

Radio future on the line in Buenos Aires
Giant jump in baseball rights

Broadcasting Mar 10

The newsweekly of broadcasting and allied arts

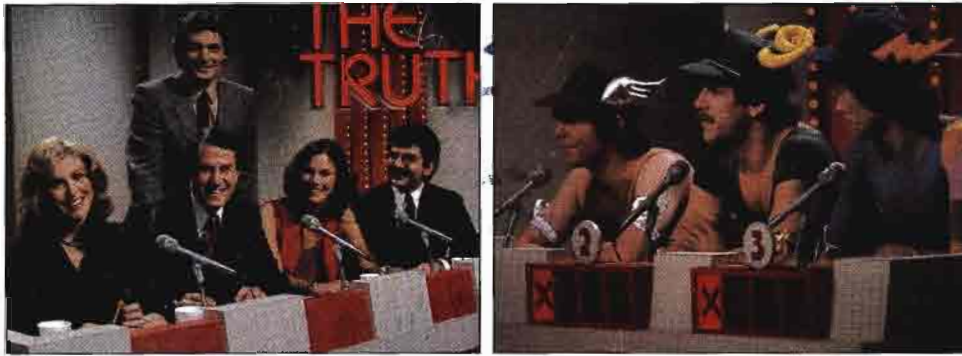
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"Our Sony video recorders have not only traveled the equivalent of fifteen times the circumference of the earth, but they've logged more than 2,500 hours of taping time," says Martin McAndrew, Vice President of Operations for Continental Colour Recording.

"Not one of these machines has ever broken down," McAndrew adds. "What makes that even more impressive is that they're constantly being used by different people with different ideas about how carefully to handle equipment.

"Seventy per cent of the time, our equipment is

used by ABC and NBC, but we also rent it to local television stations and production companies."

Continental Colour, the country's largest video equipment rental company, has specially built trucks and trailer trucks that are virtually television stations on wheels. Two of these trucks are equipped with one-inch equipment, including a total of two BVH-1100 and four BVH-1000 one-inch high-band video recorders. Continental has also purchased additional Sony recorders for its brand-new post-production facility.

"Sony picture quality is excellent," says McAndrew,

“375,000 MILES WITHOUT A BREAKDOWN.”

Martin McAndrew, Continental Colour Recording

“much better than its main competitor. And the slow-motion capability of the BVH-1100's means that each can do the work of two separate machines, in less space, at less expense. No one else's equipment can match these 1100's.

“No wonder our Sonys are almost always on the road. They've covered the World Series, the Winter Olympics, the daytime Emmy Awards, the Tony Awards, operas and symphonies for PBS, and the Pope's visit to the U.S. And we've had zero problems; working with Sony has been delightful.”

If you want one-inch equipment you can really get some mileage out of, find out about Sony's full line. It includes cameras, recorders, editors, and the BVT-2000 digital time base corrector.

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WANTED: HOMES FOR UNWANTED CHILDREN

OKLAHOMA CITY—John and Mary found their parents on television.

They were just two of the thousands of children who were not being adopted because they were “hard to place.” That usually means they’re older, have physical handicaps or belong to a minority.

Anchorman Jack Bowen and news executives of KOCO-TV in Oklahoma City decided to do something about it. They drew on the successful experience of three other Gannett Broadcasting Group television stations, WXIA-TV in Atlanta, KBTB in Denver and KARK-TV in Little Rock, in televising adoption programs.

KOCO wanted to introduce adoptable children on television to show that

they act the same, feel the same and need the same love as other children.

But at first, adoption agencies in Oklahoma City refused to participate. They said “It’s never been done before here,” or “We can’t subject the children to such public exposure.”

The only way to prove the value of the idea was to do it. So, with the cooperation of one private agency, KOCO began a weekly series called “Wednesday’s Child” to air the story.

The first episodes were so sensitively handled that the state welfare department and several private agencies allowed the station to do profiles on other adoptable children.

Viewers responded in the best way possible. To date, they have adopted 25 of the 41 children introduced on “Wednesday’s Child.” Nine are in the process of being adopted and only seven are still waiting to be placed. In addition, 42 other “hard to place” children not shown on the programs were adopted by viewers who responded and called in.

And the program is spreading. Child welfare agencies and stations in other states have inquired about the series. Hopefully, many more children

will find new lives.

All of us at Gannett are proud of KOCO and her sister stations. Their efforts symbolize the things Gannett is most proud of: professional excellence and a total commitment to strong, independent service to the community.

At Gannett, we have a commitment to freedom in every business we’re in, whether it’s newspaper, TV, radio, outdoor advertising, film production, magazine or public opinion research.

