- Intercontinental 849-50**
Beany & Cecil (26), James Bay, Last of the Pharaohs (13), Primitive Man (6), The Friend of My Friends (12), The Wit and World of George Bernard Shaw, Yasser Arafat*. International only: Circus (24)*, Classic International Features (150), Grand Prix Tennis (12)*, National Geographic Specials (30), Oscar Peterson Presents (8), Previn & the Pittsburgh (10), The Body Human (7), The Joy of Bach*, The Sensational Seventies (12)*, The World of Wizards. **Staff:** Donald Coyle, Tom Einstein, Nina Berry, Beverley Guerre.
- ITC Entertainment 4478**
The Muppet Show (24), Return of the Saint (22), Edward the King (13), Space: 1999 (44), When Havoc Struck (12), Julie & Sammy, various feature film packages, From This Moment On ... Cole Porter, The Beatles Forever, The Entertainers, Merry Christmas ... With Love, Julie, Come Hear the Music Play, Heart and Soul, Elton John and Bernie Taupin Say Goodbye Norma Jean and Other Things, Steve and Eydie: Our Love Is Here To Stay, Julie—Salute to Hollywood, The Magical World of Julie Andrews, Julie Andrews and Robert Goulet in Concert, James Paul McCartney, Bravo Julie!, The Julie Andrews Christmas Special, Julie and Dick In Covent Garden, Julie Andrews & Jackie Gleason—How Sweet It Is, Julie—My Favorite Things, Herb Alpert and the TJB, The Saint (114), Crimes of Passion (30),

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THE
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CARLO
SHOW



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The Protectors (52), My Partner the Ghost (26), Department S (28), UFO (26), The Persuaders (24), The Adventurer (26), The Champions (30), The Baron (26), Man in a Suitcase (28), The Prisoner (17), Secret Agent (45), Dangerman (39), The Gale Storm Show (125), Fury (114). **Staff:** Abe Mandell, Leonard Kornblum, Pierre Weis, Joseph Ceslik, James C. Stern, S. Allen Ash, Al Lanken, Charles Keys, Cy Kaplan, Armando Nunez, Valerie Rowley, Philip Jones, Joseph Fusco Jr., Murray Horowitz, Robert Mandell, Nat Leipziger.

Janus Television 1650

Laurel & Hardy (11 films, 60 half-hours), The Ultimate Classics (48), Classic Mystery Theatre, Film Ventures (10), Sports Scrapbook (78), American Superwesterns (10), Success (104), Circle Square (26), Inside Track (29). **Staff:** Bob Curtiss, Robert Schmidt, Virginia Martin.

JWT Syndication 1150

Road Dahl's Tales of the Unexpected (22), Norm Crosby's Comedy Shop (25), World of Survival (21), Update on Health (26), Magic of Mark Wilson (24), Three on the Go*, Specials: Miss Peach, Cricket, The Body Works, Update on Health, For a Better World, Spotlight, A Gorey Halloween, Watch Me, Gold Coast, All in the Castle, Let's Dance, Vic on Campus. Inserts: Cartoon-A-Torial, The Nooze Reports, Kenneth and Company, Magic of Mark Wilson, Newsweek Broadcasting Service, Take Five With Stiller and Meara, Today's Woman, Update on Health. **Staff:** Robert E. Buchanan, Marie Luisi, John H.P. Davis, Norman Varney, Michael Tremper.

Kamen Sciences 1058

Katz Television 971

M.A. Kempner 1616

TV Powww! **Staff:** Marvin Kempner, Jim Phillips, Tim Overmyer, George Shakoor, Dan Kempner.

King Features Syndicate 1125

Foreign only: All New Popeye Show, New Flash Gordon Animated Show, Time Capsule, Blondie features, Popeye Classics, Barney Google, Cool McCool, Crazy Kat, Flash Gordon serials, Perspective in Greatness, Beetle Bailey, Beattles. **Staff:** Charles E. Shutt, Sam Gang.

King World Productions 1811

Klein & 1159

Shorts, The Movies (ID/promotion package), Nutley News, Satellite Education Service. **Staff:** Bob Klein, Mark Rasmussen, Howard Bailin.

Alan Landsburg Productions 3880

Torn Between Two Lovers, And Baby Makes Six, Mysterious Island of Beautiful Women, The Chisholms, Incredible Sunday, Mysterious Two, Marathon. **Staff:** Alan Landsburg, Howard Lipstone.

Lexington Broadcast Services 1801

Look What They've Done to My Song*, Canned Film Festival*, Motor Race of the Week (11)*, Strawberry Shortcake*, Our Incredible World*, Sha Na Na, Clairol Crown, Hot Fudge, Health Field, Health Watch. **Staff:** Henry Seigel, Roger Lefkon, Heather Regan, Milt Strasser, Bill Finkeldey, Wendy Phillips, Louise Granelli.

Linder, Brooks & Kearce 1165

Lorimar TV Distribution 1825

Eight is Enough*, A Man Called Intrepid, Studs Lonigan, Tom Horn, Young Pioneers. **Staff:** Robert B. Morin, Antony B. Brown, Virgil B. Wolff, Bunny Leveo, Victoria Laughlin.

Lutheran Television 1043

Staff: Janet R. Naji, James Nelesen.

Madison Square Garden TV 1025

1980 NIT, 1980 NHL Game of the Week and Stanley Cup Championships, 1980 Eastern 8 Basketball Conference*, 1980 Japan Bowl*, Sports/MVP Awards Presentation*. **Staff:** Joseph M. Cohen, Andrew L. Spitzer, John Tagiaferro, John Koushouris, Therese Kieley, Willa Hoffner.

Mag-Net 1104

Major League Baseball Promotion 1656

This Week in Baseball (26). **Staff:** Joe Podesta, Terry Kassel, Joe Reichler, Larry Parker, Mel Allen.

Marathon Productions 1223

Mascom Advertising 1147

Masscasting 815

The Stars of the Cinema (movie open, bumper, close and promo package for complete movie showcase). **Staff:** Neal P. Cortell.

MCA TV 1136

The Toni Tennille Show*, You Bet Your Life, The Rockford Files (113), Kojak (118), Operation Prime Time 1980, The Road To Moscow (30), Adam 12 (174), Alias Smith & Jones (43), The Bionic Woman (58), The Bold Ones (98), Boris Karloff Presents (67), Dragnet (98), Don Adams Screen Test (24), Emergency! (136), Emergency Plus 4, Holmes & Yoyo, Ironside (198), It Takes a Thief (65), The Jack Benny Show (104), Leave It To Beaver (234), Marcus Welby, M.D. (172), McHale's Navy (138), The Munsters (70), The Name of the Game (76), Rod Serling's Night Gallery (97), Run For Your Life (85), The Six Million Dollar Man (108), Suspense Theatre (53), Novels II (33), Operation Prime Time 1979, Novels I (30), Operation Prime Time 1977 & 78, Rich Man, Poor Man, Woody Woodpecker & Friends (185) various feature film packages. **Staff:** Lou Friedland, Don Menchel, Shelly Schwab, Al Rush, Hal Cranton, Joe Ondrick, Bob Davis, Bert Herbert, Carl Russell, Jack Robertson, Phil Conway, Carl Runge, Marc Grayson, Paul Hoffman, Andy Lee, DeArv Barton.

Media Associates 1143

Audience research and news consulting for television stations. **Staff:** William W. Taylor.

Media Communications 1053

Mediavision 3972

Riders of the Silver Screen*, Flip Wilson's Salute to Football*, Jonathan Winters' Salute to Baseball*, Behind the Scenes With Jonathan Winters, Friends of Man (Narrated by Glenn Ford), Invisible Influences, Element of the Unknown: The Sea, Talk of the Devil, The Magical Mountain: Java, The Fabulous Talking Time Machine, Professor Moffett's Science Workshop. **Staff:** Mark Frostad, Jo-Ellen Frostad, Michael Miville.

Metromedia Producers 4278

The Merv Griffin Show, The Golden Circle*, The Cross Wits, The Jerry Van Dyke Show, Casino Games*, Mouthtrap, Punchlines, Zap, Bet Your Bottom Dollar, The Ice Palace (8), Mayberry, R.F.D. (78), My Favorite Martian (107), That Girl (136), Vaudeville (13), The Ann Southern Show (196), Premium I (8), I, Claudius (13), Premium II (12), Premium Plus (28), Tell Me On a Sunday, Ambassador—Muhammad Ali, An Intimate Portrait, Future Shock, The Annual Mother/Daughter Beauty Pageant, Then and Now, Filmmakers Salute Oscar, International Fashion Models, Angel Death, Jane Goodall and the World of Animal Behavior, National Geographic Society Specials (24), Natural History of Our World: The Time of Man, The Undersea World of Jacques Cousteau (36), The Untamed World (156), The Groovie Goolies and Friends (104); Die Fledermaus, The Sleeping Beauty, The Royal Ballet Salutes the U.S.A. **Staff:** Joseph Indelli, Klaus Lenmann, George Hankoff, Jim Weathers, Terry Palmer, Herb Weiss, Gary Gannaway, Phil Matthews, Bill Featherstone, Jim Stabile, Tony Ford, Jim Levey, Arvin Kaufman, Mort Slakoff, Bill Doty, Bob Freedman, Susan Bender, Pat Stiphout.

Metro Productions 1028

Staff: Michael Miller, Ralph Smith, Donald Smith.

MG Films 1146

Hot Fudge (65), Spirit of Independence (208). **Staff:** Marvin M. Grieve.

MGM Television 4375

Theatre 15 (15)*, Medical Center (170), How the West Was Won (21), How the West Was Won (miniseries), Tom and Jerry (263), Extra Extra Movies (25), 10 Extra Extra Movies (10)*, Thirteen Tailor Mades (13), Hawkins (8), Conquest, An Evening With Gene Kelly, Courtship of Eddie's Father (73), Please Don't Eat the Daisies (58), Daktari (89), Then Came Bronson (26), Man From U.N.C.L.E. (128), The Pogo Special Birthday Special*, Horton Hears a Who*. **Staff:** Edward A. Montanus, Richard I. Levine, Joseph C. Tirinato, James M. Kraus, Neil Russell, Philip L. Smith, Leslie H. Friends, Susan Swimer, Charles Gersch, William A. Kunkel, Edna Kaye, Anna Cruz.



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- Mighty Minute Programs 1065**
Joe Carcione—The Greengrocer, On the Move with Sports and Recreation, Garden Gazette*, Action Report, Going to the Movies, Hank Grant—Hollywood Reporter*, The Tipsters, Good Taste*, In Celebration of Tutankhamun, The Politics of Poison, Pickle Family Circus. **Staff:** David Meblin, Lou Hummel, Roger Blewett, Andrew Meblin.
- Warren Miller Productions 716**
- MIS Syndication 1816**
Victor Awards, Black Achievement Awards, Insects (Secrets of an Alien World). **Staff:** Ruth Vitale, Laura Reitman, John Fortune, Barry Frey, Dave Martin, Gene DeWitt, Jim Shelby, Sue Stohl, Jackie Anderson, Sara Tarant.
- MMT Sales 1500**
Television sales rep. **Staff:** Gary Scollard, Neil Kennedy, Doug Balogh, Jack Oken, Roger Goldamer, Sid Gurkin, Jack Lyons, Jon Gluck, Sandi Boesch.
- William Morris Agency 1850**
Guinness Game, Whew, Name That Tune, Cross Wits, You Bet Your Life, Scribble, Tomi Tennille, Fantasies Fulfilled, Press Your Luck, Splash, Pandemonium, Look What They've Done To My Song, So You Think You're Tough, Doc Severinson, Neil Sedaka, Laugh In, Sonny & Cher, Real People. **Staff:** Lou Weiss, Jenny Katzman, Bob Caestani, Barry Weiner, Aaron Cohen.
- Multimedia Program Productions 4275**
Donahue, Young People's Specials, Archie Campbell Show*, Hank Williams—The Man and His Music*, 14th Annual Music City News Country Awards*, Tribute to Chet Atkins. **Staff:** Donald L. Dahlman, Lee Jackoway, Grant Norlin, Bruce Johansen, Cindy Patrasa, Dick Mincer.
- Muscular Dystrophy Association 1020**
- National Telefilm Associates 3784**
Dean Martin (26)*, Flip Wilson (26)*, Music Country U.S.A. (20)*, Future Flipper (26)*, Stranger Than Fiction (26)*, Search and Rescue—The Alpha Team (26), Bonanza (260), Get Smart (138), Betty Boop (100), High Chaparral (98), Laredo (56), Laramie (64), Car 54, Where Are You? (60), Loretta Young (192), T.H.E. Cat (26), Roy Rogers' The Great Movie Cowboys (26), Victory At Sea (26), Uncommon Valor (26), various feature film and cartoon packages. **Staff:** Bud Groskopf, Arthur S. Gross, Dee Hopkins, Burt Rosenburgh, Barry Bernard, John Herrin, Tom O'Leary, Bill Seymour, Ralph Smith, Ken Harris.
- Nationwide Advertising Service 1145**
- NBC Television Network St. Francis**
- Bob Neece 1039**
- Newsweek Broadcasting 1164**
- New World Pictures 4384**
The Exploitable (12). **Staff:** Roger Corman, Lois Luger, Stanley Sherman, Alice Tapp.
- New Zoo Revue 1706**
- Nicholas Laboratories 1103**
- A.C. Nielsen 1416**
Television network and local market research services. **Staff:** James D. Lyons, William S. Hamill, Roy H. Anderson, David Traylor, Paul B. Baard, Lou P. West, Mahlon W. Edmonson, Kel Weber, Clay Herrick, Jerry Infantino, William L. Miller, Harold P. Fleig, Robert Nohe, Karl Wyler, Carroll C. Carter, Wayne Cornell, James C. Cote, William M. Chesney, Eugene E. McClure, Dave Harkness, Larry Frerk.
- Nielsen-Ferns International 4081**
Gino Vanelli Superspecial*, People and Pets (26)*, Portraits of Power (26), Cities (13), Al Oeming—Man of the North (13)*, The Stationary Ark (13). **Staff:** Samuel C. Jephcott, Richard Nielsen, W. Paterson Ferns.
- NTN Entertainment 1045**
Rockworld (26), Olympic Prelude. **Staff:** Edward P. Noyes.
- Official Films 1162**
- One Pass Video Services 1142**
- Ontario Distributors Group 400-05**
- Osmond Television Sales 1116**
Snickle Tickle Library (130), M-M-Mel's Place, Country Roads (26), Eight Best of Donny & Marie (8), Christmas With the Lennon Sisters, A Celebration of Women. **Staff:** David F. Sifford, Beverlie Brewer, Arthur O'Connor.
- Jim Owens Productions G1608**
Big Al's Doggs (pilot and 26 episodes)*, Hank Williams: The Man and His Music*, 14th Annual Music City News Country Awards*, Best of Music City News Country Awards*, Nashville Salutes America—Part II*, Concert: Behind Prison Walls, A Barbi Doll For Christmas. **Staff:** James W. Owens, Gus Barba, Connie Gossum.
- Ozma Broadcast Sales 1056**
- Paramount Television 1607**
Washington: Behind Closed Doors (12)*, The Top of the Hill (4), Laverne & Shirley (86+), Happy Days Again (142+), Phrase It (130)*, Make Me Laugh (360), The Odd Couple (114), The Brady Bunch (117), Star Trek (79), Star Trek Animated (22), The Brady Kids (22), Mission Impossible (171), Love, American Style (224), The Untouchables (114), The Lucy Show (156), Portfolio I-IX feature packages, Marquee I-III feature packages, The Untouchables (3), Paramount Action Theatre (33). International only: Paramount Feature Library (700+), all
- Paramount TV series, Movies of the Week (85+), Bee Gees Special, Pat Boone and Family, John Denver specials (11), Superstunts I & II, UNICEF: A Gift of Song, various miniseries (6). **Staff:** Richard Frank, W. Randolph Reiss, Robert Jacquemin, Leonard J. Grossi, Helen Ricketts, Rick Weidner, Chuck McFadden, Robert Horen, Monte Lounsbury, Kevin Tannehill, Jim Ricks, Greg Meidel, Sid Cohen, Bruce Gordon, Patrick Stambaugh, Joseph Lucas, Peter Cary, Malcolm Vaughn, George Mooratoff, Malcolm Orme, Ramon Perez, Mel Harris, Robert Klingensmith, Chuck Simon, Grant E. Rosenberg, Michael Mellon, Garrett Hart, Leonard Kalcheim, Mike Policare, Marsha Korotyck, Ronald Nelson.
- Performance Advertising 800**
- Peter Rodgers Organization 1806**
- Peters Griffin Woodward 770, 74, 76**
Staff: Gene Swerdlhoff, Charles Kinney, Dennis Gillespie, Farrell Reynolds, Ron Collins.
- Petry Television 970**
Staff: Arthur W. Scott Jr., David S. Allen, George Blinn, Edward Karlik, Albert Rothstein, Bruce Fauser, Peter Goulazian, Edward Aiken, Jeff Lovins, Andrea Cetera, Bill Fagen.
- Playback Associates 1061**
Weather Report '80, Weather Report '81, Search for Solutions, American Enterprise. **Staff:** James C. Crimmins, Robert Claflin, Webster Golinkin.
- Post-Newsweek Stations 1010**
Phrase It*, The Presidents, Shorts, Go Tell It ... Ben Hooks Reports. **Staff:** Joel Chaseman, Len Giarraputo, Tay Voye.
- Premore Productions 964**
- Productions Associates 1033**
- Program Syndication Services 1836**
- Pro Sports Entertainment G1660**
Super Memories of the Super Bowls (14)*, NFL Review and Preview (21)*, I hope You're Bluffing, Big Buck Bingo. **Staff:** George Fritzing, Mike Vaughan, Jay Moran.
- Ramic 764**
- RCA American Communications 1210**
Staff: H.W. Rice, L.T. Driscoll, D.J. Warnock, L. Donato, J.H. Williamson, P. Farmer.
- Rhodes Productions 1865**
Second City Television (78), Celebrity Concerts (24), Circle of Stars (12), The Cisco Kid (156), Divorce Court (230), Plants Are Like People (52), Disco Break (130), Chi Coltrane, Keystone Komedies (79), Magic*, Mine Eyes Have Seen*, Australians At War*, Just Between Us (130)*, Butcher, Baker (260)*, Dear Toni (130)*, It's a Fact (130)* **Staff:** Jack E. Rhodes, Ralph V. Cunningham, William G.

GOOD TIMES



This Year's Winner!

HERE ARE THE FACTS...

HERE ARE THE SHOWS WE REPLACED:

HERE'S HOW THE AUDIENCE WENT UP:

MARKET	FORMER PROGRAM IN TIME PERIOD	HOUSE HOLDS	WOMEN 18-49	WOMEN 18-34	MEN 18-49	TEENS	KIDS
				(% change)			
PRIME ACCESS							
Los Angeles	Adam 12	UP 28%	UP 32%	UP 35%	UP 35%	UP 78%	UP 115%
Minneapolis	Various Access*	UP 35%	UP 85%	UP 104%	UP 52%	UP 200%	UP 103%
Charlotte	Dating Game	UP 89%	UP 95%	UP 93%	UP 147%	UP 260%	UP 290%
New Orleans	Andy Griffith	UP 84%	UP 114%	UP 140%	UP 144%	UP 82%	UP 187%
Columbus, Ga.	Various Access**	UP 121%	UP 173%	UP 136%	UP 136%	UP 433%	UP 357%
EARLY FRINGE							
Philadelphia	Hogan's Heroes	UP 45%	UP 150%	UP 118%	UP 69%	UP 238%	UP 400%
Detroit	Dinah	UP 42%	UP 78%	UP 120%	UP 109%	UP 338%	UP 1133%
Washington, D.C.	Bionic Woman	UP 29%	UP 43%	UP 57%	UP 125%	UP 53%	UP 67%
Atlanta	Merv Griffin	UP 98%	UP 153%	UP 190%	UP 75%	UP 560%	UP 6227%
Raleigh	I Love Lucy	UP 34%	UP 53%	UP 45%	UP 133%	UP 56%	UP 68%
Youngstown	My Three Sons	UP 36%	UP 20%	UP 14%	UP 167%	UP 75%	UP 120%
LATE FRINGE							
McAllen-Brown.	Movie	UP 100%	UP 308%	UP 308%	UP 308%	UP 104%	UP 100%

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

Source: Arbitron, Details available upon request.

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

Rhodes, Willis R. Tomlinson, J. Richard Deitsch, Bruce A. Genter, Nicholas A. Fasola.

Dan Robinson Broadcasting 1032

Rohrs Television 4072

Jorge Rossi & Associates 1040

Ruff House Television 1156

Rymer & Gersin Associates 823

Sagan Arts/Peanut Butter & Jelly 1044

SFM Media 4272

Mobil Showcase Network, SFM Holiday Network, Your New Day (130), The Adventures of Rin Tin Tin (160), SFM Documentary Network (13), Rin Tin Tin, Sparrow. **Staff:** Stan Moger, Jordan Ringel, John Doscher, James Hergen, Jack Thayer, John Murphy, Virginia Jucius, Janet Radeck.

Show Biz 1101

Pop! Goes the Country (26), Nashville On the Road (26), Backstage At the Grand Ole Opry (26), Dolly! (26), Marty Robbins' Spotlight (24), The Porter Wagoner Show (26), Tony Brown's Journal (24), Gospel Singing Jubilee (26). **Staff:** Reg Dunlap, Stan Sellers, Dick Montgomery, Peggy Romersa, Joyce Simmons.

Silverbach-Lazarus 4472

Laugh-In (130)*, Pandemonium (195)*, Biography II (26), The Littlest Hobo (26)*, Carol Burnett & Friends (150), The New Dick Van Dyke Show (72), The Singing Cowboys Ride Again*, Scared Straight. International only: The Word, The Martian Chronicles, The Crash of Flight 401, The House On Garibaldi Street, The Winds of Kitty Hawk. **Staff:** Alan Silverbach, Herb Lazarus, Dennis Gresham, Gerald Feifer.

Sirocco Enterprises 1900

Good News, Bad News, Norm Crosby's Comedy Shop. **Staff:** Joe Siegman, Paul Roth.

Spot Time 736

Television rep. **Staff:** Carmine F. Patti, Ward Glenn.

Stretch & Sew 1221

Syndicast Services 1907

D.L. Taffner G1711

Three's Company (130), The Benny Hill Show, Hollywood (13), Connections (5)*, King of Kensington (65)*, World At War (52), Children's Animated Classics (12), Wayne & Shuster (70)*. **Staff:** Donald L. Taffner, John P. Fitzgerald, Leo M. Brody, Dick Cignarelli, David Fox, Ed Nugent, Rob McGuire.

Tandem/TAT/PITS 1707

The Sullivans*, The Jeffersons*, One Day At a Time*, Sanford & Son, Good Times, Maude, America 2Night, Fernwood 2Night, The Baxters, Mahalia Jackson Special, Ishi, Fall Line, Who Are the DeBolts and Where Did They Get 19 Kids? International only: Archie Bunker's

Place, Diff'rent Strokes, Hello Larry, The Facts of Life, Kings of the Hill, Gore Vidal/Abraham Lincoln project, Mary Hartman, Mary Hartman. **Staff:** Robin French, Gary Lieberthal, Ron Brown, Hal Gaba, Leslie Tobin, Warren Ford, Becky Craig, Michael Ross, Bob Oswaks.

William B. Tanner 1223

TelCom Associates 1436

Programing consultants to television stations, producers and agencies. **Staff:** Herb Jacobs, Grace Jacobs, Ron Kreuger.

Telepictures 4084

Telepictures I (15), American Film Theater (15), Quest of Jonathan Silence, Death of Princess, NBC 1980 Olympic Profiles (25 or 50), Peter Lupus' Body Shop (130), Detective School-One Flight Up (13), 24 Days of Christmas (24), Women of Russia (5), Golden Moment (2), Sacketts (2), Hong Kong: Arrival of Boat 845, National Parent and Child Test. **Staff:** Michael Jay Solomon, Michael Garin, Louis S. Israel, Dick Robertson, Rocco Viglietta, Jody Shapiro, Franz Ellmendorf, Herbert Pearlman, Thomas Schinman.

Teleproductions Gaumont Toyon Room

Telerep 771

Telesound 1144

Custom promotion service for TV stations, syndicated music packages and news themes. **Staff:** Karl H. Sjodahl, Ira Eisenberg.

TeleSPOT Productions 1041

Television Business 1029

Television Syndication Group 1005

Sports Scrapbook (78)*, The Masters of Martial Arts (26)*, Kidoozle (26)*, Team Work (36)*, Success (104), Up For Grabs (39), The Melting Pot (130), Imagine That (26), America Still (52), The Sam Diego Show (65), Country Serenade (26), Remarkable (26), Funny Man (26), Sky's the Limit (27), Coping (130), Master Bridge (26), Sew What's New (78), America Sings (52), Eat Yourself Healthy (78), Down Home USA (52), Sacred Space (39). **Staff:** Jeffrey Smith, Barbara Smith, J. Alan Starr.

Television Syndications 1621

Teleworld 1700

Prestige I (10 domestic, 13 international), BBC Entertainment Specials (6), Laurel and Hardy Laughtoons (120), Star Maidens (13), Castaway (13), Tele 20 Volume II (20), Chiller Package (29), Action Adventure Classics (51). **Staff:** Robert Seidelman, Noah Jacobs, Karen L. Jamison.

Thompson Horton Associates 1167

Time-Life Television 4178

Mismatch, Wild, Wild World of Animals (129), The Real McCoys (224), A Horseman Riding

By (13), All Creatures Great and Small (41), World War II: G.I. Diary (25), Doctor Who (98), Murder Most English (5), Americans (13), The Onedin Line (42), Fall of Eagles (13), Europe, The Mighty Continent (13), War and Peace (19), Civilisation (14), The Ascent of Man (13), America (26), Ten Who Dared (10), An Englishman's Castle (3), Moll Flanders (2), The Africans (6 or 3), The Commanders (7), The Fight Against Slavery (6), Glittering Prizes (6), Pennies From Heaven (6), The Six Wives of Henry VIII (6) Elizabeth R (6), The Search for the Nile (6), The Shirley Bassey Show (6), The First Churchills (12), Dave Allen At Large*, Good Neighbors (29), The Harold Lloyd Show (26), The Dick Van Dyke Harold Lloyd Special, Monty Python's Flying Circus (45), The Goodies (26), Wodehouse Playhouse (20), Fawly Towers (12), Ripping Yarns (6), The Fall and Rise of Reginald Perrin (21), Vision On (74), Ivanhoe (10), The Black Tulip (6), Little Women (9), The Last of the Mohicans (13), Tom Brown's Schooldays (8), Touring Great Cities (4), Life Around Us (26), The Story Behind the Story (6), Adventure Half-Hours (22), Billy Smart's Circus (4), Window on the World (11), Wilderness Alive! (4), Zarabanda (25), BBC Outlook (12), 30 BBC-TV Specials (30), The Energy Crunch (3), The Making of the President: 1972, Play-of-the-Month (9), Premiere (6), Take 6 Girls (6), Tutankhamun's Egypt (13), When the Boat Comes In (26), Dad's Army (26), Nana (5), China Times Two (2), The Picnic, The Gates of Asia (6), Three Men in a Boat, various feature film packages. **Staff:** Austin O. Furst Jr., William E. Miller, Robert J. Peyton, Robert L. Greenstein, Chips Barrabee, Thomas Todd, Jack Garrison, Jack Donahue, Dennis Emerson, Frank Miller, Maria Daniolos, Wynn Nathan, Stephen Scheffer, Harvey Chertok, Stephen Elsky, Bryon Parkin, Peter Lord, Roy Gibbs, John Grist, John Stringer, Christine Condon, Tom English, Ronnie Marsh, Dan Wilson.

Top Market Television 1549

Staff: James P. McCann, Henry J. O'Neill, Martin E. Golberg.

Total Communication Systems 936

Total Video 901

Traco 835

Trident America Programs 1249

Sandbaggers, Luke's Kingdom, Whickers World, Discovery/Scientists, Secret Hospital. **Staff:** Christina Thomas, William F. Storke, Anne Broadus.

Trident Television Associates 1249

Worldwide television distribution of motion pictures and TV programing. **Staff:** Arthur Zeiger, Elliott Abrams.

TVAC 1154

As We See It (52), Bean Sprouts (6), Carrascalendas (130), Forest Spirits (7), Franco File (10), Gettin' Over (52), Infinity Factory (82), La Bonne Aventure (20), La Esquina (10), Mundo

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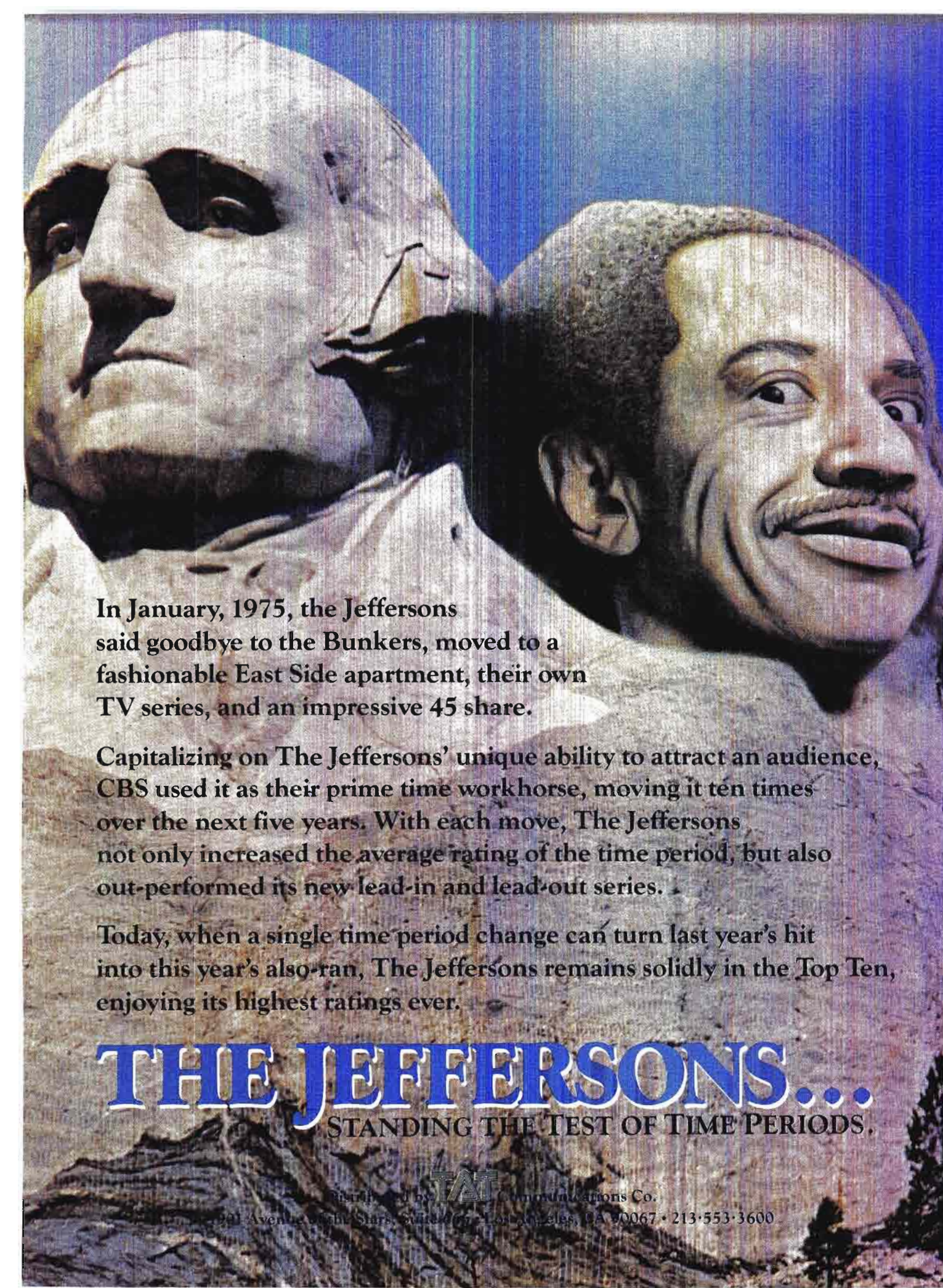


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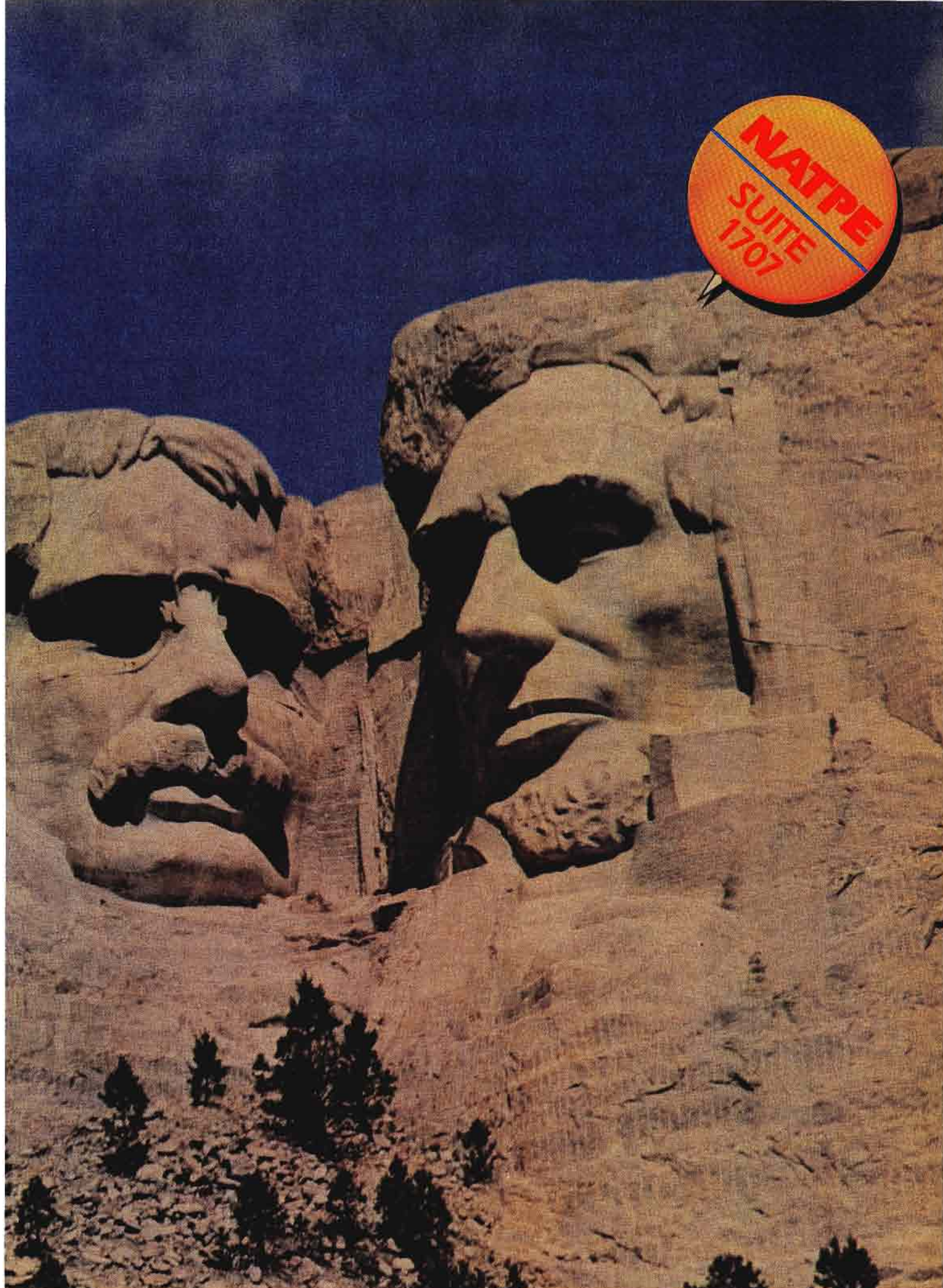
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Real (39), People of the First Light (7), Pacific Bridges (6), Pearls (6), Que Pasa, USA (28), Real People (9), Rebop (52), Sonrisas (39), South by Northwest I & II (10), Vegetable Soup (78), Villa Alegre (208), Watch Your Mouth (26), Getting to Know Me (6)*, From Jumpstreet (20)*, Nation Builders (10)*. **Staff:** Nivette Vicens, Brenda Mabra, Bettye Sweet, Craig Swenson, Pam Fey, Barbara Wilson, Raymond Albertini, Flettene Parks.

TV Cinema Sales 1235

Masterpiece Features (25), Nostalgia Nine (9), Lucky Eleven First-Run Features (11), Special Four Features (4), EMI Features (101), Classic Vintage Westerns (12), Melody Ranch (38)*, Rollin' On the River (52), Barbara McNair Show (30)*, Story Theatre (26)*, George Kirby Show (26)*, Sports Stars (26)*, Musical Variety Specials (17)*, Nutty Squirrel (150). **Staff:** Jerry Weisfeldt, Richard Ostrander, Peter Todgers.

TV National Releasing 1067

That Joan Rivers Show (260), Christianity—Through the Eyes of the Masters, Features International (30), Features Sci-Fi Action Joe Franklin's Hollywood Memories (26), Princess Knight, Princess Knight (52), Laff-Movies (52), Guns of the Golden West Classics, Shirley Temple Comedy Theatre (7), Kiddie Camera (50), History Machine (50), Toffsy Cartoon Theatre (26). **Staff:** Maurice H. Zouary, Tom J. Corradine, Ken Weldon, Wallace A. Lancton.

TvNS 1029

Computerized news management systems. **Staff:** Jan M. Cheney, Laura Powell.

TVS Television Network G1905

The Man Who Skied Down Everest, College basketball, Sports Minutes, Johnny's Oasis Bar and Grill, Hall of Fame Basketball Game, Olympic Champions, 1980 National High School Cheerleading Championship, Seiko Tennis Tournament, Island Holidays Tennis Tournament. **Staff:** George H. Gallup, Richard J. Hussey, Bill Madden.

Twentieth Century-Fox 1925

The Monte Carlo Show*, T.H.E. Hospital*, Dinah and Friends, Dance Fever, The Jackie Gleason Show, The Guinness Game, That's Hollywood, Numero Uno, The Olympiad, Tourist*, The Sam Diego Show*, M*A*S*H (200), Batman (120), Circus (52), The Ghost and Mrs. Muir (50), Nanny and the Professor (54), Room 222 (113), Land of the Giants (51), Lost In Space (83), Planet of the Apes (14), Voyage To the Bottom of the Sea (110), Century 5, 6, 7, 8, 9, 10 film packages, Fox One, Two and Three, Premiere I, Laurel & Hardy Comedy Classics, Shirley Temple Theatre, Golden Century, cartoons (68), Planet of the Apes. **Staff:** W. Russell Barry, Martin J. Groothuis, Lea Stalmaster, Steven R. Orr, Richard A. Harper, George Paris, Craig Kellemer, Harry Chandler, Jerry Greenberg, Steve Astor, Chuck Panama, Fernando Laval, John Walden, Stanley De Convnick, Rene G. Aiu, Peter Baca, Joseph Greene, Jim Puffer, Harry Mulford, Stu Stringfellow, Dennis Juravic, Tom Maples, David Skillman, Lawrence Keller, Gerald Ross, Sheldon A. Saltman, Robert Buchanan.

United Artists Television 3975

The Pink Panther Show (24)*, various feature film packages, Warner Bros. Cartoons, Popeye cartoons, MGM cartoons, MGM shorts, Rat Patrol (58), Outer Limits (49), Gilligan's Island (98), Hollywood and the Stars (31), Mothers-In-Law (56), Patty Duke Show (104). **Staff:** Martin J. Robinson, Andy Coscia, Jack McLaughlin, Selwyn Ginsler, Robert Corona, Paul Kalvin, Murray Oken, Fred A. Watkins, William Wineberg, Helen Killeen, Barton Edward Farber.

UPA Productions of America 1119

Science fiction features (15), Mr. Magoo's Christmas Carol, Uncle Sam Magoo, Mr. Magoo's Snow White, Mr. Magoo color cartoons (130), What's New Mister Magoo (16 or 32)*, Famous Adventures of Mr. Magoo (26), Roy Rogers Show (100), Dick Tracy cartoons (130), All Star Golf (142), Grenoble. **Staff:** Henry G. Saperstein, Lee Cannon, Patricia Duran.

Viacom 4178

Family Feud*, To Tell the Truth*, The Price is Right, Circus (24), A Cosmic Christmas, The Devil and Daniel Mouse, Intergalactic Thanksgiving, Romie-O and Julie-8, Easter Fever*, Hittin' Home, All in the Family (207)*, Grizzly Adams (35), The Bob Newhart Show (142), The Rookies (90), The Mary Tyler Moore Show (168), Gunsmoke (226), Family Affair (138), My Three Sons (160), The Beverly Hillbillies (216), Gomer Pyle (150), Hogan's Heroes (168), The Andy Griffith Show (249), Wild Wild West (104), Perry Mason (245), The Twilight Zone (134), The Dick Van Dyke Show (158), I Love Lucy (179), The Honeymooners (39), The Phil Silvers Show (138), Petticoat Junction (148), Viacom Features VII*, various feature film packages, Terrytoons, The Most Important Person. **Staff:** Ralph M. Baruch, Terrence A. Elkes, Kenneth F. Gorman, Willard Block, William P. Andrews, Todd Gaulocher, Michael Lambert, Robert Goldfarb, Fred Schneider, Jerry Gottlieb, Charles Tolep, Larry Gershman, Brian McGrath, James Marrinan, Michael H. Gerber, Joseph Zaleski, Jerry Kaufer, Don Toye, Jean Goldberg, Richard Moran, Eric Veale, William Stynes, Richard Golden, Kate Kelleher, Susan Perchonock, Sal Campo, May Leung, Richard Reisburg, Peter Dunne, Arnold Messer.

Victory Television 4070-74

Match Game (strip), Match Game PM, Rhoda, Streets of San Francisco, Wide World of People. **Staff:** Jim Victory, Chuck Wolfertz, John Rohrs, Ben Okulski.

Video/Films International 1004

Continental Classics I (11). **Staff:** C. Ray Carlson, Joy Carlson, Leonard Jankowski, JoAnn Jankowski.

Video Tape 1059

Video Transitions 3970

Vidtronic 1635

Video/audio production and post production

services, videotape syndication and distribution, film-to-tape transfer. **Staff:** Jerry Kurtz, Burt Lippman, Neal Rydall, Hugh Hole, Marilyn Davis, Sharon Beverly.

Vipro Syndication 3870, 72, 74

Perspectives on Personal Power*, Financial Management for Women*, Your Taxman*, Paul Harvey Comments, Gigglesnort Hotel, The Fisherman, Dancin' Step By Step, Kup's Show, Winner's Circle, Computer Roulette, Let's Go to the Races, Harness Racing Sweepstakes. **Staff:** Donald J. Frehe, Howard Christensen, Thomas M. Edinger, Gary R. Grandolph, Linda R. Ziegler, Roger Clark, Richard G. Palmer, Paul Eggleston, Michael Wickey, Budd Libby.

Visnews Walnut B

Vitt Media International 1601

The Archies (104), Big Blue Marble (52), Blue Marble Co. Specials (3), Choppy and the Princess (52), American Express Presents Discovery, My Name is Lisa, My Seventeenth Summer, Treasure Island. **Staff:** Richard Olsen, Mike Leder, Lee Block, Dale Glickman.

Warner Bros. Television 3978

Kung Fu (62)*, Wonder Woman (61)*, Roots: The Next Generations (34)*, The Waltons*, Welcome Back, Kotter (95)*, Volume 22 (38)*, The FBI Story (4), Volumes 1A, 2A, 11-21 feature packages, The Bowery Boys (48), Charlie Chan Film Festival (21), Starlite 1-6 feature packages, The Phenomenon of Roots, Roots (12), The David L. Wolper Specials of the Seventies (30), Chico and the Man (88), The FBI (234), Maverick (124), Tarzan (57), F Troop (65), Superman (104), Batman/Superman/Aquaman (69), Porky Pig & Friends (156), Bugs Bunny & Friends (100). **Staff:** Charles D. McGregor, Peter Affe, Ed Donaldson, Bill Seiler, John Louis, Robert Mitchell, Arthur Kananack, Jordon Hellmann, Paul Simon, Ian McCrea, Lee Eulberg.

Weiss Global Enterprises 1715

The Brave Rifles, Our Time, Those Crazy Americans, Custer's Last Stand (15), The Black Coin (15), The Clutching Hand (15), Make Room For Daddy (161), The Funny Farm (26), Voyages of a Queen (130), The Traveler/Northwest Traveler (184), Ski West (39), Craig Kennedy, Criminologist (26), My Little Margie (126), Waterfront (78), The Adventures of Jim Bowie (76), Rocky Jones, Space Ranger (39), Thrill of Your Life (13), Canine Comments (13), The Chuckle Heads (150), Alice (10), Krazy Kid Kartunes (4), Nursery Rhymes (6), various feature film packages. **Staff:** Adrian Weiss, Steven A. Weiss, Lou Israil, George Harper, Ken Weldon, Tom Thuman, Art Jacobs.

Western Union Telegraph 1046

Gene Wilkin Film Syndication TBA

Robert Wold 1639

Worldvision Enterprises 4078

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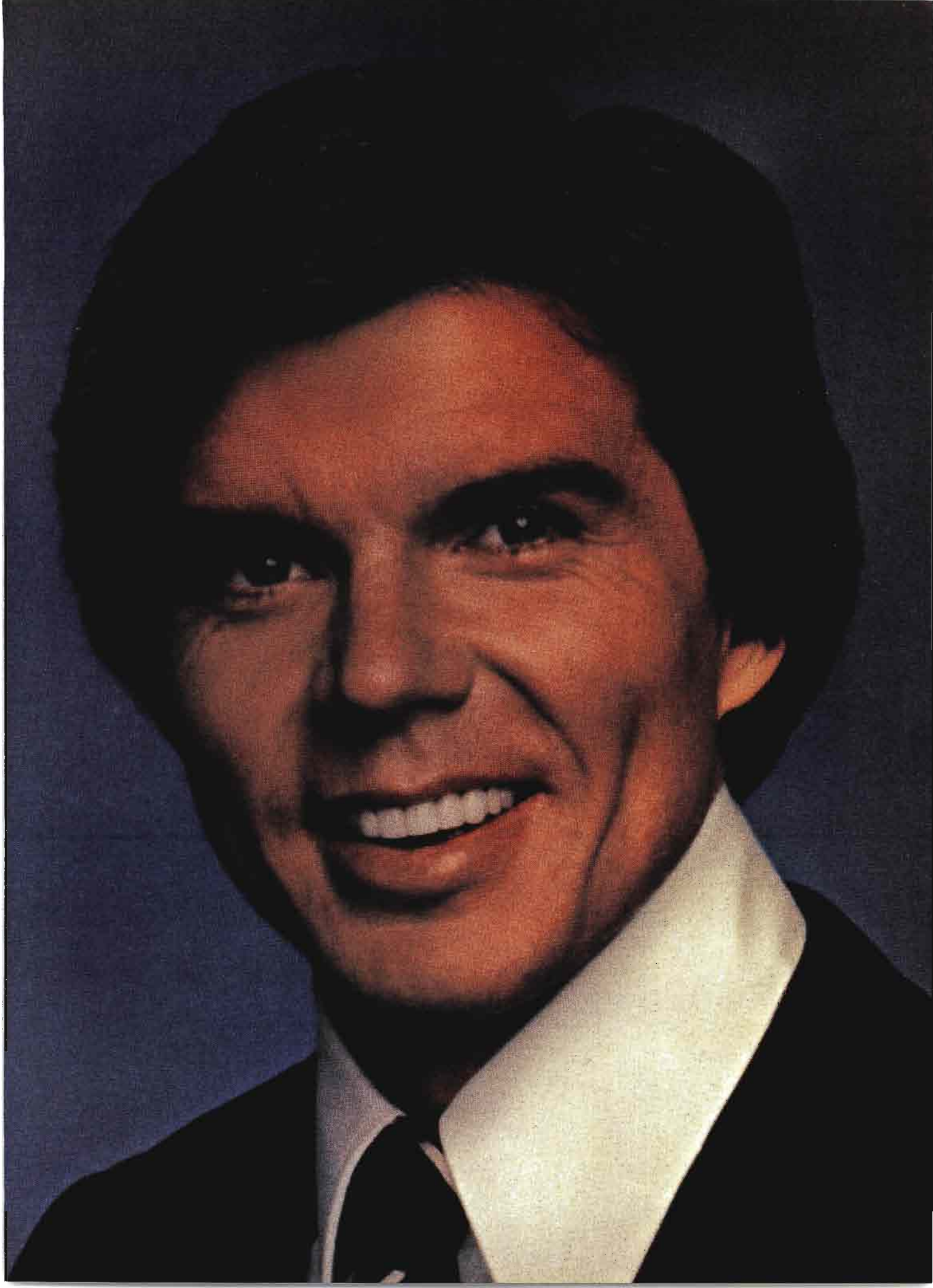
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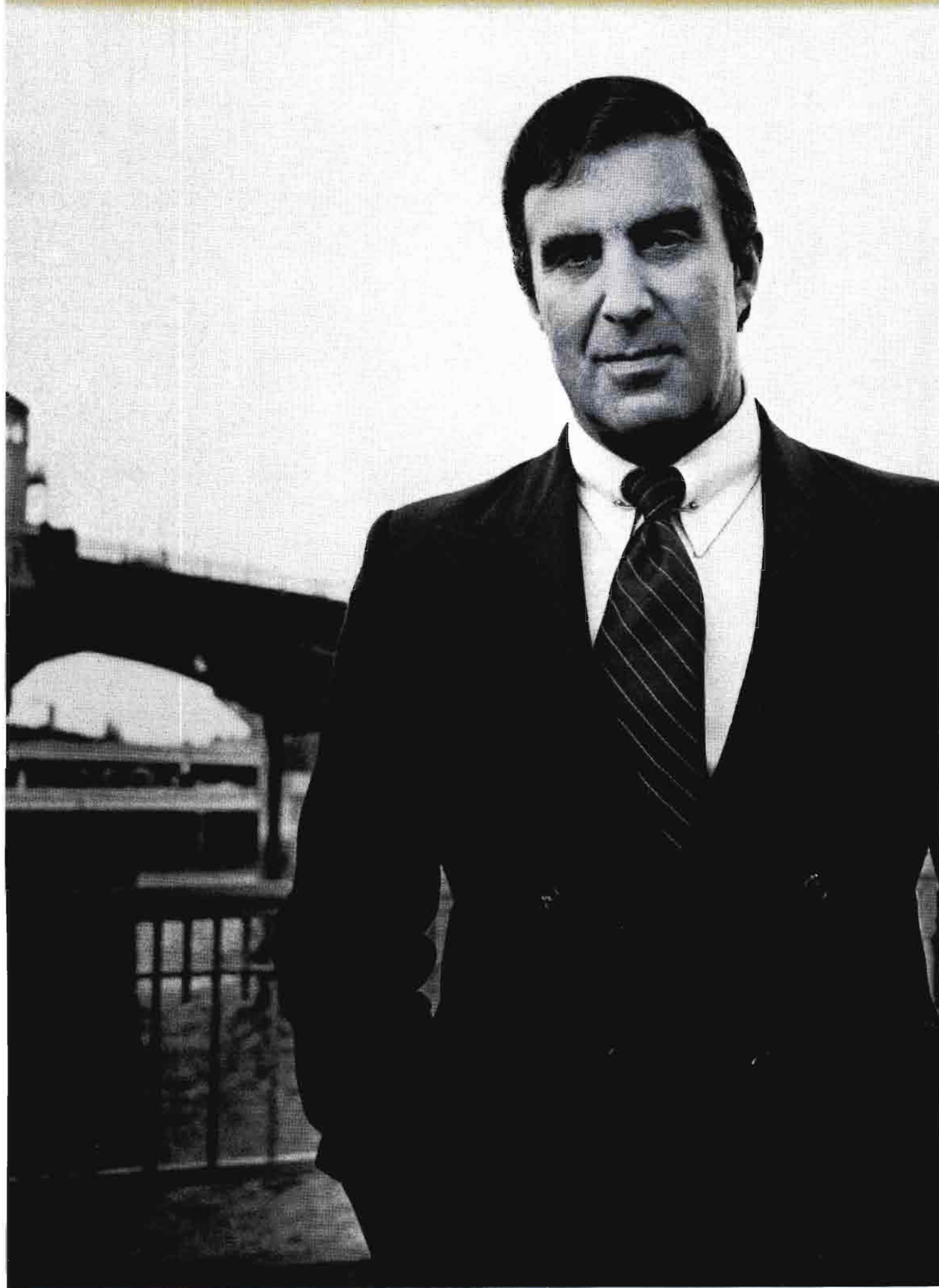
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GINGOLD



“Let’s be us.”

Chuck Gingold, 1979 President of NATPE, was Director of Programming for KATU-TV, Portland, Oregon, when we interviewed him. Recently, he accepted a similar position at WABC-TV, New York City. It’s a different station, but we think his words are still pertinent.

“My first real job was a tiny little station in Redding, California. I did everything. Everything imaginable. That little station was probably the key to whatever knowledge I have today. I was announcer/director, I was a promotion manager, I did my own switching, I even loaded the projectors. I’ve been through the chairs. And that’s helped give me credibility in my current job. If someone says something can or can’t be done, I say, ‘Hey, I’ve been there.’

“The programmer’s job is more challenging than ever. Not too many years ago, we had to educate the advertisers as to what television was. We had to teach them to accept our products—especially marketers who were oriented toward print. Now TV is recognized as a dynamic sales tool. The big job isn’t selling the medium, it’s selling the programming. That puts the pressure on the program director.

“I keep telling my people not to imitate but to innovate. I tell them not to try to be some other show. Let’s be us. Let’s localize. We have a program called ‘Sunday Morning,’ which is a full 90 minutes of mostly field pieces. The idea was to get away from the Sunday morning ‘talking-head ghetto.’ We got good ratings with this concept.

“There are people out there who don’t wear size four hats, you know, people who are interested in issues. It’s encouraging when your local production wins good audiences. Success spawns success.

“The station uses both film and tape. Film is very important to us. There is a certain mood that film captures. I would rather do a sensitive documentary on film. There are lots of programs out of Hollywood that I can’t imagine being shot on anything *but* film.

“The public responds when their regular programs get pre-empted. When you start fooling with their habits and you say their favorite program will not be seen that night, they get angry. The only time we pre-empt network is for local events or a documentary.

“I think a program director should be a motivator. It is my job to instill en-

thusiasm. It is my job to say, ‘Hey, you’re not going to lose your jobs if we lose some points. You’re doing the best job you can. Now let’s talk about what we can do to make programming better.’

“A lot of kids today come in with a vested suit and attaché case and they want my job. I would say to them, ‘Be humble. Be humble, and be willing to say, ‘I’ll sweep the floor, I’ll take any job you give me.’ I spoke to a seminar recently and the first question asked of me was, ‘Do you make good money?’ I asked them if they wanted to know what I made during my *first* ten years. We all had to pay our dues.”

In our publication, “TELEK,” broadcasters talk about their experiences, and we tell you about our latest technical and product developments. If you would like to be on our mailing list, write: Eastman Kodak Company, Dept. 640, Rochester, NY 14650.



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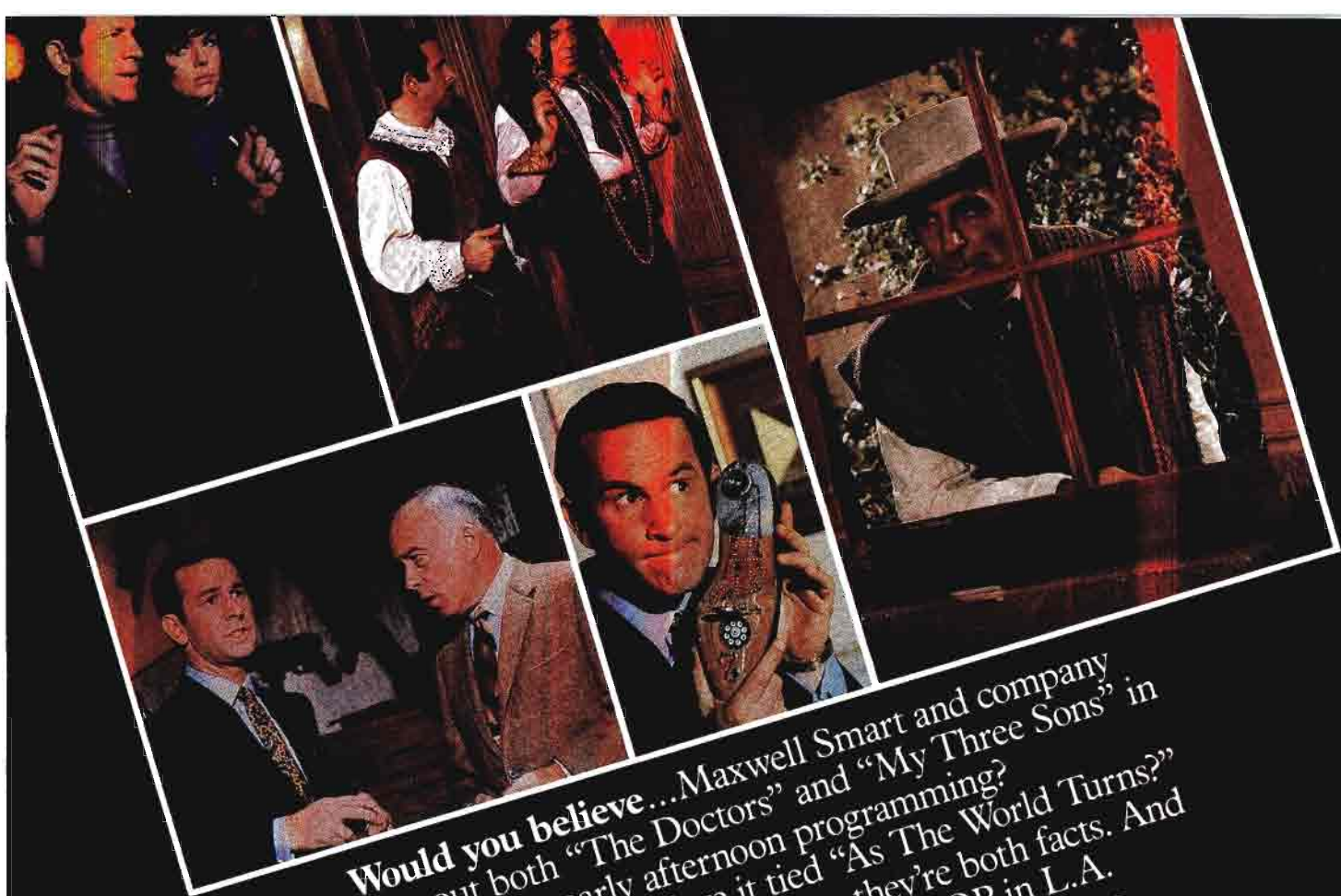


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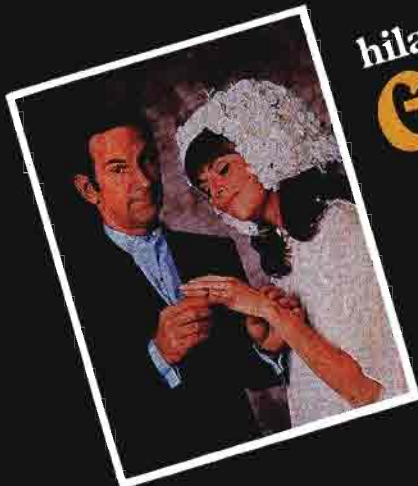
Source: NSI Nov. 1979 Audience figures are estimates subject to limitation of the techniques and procedures used by service noted



Would you believe... Maxwell Smart and company beat out both "The Doctors" and "My Three Sons" in Los Angeles early afternoon programming? Would you believe it tied "As The World Turns?" Well, you should, because they're both facts. And here's something else to consider. KCOP in L.A. stripped GET SMART in several of its key time periods every day!

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Elvis*, Birth of the Beatles*, Ordeal of Patty Hearst*, The Don Lane Show*, Against the Wind, The Newlywed Game, Stars on Ice, The Next Step Beyond (24), The Doris Day Show (128), Dark Shadows, Let's Make A Deal, Prime VI (19), Prime V (26), Prime IV (26), Prime III (16), Prime II (16), Prime I (10), Casper, The Friendly Ghost (244), Wonders of the Wild (26), FDR (27), The Irish Rovers (39), Come Along (13), The Wonderful Stories of Professor Kitzel (104), The Mod Squad (124), It Pays to be Ignorant (39), The Jackson Five (23), Discovery (103), Specially For Kids (17), Ben Casey (153), Combat (152), Fabulous Sixties

(10), Roberta Flack, Billy Paul & the Staple Singers, The World of Liberate, Raphael. **Staff:** Kevin O'Sullivan, Jerry Smith, Colin Campbell, Bert Cohen, Howard Lloyd, Eugene Moss, Barry Zajac, Jack Kelley, John Swords, Jerry Rettig, William R. Baffi, John D. Ryan, John Barrett, Jim Thompson, Reggie Jester, Mel Watson, Brian O'Sullivan, Don Colapinto.

Y&R Program Services 1749

Yongestreet Program Services 3984

Adam Young 1062

Ziv International 1027

Little Lulu (26), Angel (50), Captain Harlock (40), Captain Future (52), Candy, Candy (65), Hey Abbott, Fables of the Green Forest (52), The Animators, Spunky and Tadpole (150), Rocky Jones—Space Ranger (39), Musical Telescriptions (1,100), Milestones of the Century (365), Men of Destiny (130), My Little Margie (126), Adventure of Jim Bowie (76), Waterfront (78), Flipsides (13), Feature Library (550). **Staff:** Irv Holender, Alan M. Schwartz, Matt Steinbuch, Olga Chacon, Alan Letz, Terri Woodall.

Eight days in San Francisco

Thursday, Feb. 14

Executive committee meeting. 9 a.m.-2:30 p.m.

Conference committee meeting. 3-4:30 p.m.

Friday, Feb. 15

Station representatives, network and group meetings. 8:30 a.m.-11 p.m.

Board of directors meeting. 8:30 a.m.-3 p.m.

Registration. 2-9 p.m.

Conference committee meeting. 3:30-4:30 p.m.

Saturday, Feb. 16

Station representatives, network and group meetings. 8-10 a.m.

Registration. 9 a.m.-5:30 p.m.

What is NATPE? Welcoming Session. Producer-moderator: A.R. Van Cantfort, WSB-TV Atlanta, NATPE immediate past president. The present: Chuck Gingold, KATU(TV) Portland, Ore., president. The future: Lucie Salthany, WLVI-TV Boston, first vice president.

Hospitality suites open. 11 a.m.-7 p.m.

Screening of Iris nominees. 11 a.m. Walnut A Room.

Briefing for panel producers and moderators. 11 a.m.-noon.

Sunday, Feb. 17

Registration. 9 a.m.-6 p.m.

Affiliates meetings. 10:30-noon. **ABC**, Continental Parlors 1, 2 and 3. Moderator: Don Wilburn, WVUE-TV New Orleans. **CBS**, Imperial Ballroom. Moderator: Steve Currie, KOIN-TV Portland, Ore. **NBC**, Continental Ballroom 6. Moderator: Carl Stephens, WSFA-TV Montgomery, Ala. **Public Broadcasting Service**, Franciscan Room. Moderator: Peggy Hughes, KAET-TV, Tempe, Ariz., with guest David LeRoy, University of Houston. **Independents**, Pacific Room. Moderators: Don Tillman, WTTV(TV)

San Francisco contacts. BROADCASTING'S editorial and sales departments will be headquartered in suite 1121 of the Hilton during the NATPE convention. On hand will be Dave Berlyn, David Crook, Win Levi, Jay Rubin, Larry Taishoff, Don West and Dave Whitcombe.

Indianapolis, and Clyde Formby, KHTV(TV) Houston, with guests Lee Rich, Lorimar, and Michael Dann, Warner Communications.

Hospitality suites open. Noon-7 p.m.

Screening of Iris nominees. Noon-7 p.m. Walnut A Room.

Station representatives, network and group meetings. 7 p.m.

Monday, Feb. 18

Registration. 8 a.m.-6 p.m.

Opening session. 8:30-9:45 a.m. Continental Ballroom. Call to order: Chuck Gingold, KATU(TV) Portland, Ore., NATPE president. Invocation: the Rev. Miles Riley. Welcome: Cyril Magnin, official greeter for city of San Francisco. Keynote address: Richard A. O'Leary, ABC-owned stations.

Coffee break. 9:45-10 a.m.

The Electronic Church. 10-11 a.m. Continental Ballrooms 4, 5 and 6. Moderator: George McManis, CBS. Participants: the Rev. Ellwood E. Kieser; Dr. Ralph Jennings, United Church of Christ; William E. Fore, National Council of Churches; Rex Humbard; Pat Robertson. Discussant: Representative Lionel Van Deerlin (D-Calif.), chairman of House Communications Subcommittee.

Workshops. 11:15 a.m.-12:30 p.m.

Graphics for the 80's. Hilton Plaza Room. Moderator: Tom Spitz, KVBC-TV San Francisco. Speakers: John Fogler, WCCO-TV Minneapolis; Scott Miller, KATU(TV) Portland, Ore.; Chris Pullman, WGBH-TV Boston; Dick Weise, KTVU(TV) Oakland, Calif., and president of Broadcast Design Association.

Get Me My Lawyer! Franciscan Room. Moderator: Stan Marinoff, WISN-TV Milwaukee. Speakers: Richard L. Barovick, Barovick, Konecky, Braun, Schwartz & Kay, NATPE counsel; Edward Hummers Jr., Federal Communications Bar Association; Larry Perry, "Broadcasting and the Law"; Erwin Krasnow, National Association of Broadcasters. Discussant: Commissioner Joseph Fogarty, FCC.

To Buy Or Not To Buy. Pacific Room. Moderator: Dick Woollen, Metromedia. Speakers: Jim Blake, KSTP-TV Minneapolis; Tom Breen, KTVU(TV) Oakland, Calif.; Don Searle, KCOB(TV) Los Angeles; Bob Temple, KUTV(TV) Salt Lake City.

Past presidents luncheon. 12:45-2:15 p.m. Continental Ballroom. Address: producer Garry Marshall.

Hospitality suites open. 2:30-7 p.m.

Screening of Iris nominees. 2:30-7 p.m.

Tuesday, Feb. 19

Registration. 7:30 a.m.-5 p.m.

Early-bird workshop. 8-8:55 a.m. Imperial Ballroom. *Can You Afford To Be Number One?* Moderator: John Atkinson, WNAC-TV Boston.

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



NATPE 1980. San Francisco



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DAVE PEREZ



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Hilarious new half-hour strip.

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Variety entertainment, featuring national dance contest, top celebrities and performers.

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Co-hosts join Dinah in a whole new kind of entertainment.

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One-of-a-kind series with dramatic insights to 80 years of Olympics.

The Jackie Gleason Show

Best of the Great One's classic comedy sketches (100 half hours).

The Guinness Game

Contestants bet on whether world records are going to be broken.

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Five new made-for-television movies (2 hours each).

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"Patton," "Poseidon Adventure," "Silver Streak" and many other superstar films of the 70's.

Premiere 1

Top-rated network movies with major stars and timeless themes.

Fox Three

50 all-time favorite films starring Hollywood's biggest names.

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

**20th
CENTURY
FOX
TELEVISION**

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Speakers: Kenneth Bagwell, Storer Broadcasting; Anthony Cassara, KTLA(TV) Los Angeles; Robert King, Capital Cities; Ellen B. Sachar, Goldman, Sachs & Co., New York.

General session. 9-10:15 a.m. Continental Ballrooms 4, 5 and 6. *Sex and the Single Station.* Moderator: Phil Donahue. Speakers: Chloe Aaron, Public Broadcasting Service; George Gerbner, University of Pennsylvania; Ann and Ellis Marcus, soap opera writers; Herminio Trivias, NBC. Discussant: Commissioner Anne Jones, FCC.

Coffee break. 10:15-10:30 a.m.

Workshops. 10:30-11:45 a.m.

Small World. Continental Parlors 1, 2 and 3. Part I—Moderator: Lawrence Gershman, Viacom. Speakers: Bruce Gordon, Paramount Television; John Pearson, John Pearson International; Robert Peyton, Time-Life Television; Michael Jay Solomon, Telepictures Corp. Part II—Moderator: Joseph Wallach, TV Globo of Brazil. Speakers: Hernan Perez Belisario, Radio Caracas Television; Fred Cohen, Cohen Associates; Marie Christine Grollemund, French Television I; Leslie Halliwell, ITV; Manfred Schutze, ZDF, West Germany.

Producing Producers. Continental Parlors 7, 8 and 9. Moderator: Phil Arrone, KGMB-TV Honolulu. Speakers: Warren Baker, KNBC-TV Los Angeles; Melanie Donahue, WVM-TV Washington; John Hutchinson, WBT(TV) Charlotte, N.C.; B. Ziggy Stone, KRON-TV San Francisco; Steve Michelson, One Pass Productions.

How To Use Your Rep To Improve Your Ratings. Franciscan Room. Moderator: Linda Rios, KENS-TV San Antonio, Tex. Panelists: Ed Aiken, Petry; Alan Bennett, Katz Agency; Larry Lynch, Blair; Dean McCarthy, HRP; Gene Swerdloff, PGW.

Luncheon. Noon-1:45 p.m. Continental Parlors 4, 5 and 6. Report of NATPE Educational Foundation by Chairman Lew Klein. Presentation of Mort Rosenman and Lee Waller Memorial Scholarships by Co-chairmen Ron Klayman, WMC-TV Memphis, and Al Taylor, WKYT-TV Lexington, Ky. Address: Henry Geller, director, National Telecommunications and Information Administration.

Hospitality suites open. 2-5 p.m.

Screening of Iris nominees. 2-5 p.m.

Iris Awards. 6:30-8:30 p.m. San Francisco Masonic Hall (buses begin leaving Hilton at 5:15 p.m.). Host: Hal Linden.

International buffet gala. 8:00-10:30 p.m. Hilton Continental Ballroom.

Wednesday, Feb. 20

Registration. 8:30 a.m.-6 p.m.

Workshops. 9-10:15 a.m.

Accounting 101. Continental Ballrooms 4, 5 and 6. Moderator: Ron Gold, WTAF-TV Philadelphia. Speakers: Jayne Boyd, WTSP-TV Tampa, Fla.; Gordon King, Post-Newsweek Stations; Ray Rajewski, Taft Broadcasting; Joe Seaver, KRON-TV San Francisco.

Stress'll Getcha! Continental Parlors 7, 8 and 9. Moderator: Stewart Park, KNTV(TV) San Jose, Calif. Speaker: Lewis Graham, Stanford University.

Technology for Program Executives. Imperial Ballroom. Moderator: Charles W. Larsen, WNBC-TV New York. Speakers: Duffy Sasser, NBC; Lee Pardee, Metrolape West; Larry Pozzi, KRON-TV San Francisco; Dan Wells, Public Broadcasting Service.

Coffee Break. 10:15-10:30 a.m.

General session. 10:30-11:45 a.m. Continental Ballrooms 4,5 and 6. *New Trends in Syndication.* Moderator: John Goldhammer, KNBC-TV Los Angeles. Speakers: Madelyn Goldberg, Time-Life Television; Harvey Seslowsky, Film Service Corp.; Len Koch, Syndicast; Tay Voye, Post-Newsweek Stations.

Luncheon. Noon-1:45 p.m. Continental Ballrooms 4, 5 and 6. *Children's television panel*—Remarks by Commissioner Abbott Washburn, FCC. Panelists: Peggy Charren, Action for Children's Television; Nina Cornell, FCC; Gene Mater, CBS/Broadcast Group; Charles Winnick, City University of New York. A report from the *All Industry Television Music License Committee* by Les Arries, chairman.

Meeting of broadcast associations. 2-3 p.m.

Screening of Iris nominees. 2-5 p.m.

Hospitality suites open. 2-7 p.m.

Thursday, Feb. 21

Registration. 7:30 a.m.-noon.

Early bird workshop. 8-8:55 a.m. Continental Parlors 1, 2 and 3. *A Decade of Prime Access.* Moderator: Bruce Marson, WCVB-TV Boston. Speakers: Bill Andrews, Viacom; Pat Cramer, WTVN(TV) Columbus, Ohio; Jeff Greenfield, CBS; Richard E. Wiley, former FCC chairman.

General session. 9-11 a.m. Continental Parlors 4, 5 and 6. *Part I: Television 1980.* Moderator: Elie Abel, Dave Butterfield, Management Analysis Corp., presents a NATPE-commissioned report on the current state of the medium and a projection of trends. Robert Schultz, Video Probe Index, presents a report on the behavior of TV households with multiple video sources. *Part II: Television 1990.* Speakers: Dick Belkin, Lee Enterprises; Joel Chaseman, Post-Newsweek Stations; James Fiedler, DiscoVision; Herb Granath, ABC Video Enterprises; Larry Grossman, Public Broadcasting Service; Benjamin Hooks, National Association for the Advancement of Colored People; George Koehler, Gateway Communications; Marvin Koslow, Bristol-Myers; Commissioner James Quello, FCC; Jack Valenti, Motion Picture Association of America; Thomas Wheeler, National Cable Television Association; Robert J. Worthington, Association of Independent Television Stations; Vladimir Zworykin, RCA.

Coffee break. 11-11:15 a.m.

New York preview. 11:15-11:45 a.m. Continental Parlors 1, 2 and 3. Moderator: Lucie Salhany, WLVI-TV Boston and NATPE first vice president. An explanation of the 1981 conference and the new exhibit-hall concept for the transition years 1981-84.

Annual business meeting and elections. Noon-1 p.m. Continental Parlors 1, 2 and 3.

Meeting of 1980-81 conference committee. 1 p.m.

Social notes. Not all of the activities at the upcoming National Association of Television Program Executives conference involve speakers, panels and wheeling and dealing. The day can start with wake-up exercises led by American Television Syndication's Ed Allen in the San Francisco Hilton's Franciscan Room (8-8:30 a.m.) and end with a preview of Orion Pictures' "Simon" at the Warwick Theater.

Eastman Kodak will be host in the delegate and spouse lounge in the Hilton's California Room. Columbia Pictures Television is taking care of coffee breaks. Iris award nominees can be screened in the Hilton's Walnut A Room.

On Sunday morning (Feb. 17), there's a choice of a Rex Humbard gospel breakfast (9-10:15, Imperial Ballroom) or a Catholic mass celebrated by Father Ellwood Kieser (9:30-10:15, Pacific Room). The NATPE Clairol Crown tennis tournament for spouses and guests, from Lexington Broadcast Services on behalf of Bristol-Myers Co., runs from 10 a.m. to 3 p.m. in the San Francisco Tennis Club.

On Monday, courtesy of Multimedia Program Productions, there's a Phil Donahue brunch and show for spouses and guests at the Hyatt Hotel, Union Square, from 10:30 a.m. to 2 p.m. That evening, there's a screening of *An Evening in Brazil*, from the Public Broadcasting Service, Viacom and TV Globo of Brazil (Continental Ballrooms 4,5 and 6), or the "Simon" Hollywood preview, (9-11 p.m., Warwick Theater).

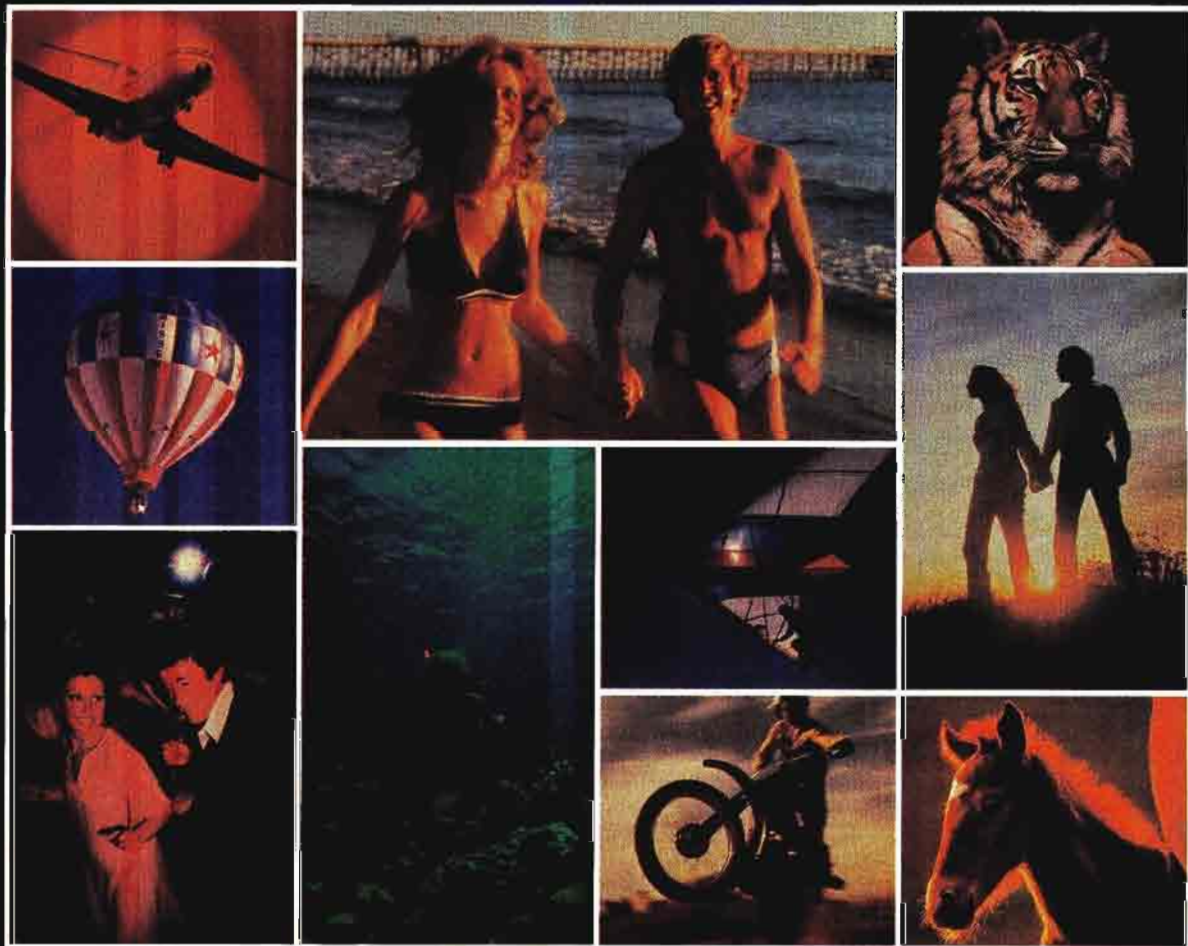
Tuesday afternoon, Group W Productions is providing a John Davidson brunch and show (11:30 a.m.-2 p.m., Venetian Room, Fairmont hotel). Tuesday night, after the Iris awards and dinner, Colbert Television Sales and Barry & Enright are offering cocktails, dessert and the dance music of Ernie Hecksacher and the Fairmont Society Orchestra (10 p.m.-1:30 a.m., Imperial Ballroom). Or from Twentieth Century-Fox Television, there's cocktails, dessert and dancing at a Fox Fanfare Party (10 p.m.-1:30 a.m., Hilton Plaza Ballroom).

For events outside the Hilton hotel, transportation will be provided.

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Six one-hour specials looking at life, love, leisure and livelihood as America swings into the '80s



New from the producers of PM Magazine: six fast-paced prime-time specials taking viewers to intriguing places to meet fascinating people at work and at play.

Each PM Magazine Special Edition treats a single topic revealingly and amusingly. *Mating and Dating*: men and women and their new lifestyles. *The New Pleasure Seekers*: wonderful, wacky ways we spend our leisure time. *Our Amazing Animal World*: our love affair with animals. *Great Escapes*: getting away from it all. *Fabulous Characters*: unique personalities who add zest to our lives. *All in A Day's*

Work: surprising methods people use to earn a buck. *Bill Rafferty of Real People* is the host.

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Preview PM Magazine Special Edition in our NATPE suite, 4175.

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The man who makes '60 Minutes' tick

CBS's Don Hewitt is the behind-the-scenes executive producer who has shaped it into TV's number-one program

This season's television phenomenon may well be *60 Minutes*. The newsmagazine consistently has led the ratings, generically out of place at or near the top of the prime-time program list which customarily is the home of situation comedies such as *Three's Company*, dramas such as *Dallas* or the wholesomeness of *Eight is Enough*.

Not only is *60 Minutes* on top, but by a considerable margin. The closest any show comes to its 28.8 rating and 46 share so far this season is *Three's Company* and it is almost two full rating points behind.

How a news show got there can be chalked up to experience (it's now into its 12th season), celebrity (Mike Wallace, Morley Safer, Dan Rather and Harry Reasoner) or professional expertise. And as important is the style of documentary journalism of Executive Producer Don Hewitt, who in fact hates the word "documentary."

"It's the worst word in the world. People don't like to read documents. Who wants to watch something called a documentary?" Hewitt asks. As ratings continually show, people generally don't like to watch documentaries. But they do watch *60 Minutes*.

The Hewitt touch? That perhaps is explained best by his feeling toward a CBS

Reports: The Illegal Aliens back in the 1960's.

"Call it *The Gonzalez Brothers*," Hewitt remembers suggesting, "and the ads would say . . . 'Come along tonight and watch the immigration service chase two wetbacks through the back alleys of Los Angeles.'"

Dramatic flair aside, the Hewitt method was clear even then: "Once you get them, then you can inform them."

While doing documentaries for CBS in 1965-68 (after producing the *CBS Evening News*, first with Douglas Edwards, then with Walter Cronkite), Hewitt claims to have realized that no matter which network, all documentaries were getting about the same ratings. His logical conclusion was that the same people were watching them all. The problem was attracting the others.

The goal, as Hewitt explained, was "to make the information more palatable, to get the guy who turned the set off after *I Love Lucy* to leave it on."

"I said to myself: 'I bet if we went multisubject in the hour, had no theme, disparate stories, if we made it very, very personal journalism'—and I don't mean advocacy journalism; we made it personally oriented to Mike Wallace and Harry Reasoner [the first co-editors]—

"If we package reality as attractively as Hollywood packages fiction, I'll bet we could double the audience share.' Well, we've done better than that."

As Hewitt is quick to admit, scheduling

has played an important part in *60 Minutes*' latter-day success. When the show was launched with an every-other-Tuesday slot, it didn't score too well at all. A move to 6 p.m. on Sunday (rotating with football) meant an improvement. But it wasn't until the newsmagazine earned a 7 p.m. Sunday position (a time the FCC has mandated for network news, public affairs or children's fare) that it took off.

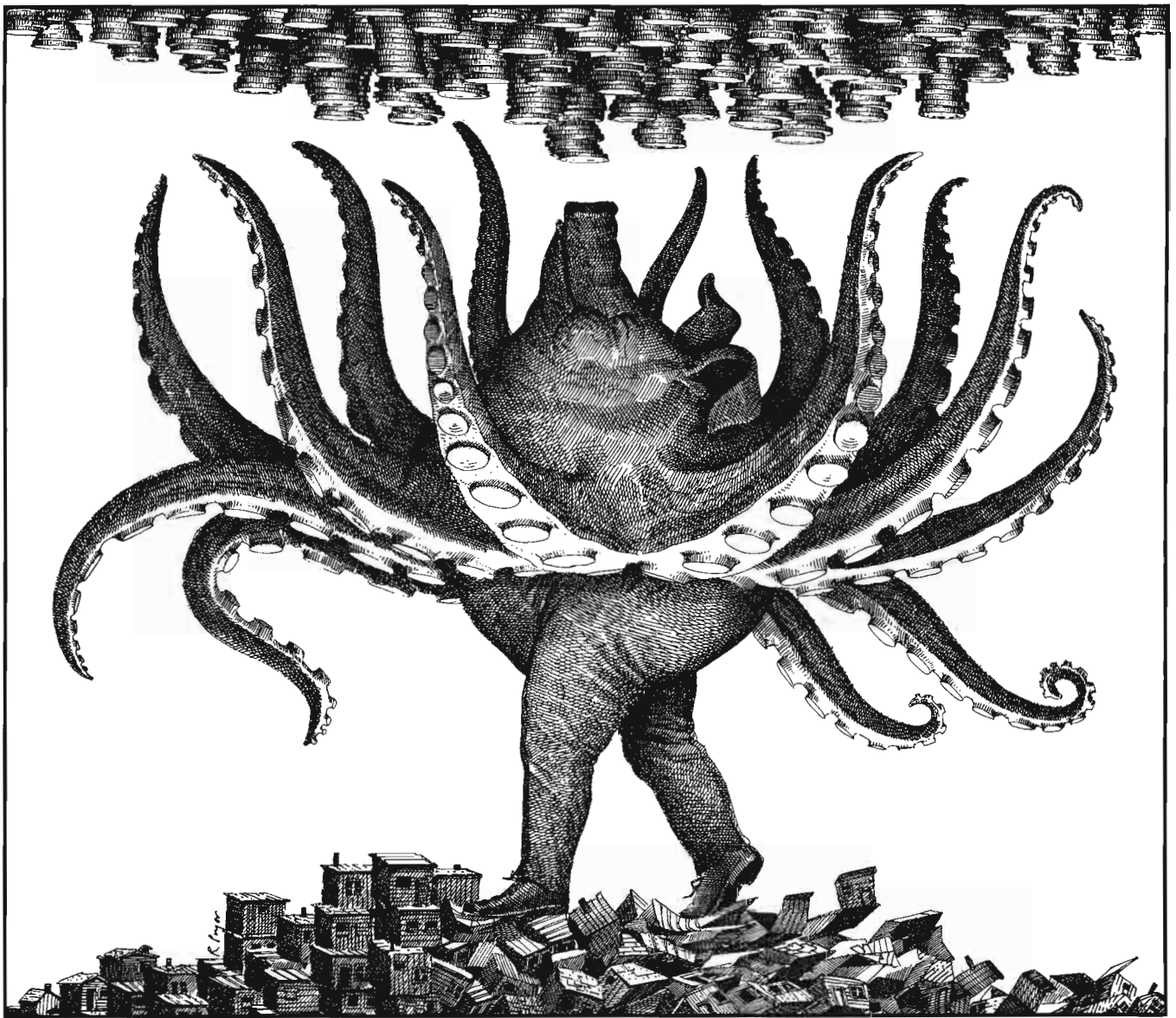
"We achieved our success because we were opposite two kids shows and we didn't have very much competition," Hewitt says. But that was the initial reason, he adds and "that's not the story of our success any more."

"The story of our success I think is that we are one of the only, strong viewing habits in television. The first [being] Milton Berle on Tuesday night for Texaco. Today, as far as I know there are only two things on television around which people plan their week; pro football on Sunday afternoon and *60 Minutes*."

Has the show achieved such standing because it is the continuing adventures of Mike, Morley, Dan and Harry? That's a question Hewitt is used to hearing. He answers that "I used to think it was. I'm not so sure I believe that any more."

"There is a certain truth to the fact," he explains, "that people tune in because they get a fix on four guys and are interested in what [they] are up to tonight." It's there that the "personal journalism" comes in.

So when the government invited *60*



GREED, NEGLECT BREED SLUMS

MONROE, Louisiana—About 30 percent of the rental housing in Monroe was classified as substandard by the federal government.

Both Gannett newspapers in town, the Monroe Morning World and the News-Star, investigated why so much of the city's housing was so run-down.

Who was to blame? What could be done about it?

The investigation revealed a history of greed, neglect and indifference.

The city's poor, elderly, disabled

and handicapped very often simply could not afford Monroe's better homes, and the landlords and local government were part of the problem.

People were living in small wooden shacks built nearly 100 years ago. These sharecropper shanties were usually without heating, toilets or running water.

Landlords were reluctant to make improvements because that would cut into their profits.

The city was unwilling to do anything because the slumlords were heavy political contributors or, in some instances, the city fathers themselves were slum landlords.

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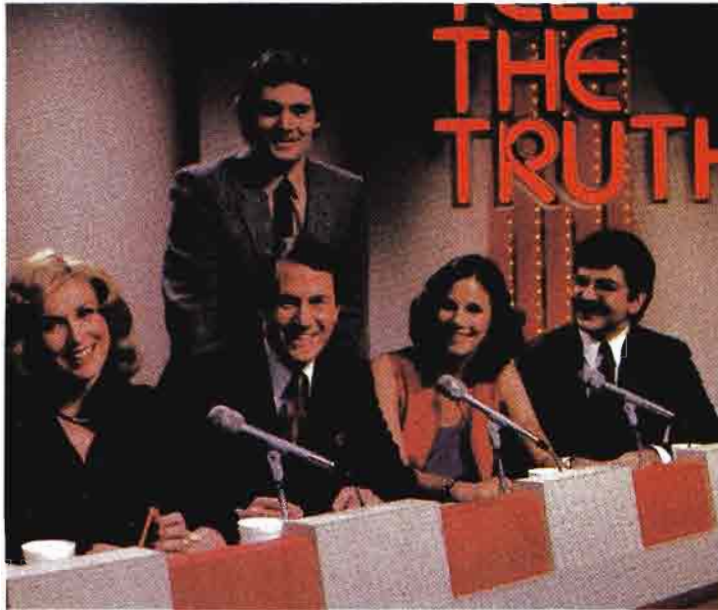
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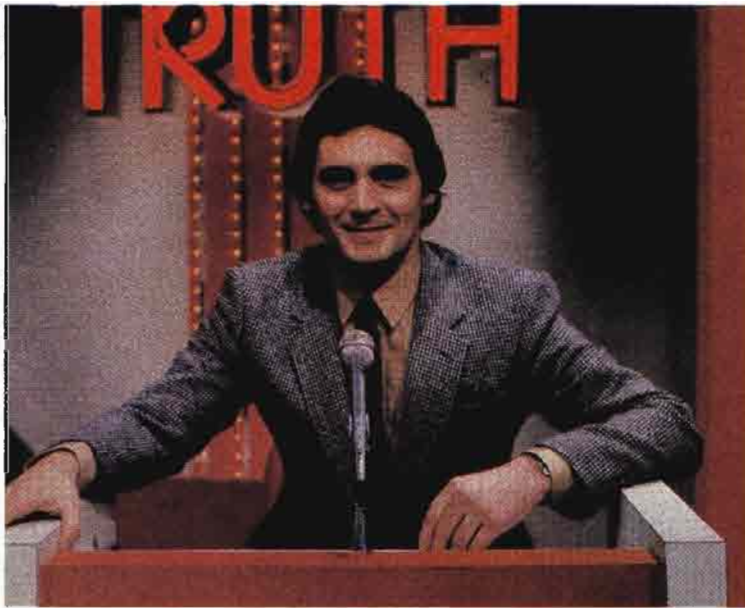
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WCCO-TV owns seven Sony BVP-300's, which the station's photographers use together with Sony BVU-50 recorders. The cameras are used to shoot public-affairs programs and segments of PM Magazine, as well as for ENG and documentaries.

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Minutes to send a camera crew, but no co-editor, with James Schlesinger to China, Hewitt turned down the offer. "60 *Minutes* was told there was no room on the plane for Mike Wallace, Morley Safer or Dan Rather [it was before Harry Reasoner's return to the show]. And I said 'thanks a lot but no thanks.' That's like asking Scotty Reston [of the *New York Times*] if he'd like to send his typewriter but there's no room for him."

It's a case in point of the Hewitt/60 *Minutes* philosophy. He sums up: "Our audience is interested in what [the co-editors] found out," not in an "impersonal narrator."

That means taking a stand, not to the point of advocacy journalism, but without disregarding the fact that journalists too can draw conclusions. Take Harry Reasoner's remarks at the end of a piece on the glut of aid the U.S. has given Micronesia. He concluded: "We have tried to make over a society and we have botched it," adding, however, that if our goal was to make the islands dependent on America, "then we have succeeded beautifully."

Over the years, Hewitt says, the best characterization of the broadcast probably has come from Neil Shister who, writing on the Op-Ed page of the *Miami Herald* called 60 *Minutes*, a series of "Morality plays"—wherein, for example, Mike Wallace may never say he's against palimony but the audience knows for sure he doesn't think it's a good idea.

Hewitt spells it out: "If you don't have a point of view, nobody can get a fix on you. You're just shoveling information . . . but I defy anyone over the years to ever peg this broadcast as being right or left." For himself, Hewitt claims, "I am completely apolitical."

A key, Hewitt says, is that "unlike other hour-long news broadcasts, I think we were the first that . . . was not concerned with issues but was concerned with stories that maybe illuminate issues. I'm not interested in the issue of the environment; I'm interested in a story about the environment."

As for his staff, Hewitt—a man who doesn't bother with modesty when it comes to his show and his people—comments that "it is no coincidence that the four most popular news broadcasters in history are also the four hardest working." Morley Safer, for example, was said to have had only eight weekends at home last year, like the others having to split their time with five producers each.

The only person behind-the-scenes Hewitt will single out is senior producer Palmer Williams. "He's the guy that walks in here and says to me 'You're full of crap' and 'That's a terrible idea' or 'That's a good idea.'" Williams has been with Hewitt and 60 *Minutes* since the program's inception.

In all, 60 *Minutes* operates with 21 producers, 21 film editors, four or five researchers and others—all told about 75 people. Hewitt reports little attrition and an "indefinable something called psychic energy." It is just that "psychic energy,"

he contends, that has prevented equally successful versions of 60 *Minutes* from showing up on the other networks. The structure of the show can be mimicked, as can the organizational plan but without the newsmagazine's own interplay, "the rest is a memo."

At any given time, Hewitt has about 20 pieces to choose from in assembling each Sunday broadcast. Each of the four co-editors has five producers working on stories. Hewitt says the co-editor/producer responsibility for each piece is about 50/50; a producer may be longer on the scene, laying the groundwork for the on-air correspondent, but thereafter the co-editor shapes it on the scene and in the editing room.

Hewitt describes himself as "sort of like a play doctor. I go from cutting room to cutting room. It's a little like a doctor on call." He claims to have no ambition for higher level executive positions in the network news division or elsewhere in the corporation. (He says he's never been offered the CBS News presidency.) "It doesn't interest me in the least," he says, "I like getting my hands dirty . . . And I find that executive jobs don't give you the opportunity . . ." The success of 60 *Minutes* after several long years, Hewitt says, has changed his life "almost not one iota."

As for the show itself, Hewitt believes the editing and the writing have improved with age. Hewitt calls himself "a bug on copy . . . It's your ear that keeps you tuned to your television set maybe more than your eye." In a sense too, Hewitt is a copy editor. When Wallace, Safer, Rather and Reasoner are recording in the studio, he frequently turns his "back on the screen" to listen, for a wrong inflection or a pause too short. It's "all part of editing," he adds.

Hewitt says "I don't know what the budget is" for the program, and adds "So help me God" when that remark brings skepticism. He expects that "it's somewhere between \$175,000 and \$200,000" per week but claims not to really know for sure. Others have characterized the top-rated show as even more of a bargain: at \$140,000 excluding studio and equipment costs ("Closed Circuit," Jan. 21).

Following the adage that nothing breeds success like success, 60 *Minutes* has spawned its share of both local and network newsmagazines. Regarding the other networks' versions, Hewitt comments that ABC News's 20/20 started out to be "radically different from 60 *Minutes*" and "fell right on its face." Now that it has come closer to the 60 *Minutes* formula, he says, it has picked up. As for NBC's News's *Prime Time Saturday*, he only says it is "going nowhere."

Hewitt too had problems when he was assigned to produce another magazine for CBS News a few years back. With the ill-fated *Who's Who*, Hewitt explains, the staff never was able to come up with the same "psychic energy" as 60 *Minutes*. The difficulty, however, went further than that.

He explains: "If you want to do a show like *Who's Who* about people, you have to get a little bit tabloid, a little bit what Barbara Walters does with her specials, a little bit more into the *People* magazine kind of thing. I think CBS News thought that would be damaging to its reputation. So it was neither fish nor fowl. If you're going to do Shirley MacLaine, you have to answer the question: What is Shirley MacLaine really like? and [*Who's Who*] didn't answer the question."

Back to the other networks, Hewitt claims it is not their programs that are the true competition for 60 *Minutes*. Rather, he says the competition is the "distractions in the household" at 7 p.m. Sundays. "If the kid says to his father: 'help me with my homework' in the middle of 60 *Minutes* and the father says: 'Yes, I'm a loser. If the father says: 'Honey, can you come back at eight o'clock,' I'm a winner."

Hewitt isn't pressing his luck with 60 *Minutes*. To a network executive who once asked if 60 *Minutes* could be done every night at 10-11 p.m., Hewitt said no because the "psychic energy would be so dissipated" and "it would no longer be a force." He explained that is the reason for summer repeats: "You have to have a down time."

The executive producer, however, does have his ideas. One that hasn't managed to win higher level approval is a 60

News views. Eighty-five percent of those surveyed in a *Los Angeles Times* poll regularly watch television news, compared to 74% who said they regularly follow political and governmental news by reading newspapers.

Telephone interviews of 1,047 adults—including 766 registered voters—on Dec. 16-18, 1979, found the Iran hostage situation the most interesting running news story. Ninety-two percent of those polled said they were following it "closely." Next most closely followed issues were the energy and gas shortage (86%), price rises and declines (78%), relations between Israel and the Arab countries (52%) and the presidential campaign (51%).

Only one in 10 surveyed wanted less presidential campaign news while slightly more than half wanted more. In "good" over "poor" comparisons, those polled approved of Chapquiddick coverage 2 to 1. But almost half also said they wanted less news about the incident, with one-fourth wanting more news. Forty-two percent of those surveyed called coverage of Senator Edward Kennedy's campaign "fair," while 30%—particularly Republicans—said the press is making the candidate look "better" than he really is and 23% said the press is making him look "worse" than he really is.

Sixty-three percent of those polled said Republican hopeful Ronald Reagan was getting "fair" coverage, with 17% saying he was made to look "better" and 12% "worse" than he really is. President Carter was believed to be treated fairly by 59% of those surveyed, and Republican contender, George Bush, was believed to be treated fairly by 46%.

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Minutes anthology show. Another—and the only feature he says he would right now like to add to the newsmagazine—is more satire beyond that currently offered by Andy Rooney.

(Point/counterpoint disappeared from *60 Minutes* several months ago when Shana Alexander, the liberal antagonist, quit; Hewitt's wife, Marilyn Berger of the Public Broadcasting Service's *Special Edition*, was among the contenders to replace Alexander, a choice which was not to be made by Hewitt. CBS decided, however, to drop the feature and Hewitt's own guess is that only about a third of his audience misses the interplay.)

Regarding satire, Hewitt says: "I have spent more time, money and effort trying to develop" something "beyond the fringe" yet still able to fit within the *60 Minutes* format. Input from Chicago's Second City troupes was considered as was an animated version of current *60 Minutes* satirist Andy Rooney. "I even went so far as to see if I could get a guy to draw Andy Rooney," Hewitt explains. "So Andy Rooney would lip sync to a character called Andy."

Hewitt admits that "humor is very fragile" and "I think it scares my bosses." But he adds that if he came up with something he truly thought would work, he probably would get the go-ahead because CBS News President "Bill Leonard and I seem to be on the same wavelength."

While the stars of *60 Minutes* are Wallace, Safer, Rather and Reasoner and not Hewitt, the executive producer claims not to mind that he doesn't share the same celebrity status. He says he gets enough of it and, with the exception of Norman Lear, is probably the television producer most associated with a show. At basics, however, he says the important recognition comes from "most people I care about"—those in journalism and the arts.

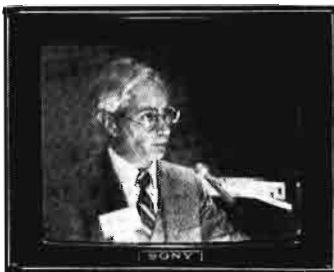
Much of that recognition has come from those in praise of the crime and corruption-busting nature of the journalistic team and the over-all newsworthiness of the pieces. (Hewitt notes that he doesn't worry about lead-times and delays in airing stories because often enough "the fact that *60 Minutes* did it makes it news.")

But he also has faced heat. There are those who have complained about sensationalism. And with the interviews with the Ayatollah Khomeini late last year, for example, Hewitt took it personally for *60 Minutes* when the *New York Times* editorialized that the networks may have been used. Hewitt shot back a published letter to the editor questioning how often the *New York Times* probably has been used, in part reading, "Let's face it, because you cover a lot more news than anyone else, you are ipso facto 'used' a lot more often than anyone else."

Hewitt may not get the mass attention of his co-editors but he has a star's contract. Now 57, Hewitt is legally bound to CBS until the network's mandatory retirement age of 65. And he's in demand; he recalls that NBC President "Fred Silverman once said to me: 'If you should ever

Convention planning. Radio-television news directors' applications for accreditation to national political conventions are now being received. Organizations who fail to file by April 1 deadline risk not being accredited. Replies should be sent to Robert F. Foster, conventions chairman, House Radio-TV gallery, Room H-320, U.S. Capitol, Washington 20515. Information requested: names of news personnel, space needs, intentions to do live television or radio inserts from floor or hall, intentions to use trailers, and parking and housing needs. Republican convention will be held in Detroit, beginning July 11, Democratic, in New York, beginning Aug. 11.

Changing times. Imminence of delivery of news direct to consumers by electronic means is subject of report by Journalism Resources Institute at Idaho State University. Titled "Goodbye (Almost) To Newsprint," report is available for \$1 expense charge from nonprofit institute at Box 8242, Idaho State University, Pocatello 83209. Thomas L. McPhail, associate professor of journalism at Carlton University, Ottawa, supports institute findings by maintaining, "The door-to-door newspaper had better be getting ready for retirement." During next decade, he writes, certain newspaper services will be slowly transferred to computerized cable-delivered systems. Report also quotes Louis Uchitelle, business news editor for The Associated Press, who said AP has been offering to work with newspapers to develop computer hardware and software for information retrieval network.



Show me. Florida Supreme Court Chief Justice Arthur J. England made pitch for opening courtroom to cameras in speech at two-day Chicago conference of state chief justices. And to illustrate unobtrusiveness of broadcast cameras, Gary Cummings, director of station services at WBBM-TV Chicago, followed England to podium and ran videotape of England's speech, recorded quietly by minicam. Also there to speak in behalf of cameras in courtroom were Edward Cowart, judge who presided at highly publicized trial of Theodore Bundy, which was recorded by video camera, and Steve Tello, ABC technician who acted as pool coordinator at trial.

Tribute. ABC News and Ohio State University have established William D. Stewart Broadcast Journalism Lectureship, honoring correspondent killed on assignment last June in Nicaragua. Each year broadcast journalist will be chosen to spend several days at Ohio State (where Stewart was senior class vice president) lecturing, attending journalism classes and meeting students. Donations can be sent to Bill Stewart Memorial Fund, developmental fund, Ohio State University, Columbus, Ohio, 43210.

Be prepared. Instead of reporting what the price of gasoline, food or housing has been, Westinghouse Broadcasting's kyw-tv Philadelphia is telling viewers where economy may be going in next 90 days in city. Station commissioned study by University of Pennsylvania's Wharton Econometric Forecasting Associates and began running at least two weeks of reports on early and late evening news last Monday (Feb. 4). Wharton will update Philadelphia economic model quarterly and kyw-tv will report results.

Newsroom protection. New York Governor Hugh Carey last week called for passage of legislation that would require law enforcement officials to have court subpoenas, rather than just search warrants, before looking for information in newsrooms. It's another Carey push for bill that didn't make it through state legislature's last session. Bill still would allow use of search warrants, however, if belief is that documents might be otherwise destroyed.

No small matter. Jim Schultz, assistant bureau chief of Cable News Network's essentially nonexistent Washington bureau, is hard at work trying to create staff. He and George Watson, tapped as bureau chief, are only ones on board so far. But Schultz is looking for one senior producer, three producers, 10 correspondents, three assignment editors, four desk assistants, two graphic artists, three secretaries and 24 technicians. First task is to sort through 600-700 resumes received at Atlanta headquarters and forwarded to Schultz's temporary suburban Washington office. Schultz said he'll move to permanent bureau at 2133 Wisconsin Avenue in town in four to six weeks.

Even-up effort. International Institute of Communications and Twentieth Century Fund plan to establish committee to examine and make recommendations for dealing with problems organizations say are created by imbalances in flow of information around world. Committee will be selected from among leaders in communications field from industrialized countries and Third World. IIC and Twentieth Century Fund representatives will develop plans for funding work of committee and appoint its members by April.



The image shows an Ikegami HK-357A professional video camera mounted on a tripod. The camera is silver and black, with a large lens assembly on the front and a viewfinder on the side. The brand name 'IKEGAMI' is visible on the front panel. The camera is positioned on a tripod, and the background is plain white.

Ikegami's third microprocessor-controlled camera reduces registration set-up time and cost

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get out of [the contract], I'll give you two floors of the RCA Building.' ”

How much does the success of *60 Minutes* say for the news business in general? Hewitt doesn't know if it says anything. To bring home the point he asks rhetorically, “Does the *New York Times* say anything about newspapering in general” and answers: “Probably not.”

He even questions whether a *60 Minutes*-style segment would be a workable feature within the *CBS Evening News with Walter Cronkite* for example. “I'm not sure that the frame of mind when they watch the evening news isn't at a faster pace,” he says, “I'm not sure if they would stop for this.”

What he is secure about, however, is the future of *60 Minutes*, which he believes is “a permanent fixture in television, just like the evening news.”

NBC was right on top when sting story broke

Investigative team had followed story for weeks, even managing to tape FBI informing congressmen under investigation; others have to scramble to come up with reports

Early in NBC's evening news program on Saturday, Feb. 2, correspondent Brian Ross went on the air with a report of the Federal Bureau of Investigation sting operation in which one senator and seven members of Congress were said to be targets of a bribery investigation.

The broadcast, which was followed later that evening with a fuller report on the network's *Prime Time Saturday*, climaxed two months of investigative work by the 31-year-old Ross, who works out of the network's New York bureau, and his partner, field producer Ira Silverman, 44, who is based in Washington. It was a job so thoroughly done that NBC, using the tools of the television trade, was able to get pictures of the comings and goings at a house used by the FBI agents, as well as of agents knocking on the targets' doors to inform them of the investigation.

It was not, however, a clear beat over the competition. In the day and a half that led up to the FBI men fanning out over Washington to notify eight members of Congress they were under investigation, Washington began springing a number of leaks. And both ABC and CBS, working hard against the clock, managed to avoid being beaten on the story.

ABC News in Washington got a tip regarding a sting operation involving the FBI on Friday. The next morning, the bureau's new chief, Carl Bernstein, received a similar piece of information indicating the investigation involved members of Congress, and he called in a half-dozen correspondents and assigned them to the story. ABC was shut out of

early evening television since its only news program on Saturday is at 11 p.m. But Tim O'Brien, reporting from Chicago, was on ABC Radio at 7:30 p.m. EST with a 35-second piece on the sting operation. And at 11 p.m., ABC-TV presented a four-minute, fleshed out wrap-up on the story.

At CBS News, White House correspondent Bob Pierpoint got wind of the story Saturday morning, and contacted CBS's courts and Justice Department correspondent, Fred Graham, who was covering the American Bar Association meeting in Chicago. Between them, and with the help of Elizabeth Midgely and Jan McDaniel in the Washington news bureau, they put together a story regarding a “sting operation” that had ensnared a senator and nine members of the House of Representatives that Graham broadcast on the 6:30 p.m. news. “We had to scramble,” Washington bureau chief Ed Fouhy says. “And we did.” Fouhy himself had helped oversee the work from La Costa, Calif., where he was attending a CBS meeting.

NBC was not alone in having advance information on the story. The *New York Times* and *Newsday*, on Long Island, had also been working on it for some time before breaking it in their Sunday (Feb. 3) editions. (The *Washington Post*, playing catch-up ball, also managed a reasonably complete story for its Sunday paper.)

Despite the lead NBC had on the story, CBS was first on the air with the names of six of the targets—though it obtained them from the *Times* early Sunday edition. Graham did not have names when he went on the air with the lead item; anchorman Bob Schieffer reported them—with credit to the *Times*—toward the end of the half hour. (O'Brien had only one name—Senator Harrison Williams [D-N.J.]—on ABC's 7:30 p.m. radio broadcast, but ABC reported the eight names later in the evening.)

NBC had chosen not to use the names in Ross's initial report because the targets themselves had not yet been informed. Indeed, FBI agents were knocking on Williams's door at about the time the 6:30 p.m. reports were being aired.

The stories themselves created a controversy. Members of Congress expressed concern about the disclosure of information regarding an investigation of colleagues who had not been indicted. That concern, in turn, prompted the Justice Department to initiate an investigation into the source of the leaks, and to express regret over the media's disclosures because “they may injure the reputations of innocent people.” And most of those named denied, on camera, wrongdoing.

Ross, who with Silverman has done a number of investigative pieces for the NBC evening news, learned from various “sources” that the FBI probe was under way. He and Silverman kept in touch with developments as they unfolded in the three cities involved—Washington, New York and Philadelphia.

Their sources last month were able to tell them the location of the house in northwest Washington (rented, coinci-

dentally, from a *Washington Post* reporter based in New York) that the FBI agents, in their guise of wealthy Arabs and their representatives, used as a base for operation ABSCAM (Arab scam). So about one week before the story eventually broke, NBC rented two Winnebago vans, fitted them with tinted windows and stationed one at each end of the block on which the house is located. Inside the van, camera crews, using night vision lenses capable of amplifying available light 30,000 times, watched on a round-the-clock basis, apparently unobserved. And as men with brief cases came and went, they were videotaped from the vans. Finally, Ross and Silverman were tipped that the FBI was about to let the targets in on the investigation. Correspondents were brought in from out of town to reinforce NBC's resources in Washington, and each of the eight homes was staked out—which is how NBC managed to have pictures of FBI agents being admitted to Williams's house and of Williams talking to NBC reporters after the agents left.

NBC managed to maintain tight security on its activities in covering the story. Originally, Ross and Silverman informed only NBC News President William Small of what they were onto. Later, as the story appeared to be building in Washington, NBC's bureau chief there, Sid Davis, and several others—including Sylvia Westerman, news vice president, Paul Greenberg, *Nightly News* producer and Tom Wolzein, director of the *Nightly News* “Segment 3” staff—were filled in. Davis provided the support Ross and Silverman needed, in the form of additional producers and camera crews, and directed the Washington coverage.

For NBC, it was a time for basking in a bit of glory. But Small kept the focus on the investigative team involved. Ross and Silverman, he said, “did a first-rate job. . . They are as good a team as television has in investigative reporting.” He noted that they have done a number of pieces for the “special segments” of the *Nightly News*—on Mafia links to labor and on the oil companies—among others. “It's good they're getting the recognition with this.”

But NBC was not the only network that broke a major story in the last 10 days. ABC's Brit Hume went on the *World News Tonight* on Tuesday with a report that the FBI is investigating a suspected bribery scheme involving Teamsters Union officials and Senator Howard Cannon (D-Nev.), chairman of the Senate Commerce Committee.

Hume said others in the Washington bureau had come up with the initial information on the story “some weeks” ago. He got involved only last week, he said. The story was not “fully confirmed” by the FBI until the day ABC put it on the air.

The *New York Times* also had the story, and published it in its Wednesday-morning editions. But ABC could take satisfaction from the fact that the *Washington Post*, in its Wednesday edition, credited the network with breaking the story first, and relied on it as source material in its report of the FBI investigation.

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Bus and bandwagon trade views

Campaign reporting is subject of Harvard forum where campaign people say journalists seek out the sensational rather than issues

Presidential campaign reporting stresses personalities and tactics while neglecting important issues, political experts agreed last week before blaming this on one another.

Campaign managers, consultants and journalists, assembled at a three-day Harvard conference, condemned the 30-second wrap-ups, "horse race" stories

and general cynicism they see marking coverage along the marathon caucus-primary route to the presidential nominations.

But when press panelists criticized candidates for ducking hard questions, political pros replied that without a good "visual," their man would never make it onto the evening news.

NBC News President William J. Small answered the charge that 30-second commercials are the only way candidates can get their "unfiltered" message to the public with the statement that it's "as impor-

tant to our viewers that professional journalists observe as it is to have them hear what you want them to hear."

Blaming some of television's political coverage troubles on the equal time requirement, Small said "Congress is toying with the idea of amending equal time when instead it should be abolished." He said the courts have been wrong in not seeing the equal time requirement as a "clear violation of the First Amendment" and that this is especially "frightening" when surveys show television an increasingly important source of Americans' knowledge of the candidates.

Thomas Quinn, campaign manager for California Governor Jerry Brown, called the equal time requirements a "useful check against the abuse" of electronic journalism's power. He and several others during the panel discussions, sponsored by Harvard's Institute of Politics and the *Los Angeles Times*, said nightly network news should be expanded to an hour.

Two leading political consultants rapped the media or what they see as a fixation on tactics and demand for the very "hype" they condemn.

John D. Deardourff, chairman of the board of Bailey, Deardourff and Associates (and presently working on Senator Howard H. Baker's [R-Tenn.] GOP presidential campaign), said reporters tend to see campaigns through their perspective, not the voters'.

"You can say what the overwhelming majority of people want and need to know (about a candidate's stand on a major issue) in 30 seconds," Deardourff maintained. "Maybe the media elite wants more, but the intensity level of the average voter is far removed from the reader" who scrutinizes the *New York Times*, he added. He said press immersion in "who's up/who's down" in the polls diverts attention from the real issues. He—along with *Newsweek* chief political correspondent James Doyle—said the press is too concerned with reporting why a candidate said something, and whether it was a mistake to say it, than with telling the public just what he said.

John P. Marttila, president of his own consulting firm, said "serious efforts to present stands on issues without media 'hype' get no coverage."

He finds both "sanctimoniousness and cynicism" in the media's demanding something visual while complaining that candidates' campaigns lack substance.

While Jess Marlow, political reporter and anchor for KNBC-TV Los Angeles, urged networks to devote prime time to candidates' debates no matter what the ratings, former FCC Chairman Newton N. Minow recalled his own role in helping arrange the 1976 candidate debates.

Minow, chairman of the Public Broadcasting Service, said that after the Ford-Carter debates, people asked him: "Who won? Who lost?" and pronounced the whole affair "boring." He and Marlow concurred that a way had to be found to give candidates' more access to the airwaves.

Marlow's assessment of campaign

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coverage resembled the consultants'. "We cover politicians very well, but not politics. We cover campaigns very well, but not the issues." He added that "we still insist that something has to be visually exciting. There are some damn interesting talking heads around, but we've conditioned the audience to believe that talking heads are dull."

Christopher Lydon, who anchors the 10 o'clock news on Boston's noncommercial WGBH-TV (which videotaped the Harvard sessions for re-broadcast), said television covers politics as a "real life entertainment series." In 1976, he said, we had "The Adventures of Jimmy Carter," who he said therefore entered the White House having only been a television presence.

"Like all television characters," Lydon continued, "Carter's wore out, so we have a new character, Jimmy as Commander in Chief." We've got a new series on our hands."

And to justify the networks' "tremendous investment" in the Iowa caucus coverage, he claimed, Republican hopeful George Bush has been cast in the lead of "A Star is Born."

The campaign leaders, however, didn't apologize for their role in all this. The increasing number of primaries, according to Senator Edward Kennedy's delegate selection chief, Richard G. Stearns, "has made the news media the most powerful actor in the nominating process." He said that "we could spend a million dollars reasonably in each of the 50 states on

television alone," and that therefore he and competitors are forced "to somehow beguile and trap the media into doing what we can't do ourself"—give their candidates exposure.

According to Tim Kraft, national campaign manager for the Carter/Mondale presidential committee, there's a good reason White House contenders shy away from the media.

Reporters, he said, "would rather ask sharp questions about a personality to give them the lead on the evening news" than to probe the issues. "There's an adversary relationship between the press and the candidate," Kraft stated. "With the first slip of the tongue or ill-chosen word, you will do your damndest to nail him to the wall."

Programing

Another week, a different winner

ABC captures week ended Feb. 3 by narrow margin and is now tied with CBS for season-to-date

CBS-TV's six-week winning streak ended Feb. 3 when the prime-time ratings results showed ABC-TV in the winner's circle. ABC's victory wasn't by much, however—half a rating point. And while still in third place, NBC-TV turned in a better-than-usual performance.

For the week ended Feb. 3, the scores were ABC: 20.7 rating/31.4 share; CBS: 20.2/30.8, and NBC: 19.0/28.8. In season-to-date terms, CBS no longer is the sole leader (BROADCASTING, Feb. 4) but, as it was a few weeks ago, is tied with ABC. For the season's first 20 weeks, the rundown is CBS and ABC at 19.5 and NBC at 17.7.

In the 20th week, CBS's *60 Minutes* again was the top-rated show (29.2/43), one of that network's six shows to make the top 10. The list continued with ABC's *Three's Company* (28.8/41); CBS's *Dallas* (28.6/44); NBC's *Real People* (27.9/40); CBS's *Dukes of Hazzard* (27.7/42), *M*A*S*H* (27.3/39) and *House Calls* (26.9/39); ABC's *Eight is Enough* and CBS's *Alice* (26.4/39) and NBC's *Little House on the Prairie* (26.0/37).

Over-all, ABC won Tuesday, Wednesday, Thursday and Saturday; CBS took the rest of the week. But while NBC didn't have any winning nights, it did show a strong second place on Monday and Wednesday.

While there were specials that performed well, no blockbusters emerged. In fact, the highest-scoring program that didn't fall into the regular-series category was part two of NBC's *Martian Chronicles* miniseries (21.2/32). ABC might have hoped for more star pulling power of Charles Bronson in "Telefon" (20.6/31)

and Jill Clayburgh in "An Unmarried Woman" (18.1/29). Bob Hope's *Around the World with the Troops*, a three-hour special on Sunday (competing during the last two with "Telefon") brought a 20.5/30.

ABC's new entry, *Tenspeed and Brownshoe*, turned in another strong performance on Sunday with a 24.9/35, beating CBS's *Archie Bunker's Place* and *One Day at a Time* and the first hour of Bob Hope. A week earlier when *Tenspeed* premiered as a two-hour movie, *Bunker* had been the only half-hour slot to win against it. As a lead-in to *Tenspeed*, ABC has *Galactica 1980*, which brought in an 18.4/27 against *Disney* and the real competition, *60 Minutes*. CBS, however, still won the night over-all with a 24.7/36.5.

While ABC has managed an improved rating picture on Sunday, it was a big loser on Monday with a rearranged schedule to make time for a sustaining Republican response to the President's state of the union address. *Laverne & Shirley* earned a meager 16.3/23 (in its regular time) with *Family* following at 16.4/23, then *Stone* at 13.9/21 and the Republicans at 10:30 p.m.

On Wednesday, against the sustaining Republican response on CBS, preceded by a *Featherstone's Nest* special (9.3/14) NBC's *Real People* brought in a 27.9/40 and ABC's *Eight is Enough* a 26.4/38.

On Friday, NBC's full night of circus animals/variety scored poorly, with *Animalympics* (15.0/24); Ringling Brothers and Barnum & Bailey Circus (14.8/23) and *Siegfried & Roy* (14.4/22).

On the AIR

New trade group, Association of Independent Radioproducers, forms, elects officers and board

The Association of Independent Radioproducers (AIR), in the planning stages since late last September (BROADCASTING, Oct. 29, 1979), is now a reality.

Representatives from 40 radio program production companies met on Jan. 25 in Howard Johnson's of North Hollywood and voted on preliminaries for formation of their new trade association.

Harry O'Connor of O'Connor Creative Services was elected the association's first president, and Bo Donovan of Tuesday Productions was named its first vice president. Tom Rounds of Watermark Inc. and Harvey Mednick of RKO Radio were elected secretary and treasurer, respectively.

Also elected at the meeting was a five-member board of directors: Jerry Atchley of TM Productions, Ron Harrison of Radio Arts, Charles Michelson of Charles Michelson Inc., Harvey Palish of Diamond P, and Paul Ward of Audio Stimulation. Peter Hartz of Golden Egg and Jim Kefford of Drake Chenault were elected alternate board members.

The new association hopes to end 1980 with an initial membership of at least 50 production companies and plans to initiate a direct mail campaign to recruit members. Mednick and Michelson are presently handling publicity for the fledgling organization.

A steering committee, formed last September to work toward creation of AIR, had initially hoped to hold the association's first general membership meeting in conjunction with the April National Association of Broadcasters convention in Las Vegas (BROADCASTING, Dec 3, 1979). Instead, it was decided at last week's meeting that the association will work toward better representation of independent program producers at the NAB radio programing conference scheduled for August in New Orleans.

Facilitating that project will be Rounds, who has been appointed to NAB's steering committee charged with planning that conference. Tentatively in the sights for the radio programing conference, according to RKO's Mednick, is an AIR board of directors meeting for the purpose of planning future strategy.

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

are located in Los Angeles, that city will eventually be home for the association's formal headquarters. An annual membership fee of \$300 per member company was established at the Jan. 25 meeting.

Audio Stimulation's Ward, who has been working on bylaws for the organization since its steering committee days, will now be working with AIR attorney, Les Clinger, on a committee also charged with developing an industry code of ethics and technical standards for future member companies.

A future priority project for AIR, said Mednick, will be to provide broadcasters with a comprehensive list of member companies and their products and services.

Arming themselves

Machinists union begins educating its members to the finer points of broadcast regulation, including petitions to deny, to improve TV's image of workers

The International Association of Machinists and Aerospace Workers has begun its monitoring of network programming to rectify what it considers the "bum rap" given the American blue-collar worker by television programmers.

IAM began its monitoring campaign last fall, with a series of workshops to educate its members on how the broadcast industry is regulated and must be responsive to the public interest. The workshops, conducted by William M. Young & Associates of Chicago, focused on the public's right to file petitions to deny a station's license renewal (BROADCASTING, Sept. 3, 1979). Young, who conducted similar workshops for the PTA and is now contracted to work with Phi Delta Kappa, the educational society ("Closed Circuit," Feb. 4), used basically the same manual he used with the PTA.

The manual stresses three areas in which the public can involve itself in the industry—the broadcasters themselves, advertisers and the FCC. A large part of the workshop is dedicated to teaching the participants how to monitor television.

The IAM had 14 of these training sessions from October through November, teaching 450 IAM members who in turn went to their own communities teaching and explaining the program to members.

The monitoring program seeks to document how union characters are portrayed in entertainment television, and how the news depicts them, along with such issues as inflation, energy, national health care, tax reform and foreign trade.

Robert Kalaski, director of communications for IAM, said: "All we want is a fair picture of the union worker. Sure, we're stressing the petition to deny thing, but what we want is for the broadcasters to know we're willing to negotiate our differences that's what unions are all about."

The results of the monitoring process

PlayBack

The clubs, they are a changin'. People patronizing discos "don't want to hear anything they haven't already heard on the radio," says J.J. Searles, who spins records in a southern Maryland club and consults three others in the area. Searles says people who last year "were into touch dancing and hearing the newest in dance music" are this year returning to "free-form, boogie-type dancing" and requesting music from the sixties, both oldies and remakes. Young people as well as adults are requesting oldies, says Searles, and music of Credence Clearwater Revival is very popular right now. Also different in clubs this year is volume at which music is played. Last year, says Searles, speakers were turned up to "assault" levels, or highest volume. This year, they are at less than one-quarter capability, because, "people want to sit and converse as well as dance."

□

New in public affairs. Ohio State University Communications Services has changed its approach to public affairs program production and since late last December, has been offering *Lifestyles*, five-day-a-week, two-and-a-half-minute syndicated informational radio programs. Often in interview format, programs cover topics of general interest, including energy, consumerism and medicine, and, as university public relations activity, are offered free, with only stipulation being return of tapes for re-use. Program is currently heard on 30 U.S. radio stations in markets including Cleveland, Columbus, Cincinnati, San Francisco, Baltimore, Hartford, Honolulu, Phoenix, St. Paul, Minn., Beaumont, Tex., and Sarasota, Fla.

□

Important outsiders. Novelty records, many of them comic, rarely surface on BROADCASTING's *Playlist*, which last week was expanded from top 50 to top 100 airplay survey of contemporary records, and is now mailed ahead of magazine. Such records, though rarely reported to *Playlist*, are often valuable programming tools. John Young, program director at WZGC(FM) Atlanta, reports morning airplay of Ray Stevens's current novelty, *Shriner's Convention* (RCA) is generating considerable phone response. WGAR(AM) Cleveland is highlighting top novelty records of 70's in "Kulture Korner," nightly feature aired in late drive time.

□

News plus music. Progressive Radio Network, New York, is producing and syndicating program titled *News Spot*, one-minute feature combining topical stories with contemporary music, interviews and comedy. Twenty-four segments are produced each week. PRN also produces and distributes *News Blimp*, three-minute series, and *Sound Advice*, two-minute show on audio equipment.

□

Automated jazz. "Balanced Spectrum Jazz," fully automated, 18-hour-per-week jazz radio program premiered Jan. 14 on WVIP-AM-FM Mount Kisco, N.Y. Produced by Jazz Media International Ltd., program is targeted to adults, 25 through 55, and blends elements from past 30 years of mainstream jazz. Robert A. Orenbach and Barney Lane, former general manager and program director who founded all-jazz format at WRVR-FM New York, created Jazz Media International, which consults and represents radio stations programming jazz full or part time in number of markets, including Boston; Chicago; Columbus; Minneapolis; Boise, Idaho; Orlando, Fla., and Cambridge, Mass.

□

Preview. Contemporary radio listeners are being exposed to this year's winter Olympics theme. Chuck Mangione's *Give It All You Got* (A&M). Considerable number of BROADCASTING *Playlist's* reporting stations added single last week, despite feelings by some programmers that radio should hold off on airplay until Olympics. Also added at many stations last week was Ray, Goodman & Brown's *That Special Lady* (Polydor). Scott Shannon, program director at WPGC-AM-FM Morningside, Md. (Washington), was first major-market contemporary programmer to add single.

□

Setting it straight. Bobby Christian, program director at WKX(FM) Pittsburgh, was misquoted in "Playback" on Jan. 21, 1980. In referring to single, *Desire* (RSO) by Andy Gibb, he actually said: "We will not be a major station early on that record."

□

First five. These are the top five records in airplay on contemporary radio stations in the U.S., as reported by *Playlist*. (1) *Rock With You* by Michael Jackson on Epic. (2) *Crazy Little Thing Called Love* by Queen on Elektra. (3) *Longer* by Dan Fogelberg on Epic. (4) *Yes I'm Ready* by Teri Desario and H. W. Kasey on TK. (5) *Do That To Me* by Captain & Tennille on Casablanca.

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are still four months away, but already IAM is pushing its members to voice their opposition to broadcasts in other ways. Most recently, the IAM newsletter urged all members to write NBC concerning its airing of the program, *Power*, a fictionalized account of the rise to power of Teamster boss Jimmy Hoffa.

Kalaski, in a letter to Fred Silverman, NBC president, said: "It has long been a complaint of mine that the television networks have largely ignored the American trade union movement both in their news coverage and in their entertainment broadcasting. But the direction of the focus that your network has placed on its recent coverage of unions is misinformed, misguided and vicious."

Kalaski added that the unions are ready for a "meaningful dialogue" with the television industry "to help realize the full potential of this crucial medium of our society." But, he warned, "if that fails, we also stand ready to responsibly act to insure that the medium is not abused and that American workers, consumers—indeed the large majority of American citizens—have parity on television with other elements of our society."

Kalaski's message to NBC has spread and has received support through similar letters sent by the American Federation of State, County and Municipal Employees, and the Bakery, Confectionery and Tobacco Workers International Union.

Monitor

Fall back. Unable to get commercial stations it wanted in Dallas and Honolulu, Mobil Oil put its current *Edward and Mrs. Simpson* miniseries on noncommercial KERA-TV and KHET(TV) in those markets. But Mobil sources emphasize that stations neither carry Mobil's commercials nor are paid for taking series. Word from KERA is that *Edward* episodes are run without breaks, but with usual "made possible by" credit at end.

NCAA play-off action. Games that NBC-TV does not telecast during next month's National Collegiate Basketball Championship will be available live to other stations through NCAA Productions, Shawnee Mission, Kan. NBC-TV, which has held rights to the playoffs since 1969, will cover semifinals and final (March 22,24), all four regional finals (March 15, 16) and selected second round games (March 8, 9). That will leave as many as 25 other games in the 48-team competitions that begins March 6. Contact: *Dennis Cryder or Jim Shaffer, NCAA Productions, (913) 384-3220.*

Pays to advertise. National advertising campaign begun last October by Public Broadcasting Service has proved effective. Preliminary findings from PBS study show programs advertised in *TV Guide* had average prime-time audience 29% greater than average for programs not included in campaign.

Love match. UA-Columbia Satellite Services Corp. has obtained exclusive rights to matches of Women's Tennis Association, providing for minimum of six tournaments per season for three years. Cost of rights was not disclosed. Coverage is expected to include Wells Fargo Classic, Volvo Classic and BMW tournament. UA-Columbia Satellite Network serves about five million homes in 47 states with its programming.

Milestone. Showtime Entertainment, nation's second-largest pay-cable service (after Home Box Office) has signed its millionth subscriber. Customer is from Pasadena (Tex.) Cablevision, receives free year of Showtime and 19-inch color TV.



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Reallocation of TV spectrum called key to more networks

FCC network study report says commission could aid new program services by shifting all stations to UHF or limiting V affiliations; use of cable and pay also pushed to provide diversity

While various methods of program delivery, such as cable, pay television and multipoint distribution hold promise for the advent of more television networks, and while video recorders and public broadcasting provide viewers with choices in programing, the FCC's refusal to "come to grips" with its basic spectrum allocation and assignment policies is a "severe" barrier to the development of more networks on the air.

This is the conclusion of a consultant to the FCC's network inquiry special staff, which last week released several preliminary reports on the prospects for additional networks.

The network inquiry staff has been mandated to conduct a full-scale examination of commercial program distribution practices in television broadcasting. It has been examining television network relations with affiliates, advertisers and program suppliers, in addition to distribution and factors influencing profitability of television stations.

Last October, the inquiry staff released the first of its reports on the network-affiliate relationship, FCC jurisdiction over networks and existing FCC networking rules (BROADCASTING, Oct. 22, 1979). This latest series deals with the prospect for additional networks.

One report, by Thomas Schuessler, professor of law, University of Arizona, relates the FCC's spectrum management policies to the number of television networks. The report concludes that two decisions limited the entrance of new networks in the top 100 markets.

Those decisions were the FCC's adoption of a "intermixed" UHF and VHF assignment plan, "which greatly reduced the number of technically comparable assignments made to each market," and the decision to base the plan on the principle of localism, "thereby greatly reducing the total number of assignments which could be made to each market."

The report offers what it considers "structural solutions." The first is a shift to an all-UHF system—which Professor

Schuessler considers the "optimum solution." This shift, the report notes, equalizes technical assignments and would free the VHF allocation for other services. The shift, however, would not be without costs. Those costs, the report says, are the "obvious political problems resulting from imposing increased competition upon existing VHF license holders in intermixed markets, and there would be undoubtedly economic costs associated with converting VHF operations to UHF."

The costs could be minimized, the report says, by providing a sufficiently long transition time so that depreciated VHF equipment could be replaced with UHF equipment. Additionally, the report says that if Congress adopts a substantial spectrum use fee the cost of conversion could be eased by "simply permitting VHF licensees to credit their transition costs against their spectrum fees."

A significant effect of all-UHF allocation—that of withdrawing service from a large number of viewers not served by UHF because of propagation characteristics—could be remedied, the report says, by "employing greater transmission power, constructing taller antennas and utilizing booster and/or translator stations . . ."

Another approach advanced to spur additional networks is a limitation on the number of VHF stations with which each network could affiliate so that "there would remain an equal number of VHF stations for affiliation with a fourth network." The report concluded, however, that this approach would not "adequately deal" with the problem because "the problem of technical comparability by simply spreading it around does not necessarily create a situation where new entry would be attracted in view of the large capital investment required." And more seriously, the report notes that "it fails to deal with the problem of nonopera-

ting UHF stations in presently intermixed markets."

The report concludes that even if the UHF handicap is overcome by technological improvements and commission action, there would be limits on the numbers of stations to be accommodated in the top 100 markets.

By contrast, the report concludes, cable television offers a solution to both the technical and limitations problems. But until cable penetration levels are comparable to those presently achieved by the over-the-air networks, "cable remains only a potential solution to the present structural limitations on the development of additional networks."

Another report, prepared by L.A. Powe Jr., professor of law, University of Texas, entitled "FCC Determinations on Networking Issues in Multiple Ownership Proceedings," is just that. It is a detailed account of commission deliberations and decisions that have had an impact on station ownership and networking.

The report begins by describing the evolution of the current television ownership patterns of the three national networks. This is followed by a brief description of the current rules affecting station ownership and networking, and the status of the FCC's legal authority to promulgate such rules.

The conclusion is that since the Chain Broadcasting Report of 1941, the FCC's first look at the role of national networks, the FCC has debated the issue of networking and station ownership without coming to a serious or consistent conclusion. The report says: "While in the debates over networking and ownership no one has stated that a network would come into existence without owning a group of stations, it has been apparent that ownership of stations without more is probably not enough." The report added that while no one has said so, the debate "has assumed that ownership of stations is necessary but not sufficient."

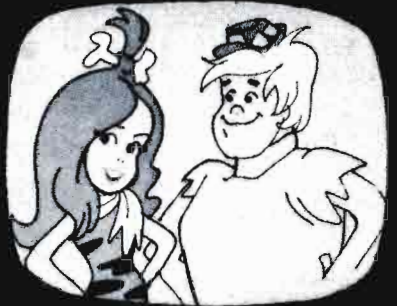
The report concludes that the commission's practice for years has been to think of networks as a closed class of ABC, CBS and NBC, "rather than any specific types of vertically integrated units."

Powe urges the FCC to adopt a definition of network to show for the existence of more than the three entities and says that the FCC should speak with "confidence" in "planning for a future where more networks will or will not be possible."

A third report issued last week focuses on the prospects for additional networks employing different methods of program delivery or financing, including subscription television, multipoint distribution service and cable television.

According to the FCC, these three

Drop-ins pop up. FCC Chairman Charles Ferris took the issue of additional TV networks to Los Angeles last week in a speech to the Media Forum, a black media organization (see also page 106). Ferris, speaking about outlets for "the creative talents of minorities" and others who have been on the fringe of commercial television, said UHF-TV improvement can "also improve public television's status as a fourth network." He added, "We can also create new UHF and VHF stations by shoehorning in additional stations at less than the present mileage separation requirements and by making greater use of translators and other low-power television operations."



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delivery systems were chosen for study because they have been carrying increasing amounts of programming in direct competition with the broadcasting networks. In each case, the report says, commission policies could help or hinder the ability to become fully competitive with existing networks.

The report offers few predictions, however, about the future. With MDS, for example, it notes that the service "is a sufficiently new and undeveloped industry that its future growth and direction can only be guessed at." The report provides a history and current status of commission regulations of MDS, the equipment used, stations on the air and available studies examining the prospects for MDS.

The report concludes that MDS is "a service with many potential uses, of which pay TV is but one."

But it says that although MDS may continue to supply outlying areas of a cable system, "once an area has been cabled, virtually no one expects MDS to ultimately prevail as a pay delivery system. The competition between MDS delivered pay service and pay STV may, in the short term, be much closer, depending from market to market on coverage area, and, in many instances, who gets there first."

At present, the report adds, among pay TV subscribers, MDS has approximately a 4.1% share, with approximately 5.4% for STV and more than 90% for cable. The report estimates that MDS has almost a quarter of a million pay subscribers.

Subscription TV, meanwhile, which began a trial experiment in the early 1960's, now has eight operating stations. And as with MDS, predictions are difficult to make. "How the industry, or the majority of the industry, actually will develop is, of course, not yet knowable," the report says. "The kinds and degree of vertical integration, as well as crossownership, may well determine the likelihood of new networks forming or being joined."

What will be important, the report notes, is the effect of FCC regulation on STV and on its competition. This is especially true now, it says, because of the speed with which STV can enter a market. "Whether STV is ultimately proved to be no more than a stalking horse or market softener for cable, or whether quick penetration will delay or defer cable, the log jam of applications at the commission, and the length of time required for obtaining approval certainly affects both STV's short- and long-term prospects," it says.

But an analysis of the situation is difficult. "The limited experience to date is intriguing but hardly dispositive. The hoped-for penetration rate of 10% has not been achieved, but at least one operator, ON TV in Los Angeles, is well on its way."

The cable report describes the history and structure of the cable industry and examines the extent to which multiple system owners have acquired cable franchises. In addition, there is an examination of the pay services offered to cable subscribers and the extent to which pay TV programmers have acquired ownership interests in cable systems.

Fighting the FEC. National Association of Broadcasters and Radio-Television News Directors Association have asked Senate to veto sections of Federal Election Commission's newest version of proposed rules dealing with sponsorship of debates by newspapers and broadcasters. NAB and RTNDA, in letter to Senator Claiborne Pell, (D-R.I.), chairman of Senate Rules Committee, say that although proposals are superior to first version, which Senate vetoed in September, they exceed FEC's jurisdiction regarding news organizations, and "raise substantial First Amendment questions." Letter makes clear NAB and RTNDA do not object to portions of proposed regulations designed to remove doubt as to legality of corporate and union contributions to help defray costs to nonprofit organizations, like League of Women Voters, in presenting political debates. Thus far, NAB-RTNDA letter and one from league supporting proposals are only comments Congress has received on FEC proposals, which were submitted to Congress on Dec. 20.

No they don't. National Association of Broadcasters contends that National Telecommunications and Information Administration lacks authority to reimburse participants in its proceedings. NTIA issued notice of proposed rulemaking last December looking toward program of reimbursements to public participants in NTIA rulemakings. NAB comments said NTIA "assumes it has the legal authority . . . Indeed, the notice does not even invite public comment on this basic issue." NTIA's position, said NAB, "cannot be legally sustained in the face of judicial determinations rejecting the 'implied authority' theory holding that only Congress can authorize agency expenditures of public funds."

Quicker, please. National Radio Broadcasters Association has told FCC that it should limit time to which commission must respond to petitions for rulemaking to 180 days (there currently is no limit). NRBA comments were filed in support of National Citizens Committee for Broadcasting's petition for rulemaking asking for 180-day limit to avoid delay in simple rulemaking petitions such as FM channel assignment requests. NRBA acknowledged that "it may be appropriate in some exceptional cases for the commission to take additional time" but the FCC should emphasize that such exceptional cases must be explained.

Not too happy. Four television stations from Representative Ronald Mottl's (D-Ohio) district have registered opposition to Mottl's bill, H.R. 5430, that would require public disclosure of station financial data. Stations argue that confidentiality of data is crucial for success in business, and bill offers no benefit to public interest. View is also that of Ohio Association of Broadcasters. Hearings on bill, scheduled for Jan. 29, have been postponed indefinitely.

New post. Former Watergate Special Prosecutor Archibald Cox has replaced Nan Waterman as chairman of Common Cause. Cox has been member of Common Cause board since 1976 and has chaired board's Litigation Committee. He continues as professor at Harvard University.

The study also looks at key developments in the cable industry, including: (1) the competitive advantages large MSO's may have in acquiring new franchises and the barriers to entry raised against new firms; (2) competition among program producers, packagers and distributors and cable system operators and the extent to which they will have access to cable audiences; (3) superstations and copyright liability, program liability, advertising rates, satellite resale, common carrier authorizations and tariffs, and (4) state/local regulation and cable competition with the commercial networks; state/local authority to regulate pay cable, and federal pre-emption of areas states have traditionally regulated.

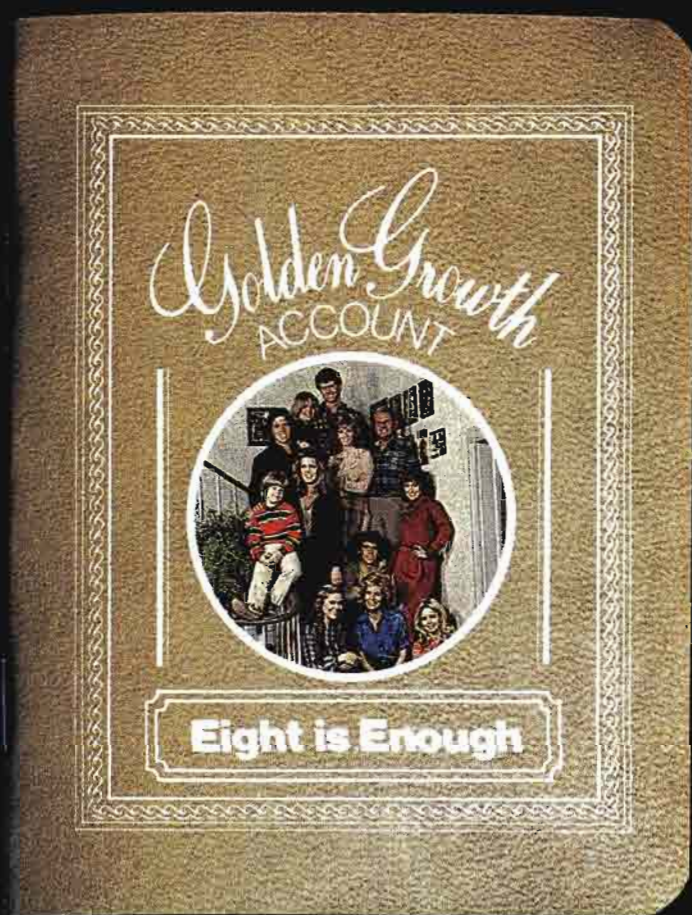
The final two reports deal with program distribution, scheduling and production in the public television system and the status of home videocassette recorders and videodisk systems.

Discussing public television, that report begins: "At its inception public television, unlike commercial television, lacked the capacity for simultaneous networking, had no reliable source of income to be used for

national program production, no common economic purpose and no centralized structure." Because of the lack of centralization or money for national productions, most production efforts were "crude" and "unable to attract large audiences."

As public television began to expand, increased spending came through funds provided by the Ford Foundation and others. When a Carnegie Commission report articulated a role for public broadcasting in 1967, the Public Broadcasting Act was adopted, establishing the Corporation for Public Broadcasting. However, the act did not provide the amounts of money recommended by the Carnegie Commission as necessary for the full development of a national system. (The Public Broadcasting Service was formed to run the interconnection between CPB and outside funding.)

A partnership agreement between CPB and PBS was eventually worked out, where PBS was reorganized into "an organization completely controlled by the noncommercial licensees and, except for the funding of the interconnection,



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became self-supporting through membership dues."

However, as systems and audiences grew, decisions concerning new programs were "largely in the hands of a multiplicity of outside funders." In 1975, when public broadcasting began to plan and implement satellite interconnection for public television, making simultaneous distribution of a number of programs available, light was seen at the end of the tunnel.

The report concludes that "many feel that the 'tyranny of the long-line' will make it possible for the stations to aggregate program production funds in one or more central programming agencies responsible to the stations. Multiple program services may create a complex distribution and programming mechanism controlled from a number of different points—PBS, regional networks, CPB, consortia of independent producers and stations and the like—with each point in the system having sufficient funds for the programming, with funding and acquisitions decisions made according to the needs of the users and producers not outside funders."

With the advent of satellite distribution and more funds, the report adds, it will become more likely that CPB and PBS will be given the "extra measure of power they need to be able to act efficiently and, it is hoped, responsibly, as the central determinators of the system's national presence."

Home video equipment—as opposed to new additional networks for program distribution—provides the viewer with a choice for other programming to his liking, allowing him to be, the report says, "free of real-time television broadcast scheduling and [becoming] the program director."

Thus far the report concludes, the courts have authorized private, in-home recording and copying of copyrighted broadcast audiovisual works. The report states, however, that the court decision allowing such use of video equipment, "reserves for another day questions raised by tape duplication, tape swapping, or copying from media such as cable television or pay television."

Minority message

New technologies will be the key to programming to small and diverse audiences, Ferris tells black media audience

Solutions to minority stereotyping in television programming "must be based on a full awareness of the cold economic realities of the media business," FCC Chairman Charles D. Ferris told the Media Forum, a black media organization, in Los Angeles last Monday. Ferris said that alternative networks and expansion of the television distribution chain hold the key to minority programming and program diversity.

Ferris documented the "black experience" in films and early radio and

Stung. Representative John Murphy (D-N.Y.), a member of the House Communications Subcommittee, was named in the FBI "sting" operation that implicated eight members of Congress on bribery charges (see page 88). Sources report that Murphy met last year with a Philadelphia lawyer and FBI undercover agents for talks on how to get two "clients" of the agents into the country. After the conversation, a briefcase containing \$50,000 was offered to Murphy, but he reportedly said his attorney would take it. Murphy issued a statement last week denying the charges. He said he had been approached "by some persons on behalf of Middle East interests" but "a routine background check disclosed to me that these persons were fraudulent." He added that the events in question took place within recent weeks and he had cut off further talks with the men several weeks ago.

In a separate incident, the FBI disclosed last week that it was investigating actions of Senator Howard Cannon (D-Nev.), chairman of the Commerce Committee, the parent committee of the Communications Subcommittee. The FBI suspects that Cannon may have been rewarded with land in Nevada by an organized crime figure in return for his action on a trucking deregulation bill. Cannon issued a statement denying any wrongdoing.

television programming, citing characters in the 1915 silent film "Birth of a Nation," "Gone With the Wind" and *Amos 'n' Andy*. He said in the last decade "we have seen the networks' fitful efforts to reflect the changing roles of blacks and minorities [*Roots* and *The Autobiography of Miss Jane Pittman*]. One result has been more roles for blacks and other minorities, although still few meaningful ones."

In response to current television programming, Ferris said, the U.S. Commission on Civil Rights and other groups have urged the FCC to play an "active role in helping to remove demeaning characterizations of minorities and women from the air."

Admitting that this is an important task, Ferris said "how we do it is as important as setting about the task . . . that full and just share can be obtained without sacrificing those basic principles that are more important to each citizen, especially minorities—the freedom from government censorship."

Ferris told the group it was not alone in its dissatisfaction with the network programming. "A recent survey done for PBS found that less than a third of all television viewers were satisfied with the diversity of commercial television programming," he said.

Ferris believes the "metamorphosis" of radio provides a lesson for television in this regard. "The [radio] industry's attitudes towards blacks, Latinos, and other minorities did not emerge until competition forced radio stations to seek a smaller share of the market on a more localized basis," he said.

He concluded that "to this end, perhaps the FCC's greatest contribution can be made by removing the barriers to the expansion of the electronic distribution chain and to the creation of new television networks, whether by cable, by satellite or by pay TV."

Ferris added that "increasing the number of television pathways to the home lowers the expected percentage—the normal share—of the viewing market critical to be considered a success in the industry. As the experience of radio has demonstrated, if this share threshold is lowered enough, the specialized tastes of many unsatisfied and underserved groups—all minorities in a true sense—will become sufficiently important that there is an

attractive incentive to attract producers to respond directly to them."

The FCC chairman ended his speech with a warning to Hollywood—"you in Hollywood can be timid, and protectionist, and find your industry 10 years from now increasingly irrelevant and still plagued by massive underemployment. Or you can be open to new concepts, pursuing new electronic media ventures with the boldness of the early studio heads. I wish you in the program production community wisdom in your choice."

Metromedia wants deregulation for some satellite distributors

It asks FCC to exempt from common carrier status companies that offer superstation programming, leaving them exposed to copyright

Metromedia Inc. has told the FCC that it should not subject distributors of superstation programming to common carrier regulation. But it was not that Metromedia is attempting to protect such systems. For if they are not common carriers, Metromedia said, they would be subject to copyright payment.

Metromedia, which has long been concerned about the activities of satellite-based systems that pick up programs from television stations and distribute them to cable systems around the country, expressed its views in a proceeding examining the FCC's regulation of competitive common carriers. One question involved is whether the commission may "forbear" from regulating such carriers.

Metromedia said the commission is barred by law from "completely" abandoning the regulation of "actual carriers." But, it added, the agency is now regulating some entities, "such as Southern Satellite Systems," which distributes the programming of Ted Turner's superstation WTBS(TV) Atlanta, "which are not, in fact, common carriers." And those systems, Metromedia said, "can and should be totally deregulated."

Metromedia said the "prerequisite" to common carrier status is that customers transmit material of their own choosing.

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And "superstation distributors," like Southern Satellite Systems, ASN Inc., United Video Inc. and others, "contract for satellite transmission capacity and then use that capacity to distribute program material which they select." Their customers, Metromedia said, do not pick the programing.

Thus, Metromedia said, the FCC is legally bound to remove the "mantle 'common carrier'" from the superstation distributors. That action would "materially advance the commission's deregulation objective." Metromedia said, adding, "Superstation distributors . . . would be free to pursue their activities in the marketplace without the burden of commission regulation." But at the same time, Metromedia said, those distributors would be left outside the copyright liability exemption that applies to common carriers.

"This undoubtedly will cause some disruption of their activities until they can adjust to marketplace activities," Metromedia said. "However, it is clear

that the superstation distributors have been unintended beneficiaries of the exemption [in the law]."

Family viewing still on its way back to the FCC

Appeals court rejects plaintiffs' request for reconsideration

Hollywood producers, writers and actors have suffered another setback in the family viewing suit they filed against the networks, the National Association of Broadcasters and the FCC. The U.S. Court of Appeals in San Francisco has denied their petition for rehearing by the full 12-member court of a three-judge panel's decision in the case.

The panel in November vacated the decision of U.S. District Judge Warren J. Ferguson in November 1976 that agreed with the plaintiffs' complaint. The

Hollywood group alleged that the commission had violated the First Amendment and the Administrative Procedure Act and that the networks and the NAB violated the First Amendment by conspiring with the FCC to adopt the family viewing concept and enforce it against licensees. Under the concept, broadcasters were to limit the first two hours of prime time to viewing suitable for the entire family.

The appeals court, in vacating Ferguson's decision, ordered the case sent back for consideration by the commission (BROADCASTING, Nov. 19, 1979). And none of the circuit's 12 judges appeared to find fault with that decision: None requested a vote on the suggestion for rehearing by the full court.

Tandem Productions Inc., the East and West chapters of the Writers Guild of America, the Directors Guild of America, and the Screen Actors Guild still have the option of seeking Supreme Court review of the case. Their attorneys last week said no decision had yet been made on what the next step in the litigation would be.

Technology

SMPTE: full speed ahead on digital

Engineers set up working group that is to develop standards; Toronto conference is success in devoting itself to one topic

Two days before the Society of Motion Picture and Television Engineers 14th annual television conference officially began in Toronto on Feb. 1, the biggest news had already been made.

The SMPTE working group on digital video standards, responding to initiatives by its European members, formed a new task force "to investigate the possibility of establishing a worldwide component digital television standard."

Although the scope of the task force is confined to investigation and recommendation, the implications of its formation are far-sighted and far-reaching. The action was premised on the belief that the days of analog are numbered (although no one expects total digitization before five to 10 years) and that the switch from analog to digital will afford the industry a chance to hack its way out of the PAL-SECAM-NTSC standards jungle and into the wide open spaces of a universal digital television format.

The key to developing a universal standard is the component encoding of the video signal. Encoding the composite signal of a NTSC camera, for example, creates a digital signal unlike a digitized PAL or SECAM signal and incompatible with non-NTSC equipment. The idea of com-

ponent encoding is to digitize the signal before the peculiarities of each of the different systems come into play. As Rolland Zavada, vice president of engineering for SMPTE, put it: "When you split the signal into components, you begin to bridge the gap."

When the organizers of the conference held their first planning session, they realized that it would take a hot subject to attract television engineers to Toronto in the dead of winter. They found it in digital video technology.

Two days of technical sessions were devoted to the subject. The exhibit floor was restricted to companies willing to show only products relating to the all-digital theme.

By the time that the final count was taken, SMPTE had surprised itself. Over 1,000 people registered for the conference, a record for the annual event and a good 200 more than it had expected based on the number of pre-registrants.

Conference Chairman Maurice French said that when the meeting was planned, he had to convince others that the digital subject could carry a whole conference, but as conference time approached, it became increasingly obvious that SMPTE was "hitting it just right," and by the time the registrants booked their rooms at the Sheraton-Centre on Jan. 31, digital had become the "hottest topic" in television engineering.

At a press briefing before the conference, Joseph Flaherty, vice president of engineering at CBS and financial vice president of the SMPTE, said that the SMPTE's television conference was "the most important technical conference in

North America" and added that this year's meeting put SMPTE on the "cutting edge of digital technology."

By the conference's end, nobody could refute Flaherty's claims. The technical sessions, covering all manner of digital video issues from teletext to fiber optics, were well attended. On occasion the movie theater where the papers were delivered filled to standing room only, and the overflow was guided to another theater next door where it witnessed the speeches on closed-circuit, large-screen television.

The working group on digital technology standards that spun off the task force will go forward with its work toward establishing a composite digital television standard for NTSC countries. According to Robert Hopkins of RCA, who heads the working group, the group is in the third phase of work on the composite standard. He said that a draft has already been written and that only the field tests remain to be performed and evaluated. "The draft is complete," he said, "except for the changes that might be necessary after tests are completed."

Whether a composite digital signal will come to pass now that focus has shifted to a possible component standard depends, Zavada said, on whether a composite standard "is still timely" after it has been finalized.

The task force met on the last day of the conference and elected Frank Davidoff, a CBS engineer and old SMPTE hand, to the chairmanship. Davidoff said "that one of the important considerations that we will have to try to resolve" is that of expanding the television signal bandwidth

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beyond its present 4.2 mhz bounds. He said that as broadcasters move from analog to digital, they are going to have to ask themselves whether they want to maintain the same quality or "aim at hi-fi quality."

The bandwidth question threatens to become highly political. Broadcasters, in an effort to keep down costs, may want to limit expansion of the bandwidth, and production companies and industrial video users will seek to broaden the bandwidth as far as it will go. The production houses need the extra bandwidth to facilitate creation of special effects, and the industrial users, unencumbered by the limiting effect of having to broadcast to receivers that will produce the same picture regardless of how much the signal from the studio is improved, would like more bandwidth to meet the high-quality picture needs of industry and medicine.

In his Friday afternoon paper, John Lowry, president of Digital Video Systems, said that most of the customers for his company's video processing equipment are not broadcasters and added that "as we enter the 1980's we are presented with a rare opportunity for defining a significantly improved system." He argued that in defining that system as much "quality headroom" should be built in as possible. He suggested that with "the industrial market growing rapidly" the quality of the video signal should not be shaped around the needs of broadcasters.

Another of the SMPTE digital committees also made news at the conference. William Connolly, another CBS engineer and head of the study group on digital recording, announced that his group would be sending out 1,100 questionnaires in an attempt to learn exactly what qualities video engineers are looking for in digital recorders.

The inevitability of the digitizing of video was—at least by the end of the conference—an accepted fact of life. Davidoff, in the second technical paper of the conference, described the route video would take as it moved from analog to digital. He said the first and current phase, has been characterized by the introduction into the studio of digital "black boxes" capable of performing functions that analog devices couldn't. The second phase will be marked by digital devices replacing analog devices, and the third phase will follow the introduction of the digital videotape recorder and feature the digital editing suite—"an island of digital in a sea of analog." The last phase, he said, is a complete takeover by digital—the all-digital studio.

Davidoff said the impetus for the transformation will come with the development of the digital videotape recorder. "The videotape recorder has become the center of the broadcaster's universe," he said.

According to an SMPTE spokesman, the number of exhibitors—16 in 30 booths—was slightly below the number of last year's conference, but, he added, "we turned down a lot that didn't meet the requirement of having a product that

relates to the program."

The exhibitors who were there did not include all the digital equipment manufacturers, but they did represent a cross-section of current digital equipment and services.

Digital Video Systems showed a number of different digital devices including its DPS-1 time base corrector. RCA demonstrated its TK-47 automatic camera system. Micro Consultants Inc. was demonstrating its DPE-5000 digital special effects device, which is now capable of handling five separate video signals (MCI's Dave Dever said that ABC will be using one of the five-input models at the winter Olympics.)

The New York Institute of Technology Computer Graphics Laboratory was offering computer graphics services. According to a spokesman, the Graphics Arts System has been used to produce 25 commercials as well as titles and logos.

Among the few pieces of new equipment at the show was the NEC FS-16 frame synchronizer and processing amplifier. According to Richard Deinhert, the device will be ready for delivery shortly after the National Association of Broadcasters convention in mid-April. Deinhert said its size is one of its best features; it is only 2.6 inches high, 22 inches deep and can fit into a standard rack.

TeleMation's Compositor I titling system was also set up for full demonstration. Dave Spindle, who manned the controls, said that the titling computer now stores 120 lettering fonts and 10 additional "utility fonts."

Teletext takes the spotlight

System displays and technical papers on the future of this information distribution service are hot topic at SMPTE meeting

One of the applications of digital technology that has drawn a good deal of attention over the last year is teletext, a means of broadcasting pages of textual information in the vertical blanking interval of regular programming to television receivers equipped with special decoders.

This increasing interest permeated the annual television conference of the Society of Motion Picture and Television Engineers in Toronto. Five papers, consuming the bulk of one of the four half-day sessions, were devoted to the subject and on the exhibit floor, restricted by SMPTE to just 16 vendors, representatives of French and Canadian teletext systems and their wares took up more space than most.

The technical papers produced a snapshot of the current state of the technology and one—by Walter Ciciora of Zenith Radio Corp.—went well beyond the discussion of the technical aspects to the question of whether teletext can be a viable consumer product.

Robert O'Connor, a CBS engineer who doubles as head of the Electronic Industries Association subcommittee on teletext, presented an update on the subcommittee's work and predicted that the work would lead to a petition for rulemaking at the FCC in mid-April, proposing national teletext standards.

According to O'Connor, the field tests being conducted by CBS at the network's KMOX-TV St. Louis for the subcommittee have been completed and additional, similar tests are planned for the network's Los Angeles station, KNXT. O'Connor said that the teletext signal held up well in the "rolling countryside" around St. Louis and the object of the Los Angeles tests is to determine whether the teletext signal can survive the "rugged terrain" there. (According to a spokesman for CBS, tests begun in mid-December involving teletext signals sent out over the network loop are continuing.)

The CBS tests are being conducted with slightly modified versions of the British Ceefax/Oracle system and the French Antiope system. Both of these systems as well as the Canadian Telidon system were compared in a paper written by several members of the Canadian Department of Communications Research and presented by J.R. Storey. The case for another system being talked about these days was presented by David Silliman of the Public Broadcasting Service. He described the closed captioning system—a limited form of teletext—that was developed by PBS, ABC-TV and NBC-TV and that will be implemented on March 15 by the National Captioning Institute.

Despite the discussions of teletext in terms of data bit rates and graphic resolution, it was generally agreed that the technical questions concerning teletext are well on their way to being answered. It was Walter Ciciora's paper that raised the crucial question of whether teletext as a service will be accepted in the United States.

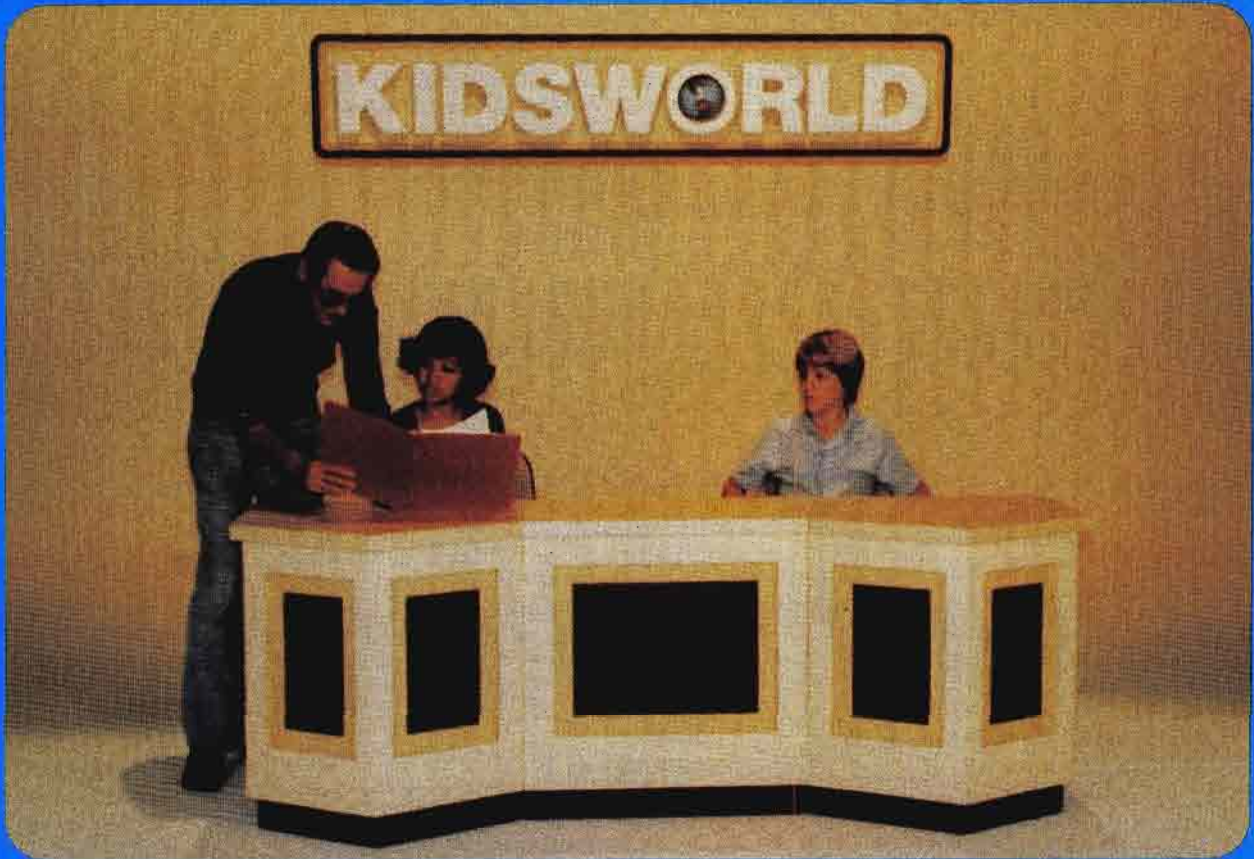
"There is a paucity of analysis of the user's view of teletext systems," Ciciora said. And, he added, "This is unfortunate since design tradeoffs should be guided by consumer considerations."

Because of the broadband capability of cable, the transmission of textual matter to the television set is felt by some to be a job for cable. But Ciciora refused to go along with this view. He said that in cable "too many entrepreneurial spirits will spring forth and the cable market will be fragmented. Most if not all fragments will be too small to enjoy the economies of scale. Technical compromises will have to be made to keep costs low, and very limited and unexciting services will result." On the other hand, he said, teletext can become an "important and growing part of American television."

Ciciora urged that proponents of teletext "consider carefully" the nature of consumers. "Failure to accommodate the consumer will likely result in disaster."

"To most people," Ciciora said, "television implies entertainment. Probably no one has yet purchased a television

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receiver with the specific goal of obtaining information or being educated . . . The prospective purchaser walks on to the sales floor with entertainment in mind. Features which appeal to this criteria will claim attention."

One of the features he felt could attract the attention of a portion of the consumer market is closed captioning. He said that the National Captioning Institute's growth will "be carefully watched" and should another more comprehensive teletext service come into being, "it will share that growth." He said that two captioning services will not be mutually exclusive and predicted that "captioning will be broadcast in [two] forms simultaneously."

Ciciora said teletext should have a special appeal to the sports fan who could use the service to check on the progress of other games and lists of statistics, the delight of sports spectators.

Other services that Ciciora felt teletext could provide are public service messages, television listings, travel schedules, election night statistics and traffic and weather information.

He suggested use of teletext as an educational tool. He said that a one-hour videodisk or videotape can store more than one-and-a-half million pages of teletext. "By digitally numbering each frame and controlling frame access under software control, a patient teaching mechanism can be provided."

Once the teletext system and service are ready for market, Ciciora cited two areas that would determine ultimate success: cost of entry and the time and effort needed to use it. The cost of entry problem can be solved in part by starting the service with "the lowest-form-of-life" decoder. He warned, however, that such a decoder should be replaceable later with more sophisticated models.

Another problem related to the time and effort admonition is access time or the time it takes for a page to appear after it has been requested: "Americans are typically impatient. The waiting time is a critical factor." He said this problem can be solved by utilizing more vertical blanking interval lines and by repeating high-demand pages more often in the teletext transmission cycle.

Another method of reducing the access time is with a multi-page memory. Such a memory would permit the user to store a number of pages in the decoder and thus have them available for immediate call-up. The user would no longer be at the mercy of the transmission cycle that sends just one page at a time.

Understanding the value of multi-page storage, Antiope Videotex Systems, the U.S. marketing entity for the French Antiope system, demonstrated a 72-page memory at its exhibit. The memory did exactly what it was designed to do, but was far from being a practical element in any teletext system. The memory, built by the Compagnie Continentale de Signalisation, was the size of a small black and white television set and costs, according to one of the exhibit's staffers, \$10,000.

Pierre Gaujard, president of AVS,

admitted that the memory in its present state was impractical, but not the concept. Gaujard said within two or three years a multi-page memory would be reality. How many pages it would have to store to make the system practical is a question that Gaujard said could be answered only by market study.

The Antiope people were also demonstrating a hard copy printer, another item they hoped would enhance their system. The \$2,000 device creates a negative image of what appears on the television screen through a process called thermal printing—the image is electrically burned into the five-inch-wide, aluminum-coated paper.

Across the center aisle from the Antiope display was the Telidon exhibit. Telidon, developed by the Canadian Department of Communications and the Ontario Educational Communications Authority, was demonstrated in two different modes—teletext and viewdata

(hard wire).

The teletext signal was being transmitted by OECA's CICA-TV Toronto (ch. 19). According to Tom Horne, an OECA spokesman, the station was sending out 35 pages of text to 55 decoder-equipped receivers on lines 15 and 16 of the vertical blanking interval, as part of an initial trial test.

The viewdata version show was an interactive service linked by a half-duplex telephone line to a computer in Ottawa that stores thousands of pages of text. The telephone line permits the user to select any page in the computer's memory as well as providing the channel for sending the selected page to the user's television set.

The system was identical to the one Bell Canada will begin testing this October. According to Horne, Bell plans to have 50,000 pages of information stored in the computer and 1,000 decoders with telephone interfaces in place.

In Sync

Ma Bell's medicine. It looks as though AT&T will be supplying remedy for ills of RCA Americom that resulted from loss of Satcom III last December (BROADCASTING, Dec. 17, 1979). Harold Rice, RCA's vice president of video-audio sales, in Mailgram to one of 13 customers who were to be accommodated by Satcom III, said that RCA has received affirmative response from AT&T on its request for 11 transponders on Comstar satellite system, which telephone company leases and operates. Mailgram quoted portion of AT&T's letter to RCA: AT&T is willing to make "available protection satellite transponder capacity on a temporary, interim basis subject to a final assessment of their availability when you respond." RCA said that it will respond to AT&T's offer by Feb. 15 after number of details—money is presumably one of them—are hammered out.

Videotext extravaganza. Possibly most comprehensive look at teletext and viewdata technologies was taken at Contemporary hotel in Orlando, Fla., last week. For benefit of chief executive officers of its 30 top-member MSO's, and its board of directors as well as its own top staff, National Cable Television Association sponsored three-day conference to study technical, marketing and regulatory issues arising out of blossoming of what it generically terms videotex. List of speakers, whom NCTA gathered from around world, included many top names in business. Although attendance at conference was by invitation only, Chris Weaver, NCTA's vice president of science and technology, said fruits of conference would be distilled into book for public dissemination.

Slide show sideshow. According to Dave Dever, salesman with Micro Consultants Inc. at SMPTE television conference, MCI will have prototype of new digital library system ready by National Association of Broadcasters convention in mid-April. DLS 6000, Dever said, could hold as many as 7,000 slides and will have feature permitting repositioning of slide on roster.

Smaller and smaller. Scientific-Atlanta, leading earth station manufacturer, has introduced three-meter satellite antenna (model 8006) for use in transmission of data, audio and video. Dish sites on single axis mount and can be pointed with single adjustment to any two satellites in 90-degree to 136-degree orbital arc, according to S-A. Atlanta firm also said dish can be made to look farther east by single strut change.

Getting SMARTS. RCA has awarded Microdyne Corp., Rockville, Md., contract to supply it with necessary satellite electronics to begin long-delayed implementation of its Selective Multiple Address Radio and Television Service (SMARTS), which it is testing with cooperation of Post-Newsweek Stations. Earth station antennas will come from another source, Antennas for Communications.

Added attraction. Beginning this week BROADCASTING will publish latest satellite earth station totals (updated monthly) in the satellite section of "For The Record" (page 130). As of Dec. 31, 1979, there were a total of 3,893 satellite earth stations. Transmit-receive earth stations totaled 340, with 140 pending applications and 200 operational. Receive-only earth stations totaled 3,553 with 1,293 pending applications and 2,260 operational.

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 WTVJ • MILES CITY, MT.- KYUS • MILWAUKEE, WI.- WISN, WTVT • MISSOULA, MT.- KECI, KTVM • MOBILE, AL.-
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Newhouse widens its base in cable

Purchase of Daniels Properties gives it leverage of running operating franchises, will bring tax certificate into play; parent firm buys Random from RCA

Newhouse Broadcasting, on its way out of the television business, shot up in the rankings of cable MSO's with its purchase of Daniels Properties Inc. for an unannounced price believed to be in the neighborhood of \$90 to \$100 million.

Newhouse will, upon closing, turn over control of the 15 systems in the Daniels package to MetroVision Inc., a company formed last spring by four former Cox Cable executives with \$25 million in start-up money from Newhouse (BROADCASTING, April 9, 1979).

The addition of Daniels's 116,000 subscribers to those of Newhouse's NewChannels Corp. gives Newhouse-MetroVision a total of over 300,000 subscribers and puts it on the threshold of breaking onto the list of the top 10 MSO's. The price puts the deal among the top five in cable history.

Daniels, like Newhouse, is a privately owned company, one of several operating arms of Daniels & Associates. The parent firm will retain systems serving 80,000 subscribers through other cable entities and, according to President John Saeman, will use the proceeds of the sale to foster the growth of several unbuilt systems. Daniels & Associates also is one of the leading brokerage and investment banking firms in the industry.

The deal is directly linked to the proposed sale of Newhouse's five television stations to Times Mirror Inc. for \$82.4 million (BROADCASTING, Dec. 11, 1978).

Newhouse is entitled to a tax certificate in the sale of the stations since it is selling the TV's to further an FCC policy—the break-up of newspaper-television crossownership situations. Newhouse's parent corporation owns newspapers in each of the cities in which it owns television. The tax certificate will allow Newhouse to defer the capital gains tax on the sale of the stations on the condition it reinvest the proceeds of the sale in some type of communications company or property within 18 months.

Newhouse's reinvestment will be the 15 systems of Daniels Properties.

Prospects for the FCC approval of the transfer application and, by extension, the tax certificate are presently looking good. The FCC staff lawyer working on the application said that he has "already written a preliminary draft" and that he expects action on the application some time in March. He added that two peti-



MetroVision's Harris



Daniels's Saeman

tions to deny, filed by public interest groups, have been withdrawn.

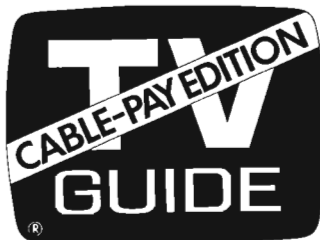
(It's been an acquisitive time for the company. Newhouse Publications, the parent, announced last week that it had reached an agreement in principle with RCA to purchase its Random House publishing subsidiary for a price in the \$65 million-\$70 million range.)

It is not quite clear why Newhouse, which owns in addition to its broadcast properties NewChannels, a major MSO with 185,000 subscribers, chose to operate the Daniels systems through MetroVision instead of through NewChannels. (MetroVision is owned by five stockholders: Newhouse, which owns over half the stock; Henry Harris, president; Thurber M. Foreman; Richard C. Hickman and Craig Magher. What percentage of the stock each holds is a closely guarded secret.)

One reason advanced by both Harris and Robert Miron, vice president of Newhouse, is to form a stronger foundation for MetroVision's franchising efforts. According to Harris, when MetroVision applies for a franchise the city councils acknowledge that the company has the necessary money and experience but they are sometimes put off by the fact that MetroVision doesn't yet have a functioning cable system. (It does hold franchises for suburbs of Chicago, Detroit, New Orleans and Cincinnati.)

Harris also added that the prospect of operating such a company allows MetroVision to hire more engineers and "more people to help with the franchising." He said the company's staff is approaching 30 and that he has "more hiring to do."

Saeman said there was a number of reasons why his company decided to spin



Sign of the times. *TV Guide* will introduce its first Cable/Pay-TV edition in the New Mexico-El Paso, Tex., area in what is said unofficially to be an experiment that could lead to similar spin-off editions in many other markets. "We're going to see how it does," one *TV Guide* source said, "and then take it from there."

Current Albuquerque, N.M., and El Paso editions of *TV Guide* are being replaced by a New Mexico edition and the New Mexico Cable/Pay edition, effective with the Feb. 23 issue. They will be sold side by

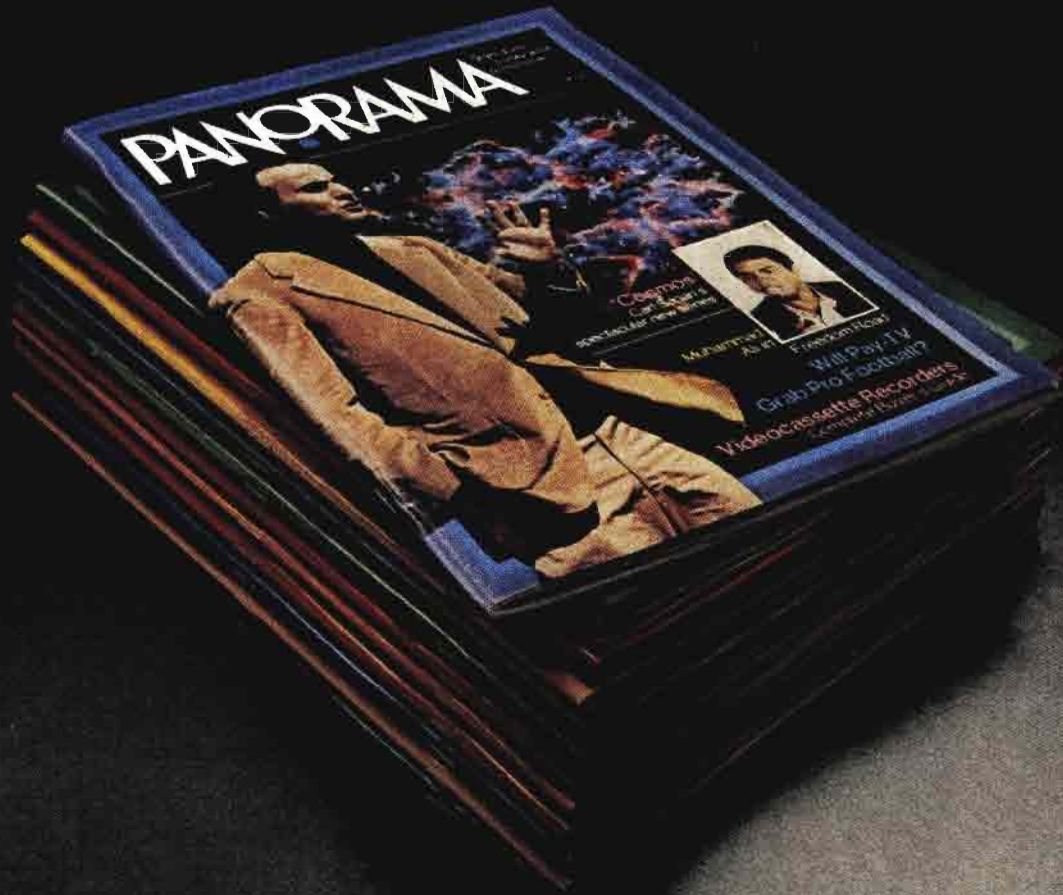
side—at the same 40-cent newsstand prices—and the same advertising will appear in both, at no change in current *TV Guide* advertising rates.

The Cable/Pay edition will cover the area from Durango, Colo., to El Paso, where there are an estimated 181,200 cable subscribers among almost 600,000 TV homes. The regular New Mexico *TV Guide* will carry programming for 18 off-air signals while the Cable/Pay edition will list programming from 33 different sources including Showtime, two feeds of Home Box Office, Madison Square Garden, Calliope, Entertainment and Sports Network, Nickelodeon, superstations in Atlanta, Chicago and Oakland, Calif., and four Los Angeles independent stations.

The Cable/Pay edition will also have special editorial features for cable and pay cable subscribers including a three-page pay *TV Guide* section, network and pay TV movies, an "Update" column for cable/pay cable viewers, a separate letters column and a nightly grid of programs. It will be identified on the cover with a slash line—"Cable/Pay Edition"—running diagonally through the *TV Guide* logotype.

TV Guide officials saw the new edition as another step on a road *TV Guide* has been following for several years, offering cable program information in what they said is now a total of about 50 of the magazine's 101 regional editions.

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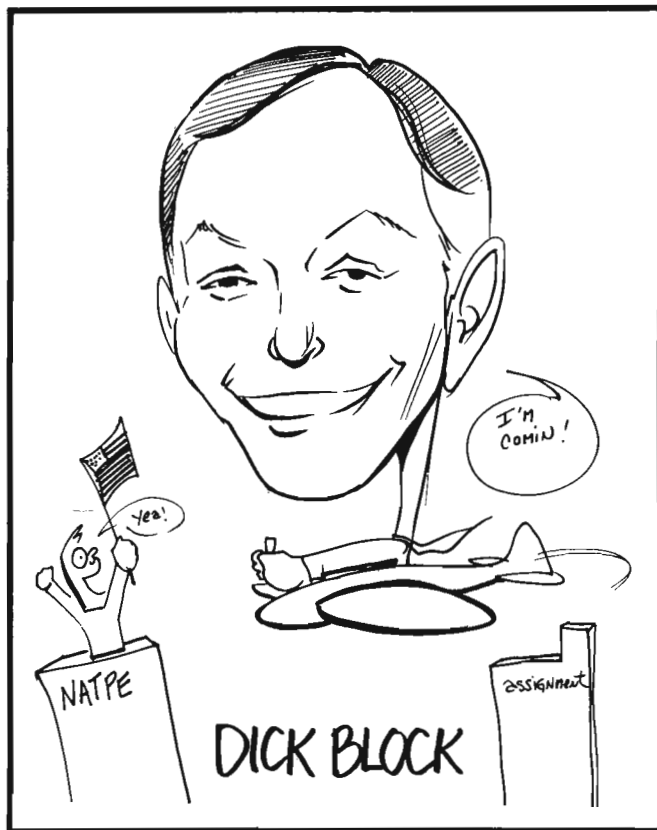
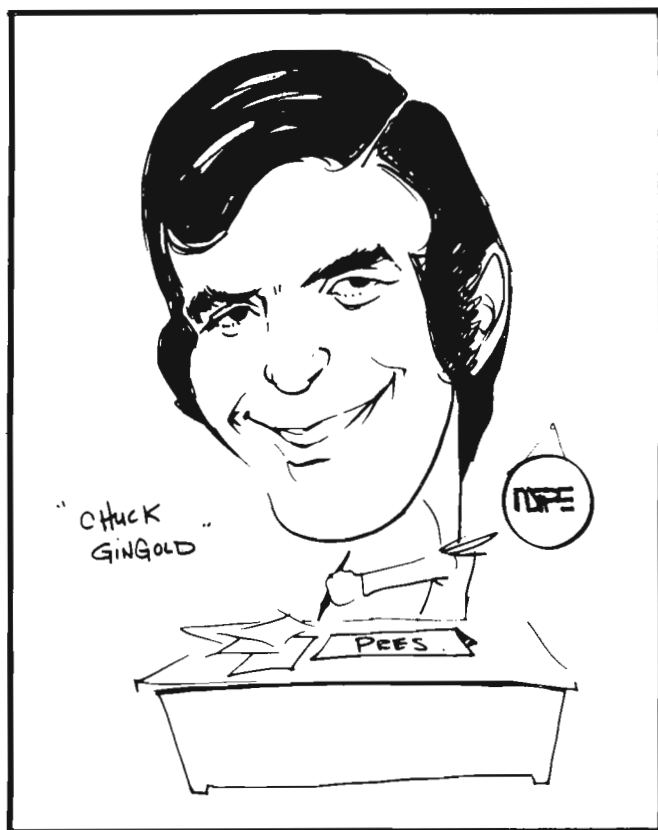
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Week's worth of earnings reports from stocks on Broadcasting's index

Company	Period/Ended	Revenues	Current and change			Per Share	Year earlier		
			% Change	Net Income	% Change		Revenues	Net Income	Per Share
American Express.....	Year 12/31/79	\$4,666,500,000	+14.5	345,300,000	+10.0	\$4.83	4,075,600,000	314,000,000	4.39
Cox Broadcasting.....	Year 12/31/79	271,187,000	+17.7	*41,790,000	+23.5	*6.20	230,440,000	33,847,000	5.07
Dun & Bradstreet.....	Year 12/31/79	951,708,000	+24.8	88,833,000	+26.4	3.19	762,642,000	70,285,000	2.52
Harte-Hanks Communications.....	Year 12/31/79	242,997,000	+31.7	19,204,000	+22.0	2.07	184,560,000	15,737,000	1.73
LIN Broadcasting.....	Year 12/31/79	57,945,000	+13.2	13,470,000	+17.2	4.89	51,180,000	11,492,000	4.14
Lee Enterprises.....	3 mo. 12/31/79	36,723,000	+18.1	4,484,000	+4.4	.62	31,117,000	4,293,000	.59
Metromedia.....	Year 12/29/79	416,693,000	+12.4	41,774,000	+18.4	9.06	370,713,000	35,272,000	7.02
Multimedia.....	Year 12/31/79	*133,487,000	+20.7	18,676,000	+19.1	1.87	110,630,000	15,601,000	1.57
Taft Broadcasting.....	9 mo. 12/31/79	190,957,000	+40.9	27,036,000	+21.2	3.10	135,492,000	22,312,000	2.64
Technical Operations.....	3 mo. 12/29/79	30,874,000	+10.2	410,000	-12.8	.30	28,021,000	470,000	.35
20th Century-Fox.....	Year 12/29/79	657,999,000	+7.1	57,303,000	-1.9	6.92	610,870,000	58,390,000	7.25

* Does not include extraordinary item (representing prior years' investment tax credits on motion picture production costs) of \$1,977,000, or 30 cents per share.

off Daniels Properties, but that the most important one was to finance the privately owned firm's other cable operations.

Saeman said that the company was recently awarded the franchise for Anchorage and that it is also holding franchises for several communities in the Denver metropolitan area. "We will be concentrating on these first of all."

And Saeman doesn't want to look too far into the future. "At this point in time I think we will see our plate fairly full with financial commitments we have already made."

The 15 systems bought by Newhouse

include 115,107 subscribers (39,117 total pay), most of whom are part of two system clusters around Lincoln, Neb., and Waco, Tex.

Things cool down between NAB and RAB over 'red hot' campaign

Former will furnish \$17,000 for the promotional effort; funds will come from Radio Month budget

The National Association of Broadcasters has worked out with the Radio Advertising Bureau an agreement under which NAB will fund approximately \$17,000 of RAB's "Radio It's Hot" campaign.

NAB's participation in the campaign is the result of eight months of negotiation. The dispute centered on the question of whether the NAB would contribute an outright grant or pay the bills for parts of the campaign in which it was a participant.

Arnold Lerner, chairman of NAB's radio board and chairman of WLLH(AM)-WSSH(FM) Lowell, Mass., said: "We have always supported the RAB campaign; we had volunteered and expressed enthusiasm for the concept and were preparing to do some promotion." The problem, if it could be called that, he said, was that "we, in our fiduciary capacity, responsible for the fees of our members just weren't going to hand money over. This, though, in no way changed our endorsement of the campaign."

At the NAB board meeting three weeks ago, a vote of 16-10 defeated a proposal to hand over the funds—the dissenters were largely members of the small stations who felt the campaign did not represent their interests.

Ben Hoberman, president of the ABC Radio Network, who put the proposal before the radio board, said: "We had no objection to working with RAB, but the board wanted to be more of a participant than a donor."

Elmo Ellis, chairman of RAB, said: "I think that all the time there was a sympathetic interest on the part of the board

to give to the campaign, it was a matter of working things out—and the story has a happy ending."

Bernard Mann, president of Mann Media, High Point, N.C., disagrees, however. So much so, that he withdrew as a candidate for a NAB radio board seat in its upcoming election. Mann said: "I can't understand why it has taken [NAB] eight months to decide what to do—the campaign is already on." Furthermore, he thinks, "the board doesn't deal with issues we're faced with in a meaningful way." (Mann also feels the NAB is "copping out" on a "vital issue" by saying it needs more time to study the 9 khz matter among other things.)

NAB's contribution to the RAB radio campaign will be two-fold: First, NAB will pay for the reprints of four-color ads and a direct mail campaign to national and retail advertisers and agencies. The reprints will carry a credit line, saying they are courtesy of the NAB.

Second, NAB will pay the cost of distributing 200-300 campaign-designed radio sets.

Miles David, in a memo to the RAB board, said: "We're grateful to them for this cooperation and we know it was their desire to find an appropriate means of contributing."

The funds that NAB is contributing are essentially its funds for its National Radio Month campaign. Hoberman said this year's Radio Month will consist of the joint effort with RAB.

Cable creeps up on 20% penetration

Arbitron reports medium reached 1.8 million more homes in 1979; TV households add 1.9 million

Cable penetration of U.S. TV households increased by almost two percentage points in 1979, reaching approximately 18.7%, according to the Arbitron Television Census for 1979, conducted last November.

Arbitron figures showed cable penetration reached that level by adding 1.8 mil-

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lion homes during the year to a total of 14.2 million, while U.S. TV households increased almost 1.9 million to a total of 75.8 million. The 1978 penetration figure—12.4 million cable homes out of 73.9 million TV homes—was 16.8%.

Arbitron said the 10 markets with the largest number of cable households are New York, 930,800; Los Angeles, 617,500; San Francisco, 559,500; Philadelphia, 480,700; Pittsburgh, 400,200; San Diego, 255,500; Wilkes Barre-Scranton, Pa., 234,700; Seattle, 230,800; Cleveland, 210,600 and Boston, 208,200.

Arbitron placed the number of UHF television homes last November at 71.6 million, up 2.3 million from the previous year. UHF households now represent 95% of all TV homes in the U.S. with the highest penetration at 99% each in Chicago; Fresno, Calif.; Huntsville-Decatur-Florence, Ala.; New York; Lima, Ohio; Peoria, Ill; Springfield, Mass., and Tuscaloosa, Ala.

The Arbitron census estimates that U.S. TV households having color sets totaled 64.4 million, an increase of 2.8 million over 1978. The figure represents 85% of all U.S. TV homes. Zanesville, Ohio, led all markets with color-set penetration of 95%, followed by Beaumont-Port Arthur, Tex., 94%; Dubuque, Iowa, and Reno, 93%, and Anchorage, Las Vegas and Palm Springs, 92%.

Changing Hands

PROPOSED

■ **KMEO-AM-FM Phoenix, Ariz.:** Sold by B&D Broadcasting Inc. to Scripps-Howard Broadcasting for \$4 million. Seller is owned by Gail Beauchamp (50%) and Bruce M. Dodge and wife, Joan (50% held jointly). They have no other broadcast interests. Buyer is publicly traded, Cincinnati-based group owner of two AM's, one FM and six TV's. E.W. Scripps Co., parent of Scripps-Howard newspapers, holds more than 70% of broadcast group's stock. Jack Howard is chairman of Scripps-Howard Broadcasting and Donald Perris is president. Group recently sold WITH-AM Baltimore, where it is acquiring WITH-FM (BROADCASTING, Jan.7). KMEO is 1 kw daytimer on 740 khz. KMEO(FM) is on 96.9 mhz with 3 kw and antenna 1,560 feet above average terrain.

■ **WWOM(FM) Albany, N.Y.:** Sold by Metroland Broadcasting Corp. to Liberty Communications Inc. for \$800,000. Seller is owned by Joseph J. Reilly (22.2%), Orville J. Sather (22.2%), Thomas P. Moore (22.2%), Matthew H. Mataraso (11.1%), Augustine M. Cawley (11.1%), and

William A. Bernardo (11.1%). They have no other broadcast interests. Buyer is owned by William J. Selwood Jr. (51%) and Pioneer Investment Corp. (49%). Pioneer is New York investment capital firm owned by Neil McConnell (51%), James Niven (39%), R. Scott Asen (10%). Selwood is director of commercial operations at KYW-TV Philadelphia, Pa. He will resign to manage new acquisition. WWOM is on 100.9 mhz with 3 kw and antenna 300 feet above average terrain. Broker: Blackburn & Co.

■ **WXML(FM) Savannah, Ga.:** Sold by WXML Inc. to Bay Communications for \$735,000. Seller is owned by Leonard Morton who has no other broadcast interests. Buyer is owned by WLOX Broadcasting Co. which in turn is owned by James Love III (30%); sisters Mary Love McMillan and Jo Love Little (30% each), and John Hash (10%). James Love is consultant with N.Y. research and data analyst firm and, with sisters, owns Jackson, Miss., cemetery. Hash is president of WLOX Broadcasting which is licensee of WLOX-AM-TV Biloxi, Miss. WLOX Inc. also owns 55% of WKXI(AM) and 50.1% of WTYX(FM), both Jackson, Miss. WXML is on 97.3 mhz with 100 kw and antenna 500 feet above average terrain.

■ **KDOM-AM-FM Windom, Minn.:** Sold by Cottonwood Broadcasting Inc. to Windom Radio Corp. for \$636,300. Seller is owned by Barbara Schneider and husband, Larry (50% each), who have no other broadcast interests. Buyer is owned by Glenn Olson (90%) and Richard Bieuer (10%). Olson owns KQWC-AM-FM Webster City and 50% of KQWI-FM Clarinda, both Iowa. He also has 20% interest in new FM application in Montevideo, Minn., and 20% interest in Webster City Cablevision. Bieuer is general manager of KQWC-AM-FM with no other broadcast interests. KDOM(AM) is daytimer on 1580 khz with 250 w. KDOM(FM) is on 94.3 mhz with 3 kw and antenna 310 feet above average terrain.

■ **KFLP(AM) Floydada, Tex.:** Sold by Radio Nine to MBFA Communications Corp. for \$512,343. Seller is owned by Petty D. Johnson who has no other broadcast interests. Buyer is Lubbock, Tex., nonprofit religious organization. Tom Gilbreath is president. KFLP is on 900 khz with 250 w day.

■ **WKS(AM) Pulaski, Tenn.:** Sold by Richland Broadcasting to Pulaski Broadcasting for \$481,000. Seller is owned by George M. Martin (40%), Dee Leo Hoover (40%), and Alma S. Meyers (20%). They have no other broadcast interests. Buyer is subsidiary of Pulaski



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2/11/80

Publishing Co., newspaper publisher, which is owned by S.H. Lake (55%), his wife, Geraldine (15%), Rupert Phillips (20%) and Donald McNeil (10%). S.H. Lake is president. He and his wife also own *The Carthage Courier*, Carthage, Tenn. Phillips owns three Arkansas newspapers. McNeil is manager of Tennessee Press Associated, trade association. They have no other broadcast interests. WKSX is on 1420 khz with 1 kw full time.

■ **WNIK-AM-FM** Arecibo, P.R.: Sold by Manuel Cabrera to A.E.C. Holding Co. for \$400,000. Cabrera has no other broadcast interests. Buyer is owned equally by Carmen Phipps and Pablo Llerandi. Phipps is Arecibo physician. Llerandi owns Arecibo movie theater. They have no other broadcast interests. WNIK(AM) is on 1230 khz with 1 kw day and 250 w night. WNIK-FM is on 106.5 mhz with 19.5 kw and antenna 270 feet above average terrain.

■ **WQMV(FM)** Vicksburg, Miss.: Sold by WQMV Radio Co. to Omni Media Corp. for \$275,000. Seller is owned by Waymond E. Underwood who has no other broadcast interests. Buyer is owned by Ronald E. Hale and Glenn D. Mobley (50% each), who also own WJFL(AM) Vicksburg. Hale is general manager and 28% owner of WHTY(TV) Meridian, Miss. He is also 50% owner of car rental agency in Meridian. Mobley owns men's retail clothing shop and has one-third interest in real estate development company, both Muscle Shoals, Ala. WQMV(FM) is on 98.7 mhz with 56 kw and antenna 310 feet above average terrain.

■ **WTTX-AM-FM** Appomattox, Va.: Sold by WTTX Radio Inc. to H.T.B. Inc. for \$250,000. Seller is owned by Ted J. Gray Jr., who also owns WKDE-AM-FM Altavista, Va., and WRHI(AM) Rock Hill, S.C. He recently sold WRNB(AM)-WRBK(FM) New Bern, N.C. (BROADCASTING, Oct. 22, 1979). Buyer is owned by Phyllis B. Giles (50%), husband, Roy (47%), son, Terry (1%), and Bluebell K. Reece (2%). Phyllis Giles is in wholesale distribution business, Roy Giles is sales executive, Reece is investor and Terry Giles is student. All live in West Palm Beach, Fla. They have no other broadcast interests. WTTX(AM) is daytimer with 1 kw on 1280 khz. WTTX(FM) is on 107.1 mhz with 3 kw and antenna 300 feet above average terrain. Broker: Reggie Martin & Associates.

APPROVED

■ **KODA-FM** Houston: Sold by Taft Broadcasting Corp. to Westinghouse Broadcasting Co. for \$5 million plus \$700,000 for consultancy agreement with Paul E. Taft who with family owns seller (BROADCASTING, Feb. 4). Tafts also own 85% of WNNE-TV Hanover, N.H., and 41% of KMZK(AM) Fort Worth. Westinghouse Broadcasting owns seven AM's, three FM's and five VHF-TV's. It has also bought WRET-TV Charlotte, N.C., from Ted Turner for \$20 million, subject to FCC approval (BROADCASTING, May, 21 1979). It is subsidiary of Westinghouse

Electric Co. KODA-FM is on 99.1 mhz with 97 kw and antenna 790 feet above average terrain.

■ **WYLD-AM-FM** New Orleans: Sold by Peterson Broadcasting Corp. to Inter-Urban Broadcasting Co. for \$2,250,000. Seller is owned by Jon C. Peterson, who has no other broadcast interests. Buyer is principally owned by Thomas P. Lewis, Chicago banker and businessman, who also owns majority interest in WLTH(AM) Gary, Ind. WYLD(AM) is on 940 khz with 10 kw day and 250 w night. WYLD-FM is on 98.5 mhz with 100 kw and antenna 480 feet above average terrain.

■ **WQXQ(FM)** Daytona Beach, Fla.: Sold by Walter-Weeks Broadcasting to Patten Communications Corp. for \$850,000 plus \$300,000 for consultancy agreement. Seller is owned by James Walter and Robert M. Weeks who also own WFMJ(AM) Daytona Beach and WSPB-AM-FM Sarasota. They have recently sold WJNO(AM) West Palm Beach-WJNO-FM Palm Beach, Fla. (BROADCASTING, May 14, 1979) and WTNT(AM)-WLWV(FM) Tallahassee, Fla. (BROADCASTING, Feb. 5, 1979). Buyer is owned by Myron Patten and 24 others who also own WGMW(FM) Riviera Beach, Fla.; WMPX(AM) Midland and WKHM(AM)-WJOX(FM) Jackson, both Michigan; KLNI(AM)-KLNQ(FM) Clinton, Iowa, and WYXE(FM) Sun Prairie, Wis. Group has also purchased, KVAN(AM) Vancouver, Wash. (BROADCASTING, Nov. 12, 1979).

WQXQ is on 101.9 mhz with 100 kw and antenna 230 feet above average terrain.

CABLE

■ **Delaware Teleservice Co., Dover, Del.:** Sold by Rau Radio Stations Inc. to General Television Inc. for approximately \$5 million. Seller is principally owned by Henry Rau, group owner of six AM's and six FM's. He also owns cable franchise for Anne Arundel county, Md. Buyer is subsidiary of Storer Broadcasting Co., group broadcast and cable owner with cable systems in 16 states serving more than 360,000 subscribers. It also owns seven TV's and one FM. Bill Michaels is chairman. Delaware Teleservice operates systems in Camden, Smyrna, Wyoming and Dover Air Force Base, Delaware, serving over 10,000 subscribers.

■ **Cable Television of Illinois, Fairbury, Ill.:** Sold by Roy Bliss to Centel Communications for approximately \$1.5 million. Bliss has no other cable interests. Buyer is owned by Central Telephone & Utilities, Chicago, publicly traded utilities company. Robert Reuss is chairman. Its other cable interests include franchises in Winfield, Aurora, Elgin, Sandwich, Montgomery, Oswego, Yorkville, North Aurora and South Elgin, all Illinois, and Houston. Centel is seeking franchises in Chicago metropolitan area as well. Cable Television of Illinois has 64 miles of plant, serving 3,500 subscribers.

Dec. 31, 1979

Storer Broadcasting Company

has completed the sale of the assets of radio stations

WGBS (AM) and WLYF (FM)

Miami, Florida

to

Jefferson Pilot Broadcasting Company

The undersigned initiated this transaction and represented the seller in the negotiations.

**THE
TED HEPBURN
COMPANY** Cincinnati, Ohio

As compiled by BROADCASTING Jan. 28 through Feb. 1 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. S-A—Scientific Atlanta. SL—studio location. SH—specified hours. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New Stations

AM application

■ Aiea, Hawaii—Stanley David Cook seeks 1230 khz, 1 kw-D 250 w-N. Address: 98-1247 Kaahunanu St., Aiea 96701. Estimated construction cost \$19,300; first year operating cost \$30,000; revenue \$288,000. Format: C&W. Principal: Stanley David Cook (100%) who is employed with DELCOMS HAWAII electronics firm. He has no other broadcast interest. Ann. Dec. 1.

FM applications

■ Burney, Calif.—Merit Broadcasting Corp. seeks 106.1 mhz, 100 kw, HAAT: 1438 ft. Address: 3585 Lagoon Dr., Redding, Calif. 96001. Estimated construction cost \$40,400; first quarter operating cost \$45,378; revenue \$85,776. Format: Contemporary. Principals: Jeffery Martin and wife Jane (50% jointly); Michael Martin (brother of Jeff) 50%. All three are employed at KSXO(AM) Redding, Calif., which is owned 90% by Jeff and Michael's parents, John and Lucille Martin. Jeffery owns remaining 10% of KSXO(AM). They have no other broadcast interests. Ann. Jan. 23.

■ Burney, Calif.—Smith-Shelton Broadcasters seeks 106.1 mhz, 50 kw, HAAT: 1461 ft. Address: 181 Andrieux St., Suite 107, Sonoma, Calif. 95476. Estimated construction cost \$128,700; first year operating cost \$77,000; revenue \$84,000. Format: Cross-country. Principals: J. Nevin Smith, MD (70%) and Ross Shelton (30%). Smith is Sonoma physician. Shelton is Sacramento, Calif., broadcast engineering consultant. They have FM application pending for Placerville, Calif. Ann. Jan. 23.

■ Sterling, Colo.—Arapahoe County Broadcasting Co. seeks 105.5 mhz, 3000 kw, HAAT: 86 ft. Address: 15292 E. Hampden Circle No. H5, Aurora, Colo. 80014. Estimated construction cost \$104,962; first quarter operating cost \$38,988; revenue \$48,800. Format: progressive. Principal: William Smith (100%). Smith is assistant dispatcher for Wells Fargo Co., Denver, Colo. He has no other broadcast interests. Ann. Jan. 30.

■ Rome, N.Y.—Tillis Communications of New York, Inc. seeks 102.5 mhz, 50 kw, HAAT: 414 ft. Address: 1722 West End Ave., Nashville, Tenn. Estimated construction cost \$211,300; first year operating cost \$240,000; revenue \$325,000. Format: C&W. Principal: Lonnie M. Tillis (100%). Tillis owns number of companies that produce the music and promote appearances of

country singer Mel Tillis. He owns KIXZ(AM) Amarillo and has applications pending for new UHF at Nashville, Tenn. and new FM (51%) at Canyon, Tex. Ann. Jan. 30.

■ Rome, N.Y.—Promedia Communications Inc. seeks 102.5 mhz, 50 kw, HAAT: 835 ft. Address: Muck Road, Rome, N.Y. Estimated construction costs \$123,801; first quarter operating cost \$23,145; revenue \$100,000. Format: mixture. Principals: Carl Eilenberg, wife Norma, Maria Rich, (29% each), and two others. Carl is mayor of Rome, N.Y. Norma is sales manager for WRNY(AM) Rome; and Rich is program director of same. WRNY is owned by Promedia. Ann. Jan. 30.

TV applications

■ Lakeland, Fla.—Ch. 32, Inc. seeks ch. 32; ERP 1000 kw vis., 100 kw aur., HAAT 1041 ft.; ant. height above ground 1000 ft. Address: PO 3336, Madison, Wis. 53704. Estimated construction cost \$1,375,294; first quarter operating cost \$1,543,564; revenue not given. Legal counsel Arent, Fox, Kintner, Plotkin & Kahn, Wash., D.C.; consulting engineer Robert Jones, LaGrange, Ill. Principals: Thomas R. Holter (35%); Joseph T. Steuer and Dr. John Robert E. Lee Jr., (15% each), and seven others. Holter is veteran broadcaster and Lee is physician. Holter owns WLVE(FM) Baraboo and 16.6% owner of WISM-FM Madison, both Wisconsin. Ann. Jan. 30.

■ Lakeland, Fla.—Lakeland Telecasters Inc. seeks ch. 32; ERP 208 kw vis., 20.80 kw aur., HAAT 260 ft.; ant. height above ground 296 ft. Address: 29 Via Navarro, Greenbrae, Calif. 94904. Estimated construction cost \$664,800; first-quarter operating cost \$57,375; revenue \$150,000. Legal counsel Lauren Colby, Frederick, Md.; consulting engineer E. Harold Munn, Coldwater, Mich. Principals: Frederick Button and wife Marilyn (32% each) and seven others. Button was supervisor with Bay Area Rapid Transit District, Oakland, Calif. through 1979. Marilyn is housewife. They have no other broadcast interests. Ann. Jan. 30.

■ Beattyville, Ky.—Hour of Harvest Inc. seeks ch. 65; ERP 18.65 kw vis., 1.86 kw aur., HAAT 422 ft.; ant. height above ground 322 ft. Address: No. Rte. 11, Beattyville 41311. Estimated construction cost \$129,215; first-year operating cost \$1,180; revenue \$80,000. Legal counsel Midlen & Reddy, Wash., D.C.; consulting engineer E. Harold Munn, Wash., D.C. Principals: Applicant is nonprofit religious organization. Forest Drake is president. Drake owns WLJC(FM) Beattyville and WBFC(AM) Stanton, Ky. Ann. Jan. 30.

■ Alexandria, La.—Cypress Comm. Corp. seeks ch. 31; ERP 1327 kw vis., 132.7 kw aur., HAAT 1357 ft.; ant. height above ground 1321 ft. Address: 2001 MacArthur Dr., Alexandria 71301. Estimated construction cost \$1,992,000; first-year operating cost \$634,430; revenue \$1,862,700. Legal counsel Sells and Gregory, Wash., D.C.; consulting engineer Steel, Andrus, Wash., D.C. Principals: James C. Richards (22%) and seven others, none of whom have any other broadcast interests. Richards was vice president and general manager of KWYL(AM) Alexandria through Sept. 1979. Ann. Jan. 30.

■ Buffalo, N.Y.—Bison City TV 49 seeks ch. 49; ERP 2240 kw vis., 224 kw aur., HAAT 850 ft.; ant. height above ground 955 ft. Address: 7730 Forsyth, St. Louis, Mo. Estimated construction cost \$2,315,000; first-quarter operating cost \$755,250; revenue \$2,324,000. Legal counsel Lovett, Ford & Hennessey, Wash., D.C.; consulting engineer Jules Cohen, Wash., D.C. Principals: A limited partnership, applicant is composed of one general partner: Bison City Television 49 Inc. who will own 28% of applicant; Jack Understein, chartered limited partner will own 1% and additional limited partners will own 71%. Harold Protter is president and 10% owner of general partner. Ann. Jan. 30.

■ Buffalo, N.Y.—Channel 49 Buffalo Television Inc. seeks ch. 49; ERP 5000 kw vis., 500 kw aur., HAAT 346 ft.; ant. height above ground 376 ft. Address: 3500 Parkdale Ave., Baltimore, Md. 21211. Estimated con-

struction cost \$235,000; first-year operating cost \$540,000; revenue \$500,000. Legal counsel Martin R. Leader, Wash., D.C.; consulting engineer Carl T. Jones, Falls Church, Va. Principals: Julian Smith (49%); Commercial Radio Institute (39%) and five others. Smith is president of Channel 49 Buffalo and Commercial Radio (as well as 21.8% owner of latter) and will vote the Commercial shares. Frederick M. Himes, Jr., is vice president and 23.3% owner of Commercial. There are eighteen more Commercial stockholders. Commercial is licensee of WFMM(FM) Baltimore, Md. and applicant for TV's in Columbus, Ohio; Indianapolis, Ind.; St. Petersburg, Fla., and permittee of WPIT-TV Pittsburgh, Pa. Ann. Jan. 30.

■ Buffalo, N.Y.—Unifec Broadcasting Co. of N.Y. seeks ch. 49; ERP 1000 kw vis., 100 kw aur., HAAT 961 ft.; ant. height above ground 996 ft. Address: 80 Morningside Lane, Amherst, N.Y. 14221. Estimated construction cost \$2,300,000; first-quarter operating cost \$257,000; revenue not given. Legal counsel Midlen & Reddy, Wash., D.C.; consulting engineer E. Harold Munn, Coldwater, Mich. Principals: Edward D. Peace, (36%); L. D. Smith (14%); and eight others. Peace is owner of management consulting firm in Williamsville, N.Y. Smith is Buffalo librarian. They have no other broadcast interests. Ann. Jan. 27.

■ Brownsville, Tex.—Tierra Del Sol Bdcg. Corp. seeks ch. 23; ERP 500 kw vis., 1000 kw aur., HAAT 1470 ft.; ant. height above ground 1500 ft. Address: PO 671, Brownsville 78250. Estimated construction cost \$2,623,200; first-quarter operating cost \$310,034; revenue \$1,200,000. Legal counsel Pierson, Ball & Dowd, Wash., D.C.; consulting engineer Steel, Andrus, Wash., D.C. Principals: Paulette Dean (40%); and seven others. Dean is business manager for Brownsville law office and 50% owner of Brownsville land development co. Neither she or other principals has other broadcast interests.

■ San Angelo, Tex.—Sage Broadcasting Corp. seeks ch. 6; ERP 100 kw vis., 10 kw aur., HAAT 946 ft.; ant. height above ground 995 ft. Address: 2777 Allen Parkway No. 1122, Houston, Tex. 77027. Estimated construction cost \$2,357,730; first-quarter operating cost \$243,357; revenue \$350,000. Legal counsel Schnader, Harrison, Segal and Lewis, Wash., D.C.; consulting engineer Fred L. Zellner, Wash., D.C. Principals: Raymond G. Schindler (83%) and four others. Schindler is president and part owner of Hurricane Steel Industries, Houston, fence manufacturer. Schindler has ownership interests in three other TV applicants: Alamo Bdcg. (9.78%), ch. 29, San Antonio; Bluebonnet Bdcg Corp. (33%), ch. 48, Galveston; Dogwood Bdcg (83%) ch. 19 Nacogdoches, all Texas. Ann. Jan. 30.

■ Salt Lake City, Utah—Salt Lake Broadcasters Inc. seeks ch. 14; ERP 1750 kw vis., 658 kw aur., HAAT 3688 ft.; ant. height above ground 163 ft. Address: 515 South 700 East, Salt Lake City 84102. Estimated construction cost \$2,123,000; first-quarter operating cost \$177,025; revenue \$200,000. Legal counsel Dow Lohnes and Albertson, Wash., D.C.; consulting engineer Ring Assoc., Wash., D.C. Principals: Robert S. Fotheringham (25%); H. Roger Boyer (25%); Annette Taylor (26%); and 6 others. Taylor is homemaker (husband, Larry, is dentist), Fotheringham is Salt Lake City businessman, as is Boyer. Taylor is part owner of applicant (12.5%) for new TV ch. 47, Portland, Oregon. Boyer is 20% owner of KRXX(FM) Yermo and KXVR(FM) Mountain Pass, both California. Ann. Jan. 30.

■ Salt Lake City, Utah—Golden West Broadcasters seeks ch. 14; ERP 1585 kw vis., 317 kw aur., HAAT 3944 ft.; ant. height above ground 193 ft. Address: 5858 Sunset Blvd., Los Angeles, Calif. 90028. Estimated construction cost \$5,077,408; first-year operating cost \$2,784,000; revenue \$831,000. Legal counsel Thomas McCoy, Los Angeles; consulting engineer Carl T. Jones, Falls Church, Va. Principals: Gene Autry and wife Ina (50.1% jointly); The Signal Companies (49.9%). Autry's are veteran broadcasters with varied interests in music and entertainment industries.



The Archies

Starring:

Archie
Betty
Veronica
Jughead
Reggie
Sabrina
Aunt Hilda

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- 100 half hour episodes available for 5 day-a-week strip
- Third successful year in syndication - 55 station line up
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Signal is publicly held, diversified corporation involved in trucks and aerospace energy services. Golden West is group owner of 2 AM's, 1 FM, 2 TV's and applications for three additional TV's now pending: ch. 43 Oklahoma City, Okla.; ch. 61 Hartford, Conn.; ch. 30 Nashville, Tenn. Ann. Jan. 30.

■ Richmond, Va.—Continental Bldg Network seeks ch. 63; ERP 1660 kw vis., 166 kw aur., HAAT 681 ft.; ant. height above ground 630 ft. Address: CBN Center, Virginia Beach, Va. 23463. Estimated construction cost \$1,235,000; first-year operating cost \$557,000; revenue \$890,000. Legal counsel Fisher, Wayland, Southmayd, Cooper, Wash., D.C.; consulting engineer E. F. Lorentz & Assoc., Wash., D.C. Principals: Christian Broadcasting Network (100%), a non-profit corporation. M. G. Robertson is president.

FM actions

■ Gunnison, Colo.—Broadcast Bureau granted Gunnison Broadcasting Co. 98.3 mhz, 3 kw, HAAT: 304 ft. Address: 113 East Georgia, Gunnison. Estimated construction cost \$35,400; first quarter operating cost \$900; revenue \$50,000. Format: adult contemporary. Principals: Roger W. Pepperd and his wife Enid are sole applicants. They are also the licensees of KGUC(AM) Gunnison. Action Jan. 25.

■ Willimantic, Conn.—Broadcast Bureau granted Eastern Connecticut State College 90.1 mhz, .441 kw, HAAT: 75 ft. P.O. address: 82 Windham St., Willimantic 06226. Estimated construction cost \$19,990; first year operating costs \$3,167; revenue \$3,167. Format: educational. Principals: Board of Trustees for the State College, Dr. Charles R. Webb, president. Board also operates noncommercial WXCI(FM) Danbury and WFCS(FM) New Britain, licensed to Western Connecticut State College and Central Connecticut State College, respectively. Action Jan. 24.

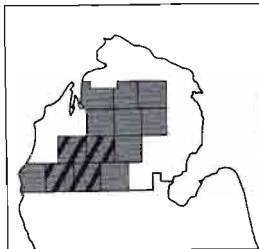
■ Alamagordo, N.M.—Broadcast Bureau granted Richard Sweetland 94.3 mhz, 3 kw, HAAT minus 491.75 ft. P.O. address: Box 1490, Alamagordo, N.M. 88310. Estimated construction cost \$65,782; first-year operating cost \$66,300; revenue \$75,000. Format:

MOR. Principals: Sweetland is real estate investor and former employee at KRIO(AM) McAllen, Tex. Action Jan. 25.

■ *Brockport, N.Y.—Broadcast Bureau granted State University of New York 88.9 mhz, 8.6 kw, HAAT 151 ft. Address: State University at Brockport 14420. Estimated construction cost \$9,190; first-year operating cost \$35,000. Format: variety. Applicant is public university. SUNY is licensee of 10 other New York educational FM's and has been granted CP for another. Action Jan. 25.

■ *Nyack, N.Y.—Broadcast Bureau granted Nyack College 88.7 mhz, 10 w, HAAT 55 ft. P.O. address: Nyack 10960. Estimated construction cost \$2,000; first-year operating cost all donated. Format: Religious, variety. Principal: Applicant is nonprofit, private educational institution. Action Jan. 25.

**Northern Michigan listeners still prefer...
WWAM/WKJF-FM
49% Total audience share, 12+**



■ 13 County ADI
▨ Survey Coverage Area

DAY-PART SHARES*

7 AM-10 AM	10 AM-3 PM	3 PM-6 PM
48.1%	46.5%	37.5%

Radios tuned-in (respondents listening at time of survey calls*)

WWAM/WKJF-FM	CLOSEST COMPETITION
46.3%	14.8%

Respondents preference (not tuned-in at time of survey calls*)

WWAM/WKJF-FM	CLOSEST COMPETITION
49.5%	18.6%

Overall average (tuned-in and not tuned-in)

WWAM/WKJF-FM	CLOSEST COMPETITION
49%	17.8%

*Survey conducted by professional research services, Tempe, Arizona (formerly National Radio Research), during nineteen survey hours (7 AM-6 PM) Monday through Friday, Feb. 20-Mar. 9, 1978...four county survey area: (Wexford, Missaukee, Osceola and N.E. Lake)...1554 calls attempted with 744 completed calls, a 51% completion factor.

Ownership Changes

Applications

■ KMEQ-AM-FM Phoenix, Ariz. (AM: 740 khz; FM: 96.9 mhz)—Seeks assignment of license from B & D Broadcasting Inc. to Scripps-Howard Bldg for \$4 million. Seller: Gail Beauchamp (50%) and Bruce M. Dodge and wife Joan (50% held jointly). They have no other broadcast interests. Buyer: Publicly traded group owner of 2 AM's, 1 FM and 6 TV's. Mostly owned subsidiary (70%) of E. W. Scripps Co., Cincinnati, Ohio newspaper publisher. Jack Howard is chairman. Donald Parris is president. They have sold subject to FCC approval WITH(AM) (See BROADCASTING, Jan. 7). Ann. Jan. 30.

■ WXLN(FM) Savannah, Ga. (FM: 97.3 mhz)—Seeks assignment of license from WXLN Inc. to Bay Communications for \$735,000. Seller: Leonard Morton (100%) who has no other broadcast interests. Buyer: WLOX Broadcasting Co. (100%), owned by James Love III (30%), John Hash, (10%); Mary Love McMillan (30%); Jo Love Little (30%); WLOX Broadcasting is licensee of WLOX-AM-TV Biloxi, Miss. and 50.1% owner of WTYX-FM and 55% WKXI-AM both Jackson, Miss. Love, Little and McMillan own (one-third each) Jackson, Miss., cemetery. Love is consultant to Reinheimer and Nordberg, N.Y.C. research and data analyst firm. Hash is president of WLOX Broadcasting.

■ KTGA(FM) Fort Dodge, Iowa (FM: 92.1 mhz)—Seeks assignment of license from Rainbow Broadcasting Co. to Smithway Communications Corp. for \$50,000 plus assumption of liabilities. Seller: James E. Boardman who has no other broadcast interests. Buyer: Harold Smith, son William, Russell Hilken (22.2% each); Shannon Reed (33.4%). Smiths and Hilken own Smithway Motor Express (one-third each), Fort Dodge truck line and Smithway, Inc. (one-third each) a vehicle leasing company. Reed is veteran broadcaster. They have no other broadcast interests. Ann. Jan. 30.

■ KDOM-AM-FM Windom, Minn. (AM: 1580 khz; FM: 94.3 mhz)—Seeks assignment of license from Cottonwood Broadcasting Inc. to Windom Radio Corp. for \$636,300. Seller: Barbara Schneider and husband Larry (50% each). They have no other broadcast interests. Buyer: Glenn Olson (90%); Richard Bieuer (10%). Olson is veteran broadcaster who owns KQWC-AM-FM Webster City, and 50% of KQWI-FM Clarinda, both Iowa. He also has 20% interest in new FM application in Montevideo, Minn. and 20% interest in Webster City Cablevision. Bieuer is general manager KQWC-AM-FM with no other broadcast interests.

■ WQMV(FM) Vicksburg, Miss. (FM: 98.7 mhz)—Seeks assignment of license from WQMV Radio Co. to Omni Media Corp. for \$275,000. Seller: Waymond E. Underwood of Vicksburg who has no other broadcast interests. Buyer: Ronald E. Hale and Glenn D. Mobley (50% each). Hale is general manager and 28% owner of WHTV(TV) Meridian, Miss. He is also 50% owner of car rental agency in Meridian. Mobley owns mens retail clothing shop and has one-third interest in real estate development company, both Muscle Shoals, Ala. Hale and Mobley own WJFL(AM) Vicksburg, Ann. Jan. 30.

■ WWOM(FM) Albany, N.Y. (100.9 mhz, 3 kw)—seeks assignment of license from Metroland Broadcasting Corp. to Liberty Communications, Inc. for \$800,000. Seller is owned Joseph J. Reilly (22.2%);



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Buckley Radio Sales, Inc., National Representatives

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KAIR is "The Power Beautiful Music Station" in the market and has been since 1968. KJYK is the most powerful radio station in southern Arizona.

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To make sure their story packs even more punch with advertisers, both KAIR and KJYK have named Blair Radio their national sales rep. Blair's got what it takes to help them keep winning – sheer aggressiveness and the skill and resources to back it up.

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Orville J. Sather (22.2%); Thomas P. Moore (22.2%); Matthew H. Mataraso (11.1%), Augustine M. Cawley (11.1%), and William A. Bernardo (11.1%). They have no other broadcast interests. Buyer is owned by William J. Selwood, Jr. (51%) and Pioneer Investment Corp. (49%). Pioneer is New York investment capital firm owned by Neil McConnell (51%); James Niven (39%); R. Scott Asen (10%). Selwood is director of commercial operations at KWTY-TV Philadelphia, Pa. He'll be resigning soon to manage new acquisition full time. McConnell is chairman; Niven, president, and Asen, vice president and secretary, all of Pioneer Investment Corp. Ann. Jan. 30.

■ **WNIK-AM-FM** Arecibo, P.R. (AM: 1230 khz; FM: 106.5 mhz)—Seeks transfer of control of Arecibo Radio Corp. from Manuel Cabrera, Jose Cabrera & Hector Reichard Jr. (100% before; none after) to A.E.C. Holding Co. (none before; 100% after). Consideration: \$400,000. Principals: Transferees have no other broadcast interests. The Cabrerases are brothers. AEC Holding is owned by Carmen Phipps and Pablo Llerandi (50% each), Phipps is Arecibo, physician. Llerandi is owner of Arecibo, movie theater. They have no other broadcast interests.

■ **WUPR(AM)** Utado, P.R. (AM: 1530 khz)—Seeks transfer of control of Central Bcdg. Corp. from Melvin Villanueva and Brunilda Martinez (49% before; none after) to Benito Martinez (25% before; 72% after). Consideration: \$187,500. Principals: Transferees Villanueva and Brunilda Martinez have no other broadcast interests. Benito Martinez (step-son to Brunilda) has been general manager and 25% stockholder of WUPR since its inception in 1964. He will now have controlling interest.

■ **WKSAR(AM)** Pulaski, Tenn. (AM: 1420 khz)—Seeks assignment of license from Richland Broadcasting Co. to Pulaski Broadcasting Co. for \$481,300. Seller: George M. Martin (40%); Dee Leo Hoover (40%); Alma S. Meyers (20%). They have no other broadcast interests. Buyer: S. Hershall Lake (55%); Geraldine Lake (15%); Rupert Phillips (20%); Donald McNeil (10%). All own same shares of Pulaski Publishing Inc., Pulaski newspaper publisher. Lake is president and also owns 60% of The Carthage Courier, Carthage, Tenn. G. Lake is 40% owner and bookkeeper of Carthage Courier. Phillips owns three Arkansas newspapers: Star Progress, Berryville, Times Echo, Eureka Springs and Mountain Echo, Yellville, and 55% of Tri-Lakes Newspapers, Branson Lakes, Mo. McNeil is manager of Tennessee Press Associated, trade association. They have no other broadcast interests.

■ **KFLP(AM)** Floydada, Tex. (AM: 900 khz)—Seeks assignment of license from Radio Nine to MBFA Communications Corp. for \$512,343. Seller: Petty D. Johnson, Floydada, who has no other broadcast interests. Buyer is Lubbock, Tex., nonprofit, non-stock, religious organization. Tom Gilbreath is president. Buyer is also purchasing KRWT(AM) Winters, Tex.

■ **WTTX-AM-FM** Appomattox, Va. (AM: 1280 khz, 1 kw-D; FM: 107.1 mhz, 3 kw)—seeks assignment of license from WTTX Radio Inc. to H.T.B., Inc. for \$250,000. Seller is owned by Ted J. Gray, Jr., who also owns WKDE-AM-FM Altavista, Va., and WRHI(AM) Rock Hill, S.C. He recently sold WRNB(AM)-WRBK(FM) New Bern, N.C. (See

Summary of broadcasting

FCC tabulations as of Dec. 31, 1979

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,528	3	28	4,559	93	4,652
Commercial FM	3,106	2	47	3,155	176	3,331
Educational FM	1,011	0	27	1,038	87	1,125
Total Radio	8,645	5	102	8,752	356	9,108
Commercial TV						
VHF	514	1	2	517	8	525
UHF	221	0	8	229	60	289
Educational TV						
VHF	99	1	5	105	5	110
UHF	154	2	6	162	4	166
Total TV	988	4	21	1,013	77	1,090
FM Translators	279	0	0	0	152	431
TV Translators						
UHF	1,223	0	0	1,223	388	1,611
VHF	2,467	0	0	2,467	213	2,680

*Special temporary authorization

**Includes off-air licenses

BROADCASTING, Oct. 22, 1979). Buyer is owned by Phyllis B. Giles (50%); husband Roy (47%), Bluebell L. Reece (2%); Terry Giles (1%). Phyllis Giles is in wholesale distribution business, Roy Giles is sales executive, Reece is investor and Terry Giles is student. (All West Palm Beach). They have no other broadcast interests. Ann. Jan. 30.

Actions

■ **KFIN(FM)** Jonesboro, Ark. (FM: 107.9 mhz)—Broadcast Bureau granted transfer of control of KFIN from Ted Snider (51% before; none after) to Larry A. Duke Sr. (49% before; 100% after). Consideration: \$317,693. Principals: Snider owns 75% of KARN(AM) and KKYK(FM) Little Rock, Ark. Duke has been president and general manager and 49% owner since May, 1978. Will now own station outright. He has no other broadcast interests.

■ **WQXQ(FM)** Daytona Beach, Fla. (101.9 mhz, 100 kw)—Broadcast Bureau granted assignment of license from Walter-Weeks Broadcasting to Patten Communications Corp. for \$850,000 plus \$300,000 for consultancy agreement. Seller is owned by James Walter and Robert M. Weeks who also own WMEJ(AM) Daytona Beach and WSPB-AM-FM Sarasota. They have recently sold WJNO(AM) West Palm Beach-WJNO-FM Palm Beach, Fla. (BROADCASTING, May 14, 1979), and WTNT(AM)-WLWV(FM) Tallahassee, Fla. (BROADCASTING, Feb. 5, 1979). Buyer is owned by Myron Patten and 24 others who also own WGMW(FM) Riviera Beach, Fla.; WMPX(AM) Midland and WKHM(AM)-WJOX(FM) Jackson, both Michigan; KLNT(AM)-KLNQ(FM) Clinton, Iowa, and WYXE(FM) Sun Prairie, Wis. Group has also purchased, subject to FCC approval, KVAN(AM) Vancouver, Wash. (BROADCASTING, Sept. 10, 1979). Action Jan. 30.

■ **WYLD-AM-FM** New Orleans (98.5 mhz, 100 kw)—Broadcast Bureau granted assignment of license from Peterson Broadcasting Corp. to Inter-Urban Broadcasting Co. for \$2,250,000. Seller is owned by

Jon C. Peterson, who has no other broadcast interests. Buyer is principally owned by Thomas P. Lewis, Chicago banker and businessman, who also owns majority interest in WLTH(AM) Gary, Ind. WYLD(AM) is on 940 khz with 10 kw day and 250 w night. Action Jan. 30.

■ **KHFC-TV** (CP) Oklahoma City (ch. 43)—Broadcast Bureau granted assignment of license from Christian Broadcasting Co. of Oklahoma Inc. to Golden West Broadcasters for \$60,000. Seller is nonprofit religious corporation; George Teagues is president. Buyer is owned by Gene Autry (50.1%) and The Signal Companies Inc. (49.9%). Signal is publicly owned corporation; William E. Walkup is chairman and Forrest N. Shumway is president and chief executive officer. Golden West owns two AM's, one FM and two TV's. Action Jan. 24.

■ **KODA-FM** Houston (99.1 mhz, 97 kw)—Broadcast Bureau granted assignment of license from Taft Broadcasting Corp. to Westinhouse Broadcasting for \$5 million. Deal includes consultancy agreement with Paul E. Taft who with family owns seller. Tafts also own 85% of WNE-TV Hanover, N.H. and 41% of KMZK(AM) Fort Worth. Westinghouse Broadcasting, wholly owned subsidiary of Westinghouse Electric Co., is group-owner of seven AM's, five VHF TV's. Action Jan. 21.

Facilities Changes

AM application

■ **WJIK-AM** Camp Lejeune, N.C.—Seeks MP (BP-21,076) to redesign remote control/SL as: 239 Western Blvd., Jacksonville, N.C.; chg. TL to: 0.6 mi. NW of intersection of Rte. 24 and Pumpkin Ctr. Pine Creek Rd. Ann. Jan. 31.

FM applications

■ **KMMT(FM)** Mammoth Lakes, Calif.—Seeks CP to chg. TL/SL; chg. antenna; ERP: .070 kw (H&V); HAAT: 2159 ft. Ann. Jan. 31.

■ ***KUBO(FM)** Salinas, Calif.—Seeks MP (BPED-2356) to chg. TL; chg. SL: 1770 Old Stage Rd., Salinas, Calif.; increase HAAT: 195 ft. Ann. Jan. 31.

■ **KADX(FM)** Denver, Colo.—Seeks CP to chg. trans.; chg. transmission line; increase HAAT. Ann. Jan. 31.

■ **WTIC-FM** Hartford, Conn.—Seeks CP incr. ERP: 20.2 kw (H&V). Ann. Jan. 31.

■ **WEFM(FM)** Chicago, Ill.—Seeks CP to increase ERP: 8.7 kw; HAAT: 1174 ft.; chg. SL: 875 N. Michigan Ave., Chicago, Ill. Ann. Jan. 31.

■ **WMET(FM)** Chicago, Ill.—Seeks CP to increase ERP: 8.9 kw (H&V); HAAT: 1170 ft. Ann. Jan. 31.

■ **WRLM-FM** Taunton, Mass.—seeks CP to change ERP: 32.36 kw (H&V); chg. ant. sys.; chg. TL; Ann. Jan. 31.

■ **WHUH(FM)** Houghton, Mich.—seeks MP (BPH-10879) chg. ERP: 0.875w (H&V) HAAT: 509 ft.; specify SL: 312 Montezuma, Houghton, Mich.; chg.

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These are just a few of the outstanding stations which have signed on: WPIX-New York, KCOP-Los Angeles, WGN-Chicago, WTAF-Philadelphia, KTVU-San Francisco, WSBK-Boston, WKBD-Detroit, WDCA-Washington.

Scooby-Doo is offered under a 100% trade arrangement, with no cash outlay. Without putting up a penny, you get a 5-year exclusive run in your market. Be the one in your market to put on this top-rated children's program.

Come on and see us at the NATPE Conference in the San Francisco Hilton (Suite G 1839), February 16-21, 1980.



ant. system. Ann. Jan. 31.

■ KQYB-FM Spring Grove, Minn.—seeks MP (BPH-781011AB) to chg. TL/SL; chg. ERP: 20 kw; HAAT: 364 ft. Ann. Jan. 31.

■ KOKF(FM) Edmond, Okla.—seeks MP (BMPED-780814AE) to chg. ERP to 3 kw (H&V).

■ *WGUC(FM) Cincinnati, Ohio—seeks CP to change ant. sys., TL, SL: 1223 Central Pkwy, Cincinnati; change ERP: 12 kw (H&V) HAAT: 883 ft (H&V). Ann. Jan. 31.

■ KPAS-FM El Paso, Tex.—seeks MP (BPH-780829AJ) to chg. TL; chg. ERP: 82.18 kw; HAAT: 1382.16 ft. (H&V). Ann. Jan. 31.

■ WQCR(FM) Burlington, Vt.—seeks CP to increase ERP: 50 kw (H); HAAT: 292. ft. Ann. Jan. 31.

■ WJMA-FM Orange, Va.—seeks CP to increase ERP: 2.7 kw (H&V); HAAT: 323 ft. Ann. Jan. 31.

■ KLYN-FM Lynden, Wash.—seeks CP to chg. TL: Mt. Constitution, Orcas Island, Wash.; chg. ant.; ERP: 56.1 kw (H&V); HAAT: 2250 ft. Ann. Jan. 31.

■ WSP(L) La Crosse, Wis.—seeks CP to change TL; HAAT: 413 ft.; increase ERP: 1.7 kw (H&V). Ann. Jan. 31.

AM Actions

■ KNCO(AM) Grass Valley, Calif.—Granted CP to add nighttime service with 1 kw DA-2; changing hours of operation to unlimited; conditions, (BP-780828AH). Action Jan. 15.

■ WWOK(AM) Miami, Fla.—Granted request for authority to operate by remote control from WWOK aux. SL at 2741 N. 29th Avenue, Hollywood, Florida (daytime & nighttime), (BRC-791226BM). Action Jan. 23.

■ WKXA(AM) Brunswick, Me.—Granted CP to make changes in ant. sys: increase height of tower to: 500 ft. and decrease power to 606 w, (BP790424AI). Action Jan. 17.

■ WYRU(AM) Red Springs, N.C.—Granted CP to change frequency to 1520 khz; increase power to 5 kw (1 kw critical hours) (BP-790116AE). Action Jan. 21.

FM Actions

■ KNIX(FM) Tempe, Ariz.—Granted request for authority to operate by remote control from SL at: 600 E. Gilbert Dr., Tempe, Arizona, (daytime and nighttime), (BRC-791217AU). Action Jan. 22.

■ WRUF(FM) Gainesville, Fla.—Dismissed application for CP to change TL to 7107 SW 8th Avenue, Gainesville, Florida; make changes in ant. sys. (increase height), (BP-21,268). Action Jan. 24.

■ KBBK-FM Boise, Idaho—Granted request for authority of Section 73,1201(b) (2) of rules to identify as Boise-Meridian, Idaho. Action Jan. 24.

■ WHF(FM) Homewood-Flossmoor, Ill.—Granted CP to change ant. sys. (increase height), install new ant. increase ERP 1.5 kw (H), ant. height 92 ft. (H) conditions (BPEd-780830AG). Action Jan. 21.

■ WSMI-FM Litchfield, Ill.—Granted CP to change TL 5 miles NNE of Litchfield, Ill.; and 0.5 miles E of Honey Bend, Ill.; make changes in ant. sys. (increase height) install new ant. (BPH-790515AH). Action Jan. 24.

■ KHUT(FM) Hutchinson, Kan.—Granted CP to increase ERP: 98 kw (H&V), ant. height 430 ft. (H&V); change TL 4.6 miles W of Hutchinson P.O. Hutchinson, Kan.; install new ant. and make changes in ant. sys. (increase height), (BPH-790601AI). Action Jan. 15.

■ Boston, Mass.—Granted WGBH Educational Foundation request for authority to transmit program material (news stories) to Canadian Broadcasting Corp. via WNED-FM Buffalo and AT&T long lines, (BFP-790928AA). Action Jan. 17.

■ *WDCI(FM) Gorham, Me.—Granted request for authority to operate by remote control from proposed SL at 28 School Street, Gorham, Maine (BRC-791218AQ). Action Jan. 23.

■ KADI-FM St. Louis, Mo.—Granted CP to increase ant. height 560 ft. (H&V), make changes in ant. sys. (increase height), (BPH-790321AD). Action Jan. 28.

■ KMFM(FM), San Antonio, Tex.—Granted Mod. of CP (BPH-10,781) to make changes in ant. sys.; change type trans.; change type ant. (Phelps-Dodge CFN HP-10, 10 sects. circular); decrease ant. height 480 ft. (H&V); ERP: 100 kw (H&V), (BMPH-790916AH). Action Jan. 17.

■ WVRU(FM) Radford, Va.—Granted mod. of CP (BPEd-2454) to change ERP: 500 W (H&V); ant. height 15 ft. (H&V); install new type trans., conditions (BPEd-781207AC). Action Jan. 17.

■ KFBC-FM Cheyenne, Wyo.—Granted CP to change TL: Borie Electronic Site, 10 miles WSW of Cheyenne; change ERP 100 kw (H&V); ant. height 540 ft (H&V); install new trans. and ant. (BPH-781117AI). Action Jan. 21.

In Contest

FCC decisions

■ San Francisco, Calif.—FCC has dismissed petition by Community Coalition for Media Change for reconsideration of FCC's Nov. 13, 1978, order that renewed license of KPIX, San Francisco, over Coalition's objections. Coalition, San Francisco area citizens group, contended that FCC had not fully considered its charges that station had discriminated in employment practices. FCC dismissed petition since it was filed after deadline for submitting such filings. Action Jan. 30.

■ KLBK-AM-FM Lubbock, Tex.—FCC has deferred action on applications by Grayson Enterprises, Inc. to sell KLBK-AM-FM Lubbock, Tex., to Southern Minnesota Broadcasting Co. pending resolution of issues involving Grayson's character qualifications to be an FCC licensee, including: lack of candor/misrepresentation, unauthorized change in main SL, fraudulent billing and program log falsification and/or fabrication. (Doc. 21283) Action Jan. 29.

Allocations

Petitions

■ Show Low, Ariz.—KBW Assoc. request amendment FM Table of Assignments to assign Ch. 243 to Show Low. Ann. Jan. 31.

■ Booneville, Ark.—B. & L. Comm. requests amendment of FM Table of Assignments to assign Ch. 292A to Booneville. Ann. Jan. 31.

■ Booneville, Ark.—Charles Massey requests amendment of FM Table of Assignments to assign Ch. 221A to Booneville. Ann. Jan. 31.

■ Marshall, Ark.—Zero Bdcg. Inc. requests amendment of FM Table of Assignments to assign Ch. 282 to Marshall. Ann. Jan. 21.

■ Colorado Springs, Colo.—Kurt Grow requests amendment FM Table of Assignments to assign Ch. 292A to Fountain, Colo. Ann. Jan. 31.

■ Grand Junction, Colo.—Richard Maynard requests amendment of FM Table of Assignments to assign Ch. 260 to Fruita, Colo. Ann. Jan. 31.

■ Jacksonville, Fla.—Raven Enterprises denied request to amend FM Table of Assignments to reassign Ch. 288A from St. Augustine, Florida to Callahan, Florida. Action. Jan. 14.

■ St. Petersburg, Fla.—Hubbard Bdcg. Inc. requests amendment of TV Table of Assignments to assign and reserve TV Ch. *59 for educational use at Port Pierce, Florida, and dereserve the reservation of Ch. *21. Ann. Jan. 31.

■ Avilla, Ind.—The Harts Corporation requests amendment FM Table of Assignments to assign Ch. 272A to Avilla. Ann. Jan. 31.

■ Jeffersonville, Ind.—Charles Cutter requests amendment of FM Table of Assignments to assign Ch. 269A to Greenville, Ill. Ann. Jan. 31.

■ Hiawatha, Kan.—Kanza Bdcrs requests amendment of FM Table of Assignments to assign Ch. 221A to Seneca, Kan. Ann. Jan. 31.

■ Ulysses, Kan.—Grant County Bdcg Co. requests amendment of FM Table of Assignments to assign Ch. 294 to Hogoton, Kan. Ann. Jan. 31.

■ Oberlin, Kan.—Ernest McRae & Jerry T. Venable request amendment FM Table of Assignments to assign Ch. 268 to Smith Center, Kan. Ann. Jan. 31.

■ Paintsville, Ky.—Hometown Television Inc. requests amendment of TV Table of Assignments to assign Ch. 60 in lieu of 51 at Pikeville, Ky., and assign Ch. 51 to Paintsville. Ann. Jan. 31.

■ Auburn, Me.—WRXV Inc. requests amendment of FM Table of Assignments to assign Ch. 238 to Lewiston, Me.; assign 296A and 233 in lieu of 232A and 239 at Ellsworth, Me. Ann. Jan. 31.

■ Piedmont, Mo.—Wayne County Bdcg. requests amendment of FM Table of Assignments to assign Ch. 285A to Piedmont, Mo. Ann. Jan. 31.

■ St. Joseph, Mo.—Stereo 105 Inc. requests amendment of FM Table of Assignments to assign Ch. 232A in lieu of 288A at Winfield, Kan., and assign Ch. 287 to Wichita, Kan. Ann. Jan. 31.

■ Helena, Mont.—KCAP Bdctrs. Inc. requests amendment of FM Table of Assignments to assign Ch. 266 to Helena. Ann. Jan. 31.

■ Laurel Hill, N.C.—David and Sabrina Raley request amendment of TV Table of Assignments to assign Ch. 46 to Laurel Hill, N.C. Ann. Jan. 31.

■ Grand Forks, N.D.—Bemidji Radio, Inc. requests amendment of FM Table of Assignments to assign Ch. 275 to Bemidji, Minn. Ann. Jan. 31.

■ Sand Springs, Okla.—Music Sound Radio Inc. requests amendment of FM Table of Assignments to assign Ch. 285A in lieu of 272A at Pawhuska, Okla., and assign 272A to Sand Springs. Ann. Jan. 31.

■ Batesburg, S.C.—William Durst requests amendment FM Table of Assignments to assign Ch. 237A to Leesville, S.C. Ann. Jan. 31.

■ Orem, Utah—Morris Jones requests amendment of FM Table of Assignments to assign Ch. 298 in lieu of 296A at Orem. Ann. Jan. 31.

Actions

■ FCC, by its Broadcast Bureau, Policy and Rules Division, took following actions involving FM and TV channel assignments on dates shown:

■ Paradise, Calif.—In response to petition by John C. Butler, assigned 92.7 mhz to Paradise, Calif. as its second FM assignment, effective March 10. Action Jan. 22.

■ Alamosa and Glenwood Springs, Colo., and Vernal and Price, Utah—In response to petition by Western Slope Communications, Inc., deleted Ch. 3 from Alamosa, Colo. and reassigned it to Glenwood Springs, Colo.; substituted Ch. 3 for Ch. 6 at Price, Utah, and substituted Ch. 6 for Ch. 3 at Vernal, Utah, effective March 10. Action Jan. 22.

■ Snowmass Village, Colo.—In response to petition by Pitkin County Broadcasters, Inc., proposed assigning 103.9 mhz at Snowmass Village, Colo. as its first FM assignment; comments due March 24, replies April 10. Action Jan. 22.

■ Decatur and Farmer City, Ill.—In response to petition by Decatur Christian Radio proposing assignment of 98.3 mhz to Decatur, Ill., as its third FM assignment; an opposition and counterproposal from Farmer City Broadcasting requesting that 98.3 mhz be assigned to Farmer City as its first FM assignment; and an alternative proposal from Town and Country Broadcasting Company requesting that 99.3 mhz be assigned to Decatur, assigned Channel 99.3 mhz to Decatur as its third FM assignment and 98.3 mhz to Farmer City as its first. Action Jan. 23.

■ Boyce, La.—In response to petition by Robert Allen, proposed assigning 98.3 mhz to Boyce, La. as its first FM assignment; comments due March 24, replies April 14. Action Jan. 22.

■ Blue Earth and St. James, Minn.—In response to petition by Richard Rogers, proposed deleting 100.9 mhz from Blue Earth, Minn. where it is unoccupied and unapplied for and reassigning it to St. James, Minn. as its first FM assignment; Blue Earth is served by daytimer only, KBEW(AM) while St. James has no local radio service. Comments due March 24, replies April 14. Action Jan. 22.

■ Centralia, Mo.—In response to a petition by Kenneth W. Kuenzie and Ronald R. Weneker, proposed assigning 92.1 mhz to Centralia, Mo. as its first FM assignment; comments due March 24, replies April 14. Action Jan. 22.

■ Mt. Vernon, Ohio—In response to petition by Bellevue Community Broadcasting, proposed assigning 98.3 mhz at Mt. Vernon, Ohio as its second FM assignment; comments due March 24, replies April 14. Action Jan. 22.

■ Ravenswood, W.Va.—In response to petition by Rex Osborne proposing the assignment of either 102.3 mhz or 105.5 mhz to Ravenswood, W.Va., proposed conflicts with pending proposal for assignment of same



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ch. to Greenup, Ky. Comments due March 24, replies April 14. Action Jan. 22.

Translators

Applications

■ Cottonwood, Ariz.—Arizona Television Co. seeks CP for new UHF translator on ch. 38 (TPO: 100w, HAAT: 57 ft.) to rebroadcast directly KTVK Phoenix, Ariz. Ann. Jan. 30.

■ Flagstaff, Ariz.—Arizona Television Co. seeks CP for new UHF translator on ch. 55 (TPO: 100w, HAAT: 35 ft.) to rebroadcast indirectly KTVK Phoenix, Ariz. Ann. Jan. 30.

■ Capitola, Calif.—Santa Clara County Board of Ed. seeks CP for new UHF translator on ch. 25 (TPO: 100w, HAAT: 200 ft.) to rebroadcast directly KTEH San Jose, Calif. Ann. Jan. 30.

■ Lewiston, Idaho—State Board of Ed., Idaho seeks CP for new UHF translator on ch. 64 (TPO: 10w, HAAT: 26 ft.) to rebroadcast directly KUID Moscow, Idaho. Ann. Jan. 30.

■ Alamo, Ash Springs and Hiko, Nev.—Pahrnagat Valley Television District seeks CP for new VHF translator on ch. 2 (TPO: 10w, HAAT: 30 ft.) to rebroadcast indirectly KVBC Las Vegas. Ann. Jan. 28.

■ Alamo, Ash Springs and Hiko, Nev.—Pahrnagat Valley Television District seeks CP for new VHF translator on ch. 7 (TPO: 1w, HAAT: 15 ft.) to rebroadcast directly KVBC Las Vegas. Ann. Jan. 28.

Satellites

■ There are a total of 3,893 satellite earth stations. Transmit-receive earth stations total 340, with 140 pending applications and 200 operational. Receive-only earth stations total 3,553 with 1,293 pending applications and 2,260 operational.

Applications for fixed earth stations

■ WZ52 Fredonia, N.Y.—KWR Systems Inc. (S-A-8005; 4.6 meters).

■ KZ28-KZ31-KZ32 Kansas City, Mo.—American Cablevision of Kansas City Inc. (S-A-8008B; 5.0 meters).

■ KZ29 El Paso, Tex.—Teleprompter Corp. (Hughes-SRA-501-5-C; 5.0 meters).

■ KZ30 Tacoma, Wash.—Teleprompter Corp. (Andrew ESA-5-4-HP; 5.0 meters).

■ KZ33 Phoenix, Ariz.—JAC Communications (Ft. Worth Tower; 5.0 meters).

■ KZ34 Bagley, Minn.—Bagley Cable TV (AFC-PR-16.4; 5.0 meters).

■ WZ53 Abingdon, Ill.—Abingdon Cablevision Co. (S-A-8005; 4.6 meters).

■ WZ55 Sayerville, N.J.—Cross County Cable Ltd. (S-A; 5.0 meters).

■ WZ56 Warren, N.J.—Cross County Cable, Ltd. (S-A; 5.0 meters).

■ WZ57 E. Machias, Me.—Northeast Cablevision (Ft. Worth Tower; 7.0 meters).

■ WZ58 Eastport, Me.—Northeast Cablevision (Ft. Worth Tower; 7.0 meters).

Cable

■ The following service registrations have been filed:

■ Chattahoochee Cable Communications Inc. for Cobb and Cherokee, both Georgia (GA0144,240) add signal.

■ Summit Cable Services of Winston-Salem for Forsyth and Winston-Salem, both North Carolina (NC0154,031) add signal.

■ Dickinson Pacific Cablesystems for Westminster, Huntington Beach and Fountain Valley, all California (CA0750,1,2) add signal.

■ Cablevision for Randallstown, Catonsville, Pikesville, Woodlawn, Arbutus, Lansdowne, Edgemere, Baltimore, Lutherville, Timonium, Reistertown, Overlea, Owings Mills, Towson, Parkville, Perry Hall,

Middle River, Rosedale, Essex and Dundalk, all Maryland (MD0080-0100) add signal.

■ Gulf Coast Television for Naples, Marco Island and Collier, all Florida (FL0051,0,348) add signal.

■ Sandsprings Cable Television for Sand Springs, Okla. (OK0064) add signal.

■ Ind Co. TV Cable Inc. for Moorefield, Sulphur Rock, Quail Valley, Gap Road and Independence, all Arkansas (AR0153-7) add signal.

■ Spirit Lake Cable TV Inc. for Spirit Lake, Iowa (IA0049).

■ Cable Systems of Pointe Coupee Inc. for New Roads and Pointe Coupee, both Louisiana (LA0174,5) new system.

■ Tarrant Cable Communications Inc. for Richland Hills, Tex. (TX0591) new system.

■ Greater Easthampton Cablevision Inc. for Easthampton, Mass. (MA0107) new system.

■ Calhoun Antenna Service Inc. for Calhoun City, Derma and Vardaman, all Mississippi (MS0013,12,15) new system.

■ Madison Cablevision Inc. for McDowell, Burke and Drexel, all North Carolina. (NC0220,1,19) new system.

■ St. Albans Cablevision Inc. for St. Albans, Vt. (VT0128) new system.

■ Cowlitz Cableview Co. Inc. for Kalama, Woodland and Woodland, all Washington (WA0303,5,4) new system.

■ Texas Cablevision Inc. for Hooks and Dekalb, both Texas (TX0593,4) new system.

■ Coweta Cablevision for Coweta, Okla. (OK0185) new system.

■ Warner Amex Cable Communications Inc. for Mt. Healthy, Madera, Columbia, Montgomery, Arlington Heights, Corlain, Glendale, Springdale, Deer Park, Loveland, Norwood, Mason, Blue Ash, Elmwood Place, Sycamore, Sharonville, Green Hills, Forest Park, Wyoming, Symmes, Silverton, Fairfax, Indian Hill, Lincoln Heights, Harrison, Mariemont, Woodlawn, Terrance Park, Bernard and Amberley, all Ohio (OH0703-0725) add signal.

■ New Albany Cable TV Co. et al for New Albany, Ind. (IN0219) new system.

■ American Cablevision Co. for Lewiston and Nez Perce, both Indiana, Clarkston, Asotin and Asotin, all Washington (IN0006, 75, 211, WA0211, 10, 9) add signal.

■ Rockport Cablevision for Rockport, Ind. (IN0210) add signal.

■ MBS Cable TV Inc. for Wintersville, Richmond, Cross Creek and Wayne, all Ohio (OH0478,50,79,563) add signal.

■ Warner Amex Cable Communication Inc. for Pontotoc, Miss. (MS0068) add signal.

■ Cox Cable TV for St. Clair, Fraser and Grosse Pointe Shores, all Michigan (MI0417,8,9) new system.

■ Freeport Cablevision Inc. for Freeport, Ill. (IL0133) add system.

■ Mountain View Enterprise Inc. for Tiger, Mountain City, Clayton, Warwaman, Kingwood, Five Points, Highway LXXVI West and Rabun, all Georgia (GA0223,183,2,6,255,185,256,184) new system.

■ Calhoun Antenna Service Inc. for Calhoun, Miss. (MS0150) new system.

■ Vronis Cable Co. for Breckenridge, Mo. (MO0195) add signal.

■ Six Star Cablevision Inc. for Ocoola, Mich. (MI0420) new system.

■ Nu-View TV Inc. for Madison, Marshall and Sangerfield, all N.Y. (NY0825-28) new system.

Other

■ FCC last week transmitted its Fiscal Year 1981 Budget Estimates to Congress. FY 1981 Budget requests an appropriation of \$77,142,000, net increase of \$950,000 over FCC's FY 1980 appropriation (after taking into consideration FCC's pending FY 1980 pay raise supplemental request). Requested \$950,000 increase represents additional amount required by FCC to fully fund leased office space during FY 1981.

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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.

Chicago Suburban FM seeking experienced sales manager. Must sell and train. Salary Negotiable. Call or write GM, WMMM, 120 W. University, Arlington Heights, IL 60004. 312-398-2300 EOE.

Local Sales Manager: Jennings style to lead and manage 4 person sales staff plus carry short list. High Power FM in Midwest. \$15,000 plus negotiable override. Chance for underappreciated small market manager to move up, but you better be a retail pro. EOE/M-F. Box B-37.

Immediate permanent openings Southern California AM/FM stations, medium markets, General Manager with strong sales background, 2 sales managers, experienced program/promotion manager. GM 30,000 up, others 20,000 up. Equal Opportunity Employers. Resumes to Ray Kandel, Broadcast Consultant, 2222 Ave. of the Stars (No. 2102), Los Angeles, CA 90067.

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.

Looking for top Sales Manager for General Manager position in major market AM & FM combination with good opportunities. Box B-65.

General Sales Manager, take a career step, lead our strong sales team. Can be number 2 man on way up. Agency experience and strong retail sales experience. Person selected will carry strong list and be pro. Top money for top person! Benefits, profit sharing, only apply if you're the best and absolutely confident about your sales and management ability. Rush detailed resume, history to Box B-81.

Manager—Sales and public service oriented, for Southeast country-music AM plus new FM-CP. New ownership. Only stations in county. Real potential for increased gross. Salary plus good incentive plan. Resume to Box B-112.

General Manager needed for southeastern regional rep firm. Aggressive leader with college degree and three to five years experience or equivalent as a radio or television sales manager. Rep experience very helpful. Send resume and earnings to: Personnel, Capitol Broadcasting Company, PO Box 12000, Raleigh, NC 27605 EOE, M/F.

We're looking for an experienced, successful sales manager for a new station. If you're doing well in your present sales position and anxious to move ahead, you may be our candidate. Salary commensurate with experience. Send resumes to: Sales Manager, Harrodsburg Square No. 616, Lexington, KY 40503.

Indiana AM/FM looking for sales manager. Aggressive expanding small market station. Salary, incentive, fringes. Send resume and references to Box B-102.

General Manager Midwest (FM) Small market, strong sales background, longterm position for family individual willing to get involved in community. Possible buy in after year of proven performance. Box B-123.

Development Director for new community-based, state-wide public radio station. Send resume, writing sample to Keith Thompson, Granite State Public Radio, 77 N. Main, Concord NH 03301. EOE.

HELP WANTED SALES

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.

If you can sell—KDLN KVLR Radio is looking for a motivated salesperson. Radio sales experience is desirable, but not necessary as training is provided. Send resume to Manager, KDLN/KVLR Radio, PO Box 746, Detroit Lakes, MN 56501. An EOE.

Assistant Sales Manager. Successful person eventually to take over entire sales operation. Organization and strong sales a must. Penna. 5000 Watt Daytime NBC affiliate. Send resume and earnings to Box A-46.

Great Opportunity for a sales pro now. Akron, Ohio area AM-FM combination is expanding. Position includes excellent draw, commission, expenses and benefits. Call Bob Klaus, 216-673-2323 or write Media-Com Inc., 3325 Daleford Rd., Cleveland, OH 44120. EOE.

Strong Medium Market AM/FM combination seeks a creative, problem solving salesperson on the way up. Good selling and writing skills a must. Recent college grad with commercial selling experience and/or one to two years small market experience desired. Write Sales Manager, WYFE/WKKN, 1901 Reidfarm Road, Rockford, IL 61111. EOE.

Chicago Suburban FM seeking sales people. Experience not a must. Grow with us. Write GM WMMM, 120 W. University, Arlington Heights, IL 60004. EOE.

WSRO Marlboro, Mass. seeks experienced salesperson. Affluent single station market. Construction of 5,000 Full time is under way. Salary commission. Management possibilities. Contact Tom McAuliffe, 617-485-9291.

We've got a new list for an aggressive account executive who knows radio. Great opportunity for someone who is looking to move up to a medium market. Let's grow together. Send resume to Perry St. John, Vice President/General Manager, KGGO, Des Moines, IA 50317.

Experienced local sales professionals needed for urban N.Y.C. market. 'Super potential', selling the 'best of both worlds', with dominant North Jersey AM (news & information) FM (AOR). Send resume to WMTR/WDHA-FM, Box 1250, Morristown, NJ 07960.

WSGA/Z-102, Savannah's top radio combination, is looking to hire Savannah's top radio salesperson. If you think you're the best there is, let us hear from you. Send resume and earnings history, to General Manager, Box 8247, Savannah, GA 31412. EOE/MF.

Account Executive wanted to grow with central NJ AM. We're an adult contemporary station looking for an aggressive individual with proven selling experience—superior working conditions and sales support. Salary plus big commission and excellent company benefits. Contact Bill Mathews 609-924-3842.

Good bucks and great potential for a proven sales pro. Live and work on the beautiful Central California Coast! Established list. Salary requirements and billing history to Bob Neutzling, PO Box KOKQ, Monterey, CA 93940, 408-394-9000. (EOE).

Class C FM in Central Texas needs experienced sales person. Other radio skills helpful. Brownwood is a small, medium market with healthy economy and growing. Start 12K to 18K a year. Call or write Stephen Pasquini KLSN, 2408 Coggin Avenue, Brownwood, TX 76801.

Growing broadcast group located in the Sunbelt seeking experienced sales person. Excellent benefits. EOE. Contact: Marilyn S. Garner, PO Box 529, Laurinburg, NC 28352. 919-276-2911.

WMIB-AM, Naples, Florida, the "new station in town" possessing a devastating MOR automated package, is looking for an experienced, successful radio salesperson to head a future team of sales professionals. All accounts are yours and only proven sales track records will be considered. A brand new facility, fun atmosphere and sunshine a real plus. Send resume to General Manager, WMIB-AM, 950 Manatee Road, Naples, FL 33942. EOE.

Beautiful Northern California community of 20,000, 1 station market, needs accretive sales person. Active account list. Salary/Commission. Box B-97.

Sales Manager wanted for hottest radio concept ever in New York Market. Out to score in the 80's? Call Apple Radio at 516-499-1717.

Ready to move into sales management? Indiana small market AM/FM has position open for young aggressive sales manager with five or more years radio sales experience. You can be part of our expansion process. We're on the move. References and resume to Box B-119.

HELP WANTED ANNOUNCERS

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.

Immediate opening. Must have commercial experience. Mature voice. Tight board. Adult contem. Salary open. WVOS AM-FM, Liberty, NY 12754.

Morning Personality Adult Contemporary/Country format. Tapes, resume and salary requirement to WINH, PO Drawer W, Georgetown, SC 29440.

Country DJ—Salesperson: Must know country music and be able to sell it, on the air and on the street. Tape and resume to Bill Walls, General Manager—WDAR, Box 811, Darlington, SC 29532.

Long time midwest legend getting older (25-44). Need air personalities, and serious yet personable news talent. An Equal Opportunity Employer. Resumes to Box B-116.

50,000 Watt equivalent FM Adult Contemporary, one hour from Washington/Baltimore needs music director who's in tune with 25-45 age group, live morning show, be able interface with computer. Need resume, references, if looks good will ask for tapes. Box B-63.

WWL-FM seeks the best beautiful music announcer for air and production. Send tape and resume to Ann Ogden, WWL-FM, New Orleans, LA 70176.

Adult Contemporary, N.W. New Jersey. Combo Newscast/mid tempo air personality for mid day shift. No phone calls. Tape and resume to PD, WRNJ, PO Box 1000, Hackettstown, NJ 07840.

1st Ticket. Mellow, able to communicate with adults. Maintenance helpful, but not required. East Coast. Reply now, Box B-87.

Announcer and/or Combo News/Jock needed immediately for Contemporary/MOR station with established news reputation. Central Florida medium market; good facilities and working conditions. Send resume, tape of air work and news; sample of news writing, salary requirements. WZNG Radio, 1505 Dundee Road, Winter Haven, FL 33880. E.O.E.

Suburban New York Adult Contemporary seeks on air pro with the potential to be the kind of P.D. who knows how to pull People, Promotion, and Production together. Tell me how you would run it. Exp. Only. Resumes to Box B-85.

HELP WANTED ANNOUNCERS CONTINUED

New England small market automated AM/FM requires copy writing/news/production talent. License and experience required. Contact Dawn Gaffka at WSME, PO Box 1220, Sanford, ME 04073 207-324-7271. EOE.

Morning DJ. 500 watt fulltime station in midwest market of 100,000 population. Must be bright, alive, humorous, and a real "entertainer". Station is programmed adult contemporary. Duties include 6-10 morning shift and production. 3rd class minimum. Box B-121.

WRGI-FM, number one adult contemporary in Naples. Florida is going full time and has an opening for an experienced announcer possessing a good voice, adult approach to top 40, production capabilities, and solid references. Send resume and tape (no calls please) to Brian Lang, Program Director, WRGI-FM, 950 Manatee Road, Naples, FL 33942. EOE.

HELP WANTED TECHNICAL

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.

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.

Chief Engineer—immediate opening—Gulf Coast area AM-FM. Studio and transmitter maintenance necessary. Send resume, references and salary requirements. E.O.E. Box B-36.

First Class Engineer for chief at N.E. Pennsylvania directional AM. Good opportunity for the right person. Immediate opening. Send resume to Command Broadcasting Group, PO Box 511, Beacon, NY 12508. E.O.E.

Broadcast Chief Engineer: full charge chief for operation and maintenance 1 kw daytime station. First phone directional experience required. Call between 8:30 AM-5:30 PM. Mon-Fri. 606-581-7100. Equal Opportunity Employer.

Small southern market AM-FM seeks chief engineer. Duties include: maintenance on studios, non-directional AM, 50K watt stereo FM, computer automation and remote control systems. Call Ray Arthur at 304-235-3600.

Chief Engineer for directional 5K, new improved facility in central New Jersey. Fast growth potential. Must have strong performance in studio maintenance and requires history with DA's and high power AM. The right person must know proofs and FCC rules and regulations. We're a quality-minded AM, wanting a person who can handle responsibility and take pride in their work. Salary commensurate with ability. Contact Mr. Wilson at 609-924-3842.

WRGI-FM, Naples, Florida has the sun, fun, and number one ratings to provide an experienced chief engineer a good life. Must have background in FM maintenance, AM directional systems, automation, and FCC regulations. Compensation includes salary, Blue Cross, mileage and remote fees. Resume to Roger Bald, General Manager, WRGI-FM, 950 Manatee Road, Naples, FL 33942.

HELP WANTED NEWS

Wanted: Anchor/Reporter for small market radio station with a major market attitude toward news. Strong writing and delivery a must. Good salary and company benefits. Send tape and resume to Gary Wescoat, News Director, WSPT Radio, PO Box 247, Stevens Point, WI 54481. EOE M/F.

Morning drive newperson needed to fill vacancy in our staff of three. Air work and street reporting. Degree, experience or both. Send resume, writing samples, references and reel to reel demo with first reply to: WTRC, c/o Curt Miller, Box 699, Elkhart, IN 46515. Position open now. EOE.

Your small market experience grows toward big time at medium market local news leader. Must love digging, lots of audio, strength on air. WLLH, Lowell, MA 01853.

KEWI Radio is expanding its news staff. Applicants must possess excellent writing skills and the ability to communicate. If you want to associate yourself with a competent and aggressive news staff in a medium-sized capitol city, contact Mike Manns, News Director 913-272-2122. KEWI is an equal opportunity employer.

1 News Director/1 Newperson—WWYZ Hartford has immediate openings for candidates with sound journalism and leadership qualities. Forward tape, resume and salary requirements to program director, Box 3322, Hartford, CT 06103. Equal Opportunity Employer. Women and minorities are encouraged to apply.

Faculty position in broadcast journalism. Supervise reporting, writing, producing, broadcasting news programs in newsroom environment. Conduct classroom sessions. Advise students. MA required. Extensive experience in radio news or radio and television news with solid record of accomplishment and excellent recommendations also required. Teaching experience, interest in academic research, doctorate desirable. Position open August 1, 1980. EOE. Send resume and references to Chairman Broadcast Department, School of Journalism, University of Missouri, Columbia, MO 65211 Deadline: April 1, 1980.

News Person with ability to become news director needed at 5kw suburban AM. News writing and news digging a must. Tape and resume to Gary James, PO Box 210, Ware, MA 01082. Applicant must have commercial radio experience. EOE.

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.

Energetic newperson for entry level position. Some experience desirable. Women and minorities encouraged to apply. Send tapes, resumes to Andy Grossman, News Director, WLOI/WCOE, Box 385, LaPorte, IN 46350. EOE Employer.

Florida small market, news director needed immediately for top rated FM and MOR AM in sun drenched Florida. Experience, professional news voice, excellent writing skills and desire to hustle are requirements. Can be young person on the way up—play-by-play sports experience increases your value. EOE. Resume to Box B-72.

Assistant news-sports director for well equipped quality operation. WMST Radio, Mt. Sterling, KY 40353.

Wanted: Aggressive, hard working, professional sounding newperson for largest news staff on Long Island. Must take direction, write fast, and work well under pressure. Locally oriented intensive news operation. Send tape and resume to WGBB Radio, PO Box 130, Merrick, NY 11566. E.O.E.

Immediate opening for a reporter with small market experience ready to move into a medium market in Iowa. Tape and resume to Jim Roberts, Box 177, Sioux City, IA 51102. EOE.

Top rated—Medium market news and information leader in Midwest looking for experienced morning news anchor. Successful applicants should be experienced reporters with the quality of on air delivery necessary to maintain and build upon news leadership. Send resume with complete references and salary history. E.O.E. Box B-95.

Full time news director. 500 watt fulltime station in midwest market of 100,000 population. Must have experience and energy. Will be given full authority over building news dept. within concept of stations AC programming. Box B-109.

WAZY/Z96 seeks News Director with strong delivery, writing talent, and organizational skills. WAZY is Adult Contemporary; Z96 is Top Forty, number one rated. If you're willing to hustle, send tape, resume and references to: Jeffrey Jay Weber, Operations Manager, WAZY/Z96, Box 1410, Lafayette, IN 47902. EOE.

Need Asst News Director to help supervise large news staff and deliver bright, people-interest stories on our 50,000-watt adult contemp station. Big bucks to right person. Send audition tape, mini-doc samples, and resume of major market/management experience to Chuck Wolf, KCMO Radio, Box 810, Kansas City, MO 64141. EOE-M/F.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Production. Creative with tape and humor. Contemporary FM 100, 555 West Benjamin Holt, Stockton, CA 95207.

Music Director for KEWI, Topeka, Kansas. Person must have experience in music selection for Top 40/Adult Contemporary Radio. A very short air shift is required. Salary is excellent. Previous person held position for 2½ years. Applicants must contact J. R. Greeley, Program Director, 913-272-2122. KEWI is an equal opportunity employer.

Personality, Production essential for immediate opening. A/C North Central PA AM looking for good voice who wants to get involved. Award-winning facilities, good pay and benefits. Resume (including salary) and tape to Ken Sawyer, WWPA, Box 2168, Williamsport, PA (E.O.E.) Re-emphasize Production.

KDKO Denver—needs super talented person to do production and air spot. KDKO is a unit of Sterling Broadcasting, a division of Sterling Recreation Organization. Salary open, KDKO is an E.O.E. Call General Manager, Rod Loudon, 303-794-4211

One of Northern California's top beautiful music stations is looking for a creative production director. If your specialty is creative commercial writing, production and voicing, then give me a call. Charles Hancock, KZST, Santa Rosa, CA 707-528-4434. EOE M/F.

SITUATIONS WANTED MANAGEMENT

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.

General Manager—Outstanding major-market track record in sales, ratings and promotion. Box A-192.

General Manager: Top broadcaster wishes relocation as general manager. Experienced, mature radio veteran who loves tough challenge. Box B-26.

General Manager, top fifty market, 10 years experience, seek midwest opportunity. Two years local sales in top 10 market. Two years as national rep in top 10 market. Six years with present employer. Degreed. Top flight record in sales, sales management, and earnings. Age: 35. Box B-56.

Florida General Manager—Experienced all phases, large & small markets. Emphasis on sales. A serious, honest manager. Florida only. Box B-10.

General Manager: 28 years radio, last 17 as general manager. Medium & major market background. Successful track record. Motivator, organizer, programmer, sales leader, team leader. Desire relocation Pacific Coast area where I am currently successful. Box B-16.

Turn your station around! Triple (at least) your billing overnight! New, unique format commands large, active audience and high-ticket advertisers! Broadcast veteran with sales/management/operations/programming production background available as GM or consultant. Call or write today, start making money tomorrow! 703-370-0659 anytime or Box B-33.

SITUATIONS WANTED MANAGEMENT CONTINUED

Broadcast Professional, ten years competitive medium market experience, desires position as General Manager. Proven success in sales and program management. Presently employed. Box B-74.

I offer the New England business approach to managing a radio station. Stability. Profit. Programming. Experienced and ready to move. Box B-75.

Aggressive young eight year pro, sales oriented, with well rounded background, seeks first G.M. post in small market university town. Box B-91.

Experienced management available for Texas television or radio. Budgets, sales, marketing and quotas. Box B-59.

SITUATIONS WANTED SALES

Management and Sales—Small or Medium market. If station is experiencing sales problems I can put station on the map. If station puts signal into other towns or cities that would be a plus! Good references. 614-928-4313.

SITUATIONS WANTED ANNOUNCERS

Air talent, presently in Milwaukee market seeks similar position with Connecticut, Massachusetts station. Phone: Keith, 414-769-6966, mornings.

Experienced DJ, tight board, good news can follow directions, ready to go anywhere. Box A-153.

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.

Female, 25, single. Trained, talented. 3rd. MOR, AOR, d.j. and news. Extensive acting and music experience. Will relocate. Barbara Ross, 1519 Forest View, Burlingame, CA 94010. 415-343-8917, 431-9933.

Creative production, copywriting, announcing. Tight board, quick wit, and lots of enthusiasm. I'm 23, male, and just waiting to do three jobs for the price of one! Available immediately. Box B-42.

Wanted—Employer willing to hire a good sounding black male DJ with 1st ticket. Call Dave Clements at 609-386-4079.

Female, aggressive, super personality, dedicated. Relocate immediately. Tape, resume available. Write or call Jacqueline Jackson, 2800 N. Lake Shore Drive, Chicago, IL 60657. 312-327-2095.

Talented AOR, MOR, FM type personality. Good voice, and delivery. Not quite a beginner. Daniel Sanders, 50 Cedar Laneway No. 4, Boston, MA 02108. 617-523-4012 after 5:30 p.m.

Southeast: News/Sports 27 year old West Point graduate. BS Engineering. Multi-talented, versatile, strong voice, energetic personality. 5 years college radio experience in news, talk shows, play-by-play/color commentary for all sports. Shift, hours, salary no problem. Highly motivated for first pro start in any market. Roger Cawthorn, 2500 L.I.T.W. Blvd., No. A403, Ypsilanti, MI 48197 Day: 313-594-2616. Night: 313-482-3543.

AOR, 1st Phone. Dedicated 5 year professional. Music director experience. BA/Communications. Warm, friendly communicator who cares about his audience. Desire stable position. Tape/Resume from Lee Dravis, 703-943-8588. 1635 Wickham Lane/110, Waynesboro, VA 22980.

College grad, have experience but out of radio awhile, anxious to return. Prefer Southwest, Southeast; MOR, adult contemporary. Bruce, 512-452-6536.

Experienced announcer with communications degree, good voice, background in programming, strong music and sports for major, medium market adult contemporary or top 40 station in Florida or Southeast. Call Ron 305-271-0689.

Male D.J., 21, creative, hardworker. 3rd phone. R.B. or Disco format. Resume and tape available. Small market radio. Relocate immediately. Call or write Gethmus Lavender, after 5:00 pm 213-599-3106. 1496 Walnut No. 19, Long Beach, CA 90813.

Ready for the 80's: mass appeal announcer, 25 yr. male, tight board. Strong production, 3rd, 10 yrs experience all forms of musical formats promotions. Community public relations, self starter, quick wit. Ready to relocate. Tape call: (Tony Rob)inson, Chicago, IL 312-826-2293, 826-4682.

Unique and creative production, DJ music director, 3rd ticket. Looking NY, NJ, Conn., PA but will consider other offers. Glenn Stuart 212-592-1633.

Looking for baseball play-by-play position for a minor league or major college team. Small college, high school, and legion experience. I'm an award-winning sports director/announcer who wants to move up. Will relocate. B-70.

Inflation stops here. Chop your payroll. "Hard-to-find" combo-man first phone writer, journalist-experienced board and production, honors communications grad. "Reasonable" announcer skills. Clean-cut personality, pre-inflation salary OK. Phone Craig 212-434-5722 mornings.

Small market morning drive personality ready to move up. Four years experience. Box B-71.

Southeast! 6 years experience. Quality voice, good production and news-reliable. AOR, Pop/Adult. Marc 404-252-7079.

Dedicated broadcaster with 4 years experience looking. Call 513-631-4657 nights. Will relocate.

Enthusiastic, reliable DJ plus sportscaster & PBP. BA, 3rd Endorsed. Call Art Salisch, 212-528-1445 after 6 p.m., or write: 149-60 256 Street, Rosedale, NY 11422.

Second class ticket, reliable and cooperative. Any shift. Single. Available now. Box B-104.

SITUATIONS WANTED TECHNICAL

I offer superb engineering for the small market based on 30 years experience designing and building. Automation of special interest. Box B-76.

Chief, 7 years (14 total). Degree, AES, SBE. Directionals, high power FM, studio/transmitter construction. Audio specialty. Supervise staff/hands on. Prefer East, academic setting. Box B-100.

State-of-the-art audio pro. Currently employed as Audio Systems design engineer. Experience as CE. Good with R&R, AM DA's, FM stereo, remote control, SCA, etc. Management oriented. First Phone. Bill Motley, 1051 N. Laurel Ave., Los Angeles, CA 90046. 213-654-7779.

Ambitious Broadcasting Graduate with First Phone and radar endorsement seeks entry-level engineering position. Hardworking. Reliable. Has some experience. Good references. Willing to relocate. Andrew Sackheim 813-447-7050.

Five years experience as chief, plus good on-air talent. Prefer stable position in Southeast. Box B-111.

Field Engineering—10 years diversified experience. Will travel—also emergency service. Call Bruce Schiller at Bass Electronics 609-589-5259, anytime.

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.

Experienced PBP announcer available. Seeking position with college or minor league baseball franchise. Also available for women's collegiate basketball playoffs. Box A-165.

Black Female, recent Broadcast Communications graduate of Marquette University, seeks reporting position. Contact Lenise at 414-933-6430.

Major Market News Director—Operations Manager. Highly experienced, take charge professional. Prefer Southern metro. Will consider others. Box B-79.

Knowledgeable, experienced, young sportscaster with exciting play by play, can do news or run tight board. Box B-73.

Need Professional Help? Check me out! Newsroom veteran. Excels in gathering, writing, interviewing, airing, anchoring. Employer will provide excellent references. Box B-84.

Six years' experience NY metro area. News director, anchor, field reporter. Co-producer award-winning newsmagazine. Seek new challenge in reporting/anchoring/public affairs. Box B-93.

Recent Journalism graduate seeks entry level position in news: writing, reporting, on-air. Will relocate. Contact M. Bailey, 91 E. 8th - A, Columbus, OH 43201.

Male, 22, ready and willing to pay dues, seeks entry level T.V./radio reporting job in any market. B.A. communications, minor journalism. 8 mos. work promotions/advertising. Will gladly relocate now! Box B-86.

ABC and AP trained journalism grad interested in news, seeks first TV/Radio job with on-air potential. Box B-94.

News woman, four years medium market experience seeks reporter/anchor position in Massachusetts/New Hampshire. Strong delivery, writing, production skills. Responsible, committed, cooperative. 617-465-2183.

Female, 32, experienced all phases radio news, will relocate. 804-482-3542.

Dependable news reporter tired of being one-man department; seeks move to larger market. 3 yrs. Ohio small market experience. Midwest markets preferred. Box B-101.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Top-notch Production Pro. Experience as CE, recording engineer, audio design engineer, rock jock but at home with production. Excellent promos, spots, national agency quality. Can do own maintenance. Bill Motley, 1051 N. Laurel Ave., Los Angeles, CA 90046 213-654-7779.

Experienced contemporary program director with highly respected endorsement on programming philosophy and good ratings. BS Business Administration. Call John Wallace 803-833-4217.

Mature, professional with 5 years experience seeks opportunity to program small market station. (30,000+) For resume & ideas, call Matt Hudson 507-281-1010.

12 year veteran with 8 years in some major market. College degree. Excellent as talent and programmer. Promotion minded. Strong production. 412-831-1855.

Sunbelt only: 14 yr. experience all areas. First, family man. Minimum is \$16,000. Desire position with opportunities. Contemporary or country, small medium market only. Relocation expenses part of package. Reply to Box B-92.

TELEVISION

HELP WANTED MANAGEMENT

General Sales Manager: Group owned ABC station in northeast, head up local/regional sales departments, good salary, incentive, great fringe benefits. E.O.E. Employer. Box B-41.

General Manager for station in major southwest network group operation. Send basic information, will discuss by telephone. Heavy emphasis on assuming total responsibilities. E.O.E. Box B-52

HELP WANTED SALES

Television Sales: WDTN TV2, ABC, Dayton, Ohio, Top 50 market. Looking for sales professional. Major account list. Great sales track record a must. Make 1980 your best year. Send resume to: Mr. John Stoddard, Office/Personnel Manager, PO Box 741, Dayton, OH 45401. An Equal Opportunity Employer M/F/H.

HELP WANTED SALES CONTINUED

Enjoy a bright future with Virginia's fastest growing station. Great commission on established list of high paying clients. Must have 2 years sales experience. No floaters. E.O.E. Box B-90.

Sales manager for southern ABC-TV affiliate in small market experiencing rapid Sunbelt growth. We have exceptional opportunity with outstanding station. You must have strong background in on-street selling and be experienced in developing aggressive sales strategies to maximize billings in every month and daypart. EOE, M/F Box B-108.

Top Forty market station in southeast has opening for sales representative—experience required. An equal opportunity employer M/F. Box B-66.

Account Executive needed to take over active list. Prior broadcast and/or sales experience required. Located in Sun Belt in 41st market. Young UHF network affiliate offers tremendous growth opportunity for the right individual. Contact Mark Chapman, WPTF-TV, PO Box 1511, Raleigh, NC 27602. 919-832-8311.

General Sales Manager: A golden opportunity Network affiliate in top 100 market. Located in top ten sunbelt growth market. The aggressor in the market. Require qualified person with local and national TV sales experience as well as sales management skills which will provide leadership for an aggressive sales force. You gotta be good—because our sales people are sharp. An equal opportunity employer. Box B-122.

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 Ave., Fort Myers, FL 33901; Phone: 813-936-0195. E.O.E.

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.

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.

Southeast VHF station needs studio maintenance technician. Minimum 2 years experience with cameras and quads, FCC 1st Class License. Digital expertise helpful. Reply to PO Box 367, Columbia, SC 29202 or call D. Brown at 803-799-1010. An EOE.

Remote Engineer to share operations and maintenance duties. Must be good troubleshooter. CEI and IVC cameras, Sony 1", Ampex quad. New Life Communications, 424 W. Minnesota, Willmar, MN 56201.

Field Engineer: Responsible for maintenance of optimum operation of the IHETS statewide telecommunications network except for those services provided by the telephone company. Will provide consultation and other technical services for member institutions. A fully equipped van is provided for the extensive travel to member campuses throughout the state. FCC 1st class license, minimum two years experience with and skill in maintenance of TV electronic equipment, including microwave radio system, videotape recorders, TV monitors and switchers. Submit resume and salary requirements to James Potter, Indiana Higher Education Telecommunication System, 1100 West Michigan, Indianapolis, IN 46223. EEO/AA employer.

Maintenance Engineer to work with Transmitters, Video Tape, Studio and Eng. equipment. Good opportunity for an operations person ready to advance. Send resume to Al Scheer, V.P. Engineering, WLEX-TV, PO Box 1457, Lexington, KY 40591 or call 606-255-4404. An Equal Opportunity/Affirmative Action Employer.

Tired of snow? PTL has openings in these areas; Video Tape, Audio, and Satellite Engineering. Minimum qualifications are 1st class license, 2 years broadcast experience, plus modest maintenance experience. Must be able to work second or third shifts. Salaries are competitive. Send resume to Director of Engineering, PTL Television Network, 7224 Park Road, Charlotte, NC 28279. Equal Opportunity Employer.

Studio maintenance engineer. Need 1st with quad, 3/4 experience. Mike Feist, PO Box 1019, Eureka, CA 95501. 707-443-3061.

Assistant Chief—immediate opening on the beautiful California Central Coast. Modern well equipped VHF network affiliate seeks a fully qualified working engineer capable of supervising maintenance operation. Self starter with minimum 5 years maintenance experience, maintenance supervisor background preferred. Electronics school graduate or equivalent technical education, including digital technology and experience with: ACR-25; 3/4 and type "C" 1 inch; Ampex & RCA Quad; Grass 1600; TK-28 and TK-46. Excellent salary and company paid benefits including pension plan. EOE, M/F All replies in confidence to Box B-30.

TV Engineer—first phone—experienced with RCA equipment and Ampex ACR-25. Midwest ABC affiliate station. An Equal Opportunity Employer. Submit resume to Chief Engineer, WAND-TV, PO Box 631, Decatur, IL 62525.

Wanted immediately chief engineer for beautiful full color facility in Reno. Heavy experience in TV maintenance, management, and supervision required. Salary in mid-20's. Contact Director Engineering, Donrey Media Group, PO Box 550, Las Vegas, NV 89101 or phone 702-385-4241 extension 395.

Assistant Chief Engineer for progressive VHF-TV and Network affiliate. Needs to have a strong background in all areas of commercial TV. Quad VTR, ENG experience and 1st phone required. Salary open. E.O.E. Contact Ken High C.E., KAMR-TV, 806-383-3321, or Box 751, Amarillo, TX 79189.

Competitive UHF CBN station in Atlanta, Ga. has openings for engineers. Write Jim Boslough, C.E., c/o WANX-TV, 1810 Briarcliff Rd., Atlanta, GA 30329. EOE.

Engineering Supervisor, for midwest AM-FM-TV. The successful applicant will be knowledgeable and experienced in state-of-the-art audio systems, AM directional, U.H.F., and have construction and installation experience. First class ticket required. E.O.E. M/F Box B-15.

Operating/Maintenance Engineers. Help operate and maintain WHME-TV's State of the Art Equipment including RCA TR-600's, TK-46, TK-76, TK-28, Vital master control and production switchers. First phone required. Send resume to D. Monesmith, WHME-TV, 61300 South Ironwood Rd., South Bend, IN 46614 or call 219-291-8200. E.O.E.

Experienced Broadcast Maintenance Technician needed now. Salary open. Good benefits, great climate. Write Chief, WCJB-TV 20, Gainesville, FL (ABC) Don't let our size fool you, we're growin' places.

Assistant Chief Engineer with proven ability for established South Texas VHF EOE. Box B-98.

Master control and video tape technicians. First class license and experience required. First class operation with high technical standards. Call or write T. Arthur Bone, WPRI TV, East Providence, RI 02914 401-438-7205. An EOE.

Come west to high Sierras overlooking Lake Tahoe. Rugged individual with 5 years experience needed as TV transmitter supervisor. Contact Director Engineering, Donrey Media Group, PO Box 550, Las Vegas, NV 89101 or phone 702-385-4241 extension 395. An equal opportunity employer.

Maintenance Engineer experienced in studio equipment including TCR-100, cameras, Eng. Tape equipment. Transmitter and microwave experience helpful. Contact: Ken Renfrow, Chief Engineer, KOAA TV, 2200 Seventh Ave., Pueblo, CO 81003.

Check This! Opportunity in sunny South Texas for qualified Chief Engineer. EOE. Box B-117.

HELP WANTED NEWS

Reporter-Anchor: Position requires on-air work during A.M. hours and reportorial duties for remainder of work day. Must be aggressive in the field and have good on-air presentation. Not an entry level position. Top 50 market station. Send resume and tape, plus salary requirements to PO Box 10502, Birmingham, AL 35202.

Sports reporter/anchor for top 25 market, Northeast. Must be experienced in all phases of sports coverage. EOE. Box B-11.

News Producer (TV): Must have combination journalism and production background. Will work with an excellent staff and equipment. Top 50 market station. Not an entry level position. Send resume and tape, plus salary requirements to: PO Box 10502, Birmingham, AL 35202.

Meteorologist wanted for Florida television station; excellent opportunity in a major weather market; require at least two years on-air experience; an Equal Opportunity Employer; send resume to Box B-19.

General Assignment Reporter who can write. Some knowledge of sports helpful. Tape and resume to: Ron Davis, News Director, WICD-TV, 250 Country Fair Drive, Champaign, IL 61820. E.O.E.

News Reporter—Must be strong writer. ENG photo and editing experience desired. Good position available in New York's Olympic Region. Entry level candidates also considered. Send tape/resume to: Carl Loveday, WPTZ-TV, Box 249, Plattsburgh, NY 12901. An Equal Opportunity Employer.

Sports Anchor, 6/10PM, M-F Aggressive self-starter. Strong on local sports and features. Minimum 2 years experience. Resume and salary requirements to: Box B-29.

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

News Director—For growing NBC affiliate. All ENG with live capability. Send resume to Ken Gerdes, WAFF-TV, PO Box 2116, Huntsville, AL 35804.

TV news director wanted: creative and experienced news director for medium-sized market. Quality news operation. Must have B.A. in Journalism/Mass Communications, 7 years current TV news experience, including 4 years news department management experience and on-air ability. \$28,000 minimum salary based on training and experience. Send complete resume, current VTR, and salary requirements to: Bob Mulhall, General Manager, WOI-TV, Ames, IA 50011, by Feb. 25, 1980. E.O.E./A.A.E.

Sports Director for a growing CBS Affiliate in the deep south. Send resume to Max Tooker, News Director WCBI-TV, PO Box 271, Columbus, MS 39701. EOE.

Number 1 top 50 market sunbelt station has lost some super people to major markets. We need a weekend anchor-reporter, ENG photographer, and reporter. Equal Opportunity Employer. Send resume and salary requirements to Box B-43.

Southeast network affiliate seeks anchor for 6 and 11 p.m. weekday news. No beginners. Send resume to Box B-64.

HELP WANTED NEWS CONTINUED

Meteorologist for top rated Midwest Network Affiliate. Responsible for environmental reporting and Weekend weather casts. Equal opportunity employer. Send resume and salary requirements to Box B-106.

News Anchor: Looking for a solid journalist who can communicate one-on-one with the audience. Must have personality AND good news sense. Will work with aggressive staff of pros in medium market net affiliate. Minimum 2 years on-air. An Equal Opportunity Employer. Send resumes to Box B-80.

TV News Anchor/Reporter—Need experienced person for midwest group-owned TV station. Excellent benefits EEO. Minorities and women urged to apply. Send full resume and support material. Box B-110.

News Producer for local TV station. Writing & news production experience in top 50 market preferred. Send resume and/or tape to Personnel Office, 3 Constitution Plaza, Hartford, CT 06115. We are an equal opportunity employer!

Chief Photographer: We need good administrator who can set example for strong staff of fourteen. We shoot film and ENG. Minimum: two years college or equivalent plus four years experience. Send resume soonest: Ann Underwood, Administrative Assistant, KWTW, PO Box 14159, Oklahoma City, OK 73113. Equal Opportunity Employer.

News director experienced in making small market news look big. Exceptional opportunity for person skilled in the fine art of developing small market news and packaging it professionally. If you have successful track record, we have outstanding opportunity at ABC-TV affiliate in the South. EOE, M/F Box B-120.

ENG Photographer: All ENG shop seeks top-notch photographer with a good eye and plenty of hustle. Must be able to edit. No beginners. Send resume and references to: Kirk Winkler, News Director, WTOL-TV, PO Box 715, Toledo, OH 43695. Will ask for 3/4" tape later. An Equal Opportunity Employer.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

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.

Individual with radio or television traffic experience needed for expanding television traffic department. Knowledge of both manual and computer systems helpful, but not mandatory. Excellent salary and benefits with Group Broadcaster acquiring first independent station in Major Sun-belt market. An Equal Opportunity Employer. Reply to Box B-14.

Top 35 market, Network affiliate seeking experienced Producer/Director to handle weekend News/Commercial and Public Affairs production. Experience with ENG/EFP shooting and editing preferred. Two years experience preferred. An equal opportunity employer. Send tape and resume to Production Manager, WTVN-TV, PO Box 718, Columbus, OH 43216. No Phone Calls.

Production people: camera, projection, audio, switchers with experience for group-owned ABC affiliate in South. An Equal Opportunity Employer, M/F. Salary requirements and resume to Box B-9.

Producer, knowledgeable, experienced and familiar with all producing techniques; capable of extensive travel, doing feature pieces for syndicated Magazine Show. Send resume to Michael D. McKinnon, McKinnon Productions, KIII-TV, PO Box 6669, Corpus Christi, TX 78411. E.O.E.

Producer/Director: We are seeking a self-starting highly motivated TV Producer/Director for the Production Department. Three (3) years of experience in directing; news, commercials, and public affairs programming preferred. A college degree or equivalent experience required. Send resume and salary range to: Sharon Stinnette, WDTN TV2, PO Box 741, Dayton OH 45401. An Equal Opportunity Employer M/F/H.

Prime time magazine in the top ten markets is looking for two top people. One field producer who can tell great stories, and one ENG photographer/editor with an eye for beautiful pictures. If you have experience with features that stand out, and care about quality, we'd like to hear from you. E.O.E. Box B-28.

Hands on Director needed at Southern ABC affiliate. Must have previous experience as Director. Will be responsible for crew, spot/program production and news directing. An Equal Opportunity Employer, M/F. Resume and salary requirements to Box B-2.

Assistant Promotion Manager for NBC Owned Station. Experience necessary. On-air production, print advertising, sales promotion. Send tape and resume to Greg Stehlin, Promotion Manager, WKYC-TV, 1403 E. 6th Street, Cleveland, OH 44114. All replies confidential. EEO.

Program Operations Coordinator: The Appalachian Community Service Network is seeking a Program Operations Coordinator to participate in program selection and broadcast supervision for a regional telecommunications network. In addition to program review and acquisition activities, the individual will assist in supervising other staff members responsible for traffic, continuity, promotion, and daily operation of the network. The position requires a MA degree in Communications or a related field and three years experience in educational or public television programming operations, or the equivalent combination of education and experience. Please send resume and salary history before February 22 to: Marsha Green, Campus Employment, 350 Service Building, Lexington, KY 40506. University of Kentucky. Equal Opportunity Employer M/F.

Cinematographer/Videographer for top rated Pulitzer Broadcast Group station. Ideal candidate must have demonstrated knowledge and experience in television production, including EFP and 3/4 inch cassette editing as well as 16mm filming and editing. Day to day responsibility to Public Affairs and Promotion Departments. Candidate should respond in writing with resume to: Ken Trinkle, KETV Television, 27th & Douglas, Omaha, NE 68131. An Equal Opportunity Employer.

Senior Producer—WMUL-TV, serving Huntington-Charleston area, 41st market. Will head production team, supervising producers and directors, directing some specials. Strong experience in major studio, remote and ENG production. College degree or equivalent. \$18,000-20,000. Contact Bill Haley, General Manager, WMUL-TV, Third Avenue, Huntington, WV 25701. EOE.

Production Manager—Fifties market network affiliate. Responsible for production staff, sales and production coordination. Work closely with program director in administration. Must have directing background and high potential for promotion within company. An equal opportunity employer. Send resume and salary history to Box B-88.

SITUATIONS WANTED MANAGEMENT

General Manager. Nine years as VP-GM top 25 market, wishes to relocate in Northwest/West. Outstanding track record in building station identity and profitability. Increased net worth of my station by 432% in eight years. Will consider station manager position in right situation and location. Reply in confidence to Box B-50.

SITUATIONS WANTED TECHNICAL

Do you need a Chief Engineer that understands studio and transmitter equipment, production and people. If so, write Box B-1.

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.

Ambitious Broadcasting Graduate with First Phone and Radar endorsement seeks entry-level engineering position. Hardworking. Reliable. Has some experience. Good references. Willing to relocate. Andrew Sackheim 813-447-7050.

Experienced technician. First phone. B.A. degree. Seeks position with non-commercial 'Public Broadcasting'. Single. Resume, references on request. Box B-107.

SITUATIONS WANTED NEWS

Black Anchor or Reporter. B.A. Loyola University, Communications-Journalism. 8-years experience. \$30,000 salary. Box A-177.

Small or medium market sports position. Five years experience in radio, including play-by-play. One year television experience. Call 513-256-0542.

Sports Director/Sportscaster. Talented professional seeks new challenge in productive operation. Currently holds similar position in medium Midwestern market but willing to relocate. Creative, personable, experienced, and energetic. Impressive track record. Tape shows versatility. Box B-54.

Need professional help? Check me out! Radio newsroom veteran. Excels in gathering, writing, interviewing, airing, anchoring. Ready for TV break. Employer will provide excellent references. Box B-84.

Young woman seeks entry level reporting. Two years college FM news. BBA. Good appearance and writing skills. Will relocate. Tape, Laura Bruce, day 516-294-4182, eve 516-775-1559.

Associate Producer top 30 market five years experience BS/Journalism seeks news/producer position. Skills—writing ENG and film editing, sports producing, and Chyron. Box B-89.

Ambitious sharp male ... with three years of radio wishes to acquire a position in TV sports or news. College degree. Experience in ENG and editing. Currently doing play-by-play and sports reporting for cable. Will relocate. Call Keith at 615-588-8428.

Female reporter, experienced in radio and print, seeks entry TV news/public affairs position. Willing to work way up, relocate. Skilled writer, creative, issue-oriented. MA. Broad. Journ. Barbara: 212-225-1830.

Veteran newsman seeks job writing television news. Will offer best references, resume, and newswriting samples. Reply Box B-114.

Southeast: News/Sports. 27 year old West Point graduate. BS. Engineering. Multi-talented, versatile, strong voice. Energetic personality. 5 years college radio experience in news, talk shows, play-by-play/color commentary for all sports. Shift, hours, salary no problem. Highly motivated for first pro start in any market. Roger Cawthorn, 2500 LITW Blvd, No. A403, Ypsilanti, MI 48197. Day: 313-594-2616 night: 313-482-3543.

Weatherman—B.S. Meteorology, 1979, radio experience, University TV course, potential AMS seal. Seeking small market/weekend position. John Fuller 216-997-8938.

Experienced Television Journalist presently employed, looking for bigger challenge in top-35 market. Good General Assignment Reporter, but I specialize in blockbuster investigative reporting. 9 years journalistic experience. Box B-115.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Promotion Manager looking for new challenge. Experienced in all aspects of promotion for top 30 markets. Solid management ability plus national program promotion. 5 years television experience. Resume and references upon request. Box B-77

Experienced auditor in broadcasting, desires divisional controllership or senior audit position. Degreed, early thirties, single. Will travel. Resumes furnished. Box B-82.

First Phone with experience seeks position in production/operations. Relocation no problem. Contact Richard Cohen at 212-671-1262.

**For Fast Action Use
BROADCASTING's
Classified Advertising**

CABLE

HELP WANTED TECHNICAL

Are you a First Class licensed technician frustrated with the humdrum waste of your abilities? Would you like to work in a well-equipped three man lab with a crackerjack "No. 1" We are a rapidly expanding, sophisticated CATV system—soon 300 miles—and a well-established 5000 watt fulltime AM station. Location: 30 miles west of Philadelphia, in picturesque historic Chester County. Liberal company benefits, profit sharing plan. EOE. Contact: Louis N. Seltzer at 215-384-2100 or write to PO Box 231, Coatesville, PA 19320.

SITUATIONS WANTED MANAGEMENT

Mature General Manager of large CATV System middle Atlantic states. 25,000 Basic subscribers, 9,000 Pay subscribers. Interested in relocating to growth opportunity in Florida or south East, will consider other areas. Successful background in achieving maximum profits. Excellent business, personal and financial references. Box B-103.

ALLIED FIELDS

HELP WANTED SALES

Broadcast Professional with local sales/sales management background to sell proven renewable services to broadcast management. We are industry's leading independent producer of proven local sales support, training and placement services for large and small independents and groups. Position requires an entrepreneur able to build own staff and expand on existing business in one of 6 exclusive U.S. regions. Must enjoy consultant selling with finest audio-visual tools and have ability to conduct workshop s/seminars. Considerable travel first year; relocation possible. First year potential \$75,000+ with continuing renewable income. Rush confidential detailed resume, with references, in first letter to Herbert Levine, VP/GM, Broadcast Marketing Co., 415 Merchant Street, San Francisco, CA. 94111.

HELP WANTED ANNOUNCERS

Live disco dee-jay to run teen disco at large Maryland ocean front amusement park from mid-May through Labor Day. Will be on-duty at least five (5) evenings per week. Reply in writing only with resume and availability to: J. Fineran, Heineken, Fineran & Assoc., PO Box 1318, Salisbury, MD 21801.

HELP WANTED TECHNICAL

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 PROGRAMING, PRODUCTIONS, OTHERS

The Media Associates. We're expanding our radio division. Top flight research analyst needed with strong radio background. Work with some of radio's leading stations. Send letter of application with resume to Terry Segal, Vice President, 1165 Empire Central Place, Suite 105, Dallas, TX 75247.

HELP WANTED INSTRUCTION

Instructor/Assistant Professor to teach courses in Broadcast Sales, Broadcast Management, and Economics of station and network operations. Master's degree and station, agency, or network experience in relevant areas required. Persons with extensive background in the field considering mid-career change are especially invited to apply. Salary negotiable. Send resume to Chairperson, Broadcast Sales Search Committee, Room 377, Newhouse School of Public Communications, Syracuse University, Syracuse, NY 13210. Deadline for applications, March 15, 1980. Syracuse University is an Equal Opportunity/Affirmative Action Employer.

Mass Communication. Search extended for Asst. or Assoc. Prof. of Communication. Responsible for teaching undergrad and grad courses which may include writing for print and non-print media, television production, and direction. May also coordinate TV activities of the College and supervise WCUC-FM. Ph.D. in Mass Communication and/or work experience in management of TV operations, preferably in business or industry. Writing and teaching experience desirable. M.A. degree and extensive related work experience will be considered. Salary competitive and contingent upon training and experience. Send letter of application and resume by April 11, 1980, to Search Committee, School of Communication, Clarion State College, Clarion, PA 16214. An Affirmative Action/Equal Opportunity Employer.

Director, School of Journalism: Louisiana State University, LSU invites applications and nominations for an anticipated vacancy of the position of Director of the School of Journalism. The school, an academic unit within the College of Arts and Sciences, offers undergraduate as well as master's level programs in the field of advertising, broadcasting, and news-editorial. The Ph.D. degree and a record of scholarly publications is preferred. However, substantial professional and administrative experience is essential. The applicant must have the ability to communicate with groups both internal and external to the University. Salary: Commensurate with similar positions at major universities. Rank: Associate or Full Professor Starting Date: July 1, 1980. Louisiana State University and A&M College, located in Baton Rouge, is the major educational institution in the state of Louisiana with a student body in excess of 25,000 and a faculty of over 1,000. The School of Journalism was created in 1927 and now has more than 1600 alumni. A letter of application (or nomination), vita, and names and addresses of at least three references should be sent, not later than March 15, 1980 to: Dr. Huel D. Perkins, Chairman, Journalism Search Committee, College of Arts and Sciences, Louisiana State University, Baton Rouge, LA 70803. Louisiana State University is an equal opportunity employer.

Television Faculty: Instructor/Assistant Professor, tenure track, contingent on funding, to start September 1980. Professional background in production, writing and/or broadcast news for growing department with award-winning, on-going production/station management workshop. Good mix of academic and professional experience required, appropriate terminal degree. Salary competitive. EOE/Affirmative Action Employer. Send resume and references to: Ron Rabin, Chairman, Department of Journalism, Broadcasting and Speech, Buffalo State College, 1390 Elmwood Avenue, Buffalo, NY 14222 by March 15, 1980.

SITUATION WANTED INSTRUCTION

14 years engineering, production, announcing, news. M.S., teaching experience. Want teaching/station manager/student advisor. Box B-118.

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.

Need camera cable for IVC-500. New Life Communications 612-235-6404.

Need replacement parts for G.E. U.H.F. 30 KW or 50 KW amplifier section. Box B-78.

Need 2 to 3 KW FM transmitter, 92.7 MHz in good condition. Also, 150' used tower. 602-942-2127.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

5" Air Heliaz 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 TT57 30KW VHF transmitter—Spare Klystrons available Fall \$45,000.

GE PE-400 Color Cameras—Pedastals, Racks, like new, ea \$14,000.

GE PE-350 Color Cameras—All accessories, good condition, ea \$7,000.

GE PE-240 Film Camera—Automatic Gain & Blanking, \$8,000.

IVC 500 Color Camera—Lens, cables, encoder, \$8,000.

RCA TK-27A Film Camera—Good Condition, TP 15 Available, \$12,000.

Eastman CT-500 Projector—Optical and mag sound, \$9,000.

Eastman 285 Projectors—Reverse, good condition, ea \$6,000.

RCA TVM-1 Microwave—7GHz, Audio Channel, \$1,000.

RCA Hi-Band refurb. heads—RCA Warranty, ea. \$3,500.

Ampex 1200A VTR's—Loaded with Options, ea \$24,000.

Norelco PC-70 Color Camera—16X1 200M lens, 2 available, ea. \$18,000.

Norelco PCP-70 Color Camera—Portable or Studio Use \$10,000.

Norelco PC-80 Color Camera—Updated to PC-70, new tubes, \$11,000.

New Videotek Monitors—Super quality, low price.

New Lenco Terminal Equipment—Fast Shipment, 30 Brands of New Equipment—Special Prices. We will buy your used TV equipment. To buy or sell, call Toll Free 800-241-7878. Bill Kitchen or Charles McHan, Quality Media Corporation. In GA call 404-324-1271.

Audio Carousels: 5 Sono-mag model 250-RS and 252-RS, 24 position. Now on the air and playing. Also, 2 Houston-Fearless camera pan heads. Priced right for fast sale. Contact: Director Engineering, Donrey Media Group, PO Box 550, Las Vegas, NV 89101 or phone 702-385-4241.

FM Transmitters (Used) 20 KW, 15 KW, 10 KW, 7.5 KW, 5 KW, 1 KW, 250 W. Communication Systems, Inc., Drawer C. Cape Girardeau, MO 63701, 314-334-6097

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

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 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 Xtel 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.

TRI EA-3 Editor with DDT-1 timer. \$2,000 or best offer. Microtime 2020 time base corrector. \$12,000 or best offer. CVS 520 digital time base corrector. \$9,500. or best offer. Contact: National Video Industries, Inc. 15 W. 17th St., New York, NY 10011. 212-691-1300.

Microtime 2020+ with image Plus, velcor, DOC. IVC-7000P with Canon 10:1 lens. New Life Communications 612-235-6404.

Fully Directable antenna systems for DOMSAT. Change satellites in seconds 5-10 meter systems. ABKO, 2247 Rouse Rd, Orlando, FL 32807

Ampex ATR-700 Recorders—7½-15, 2 track stereo, factory sealed cartons, \$1650. Check with order. Immediate shipment, freight collect. ADI, Inc., PO Box 9244, Wyoming, MI 49509.

Schafer 8000 system complete. 6 Skully decks, 7 carousels, remote control, logging, 7 day capability. Call John Galanses, 305-731-4800.

FOR SALE EQUIPMENT CONTINUED

40' Mobile Vans: Excellent condition — 10,000 miles. 10 tons air conditioning, 15KW heating. Production oriented. Complete with CDL-1260 Switcher and Philips-PC-70 cameras. Ready to roll, reasonably priced. Northwest Teleproductions 612—835-4455.

1 KW AM Gates BC-1T and BC-1J. On the air. Many spares. Current proofs. M. Cooper 215—379-6585.

1 KW AM RCA BTA-1R. 1962, on-air, excellent condition, SS rectifiers. M. Cooper 215—379-6585.

3 KW FM Visual with Collins 310Z-1 exciter, excellent condition, on air. M. Cooper 215—379-6585.

5 KW AM Gates BC5-H, on air, spare finals, spare driver deck. M. Cooper 215—379-6585.

Ampex AVR-2 Videotape recorders: Three fully loaded, nearly new VTRs (two with editors), equipped with dropout comp., Autochroma/velocity comp., auto tracking, and full color monitoring, interfaced to CMX-300 system, plus three spare heads. Contact Rod Hall at 213—577-5400.

SMC 30-60 automation, net join and logging. Beautiful condition, \$11,000. 318—281-1383.

Two G.E. 50 kw AM transmitters. Plenty of new spares including mod. transformer, one Continental 50 kw air cooled dummy antenna, one Continental 5 and 10 kw AM transmitter, clean. All items in our stock Besco Internacional, 5946 Oaks Dr., Dallas, TX 75248. 214—630-3600.

1,000 KW Power Plant (One Million Watts): Perfect for standby generator for entire TV station (or small town). Diesel fueled. Like-new condition. \$150,000. Bill Kitchen, Quality Media Corporation. 800—241-7878.

Ikegami HL77A. Excellent condition. Asking \$32,500 or best offer. Ms. Moss 301—986-0512.

Hitachi SK-80: \$17,000 or best offer. Excellent condition. Must sell quickly. 615—383-4916.

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. White Creative Services, 20016 Elkhart, Detroit, MI 48225.

MISCELLANEOUS

Artist Bio Information, daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801. 213—438-0508.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312—944-3700.

Custom, client jingles in one week. PMW, Inc. Box 947, Bryn Mawr, PA 19010. 215—525-9873.

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.

San Francisco, FCC License, 6 weeks 3/10/80. Results guaranteed, Veterans Training Approved. School of Communication Electronics, 612 Howard St., SF 94105 415—392-0194.

KIIS Broadcasting Workshop in Hollywood. Announcing, Disc Jockey, News. Plus top rated account executive program—all taught by top L.A. radio-TV teaching broadcasters. Evenings or day sessions. Kiis Broadcasting Workshop, 1220 N. Highland, Hollywood 90038. 213—462-5600. "Where tomorrow's broadcasters are today."

RADIO Help Wanted Management

MANAGER COMPUTER OPERATIONS

Individual will be responsible for loading and troubleshooting NOVA series computer utilized in the Network switching operations. Also functions as shift supervisor to operation's technicians. Coordinates programming with production personnel and on-the-air talent, interfaces with common carriers for incoming audio signals and network distribution.

Applicant should possess at least one (1) year of network and engineering management experience. Previous supervisory experience in technical preferred plus micro-processor mini computer experience.

If you are seeking a challenging position in an interesting and exciting business, we invite you to submit resume with salary requirements to:

MUTUAL BROADCASTING SYSTEM, INC.
1755 Jefferson Davis Hwy.
Arlington, VA
22202

Help Wanted News

RADIO 7 WTAR Someplace Special

News Director needed immediately. Experienced, aggressive individual to take charge of award winning department. Excellent opportunity for small or medium market talent to move up to Virginia's number one news operation. Send tape, resume and salary requirements to:

Dick Fraim, General Manager
WTAR Radio
720 Boush Street
Norfolk, VA 23510

No calls please. An Equal Opportunity Employer.

Help Wanted Programing, Production, Others

PROGRAM DIRECTOR OF THE YEAR

WBBG—Cleveland's newest and hottest Personality/Contemporary Format—heavy "oldies" emphasis—is looking for a Program Director who wants to be No. 1 in 1980. Strong promotion and "people ability" are a must. Rush your resume today to Joe Restifo, Vice President/Operations, WBBG, 3940 Euclid Avenue, Cleveland, Ohio 44115. An equal opportunity employer.

Help Wanted Technical

CHIEF ENGINEER

50,000 watt KOMA Radio in Oklahoma City is looking for an aggressive chief engineer. Must be experienced in directional antenna systems. Send resume to: Woody Woodard, P.O. Box 1520, Oklahoma City, OK, 73101. EOE.

Situations Wanted Management

RADIO GENERAL MANAGER "Too Successful"

Present stations sold for four million capital gain as result of gross increase of one million in two years with cash flow up proportionately in one of most competitive over radioed markets.

Seeking corporate or station management position in radio or allied field as new owners have own executive. Previous experience includes other similar successful radio management positions, some in different geographic areas, consulting work in property acquisitions, budgeting, newspaper, agency and other business and broadcast areas. Detailed knowledge of all aspects of radio.

Still employed but available almost immediately. Resume, references on request. Call (505) 821-9239, or write: Dick McKee, 5308 Knight Road NE, Albuquerque, NM 87109.

Situations Wanted Announcers

Four years in college

and they all tell me I have no experience. Heck, my major was talking up records! Are you ready for a jock with a tight board, heavy production, and a 3rd endorsed, who can communicate? Then I'm your DJ. I do some great P.R., am experienced in news, and am ready — are you? Box B-83.

Energetic Announcer

four years experience in country, MOR, Rock would like to relocate in medium sized market in the Virginias or Carolinas. Box B-68.

BIG BAND DJ 17 YEARS EXPERIENCE

Currently in the South with midday program. Also play-by-play, Metro markets only need reply.

Box B-96

Situations Wanted Technical

TECHNICAL DIRECTOR

of multi station group desires position as TD or chief engineer of major market facility. Seven years with current employer. Highly experienced. Seeking permanent position with progressive and responsible organization. Box B-47.

**Situations Wanted Programing,
Production, Others**

MAJOR MARKET P.D.

Recognized leader in Country Programming looking for PD./Op.M. position in top 20 market. Experienced in news, music, promotions and F.C.C. regulations. Will consider smaller market with equity participation. Presently employed. Box B-49.

PROGRAM DIRECTOR

Outstanding A.O.R. (AM/FM) Programmer. Proven success in Fourth Market. Creative/innovative. Leadership and highest broadcast standards. Industry-wide references. Available now for selective interviews. Box B-105.

CABLE

**Help Wanted Programing,
Production, Others**

DIRECTOR

COMMUNITY PROGRAMMING

American Television & Communications Corporation will soon be the largest cable television operator in the nation. Among our many access and local programming operations are Reading, PA, Birmingham, AL, Portland, ME, Durham, NC, and Manhattan, NY

We are currently seeking talented individuals with combined experience in video production, programming and community relations to staff and manage new or expanding studios around the country. Successful candidates will have responsibilities for daily operations of CATV studios, including production and program scheduling.

While CATV experience is desired, primary qualifications for this position include a BA or MA degree in communications or media related field, video production and programming experience, and demonstrated ability to organize, train and motivate community groups for programming projects.

Our company offers a competitive salary and benefits program, and exceptional opportunities for career development. If you want to be part of ATC's growth and can contribute to the development of this exploding medium, send resume, salary history and geographical preference to:

Human Resources Dept. - C



AMERICAN TELEVISION &
COMMUNICATIONS CORPORATION
20 Inverness Place East
Englewood, CO 80112

ATC An Equal Opportunity Employer M/F/H

TELEVISION

**Help Wanted Programing,
Production, Others**

**ASSOCIATE
PRODUCER**

WCVB-TV seeks creative, organized professional to research, write, and produce segments for monthly prime time, one hour news magazine. Must have several years of television, film and video tape field production experience and familiarity with video tape editing. Strong writing and other journalism skills are essential. Must be able to develop original reporting of significant issues, to produce quality television on deadlines, and to work as part of a team.

Additionally, a strong, organized, creative individual is needed to conceptualize, develop, and produce segments for a daily live, studio show. Must have previous TV experience with flair for fresh ideas and current topics. Individual must be able to handle heavy work load effectively and deal with pressure and deadlines.

If interested and qualified please send resume (no telephone calls please) to Boston Broadcasters, Inc., Personnel Department, A02380, 5 TV Place, Needham, MA 02192.

An Equal Opportunity Employer M/F

Help Wanted Technical

**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

**ASSISTANT DIRECTOR
CURRENT AFFAIRS
P B S**

We are currently searching for an assistant director in our current affairs/programming office. Position requires B.A. degree or equivalent in journalism or communications and a minimum of four years experience in journalism, news/current affairs/science television production. Two or more years experience in public television or stations preferred. Excellent writing skills required. For consideration, please submit resume, names of (3) professional references and salary requirement to: Carole Dickert-Scherr, PBS, 475 L'Enfant Plaza, S.W., Washington, D.C. 20024. EOE/AA

DIRECTOR

WCVB-TV, Channel 5 in Boston seeks a Director with extensive knowledge of major market studios, post, and remote production and standard and minicam operations, with the ability to relate to and motivate talent for discussion and dramatic production. 3 years of major market television production experience required.

If interested, and qualified please send resume (no telephone calls please) to Boston Broadcasters, Inc., Personnel Dept., R02680, 5 TV Place, Needham, MA 02192.

An Equal Opportunity Employer M/F



Program Producer needed for PM Magazine. Must have previous entertainment-oriented program experience, a creative flair and work extremely well with people. No beginners! If you're currently producing in a smaller market or number 2 in a larger one, let us hear from you. We're a group owned, equal opportunity employer. Send resume, cassette and related material to Mary Alice Tierney; Employee Relations Director; WISN-TV; Box 402; Milwaukee, WI 53201. No phone calls please.

**CAREER
OPPORTUNITIES IN
FLORIDA**

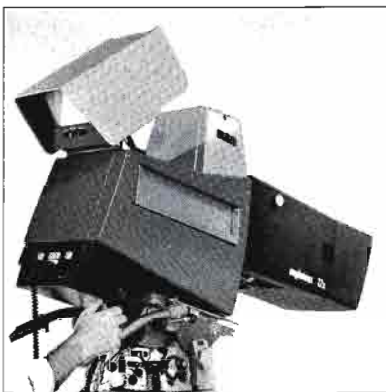
ENGINEERING SUPERVISOR: "Hands on" position for someone experienced in design, installation and maintenance of analog and digital systems, cameras, 2" and 1" VTR's and time code editors. Prior supervisory and software experience desired.

CREATIVE EDITOR: Experience with time code editing systems, audio, camera setup and color corrected film transfer desired. Will consider film editor with some tape background.

We are the largest retail/commercial production facility in the country and offer a pleasant environment with skilled, professional staff. Company-paid insurance, profit-sharing and cash bonus programs. Salary commensurate with your abilities. Resume and salary requirements to Oliver Peters, General Manager, Communications 21/Ted Johnson Productions, Inc., 150 Riverside Avenue, Jacksonville, Florida 32202

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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.



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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:

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Bldg 3-2
Camden, NJ 08102

An Equal Opportunity Employer.



Help Wanted Technical Continued

Engineering Director

for four-station UHF network in New Jersey. Send resume and salary requirements to: Gordon McInnes, 1573 Parkside Avenue, Trenton, NJ 08638.

Help Wanted Management

Local TV Sales Manager

Our need can be your opportunity! We're a well-established independent UHF station in the top 50 seeking a local sales manager with strong "independent" experience.

The person with the right qualifications will step into a bright future with room for much personal growth and financial rewards.

EEO

Reply to Box B-67

Help Wanted 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, P.O. Box 11, Houston, Texas 77001 An Equal Opportunity Employer M/F

Situations Wanted Programing, Production, Others

PROMOTION MANAGER

Looking for a new challenge. Experienced in all promotion dept. operations for top 30 stations. Solid management ability plus development of national program promotion. 5 years television experience. Resume and references upon request. Box B-77

ALLIED FIELDS Help Wanted Technical

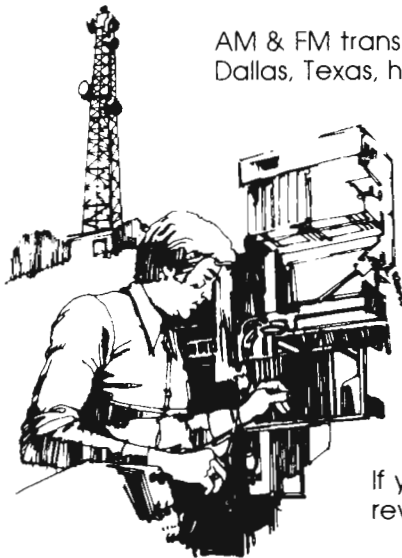
SATELLITE EARTH STATIONS DIRECTOR OF ENGINEERING & TECHNICIANS

Satellink of America, a new common carrier specializing in satellite transmission for television and radio broadcasters is accepting applications from qualified professionals to fill positions in Washington, D.C., the New York City area and Los Angeles. A Director of Engineering, Earth Station Managers and Field Technicians for Satellink's new air transportable earth stations are needed. Travel required for some positions. FCC 1st or 2nd class license and television or radio station experience desired. Salary commensurate with qualifications. Send resume and salary requirements to Gary J. Worth, President:

SATELLINK OF AMERICA, INC.
2801 N. 27th Street
Arlington, VA 22207
Equal Opportunity Employer

ALLIED FIELDS Help Wanted Sales

SALES ENGINEER AREA MANAGER



AM & FM transmitters, RF equipment, Rockwell International, Collins Broadcast Products, Dallas, Texas, has a unique opportunity for a Sales Engineer with 5 or more years of experience in international sales in broadcasting for AM and FM equipment.

The individual we seek must have either a BSEE or equivalent sales experience in analyzing, promoting and selling broadcasting equipment. Must be fluent in Spanish and willing to travel frequently to Latin America. This position commands a high salary plus attractive commission plan in addition to a full range of company-paid benefits, including pension and savings programs.

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Collins Transmission
Systems Division
Rockwell International
M/S 433-100, ccu 465
P.O. Box 10462
Dallas, Texas 75207



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Your audition tape is critical!
If it doesn't make it ... you won't.
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We're **THE PROGRAM DIRECTORS** ... a team of **SUCCESSFUL** programmers with major market experience and industry-wide recognition in every contemporary radio format. We know what program directors listen for. **LET US LISTEN FIRST!**

Your audition tape will receive complete personal attention. We'll provide you with a written detailed critique and evaluation plus recommendations on how best to showcase your talents.

THE PROGRAM DIRECTORS report within two (2) weeks of receipt of your tape (7 1/2/3%) or cassette.

All tapes returned. Evaluation fee: \$30.00

THE PROGRAM DIRECTORS
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Philadelphia, Pa. 19103
(215) 985-4337

Miscellaneous

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WHEN DID MY STATION CHANGE FREQUENCY TO ITS PRESENT DIAL POSITION? WHERE WAS ITS ORIGINAL STUDIO LOCATED? WHO BOUGHT THE STATION IN 1941, AND FOR HOW MUCH? THESE HYPOTHETICAL QUESTIONS AND MUCH MORE ARE ANSWERED IN EVERY STATION PROFILE RESEARCHED AND WRITTEN BY BROADCAST PROFILES. SEND FOR OUR NEW CATALOG TODAY - IT'S FREE! PROFILES ARE NOT JUST FOR STATION OWNERS AND MANAGERS - ANYONE INTERESTED IN BROADCASTING HISTORY MAY ORDER! ORDERING DETAILS INCLUDED IN OUR EXPANDED CATALOG. REQUEST YOUR COPY TODAY!



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In search of Broadcast Promotion Talent? Promotion Pro ready for a change? Send job specifications and/or resume to the Broadcasters Promotion Association Employment Bureau, c/o Box Q-45.

Free Film

FREE FILMS? CALL

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

Public Notice

PUBLIC NOTICE

The Board of Director's Finance Committee of National Public Radio will meet on February 15, 1980, in Washington, D.C. The meeting will be held from 9 a.m. to 3 p.m. in the fourth floor conference room at National Public Radio, 2025 M Street, N.W., Washington, D.C.

The primary items of business will be a review of NPR's FY 1979 audit and a review of NPR's first draft FY 1981 planning budget.

The Board of Director's Membership Committee of National Public Radio will meet on Wednesday, February 27, 1980, in Washington, D.C. at One Washington Circle, 1 Washington Circle, N.W., Washington, D.C. The meeting will be from 9 a.m. to 4:30 p.m.

The purpose of the meeting is to consider proposals to revise membership criteria.

For further information concerning these meetings, please contact: Ernest T. Sanchez, NPR General Counsel, at (202) 785-5369.

PUBLIC NOTICE

CABLE TV CONSULTANT DESIRED: The City of Tucson plans to retain a consultant to aid in the City's franchising (licensing) process. The consultant's work will include the drafting of a cable communications Request for Proposals, evaluation of those proposals and recommendation of award to the governing body. The consultant may also be requested to provide additional services as needed throughout the licensing process. No consulting firm (including associates, employees, subcontractors or their immediate families) will be considered which is itself engaged in, or is financially affiliated with (stock ownership or other equity interest) any company engaged in the construction or operation of cable communications systems, or in the manufacture or sale of cable communications equipment. Independent contractor relationships with cable communications companies or manufacturers of cable communications equipment must be disclosed on the City's application forms.

Consultants interested in being considered for the above project must submit a letter of interest to the Office of the City Attorney, P.O. Box 27210, Tucson, Arizona 85726 by February 19, 1980. The City will respond to the letters of interest by mailing to each interested consultant application forms which must then be submitted by March 5, 1980.

The Village of Rockville Centre, located in Nassau County, New York, invites applications for a cable television franchise. Applications must be prepared and submitted in accordance with a "Request for Proposals" available from the undersigned. Applications will be accepted until May 1, 1980, and all applications received will be available for inspection during normal business hours at the Village Hall, College Park, Rockville Centre, New York 11570.

Tony DiBella, Chairman
Rockville Centre Cable Television
Advisory Committee
Municipal Building
College Place
Rockville Centre, New York 11570
516-766-0300

PUBLIC NOTICE

APPLICATIONS FOR CABLE TELEVISION LICENSE
ATTLEBORO, MASSACHUSETTS

The City of Attleboro, Massachusetts will accept applications for a cable television license pursuant to the regulations by the Massachusetts Community Antenna Television Commission. Applications may be filed at the address below until 4:00 p.m. on 1 April, 1980. Applications must be filed on the Massachusetts C.A.T.V. Commission Form 100 and must be accompanied by a \$100 non-refundable filing fee, payable to the City of Attleboro. A copy of the application will also be filed with the Massachusetts C.A.T.V. Commissioner.

All applications received will be available for public inspection in the City Clerk's office during regular business hours and for reproduction at a reasonable fee.

This is the only period during which applications may be filed.
Gerald J. Keane, Mayor
City Hall
29 Park Street
Attleboro, Massachusetts 02703

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East Coast:
 500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

Northern Michigan Straits Area

St. Ignace 5000 Watt daytimer non-directional early sign on for sale.

Contact: Donald E. Benson
 517-321-1763

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 Brokers, Consultants & Appraisers

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SMALL MARKET AM

Midwest 1 kw, daytimer with PSA. Owner will sell at 2½ times gross. Small down payment with contract to qualified buyer. All information first letter.

Box B-8

FM NEAR WASH., DC

in a county soon to merge into Washington's standard metropolitan statistical area. A real "sleeper" of a buy! \$390,000 total cash price. Box B-113.

CHAPMAN ASSOCIATES®
 media brokerage service

STATIONS				CONTACT	
NW	Small	AM	\$215K	\$62K	Larry St. John (206) 485-1066
S	Small	AM	\$375K	29%	Dan Rouse (214) 387-2303
S	Medium	AM	\$575K	\$167K	Bill Whitley (214) 387-2303
CA	Medium	AM	\$2300K	Cash	Ray Stanfield (213) 363-5764
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

Select Media Brokers
P.O. Box 5 - Albany, Georgia 31702 (912) 483-1411

SELECT MEDIA BROKERS

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	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.

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 PO Box 5, Albany, GA 31702

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 & associates, inc.

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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.

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 (214) 696-1022 • (303) 771-7675

- Class C in Colorado. \$590,000. Terms.
- Daytimer. NW Georgia City. \$360,000.
- \$4,000,000 cash. Powerful AM/FM.
- Utah powerful daytimer. \$480,000.
- North Carolina daytimer. Big town \$400,000.
- AM/FM near North Florida resort city. \$340,000.
- Super "Powerhouse" AM with FM in Eastern Texas. \$750,000.
- Dynamic Fulltimer covering half of Alaska population. \$1,600,000.
- Two stations in California.
- Powerful Daytimer in Eastern central New Jersey. \$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!

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3K FM—For Sale

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Box B-69

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(C Channel)**

fulltime AM, Kentucky, 1979 Gross,
\$437,000. Priced at two times gross,
cash. By owner. Write Box B-18.

Advertisers:

Please note that due to the holi-
day Monday, February 18, the
copy deadline for the February
25 issue of BROADCASTING is Fri-
day, February 15.

For sale: combo, S. Missouri,
small market, \$385,000, \$50,000
down, terms, principles only, write
Box B-124. Need to make deal
before April 1.

**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 ap-
propriate 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 print-
ing 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 re-
quest 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 forwarda-
ble, and are returned to the sender.

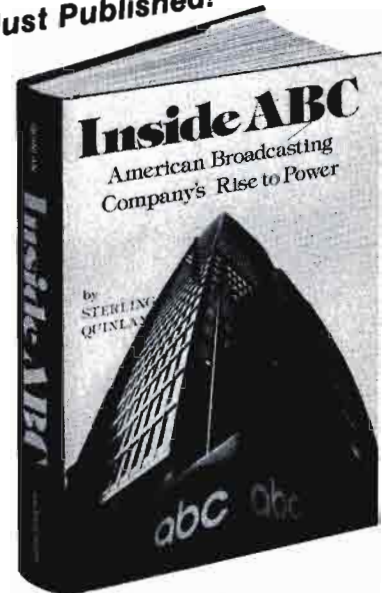
Rates: Classified listings (non-display) Help
Wanted: 70c per word. \$10.00 weekly minimum.
Situations Wanted: (personal ads) 40c per word
\$5.00 weekly minimum. All other classifications:
80c per word. \$10.00 weekly minimum. Blind
Box numbers: \$2.00 per issue.

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 adver-
tising 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 ab-
breviation, 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.

Just Published!



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ABC**

**American Broadcasting Company's
Rise to Power**

by Sterling "Red" Quinlan

Here's the **complete** story of the
American Broadcasting Company's
spectacular climb to leadership after
more than 25 years of continual third
place network position. Sterling
"Red" Quinlan, former Vice President
and General Manager of ABC's
Chicago station, candidly tells of the
people and events that have shaped
the highly individualistic style of the
network and made it the innovative
force it is today. Based on extensive
research including interviews with
numerous past and present ABC
employees, previously unpublished
information from company files and
the author's own experiences, IN-
SIDE ABC offers a unique look into
the executive suites of the broadcast
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Address _____

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To find out how you can spend your time producing news programs instead of paper, call 704-374-3631 collect. Or write to Jefferson Data Systems, Executive Plaza, 501 Archdale Drive, Charlotte, N.C. 28210.

Jefferson Data Systems

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Media

Randall E. Smith, general sales manager of Taft Broadcasting's WDAF-TV Kansas City, Mo., named general manager of Taft's WTAJ-TV Philadelphia.



Smith



Dodds

David Dodds, VP-general manager of WLYH-TV Lancaster, Pa., joins WGAL-TV there as general manager. He succeeds **Harry J. Shaub Jr.**, who becomes consultant after 30 years with station.

Lemuel Schofield, general manager of Ziff-Davis Broadcasting's WROC-TV Rochester, N.Y., named VP of Ziff-Davis.

Elizabeth M. Schirmer, VP of Television Wisconsin Inc., licensee of WISC-TV Madison, Wis., named VP of parent company, Evening Telegram Co. of Superior, Wis., which owns five television stations and one AM and FM.

Jane D. Coleman, director, program analysis, East Coast, CBS-TV, New York, joins WINS(AM) there as assistant general manager.

Bob Lunningham, general sales manager, KRQD(AM)-KLAQ(FM) El Paso, Tex., named general manager of KRQD.

Truman Conley, former sales manager for WHOO-AM-FM Orlando, Fla., named VP-general manager of co-owned WWSA(AM)-WCHY(FM) Savannah, Ga.

Eric Moore, special projects director, Broadcast Enterprises National, Philadelphia, named station manager of company's WCIN(AM) Cincinnati.

Alvin J. Lee, from American Express Co. where he was involved in consumer marketing, joins Viacom International, New York, as director, corporate development.

Charles King, director of ABC American Entertainment Radio Network, named to new post of director of affiliate acquisition, ABC Radio network.

Jay Campbell, with Modern Talking Picture Service, New York, named director of its Modern Satellite Cable Network, and will head marketing and programing of cable programs via satellite.

Madison Hodges, former manager of non-commercial KLRE-FM Little Rock, Ark., joins noncommercial WEKU-FM Richmond, Ky., as general manager.

Malcolm B. Wall, interim chief executive officer of Southern Educational Communications Association, Columbia, S.C., joins Louisiana Public Broadcasting, Baton Rouge, as director of broadcasting.

Fred Symes, business manager for WCVB-TV Boston, joins New Jersey Public Television, Trenton, N.J., as director of management and fiscal affairs.

Daniel H. Smith, who retired in 1976 as senior VP of Capital Cities Communications, named interim manager of Vermont Educational Television in Winooski.

Thomas J. Tilson, president of Metromedia Television, New York, named eighth member of newly created Television Industry Rating Policy Committee of Television Bureau of Advertising (BROADCASTING, Jan. 28, et seq.).

Janis Purdie, from Xerox Corp. in Rochester, N.Y., joins WROC-TV there as business manager.

John D. Backe, president of CBS Inc., elected to board of trustees of the Salk Institute for Biological Studies.

New officers, Hawaiian Association of Broadcasters: **Tom Elkins**, KNUI(AM) Kahului, president; **Dick Schaller**, KHON-TV Honolulu, VP; **Bob Bowen**, KHVH(AM) Honolulu, secretary, and **Don Metzger**, KGU(AM) Honolulu, treasurer. **Robert Wilson**, former manager of KKUA(AM) Honolulu was elected to newly created position of chairman.

Advertising

Kurt Willinger, senior VP and creative director of Compton Advertising, New York, appointed executive VP. **Mark A. Miller**, account supervisor with VDB/Compton, Amsterdam, and **Gordon Sleeper**, account supervisor, New York, named VP's.

Robert W. Hinson, senior VP, director of media operations, SSC&B, New York, joins Rosenfeld, Sirowitz & Lawson there as executive VP-director of media services, and member of management committee.

William W. Young, VP-management supervisor, Kenyon & Eckhardt, New York, elected senior VP.

Percy Orthwein II, VP-account supervisor on Natural Light beer account, D'Arcy-MacManus & Masius, St. Louis, elected senior VP-management supervisor.

Beatriz Lothrop, account supervisor, **Frank Perry**, art director, and **Gerald Scorse**, associate creative supervisor, J. Walter Thompson, New York, named VP's.

Jeffrey Levine and **Edward Murphy**, account supervisors, Grey Advertising, New York, named VP's.

Christine McCarthy, account supervisor, Benton & Bowles, New York, named VP.

Vivian Young, associate research director,

Needham, Harper & Steers, New York, elected VP.

Eugene Duncan, senior VP, Kenrick Advertising, St. Louis, named executive VP.

Edward Finlay and **Sheldon Kawer**, associate VP's, Vitt Media International, New York, elected VP's and senior associates.



Busciglio.

Richard Busciglio, network programing manager, BBDO, New York, joins McCann-Erickson there as director of network programing.

Bob Burden, national merchandising manager, British Leyland, New York, joins Doyle Dane Bernbach there as management supervisor in charge of

Porsche-Audi account.

Bill Schenkel, VP-management supervisor, BBDO, New York, joins John F. Murray Advertising there in same capacity. **Frank Laevey**, VP-marketing, Schering-Plough, joins

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At NATPE '80:
Tower Suite 4484
Hilton Hotel

JFM as VP-senior account supervisor. **George Mahrlig**, VP-associate media director, Keitchum, MacLeod & Grove, joins JFM as VP-director of media planning. **Ed Greene**, former executive producer for Young & Rubicam, joins JFM's broadcast production staff. **David Levine**, from Creamer, and **Sandee Cohen**, from DKG Advertising, join JFM's creative department.

Joseph Callaway III, television director with Jan Gardner & Associates. Memphis, elected VP, responsible for all broadcast production.

Mark Samuels, account supervisor, J.M. Korn & Son, Philadelphia, named VP.

Joan Fox, controller, and **Peter Swerdloff**, copywriter, Ogilvy & Mather, New York, elected VP's.

Mary Gerwig, media planner, Doyle Dane Bernbach, New York, joins Tatham-Laird & Kudner in Chicago as senior media planner. **Bob Janssen**, assistant account executive, named account executive.

Alain Zutter, from Wells, Rich, Greene, Los Angeles, joins Backer & Spielvogel, New York, as media supervisor.

Edward Newton, account manager for Maritz Motivation Co. in St. Louis, and **Craig Kayser**, market representative for Smith-Corona, San Francisco, join Keller-Crescent Co., Evansville, Ind., as account executives.

Anita Luyk Voss, media buyer for The Group Advertising, Albany, N.Y., joins Luyk Advertising, Albany, N.Y., as media director.



White

Diarmuid White, VP-account supervisor for Air Time, New York, named VP-general manager of Video Time there, new division of Air Time. Video Time will examine implications of new electronic media for advertisers. **David Hoffman**, with Air Time in New York, named project director. **Iris Zupnick**, also with

Air Time, named assistant analyst.

Les Einhorn, account executive, Blair Television, New York, named assistant sales manager of Blair's ABC/red sales team.

Greg Moloznik, on sales team of Petry Television in Chicago, named group sales manager.



Dropping in on McCaffrey. Sixteen members of Congress were on hand for the 10th annual *Dinner With McCaffrey* from Washington's Shoreham hotel. The two-and-one-half hour program, a yearly tradition for WMAL(AM) Washington Senior Correspondent Joseph McCaffrey, was sponsored by the Credit Union National Association. Among the guests and hosts (l-r): Senator Walter Huddleston (D-Ky.), House Speaker Tip O'Neill (D-Mass.), WMAL News Director Len Deibert, Producer Robin Vierbuchen and McCaffrey.

Rich Hartman, account executive with TeleRep's Chicago Tigers team, named to same post in company's New York Tigers unit. **Barbara Carlson**, account executive with Metro TV Sales, appointed to TeleRep's Chicago Tigers team. **Harvey Adelberg**, salesman for WPRI-TV Providence, R.I., joins TeleRep in Boston as account executive. **Jeanne Oates**, account executive with wjz-TV Baltimore, named account executive in TeleRep's Philadelphia office.

Mariann DeLuca, research manager, RKO Radio Sales, New York, appointed research and marketing director, Torbet Radio, New York.

Henry Gonzalez, account executive, WFAA-TV Dallas, joins Katz American Television's Dallas sales staff.

Stephen Peskin, national sales manager, WTTG(TV) Washington, named VP. **Angel Harper**, account executive, WYCB(AM) Washington, joins WTTG as junior account executive.

Joe Archer, manager of Detroit office of Christal Co., joins www(FM) there as general sales manager.

John Laton, local sales manager, WBCN(FM) Boston, named general sales manager. **Walter Mayo**, account executive, WJIB(FM) there, joins WBCN in same capacity.

Philip Dick, sales research supervisor, WJBK-TV Detroit, named sales research manager.

Jess Chalker, from Chicago office of Petry Television, joins WBTV(TV) Charlotte, N.C., as national sales manager.

Gay Eason Veazey, account executive with WREC(AM)-WZXR(FM) Memphis, joins WREG-TV Memphis in same capacity.

Michael Damsky, regional advertising director, Lieberman Enterprises, Chicago, joins WFYR(FM) there as account executive.

Jeff Scarpelli, account executive, WFFX(FM) Grand Rapids, Mich., joins WQHK(AM)-WMEE(FM) Fort Wayne, Ind., as national-regional sales manager.

Sam Baltzer, regional sales manager, WBLI(FM) Patchogue, N.Y., assumes additional duties as national sales manager.

Terry Harding, from Data Comm, Jefferson City, Mo., and **Bob Jordan**, director of administration for Missouri state treasurer's office, join Missouri Network, Centertown, as

account executives.

John Potter, program director, WTVN(AM) Columbus, Ohio, joins sales department there.

Programing

Archie C. Purvis, director, industrial marketing, MCA Inc., Los Angeles, named VP, video sales, ABC Video Enterprises, there. **Robert Dinsmore**, director of operations, ABC Pictures International, New York, named VP theatrical sales and learning resources, ABC Video Enterprises.

Robert Markell, VP-creative services, CBS Entertainment, New York, named VP-mini-series. **Denise Arnold**, with daytime programs department of CBS Entertainment in Los Angeles, named program executive, children's programs.



Groskopf

Aubrey (Bud) Groskopf, executive VP and chief operating officer of National Telefilm Associates, Los Angeles, elected president.

William V. Ambrose, director of business and educational marketing for Time-Life Video, New York, named VP. **William J. Peck**, general manager and

director of Richard Price Television Associates in London, joins Time-Life Television as European sales director, based in London. **Maria Daniolos**, international sales assistant for Time-Life Television in New York, named sales executive in international sales and operations.

Joan Hertzog, sales representative for Viacom Enterprises in pay television syndication sales, and barter marketing of Viacom specials and series, named sales executive, licensing and merchandising.

Appointments at Home Box Office: **Stan Thomas**, assistant to chairman, N.J. Nicholas, named director of national accounts in sales planning and development department, New York. **Jody Crabtree**, coordinator of new product sales, designated manager of HBO's hotel/motel sales program. **John Redpath**, chief counsel, programing, named assistant general counsel. **Leslie Jackson**, associate counsel, programing, named chief counsel, programing. **John Waller**, financial analyst for Time Inc., joins HBO as regional manager in Mid-Atlantic region. **Gae McGregor**, manager of creative services, appointed director of affiliate communications' and creative services. **Dee Lefkowitz**, network writer/producer, appointed manager of affiliate broadcast promotion. **Jeff Krolik**, with HBO's affiliate communications staff, promoted to assistant to VP of regional operations.

Charles Keys, president of Keys TV Sales, distribution company, and earlier with ITC Entertainment as Western division manager, rejoins ITC as Western division sales manager.

Susan Denison, director of marketing, Showtime Entertainment, New York, named VP, marketing and public relations.

Don Colapinto, who formerly owned company that syndicated feature films, joins Worldvision Enterprises as account executive-Western division, based at company's Beverly

Hills, Calif., office.

Bonnie Shubb, systems analyst, Drake-Chenault Enterprises, Canoga Park, Calif., named VP-operations.

Leslie Benson, director of station relations, regional representative and director of membership development, Radio Advertising Bureau, New York, joins ABC American Entertainment Radio network as director. **Dennis Glynn**, account executive in Chicago for ABC Radio network, named Midwest sales manager.

John Kahn, president and owner of marketing firm, Markahn, joins Peters Productions, San Diego, as Eastern regional manager-TV. He will market company's Total Image Concepts. **Patty Barrington**, from public relations staff of Sea World in San Diego, joins Peters Productions as account executive-Midwest for commercial division. **Wendi Kirkpatrick**, art director, KPHO-TV Phoenix, and **Patty Bongo**, also from KPHO-TV, join Peters Productions as art director and assistant art director, respectively.

Bob Elliot, program director, WLCS(AM) Baton Rouge, joins Burkhart/Abrams/Michaels/Douglas and Associates, Atlanta.

Lewis Robertson, national sales manager for WBTW(TV) Charlotte, N.C., named general sales manager for co-owned Jefferson Productions, division of Jefferson-Pilot Broadcasting.

Kenneth Kagen, director of programing and research, Ziff-Davis Broadcasting, New York, named VP.

Richard Hungate, assistant program director and music director, WMMR(FM) Philadelphia, joins www(FM) Detroit as program director.

Haig Mackey, producer-director, noncommercial KQED(TV) San Francisco, joins KPIX(TV) there as producer of documentaries and specials.

B.J. Rabb, formerly with WBCS-AM-FM Milwaukee, and **Joe Thompson**, from WITI-TV Milwaukee, join WCGV(TV) there as co-hosts of interview-talk show. **Tom Lueders**, who formerly owned consulting company which emphasized utilization of electronic media, named executive producer of program.

Ted Cramer, program director of Taft Broadcasting's WDAF(AM) Kansas City, Mo., named to same position with co-owned WTVN(AM) Columbus, Ohio. **Neal (Moon) Mullins**, music director, WDAF, succeeds Cramer.

Joelle Norwood, assistant producer of *Panorama* on WTTG(TV) Washington, named associate producer.

News and Public Affairs

S. Peter Neumann, news producer, KOOL-TV Phoenix, named news director for WEAR-TV Pensacola, Fla.

Peter Kent, correspondent for Canadian Broadcasting Corp. in Johannesburg, joins NBC News as correspondent there.

Mary Dorman, head of investigative unit at WDCM-TV Washington, named correspondent for NBC Radio News, based in Washington.

Ted Marville, news director, KYNO-AM-FM Fresno, Calif., joins KIOY(AM) there in same capacity.

Bob Campbell, special segment producer for

WTHR(TV) Indianapolis, named executive producer, responsible for content of all newscasts. **Loretta Mouzon**, news producer, WTVN-TV Columbus, Ohio, joins WTHR as 11 p.m. news producer. **Paul Page**, sports reporter for WTHR, named special segment producer and reporter.

Terrence J. Connelly, executive producer of early news at WMAQ-TV Chicago, joins Taft Broadcasting, Cincinnati, as manager of news for Taft's seven television stations.



Connelly



Ward

John Ward, production manager-Europe for NBC, based in London, joins Cable News Network, Atlanta, as director of operations. **Barbara Flack**, producer for CBS News's monthly broadcast, *Magazine*, New York, joins CNN as features producer.



Feurey

Ted Feurey, general executive for broadcast services, UPI, New York, named general manager of United Press International Audio, radio news network. **Donald Brydon**, VP-sales manager in New York, responsible for 20 states in East and Southeast, named VP-general sales manager for all U.S. sales and

marketing activities. **Brian Dewhurst**, manager for Australia and New Zealand, based in Sydney, named north Asia manager, based in Tokyo. **Robert C. Miller**, Hawaii state editor and Honolulu bureau manager, succeeds Dewhurst. **Gordon Sakamoto**, former wire editor and overnight editor in San Francisco, succeeds Miller.

Dave Game, weekend anchor and reporter, WAFF(TV) Huntsville, Ala., joins WTVF(TV) Nashville as general assignment reporter.

Dale Hoffman, producer and anchor with KBCI-TV Boise, Idaho, and **Marci Elliott**, weekend anchor and reporter, WFMJ-TV Youngstown, Ohio, named 6 and 11 p.m. weekday co-anchors on WFMJ-TV.

Dennis Bounds, weekend anchor, reporter and weekly magazine host, WFTV(TV) Orlando, Fla., joins WTCN-TV Minneapolis as weekend anchor and weekday reporter. **Bill Peterson**, weather reporter, WEAU-TV Eau Claire, Wis., joins WTCN-TV as weekend meteorologist.

Mark David McGrath, formerly with KFVS-TV Cape Girardeau, Mo., joins news staff of WHO-TV Des Moines.

John Brooks, news editor with KFVB(AM) Los Angeles, named reporter.

Michael Casclo, writer-producer, WPVI-TV Philadelphia, named noon news producer.

Kenneth Welch, former news producer with WHBQ-TV Memphis, joins WREG-TV there as producer of 6 and 10 p.m. news.

Prenella Neely-Mosley, news producer and assignment chief, WRET-TV Charlotte, N.C., joins WMAR-TV Baltimore as weekend producer and news desk assistant. **Michael Jones**, news photographer-editor, WHP-TV Harrisburg, Pa., joins WMAR-TV as film photographer for news staff.

Promotion and PR

Susan Denison, in charge of advertising, promotion and public relations for Showtime, New York, named VP-marketing and public relations.

Sandra Willis, manager, press and publicity, KMBC(TV) Los Angeles, named manager press, publicity and community relations.

Andrea Duggan, administrative assistant to director of advertising and promotion, WNAC-TV Boston, named publicity coordinator.

Jean Anwyll, manager of consumer products publicity for Polaroid Corp., Cambridge, Mass., joins McKinney/Public Relations, Philadelphia, as VP with management responsibilities in client service. She will also direct broadcast PR activities nationally.

Cathie Mann, host of talk show on WDIV(TV) Detroit, joins Rogers & Cowan, Los Angeles-based public relations firm, as account executive in entertainment department.

Anne Coleman, director of advertising and marketing for WAVE-TV Louisville, Ky., elected treasurer of Broadcasters Promotion Association.

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Podmolik

Valerian Podmolik, executive VP of Graphnet Scanning Corp., and president of its subsidiary, Graphnet Systems, New York, joins RCA Global Communications there as executive VP of operations and engineering.

Robert Carlin, general sales manager, distributor, export and govern-

ment sales operation. Amperex, Slatersville, R.I., named general sales manager.

Robert Bemis, former general manager of Telematrix, Indianapolis, joins Cinetronics, Chicago, as general manager.

James A. Pagliaro Jr., district sales manager, video systems division, Panasonic Co., Secaucus, N.J., named manager, market development.

John F. Watter, president of Multronics, Pompano Beach, Fla., resigns.

Robert Ammirati, VP-general manager of Nytronics Components Group Inc., Darlington, S.C., named VP-operations.

Bernard Nathan, corporate counsel, Comtech Telecommunications Corp., Smithtown, N.Y., assumes added duties as corporate secretary.

Bo Pike, videotape room supervisor for KMBC-TV Kansas City, Mo., retires after 32 years with station.

Jack Cowart, director of engineering, WCIX-TV Miami, named VP. **Lucy Kaspar**, on operations crew, named studio supervisor.

James Franklin, assistant chief engineer, WDRQ(FM) Detroit, joins WPXN(AM)-WPXY(FM) Rochester, N.Y., as chief engineer.

Jim Budka, former partner in Chicago Radio Sports Remotes, joins WTOG(TV) St. Petersburg, Fla., as switcher.

International

Mike Hollingsworth, editor of Southern Television's *Day by Day*, London, named editor of *ATV Today*, current affairs program on one of Britain's commercial stations.

Dave Harwood, senior film editor at Independent Television News in Britain, named supervising editor of film and ENG. **Ron Nelmes**, facilities shift supervisor, named manager, central facilities. **Geoffrey O'Brien**, floor manager with ITN, named assistant manager, production services.

Clive Hallett, controller of personnel at Rank Film Laboratories, London, appointed chairman of Association of Film Laboratory Employers, which represents film processing laboratories in England.

Peter Katadotis, executive producer with National Film Board of Canada, Montreal, named director of English production.

Ronald Skelton, divisional manager, Plessey Co., London, joins Neve Electronic Holdings there as group manufacturing director.

Mike Scott, deputy controller of programs for Granada Television, London, named controller.

Reggie Bosanquet, former newscaster with Independent Television News, joins BBC's current affairs program, *Nationwide*.

Allied Fields

Philip McHugh, chairman and chief executive officer of McHugh and Hoffman, Fairfax, Va., communications consulting firm, passes responsibilities of chief executive over to **Peter S. Hoffman**, president. McHugh will continue as chairman of board and consultant to company.

E. Karl, director of programming and marketing for Scripps-Howard Radio, joins The Research Group, audience development firm in San Luis Obispo, Calif., as VP-general manager.

President Jimmy Carter has nominated **Charles David Ablard**, with Washington law firm of Gage, Tucker & vom Baur, to be member of Board for International Broadcasting for term expiring in 1982. Hearing before Committee on Foreign Relations is set for Feb. 19.

Zave Unger, staff attorney with broadcast facilities division of FCC, Washington, and **Russell Balch**, staff attorney with National Counsel of Senior Citizens, Washington, join Washington communications law firm of Fly, Shuebruk, Blume, Gaguine as associates. **Jo Ann Becker**, graduate, Fordham University Law School, New York, and **Jeffrey Shapiro**,

from district attorney's office in Queens, N.Y., join New York office of Fly, Shuebruk.

Martha Greenhouse re-elected president of New York local of American Federation of Television and Radio Artists and will serve her fourth straight term in one-year office. Other officers elected: **Ann Loring**, first VP; **Brad Phillips**, second VP; **Stan Burns**, third VP; **Elizabeth Morgan**, fourth VP and **Stanley Greene**, fifth VP. **Jerry Roberts** and **Natalie Priest** were re-elected treasurer and recording secretary respectively.

John Leverence, former conference administrator of American Film Institute, Los Angeles, named awards administrator for Academy of Television Arts and Sciences.

Lelani Turrentine, with People and Careers in Telecommunications program of National Association of Educational Broadcasters, Washington, named director of program. She succeeds **Joseph Schubert**, who is now with Joint Action for Community Service.

Dr. James Hillier, who retired as executive VP and chief scientist of RCA Corp. in 1977, elected to National Inventors Hall of Fame for his development of electron microscope. Induction will take place Feb. 10.

Deaths



Bailey

Jack Bailey, 72, host of *Queen for a Day* series from 1944 to 1964, died of cancer Feb. 1 in Santa Monica, Calif., hospital. After program went off air in 1960's, he appeared on several television programs including *Gunsmoke* and *Ironside*. Earlier in his career, he was announcer for radio

shows *Ozzie and Harriet*, *Duffy's Tavern* and *Meet the Missus*.

Jim Lanter (airname Jim La Fawn), 33-year-old program director for KZLA-AM-FM Los Angeles, died of heart attack suffered at his office Jan. 31. He had arrhythmic condition since his service in Vietnam war. He joined KZLA (then KPOL) in 1977 as air personality and was named program director last October. He is survived by his wife, Donna, son Shea and daughter Sasha.

Kenneth Samuel, 29, general sales manager for WJR-FM Detroit, died of cardiac and respiratory failure Jan. 29 at Harper hospital in Detroit. He joined WJR-FM in 1976. Before that, he was account executive for KPOL(AM) Los Angeles. Survivors include his mother and two sisters, all of Los Angeles.

Carl N. Klauss, 52, VP-general manager of WJMC-AM-FM Rice Lake, Wis., hanged himself Feb. 2 at station. He had been named VP-general manager last month, and had been with station 26 years as announcer, program director, sales manager and station manager. Survivors include his wife, Nina, two sons and three daughters.

Edward (Bud) Lynott, 56, sales manager at WIXN-AM-FM Dixon, Ill., died of heart attack Jan. 19 there. He had been with station nine years. Earlier, he was sales manager at KCFI(AM) Cedar Falls, Iowa. Survivors include his wife, one daughter and two sons.

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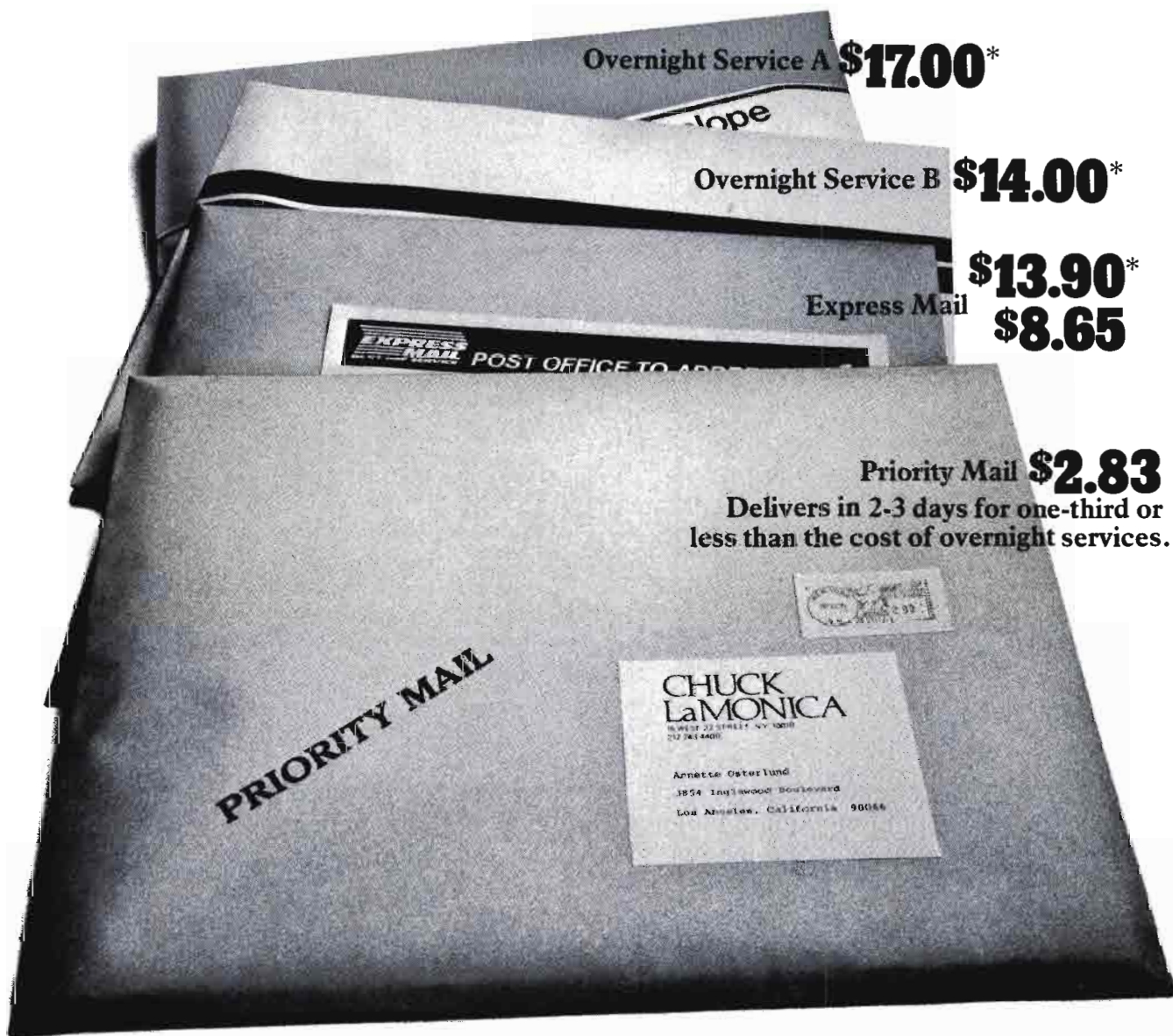
Stock Index

Exchange and Company	Closing Wed. Feb 6	Closing Wed. Jan 30	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)	Exchange and Company	Closing Wed. Feb 6	Closing Wed. Jan 30	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING							PROGRAMING						
N ABC	35	35 3/4	- 3/4	- 2.09	7	980	A Amer. Intl. Pics	9 3/4	9 3/4				23
N Capital Cities	45 3/8	47	- 1 5/8	- 3.45	12	621	O Chuck Barris Prods.	6 1/2	5 3/4	+ 3/4	+13.04	3	20
N CBS	51 3/8	51 3/4	- 3/8	- .72	7	1,443	A Cinema 5 Ltd.*	4 7/8	4 7/8				3
N Cox	65	64 1/2	+ 1/2	+ .77	13	437	N Columbia Pictures	35	36 1/8	- 1 1/8	- 3.11	6	344
A Gross Telecasting	26 3/4	26 1/2	+ 1/4	+ .94	9	21	N Disney	44 3/8	46 7/8	- 2 1/2	- 5.33	14	1,439
O LIN	43 1/2	44 1/4	- 3/4	- 1.69	11	119	N Filmways	9 7/8	10	- 1/8	- 1.25	6	55
N Metromedia	71 5/8	71 3/4	- 1/8	- .17	10	330	O Four Star*	3/4	3/4				8
O Mooney	10 1/2	11 1/4	- 3/4	- 6.66		4	N Gulf + Western	19 1/4	18 3/4	+ 1/2	+ 2.66	5	864
O Scripps-Howard	65	64	+ 1	+ 1.56	12	168	N MCA	54 3/8	55 3/4	- 1 3/8	- 2.46	10	1,264
N Storer	31 1/2	32 3/8	- 7/8	- 2.70	17	365	O Medcom	4 3/4	5	- 1/4	- 5.00	19	8
N Taft	31 3/4	31 1/2	+ 1/4	+ .79	11	277	N MGM	19 3/4	20	- 1/4	- 1.25	9	605
BROADCASTING WITH OTHER MAJOR INTERESTS							O Reeves Commun.	20 3/4	20	+ 3/4	+ 3.75	20	48
A Adams-Russell	22 1/4	22 1/2	- 1/4	- 1.11	18	40	N Transamerica	18 3/4	19 1/8	- 3/8	- 1.96	6	1,228
A Affiliated Pubs.	30 3/4	31 1/4	- 1/2	- 1.60	11	105	N 20th Century-Fox	48 5/8	51 1/4	- 2 5/8	- 5.12	7	380
N American Family	10 7/8	11 3/8	- 1/2	- 4.39	5	114	O Video Corp. of Amer.	6 1/2	6 5/8	- 1/8	- 1.88	22	6
N John Blair	19 1/8	19 7/8	- 3/4	- 3.77	4	71	N Warner	56	54 1/2	+ 1 1/2	+ 2.75	12	1,126
N Charter Co.	43	39 3/8	+ 3 5/8	+ 9.20	37	5,258	A Wrather	21 5/8	24	- 2 3/8	- 9.89	58	50
N Chris-Craft	22 1/4	23 3/8	- 1 1/8	- 4.81	13	61	SERVICE						
N Coca-Cola New York	6	6 1/8	- 1/8	- 2.04	8	105	O BBDO Inc.	36 1/4	35	+ 1 1/4	+ 3.57	8	91
N Cowles	24 1/2	23	+ 1 1/2	+ 6.52	20	97	O Compact Video	15 1/4	14 3/8	+ 7/8	+ 6.08		27
N Dun & Bradstreet	43 3/4	43	+ 3/4	+ 1.74	17	1,217	N Comsat	40 1/2	41	- 1/2	- 1.21	9	324
N Fairchild Ind.	54	55 3/8	- 1 3/8	- 2.48	11	308	O Doyle Dane Bernbach	26 1/2	28 1/2	- 2	- 7.01	9	70
N Fuqua	20 3/4	19 3/4	+ 1	+ 5.06	6	262	N Foote Cone & Belding	24 1/4	24 1/8	+ 1/8	+ .51	8	63
N Gannett Co.	46 3/8	46 1/2	- 1/8	- .26	15	1,246	O Gray Advertising	48 1/2	47	+ 1 1/2	+ 3.19	6	30
N General Tire	17 7/8	18 1/4	- 3/8	- 2.05	4	414	N Interpublic Group	35 1/4	35 1/2	- 1/4	- .70	7	84
O Gray Commun.	43	45	- 2	- 4.44	13	20	O MCI Communications	6 3/8	5 3/4	+ 5/8	+10.86	80	179
N Harte-Hanks	25	26 1/4	- 1 1/4	- 4.76	14	232	A MovieLab	6 3/4	6 5/8	+ 1/8	+ 1.88	12	10
O Heritage Commun.	13	12	+ 1	+ 8.33		31	O MPO Videotronics	5 1/2	5 5/8	- 1/8	- 2.22	5	2
N Jefferson-Pilot	30 5/8	30	+ 5/8	+ 2.08	8	690	O A. C. Nielsen	28 1/2	29 1/2	- 1	- 3.38	13	313
O Marvin Josephson	12 3/4	12 1/2	+ 1/4	+ 2.00	7	33	O Ogilvy & Mather	25 1/4	23 3/4	+ 1 1/2	+ 6.31	8	91
O Kansas State Net	27 1/2	27 3/4	- 1/4	- .90	23	51	O Telemation	1 1/4	1 1/4				2
N Knight-Ridder	25 1/2	24 3/8	+ 1 1/8	+ 4.61	11	842	O TPC Communications	6 1/4	6 3/8	- 1/8	- 1.96	11	5
N Lee Enterprises	5 3/8	21 7/8	-16 1/2	-75.42	3	38	N J. Walter Thompson	32 1/8	31 1/4	+ 7/8	+ 2.80	7	85
N Liberty	8 3/8	18 3/4	-10 3/8	-55.33	4	113	N Western Union	25 1/4	26	- 3/4	- 2.88	11	383
N McGraw-Hill	29 7/8	30 1/4	- 3/8	- 1.23	12	740	ELECTRONICS/MANUFACTURING						
A Media General	28 1/4	27 1/4	+ 1	+ 3.66	12	210	O AEL Industries	9 7/8	10 1/2	- 5/8	- 5.95	8	16
N Meredith	41	38 3/4	+ 2 1/4	+ 5.80	8	126	N Ampex	19 7/8	19 7/8				14
O Multimedia	31 1/4	32	- 3/4	- 2.34	13	312	N Arvin Industries	13	13 1/4	- 1/4	- 1.88	4	77
A New York Times Co.	23 1/4	22 1/2	+ 3/4	+ 3.33	18	274	O CCA Electronics*	1/8	1/8				1
N Outlet Co.	21 1/4	21 5/8	- 3/8	- 1.73	6	52	A Cetec	6 1/2	6 3/4	- 1/4	- 3.70	14	3
A Post Corp.	19	19			8	34	A Cohu	7 1/4	7 3/4	- 1/2	- 6.45	24	12
N Rollins	28	28			13	375	N Conrac	21 7/8	21 3/8	+ 1/2	+ 2.33	35	44
N San Juan Racing	14 7/8	14 1/4	+ 5/8	+ 4.38	19	37	N Eastman Kodak	47 3/4	48 3/8	- 5/8	- 1.29	9	7,705
N Schering-Plough	34 3/8	36	- 1 5/8	- 4.51	9	1,837	B Elec Missile & Comm	3 3/4	3 3/4				34
A Sonderling	30 5/8	30 1/2	+ 1/8	+ .40	10	33	O Farinon	28 1/8	29 1/8	- 1	- 3.43	26	139
N Tech Operations	10 3/4	11 1/2	- 3/4	- 6.52	27	14	N General Electric	56 1/4	56	+ 1/4	+ .44	10	10,382
N Times Mirror Co.	38 1/4	39 1/8	- 7/8	- 2.23	11	1,298	N Harris Corp.	36 1/2	37 3/4	- 1 1/4	- 3.31	16	956
O Turner Broadcasting	13	13 1/2	- 1/2	- 3.70		128	O Harvel Industries	6 1/2	6 1/2				17
A Washington Post	19 1/4	20	- 3/4	- 3.75	6	306	O Intl. Video Corp.	7/8	7/8				2
N Wometco	20	21 1/8	- 1 1/8	- 5.32	9	171	O Microdyne	29 1/2	29 1/2				31
CABLECASTING							N M/A Com, Inc.	37 7/8	38 1/2	- 5/8	- 1.62	49	214
A Acton Corp.	15 3/8	14 3/4	+ 5/8	+ 4.23	10	40	N 3M	50 1/4	49 3/4	+ 1/2	+ 1.00	10	5,852
O Ameco+							N Motorola	61 3/4	58 1/2	+ 3 1/4	+ 5.55	15	1,762
O Athena Comm.	6 3/4	7	- 1/4	- 3.57		14	N N. American Phillips	29 1/2	29 7/8	- 3/8	- 1.25	6	354
O Burnup & Sims	11 1/4	11 1/8	+ 1/8	+ 1.12	59	97	N Oak Industries	34 7/8	36 3/8	- 1 1/2	- 4.12	24	147
O Cable Info.*	12 1/2	(Closing 1/2; not reported in previous wks.)					O Orrox Corp.	5 3/4	5 7/8	- 1/8	- 2.12	8	9
O Comcast	24 1/2	25 1/2	- 1	- 3.92	24	41	N RCA	22 1/4	22 1/2	- 1/4	- 1.11	6	1,665
O Entron*	5	5			5	4	N Rockwell Intl.	61 7/8	61 3/4	+ 1/8	+ .20	10	2,178
N General Instrument	51 1/2	51 1/8	+ 3/8	+ .73	14	428	A RSC Industries	4 3/8	4 1/8	+ 1/4	+ 6.06	24	10
O Geneve Corp.	37	36 3/8	+ 5/8	+ 1.71	16	41	N Scientific-Atlanta	43 1/2	44	- 1/2	- 1.13	25	204
O Tele-Communications	26 3/4	27 1/2	- 3/4	- 2.72	33	284	N Sony Corp.	7 1/8	7 1/4	- 1/8	- 1.72	12	1,229
N Teleprompter	25	26	- 1	- 3.84	33	424	N Tektronix	60 1/2	63 1/8	- 2 5/8	- 4.15	15	1,088
N Time Inc.	48 1/2	50	- 1 1/2	- 3.00	9	1,354	O Texscan	6 1/4	6 1/4				37
O Tocom	14 1/2	13 1/4	+ 1 1/4	+ 9.43	31	21	O Valian	19 7/8	19 1/4	+ 5/8	+ 3.24	194	79
O UA-Columbia Cable	55	49	+ 6	+12.24	26	184	N Varian Associates	35	34 1/4	+ 3/4	+ 2.18	194	239
O United Cable TV	29	28 1/4	+ 3/4	+ 2.65	21	118	N Westinghouse	24 1/2	25 3/4	- 1 1/4	- 4.85	7	2,107
N Viacom	44 3/4	43 1/4	+ 1 1/2	+ 3.46	23	170	N Zenith	10 1/8	10 3/8	- 1/4	- 2.40	9	190
Standard & Poor's 400 Industrial Average								130.88	130.23	+ .65			

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 & Poores' 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 by price less than 12.5 cents.

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Burchill: building up a lifesaver for RKO

If the phone rings at 1 a.m., answer it. That's one object lesson to be gleaned from Tom Burchill's catalogue of the steps that led to his post at the helm of the newborn RKO Radio Network.

Burchill's wee-hour call was from Dwight Case, RKO General's division president for radio. Case knew Burchill was attempting to go into business for himself by negotiating the purchase of the radio side of the rep partnership he was in, Bolton/Burchill Ltd. He offered Burchill a chance to "run a big show with a lot of resources" if only he'd stop "trying to build an empire with a couple of subway tokens and a library card."

Burchill gave up his plans for independence, and accepted Case's offer to be general manager of RKO Radio Sales, where Burchill presided over the doubling of the unit's sales volume in two years. Following that successful performance, Burchill was tapped to run RKO's ambitious new project, the young-adult-oriented RKO Radio Network, which began broadcasting last October and started 24-hour service via satellite on Feb. 1.

RKO has a lot riding on the project: The FCC decision last month to deprive RKO of three of its TV licenses (BROADCASTING, Jan. 28), if sustained on appeal, could end up stripping the General Tire & Rubber subsidiary of everything—13 more stations—but the network. Burchill makes it no secret that such a possibility, once considered remote by many observers, was part of the impetus for RKO's start of a network.

And while the whole matter was pending, the "FCC difficulties," says Burchill, "tied up our ability to go out and buy more stations . . . or trade up from a smaller to a larger market." This made it impossible for RKO "to expand and grow in a broadcast way, as most other broadcast companies can." The solution, as RKO saw it, was to found a network.

"Expansion and growth" aren't simply business concerns of Burchill, who is looking to bring the network's affiliate count up to 250 by the end of 1981 from its present 65. Those factors are mirrored in his personal life: He's spending 15-20 hours a week working toward an MBA from Columbia University. Graduate school, he felt, was an unfulfilled goal in a career that took him from undergraduate school to the Navy and then marriage and work; now he's "broadening horizons."

"I love the broadening aspect, he says, but quickly adds, "I hate the work



Thomas Francis Burchill—vice president and general manager, RKO Radio Network, New York; b. New York, Jan. 12, 1942; BA, Holy Cross College, 1963; U.S. Navy, 1963-65; account executive, Mort Bassett & Co., 1965-66; account executive, Edward Petry Co., 1966-68; account executive, RKO Radio Representatives, 1968-69; vice president, Eastern sales manager, Edward Petry Co., 1969-71; account executive, John Blair Co., 1971-74; vice president, radio, Bolton/Burchill Ltd., 1974-77; vice president and general manager, RKO Radio Sales, 1977-79; present position since 1979; m. Cathryn Esser, May 16, 1964; children—Tom, 14; Mark, 12; Melissa, 8.

involved. I do think I'm more of a workaholic these days than ever before," remarks Burchill, who finds the job of starting up a new network "so totally absorbing that there is no rush to get home, and yet the next morning there is a rush to get to work.

"Thankfully, I have a wonderful wife," he says, ruefully acknowledging the strain such a schedule as his puts on a family. "When people ask me how I spend my spare time these days, I tell them I try to be with my family."

Burchill attributes a great deal to Dwight Case, not only calling him "the man singularly behind and responsible for the network," but also saying "no other person has had such a large single influence on my business life and the way in which I do business or practice the science

or art of management."

A significant element of that management philosophy is what Burchill calls an "incredible environment of autonomy" that Case has fostered. Burchill says his managers set their own goals, making each individual "feel a part of the creative process." That's resulted, he claims, in "a real surrounding of exhilaration," a "feeling-good atmosphere."

According to Burchill, autonomy is part of a necessary recognition "that radio is incredibly entrepreneurial and marketing-oriented." The entrepreneurial nature of this network venture becomes clear in Burchill's discussion of its goals.

"We expect to be doing in excess of 10% of all [radio] network revenues in a very short period of time," Burchill maintains. And the network radio business, he stresses, is growing at an average annual rate of 17%, as good a growth figure as network television.

Burchill counts American Home Products, Kellogg's, Kraft, Campbell and Anheuser-Busch, among the advertisers already supporting his network. RKO's marketing effort, he says, won't concentrate on generating new broadcast advertisers, but rather on bringing those already in television to radio. "Our principal task is to go after the heavy TV spenders and show them that there are new avenues of reaching audiences with radio."

Attracting advertisers is, of course, only one part of a network's activity; affiliates must also be won. Programming for "the kind of stations following the population bubble as it gets older" is half of what the RKO Radio Network is offering stations. In this area, Burchill and his associates are programming to "address the needs of music radio," with a 25-34 demographic "the bull's eye of our target."

Burchill also puts a heavy emphasis on the "management resources" that RKO is making available to its affiliates. Stations, he says, unsure of what changes the 80's will bring, are looking for an "insurance policy" in the increasingly competitive world of radio. And that's produced "a very favorable response" on the part of stations to RKO's overtures.

Speaking of the stylish, modern (and not inexpensive) studios that RKO has created from the floor up for this new wing of its business, Burchill calls them "visible and attractive signs of RKO's long-term commitment to being in network radio."

And Burchill intends the performance of his new command to match his past successes. "Believe me, there is a very high return investment planned for this radio network within RKO's total financial picture."

The place to start

Mobil Oil Co. and its high-visibility vice president for public affairs, Herbert Schmertz, are back in the news with another dispute over rejected television commercials. The network O&O's refused a Mobil spot defending the company's profits (BROADCASTING, Feb. 4). The Post-Newsweek Stations canceled Mobil's six-part miniseries, *Edward and Mrs. Simpson*, which contains Mobil messages defending free enterprise (BROADCASTING, Jan. 28). Schmertz is once again charging broadcasters with censorship.

The networks and Post-Newsweek acted in accord with their well established policy that prohibits the expression of opinions on controversial subjects in advertising messages. They say such matters deserve the broader treatment that program-length presentation can provide.

There are other broadcasters who think otherwise. WNEW-TV New York, KTTV(TV) Los Angeles and WJLA-TV Washington carried the spot that the O&O's turned down, a statement, delivered by a middle-aged spokesman, that Mobil's profits, as a percentage of return on investment, were less than those of ABC, CBS and NBC. Some 50 stations remain in the ad hoc network put together for the Mobil miniseries. The commercials in it are elaborate productions involving animation, live dancers and mimes, with voices-over reciting fables asserting the virtues of the profit system.

A sampling of the Mobil messages leads to the conclusion that they are harmless exercises in corporate PR. Indeed if the fables give any offense, it will be for insulting intelligence by their vacuity. The guess here is that the stations taking Mobil's business are also taking little risk of demands for time to reply.

Still no one expected three years ago that a Texaco commercial claiming efficiencies to be derived from the company's complementary operations would trigger an FCC fairness-doctrine ruling that forced WTOP-TV Washington to broadcast 30 one-minute arguments for oil company divestiture. WTOP, now WDVN-TV, was then a Post-Newsweek station. An experience like that is enough to make policy against advertising that states a point of view.

The truth is, of course, that the fairness doctrine has conditioned many broadcasters to avoid controversy. As long as it is on the books, it, not ABC, CBS, NBC or Post-Newsweek, is Herbert Schmertz's real problem.

Sleeper

An overweight batch of reports from consultants to the FCC's network study staff was trundled last week into a world that wasn't really waiting for them. They tell more than anyone needs to know about the history and status of subscription television, cable television, multipoint distribution services, home video devices, programming on noncommercial television and FCC multiple ownership policy but less than everyone wants to know about the future of those ventures and conditions.

As term papers, the reports would probably deserve better than passing grades in the average university. What will they do for the taxpayers who are providing the \$1.6 million that the FCC will have squandered by the end of this fiscal year on this pointless exercise? Good question.

The safe prediction is that no commissioner will ever read the mass of irrelevant information that the network staff is under orders to produce—except perhaps one report that stood out last

week from the others. Professor Thomas L. Schuessler, of the University of Arizona law school, assigned to study the effect of the FCC's spectrum management on the number of television networks, brought a zinger in. The television system established by the FCC's 1952 Sixth Report ought to be unscrambled, Professor Schuessler says, and remade into an all-UHF system.

Broadcasters who were around in 1952 are sure to think this is where they came in.

As Professor Schuessler notes, in his highly selective history of television allocations and assignments, an all-UHF system was among the configurations seriously considered but discarded in the 1952 Sixth Report and was reconsidered after UHF fell upon hard times in the early growth period of television. The professor suggests that a craven FCC kept the VHF service to placate the pioneers who put 108 stations on the air while new television grants were frozen preceding the issuance of the 1952 design of the ultimate system. He de-emphasizes the public's stake in an abandonment of VHF at the time. Seventeen million owners of VHF-only television sets would have declared war on a UHF conversion.

Professor Schuessler scents a faint public interest that might be asserted now if the VHF service were ended. He notes that a constriction of service areas from V to U "poses the threat of withdrawing service from a relatively large number of viewers." He adds, without citing technical or economic evidence: "However, by employing greater transmission power, constructing taller antennas and utilizing booster and/or translator stations, this problem could be minimized or eliminated." A mere waving of the wand.

If the composition of the FCC were more mature, less concern would be precipitated by a work like Schuessler's. But in the same week that his report was coming out, FCC Chairman Charles D. Ferris was trying to dazzle a predominantly black audience in Los Angeles with visions of new stations dropping like plums out of the eighth floor at 19th and M Streets back in Washington. "We can also create new UHF and VHF stations by shoehorning in additional stations at less than the present mileage separation requirements," the chairman said, "and by making greater use of translators and other low-power television operations." If Ferris gets wind of the Schuessler report, nothing in television will be safe.

In 1952 the asserted purpose of the Sixth Report was to provide a public service. Is that standard to be abandoned too?



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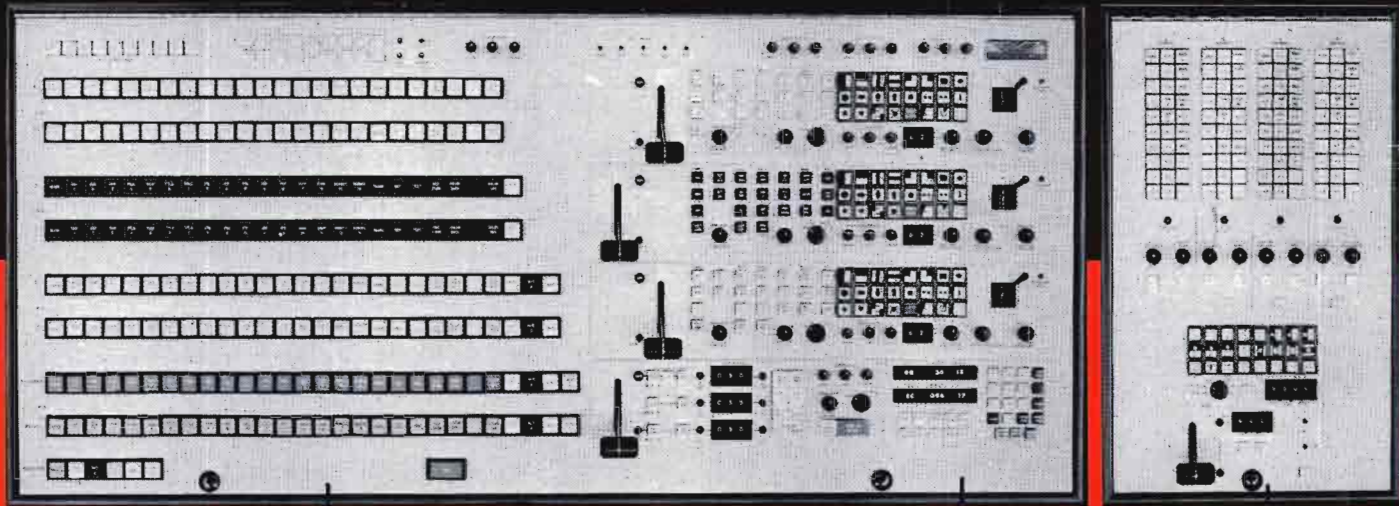
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