That freedom rings throughout Gannett, from Lansing to Little Rock, from Phoenix to Pensacola, from Rochester to Reno, in news coverage, in editorial opinions, in community service. Each member serves its own audience in its own way.



GANNETT

**A WORLD OF DIFFERENT VOICES
WHERE FREEDOM SPEAKS**

The Week in Brief



Eller



Gabbert

KARL ELLER PLUNGES INTO FM FRAY □ In the biggest FM deal in history, Karl Eller, former member of office of the chief executive at Gannett Co., buys San Francisco radio station KIOI(FM) for \$12 million from

Jim Gabbert who started the station back in 1957. Richter-Kalil & Co. Inc. was the broker in the transaction. **PAGES 7 and 58.**

cannot consider station formats in weighing renewals and transfers. **PAGE 39.**

A MATTER OF CONCENTRATION □ A House subcommittee hears differing opinions on the amount of regulation that's needed for broadcasting and cable. **PAGE 40.**

BUSINESS

CHANGING TIMES IN ADVERTISING □ An ANA workshop gets a picture of the different and more difficult future that is resulting from the fragmentizing of television. **PAGE 46.**

TOP OF THE WEEK

MAKE OR BREAK FOR 9 KHZ. □ Region 2 member nations gather this week in Buenos Aires to ponder the future of AM in the western hemisphere. Consideration of reduced channel spacing is the most far-reaching item on the agenda. **PAGE 25.**

EARLY WARNING □ House appropriations subcommittee member attacks Ferris and the FCC for the RKO decision. **PAGE 27.**

CBS-GOVERNMENT CLASHES □ White House tries to muscle *60 Minutes* out of broadcasting Iran segment; federal judge holds network in contempt for refusal to turn over outtakes from another segment from the same series. **PAGE 28.**

ON THE ATTACK □ Conservative groups take advantage of election law provision that allows them to spend unlimited amounts in campaigning against liberal candidates. Beneficiaries of this tactic are radio and television stations. **PAGE 29.**

SPECIAL REPORT

OUT OF THE BALL PARK □ BROADCASTING's annual special report finds that major-league baseball rights will cost broadcasters 47% more in the 1980 season. Most of the impetus for the rise comes from the new network contracts and hefty, multiyear pacts on the local level. **PAGE 33.**

LAW & REGULATION

LAST CHANCE □ The Supreme Court agrees to review the case that challenges the FCC's contention that it

MEDIA

PAY TV'S STIMULUS □ Wall Street's Tony Hoffman says that video service for a price will spark a greater demand for specialized programming, but it won't undercut free TV. **PAGE 56.**

PROGRAMING

CBS-TV MAKES RECOVERY □ In the week following the winter Olympics, the network grabs back the top spot in prime-time ratings. **PAGE 60.**

TECHNOLOGY

TURNER-RCA TRUCE □ The new cable news service is given temporary time on Satcom I in exchange for dropping its \$34.5-million damage claim. Merits of the suit will be argued, however. **PAGE 64.**

ANOTHER FOR RCA □ Zenith is latest to announce adoption of SelectaVision format for videodisk players. **PAGE 64.**

JOURNALISM

'20/20' HINDSIGHT □ ABC News changes its mind, decides its case isn't strong enough to resist prosecutor who demanded outtakes for Jordan cocaine probe. **PAGE 67.**

INSURANCE WORRIES □ An NAB study documents the difficulties stations encounter in buying comprehensive coverage against defamation suits. **PAGE 68.**

PROFILE

QUEST FOR QUALITY □ Donald Kleffman says the "ex" at the end of Ampex stands for excellence. That observation epitomizes the uncompromising goal of the vice president-general manager, audio-visual systems, of one of the foremost equipment manufacturers. **PAGE 93.**

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

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**SOME DAY ALL TALK SHOWS
MAY BE LIKE TONI'S.**

**BUT UNTIL THE OTHERS
CATCH UP, YOU CAN
HAVE THE ORIGINAL!**



THE TONI TENNILLE SHOW

And what a show it is! A super-talented hostess at the peak of her career...believable, bright, enthusiastic—and caring.



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Closed Circuit®

Insider report: behind the scene, before the fact

First of a set?

Karl Eller's purchase of KTOI(FM) San Francisco for \$12 million, record price for FM (see "Changing Hands," page 58), may be beginning of new station group. Confidants say acquisition-minded Eller has ambitious plans—and capital to carry them out.

Eller owns 457,678 shares of Gannett Co. stock as result of Gannett's absorption of Combined Communications group, which Eller headed as president. Gannett stock traded at about \$40 late last week. Eller interest amounts to 1.32% of Gannett shares outstanding, meaning he'll have to divest at least some of personal holdings upon consummation of KTOI deal. FCC rules put 1% of stock interest as criterion in counting multiple-ownership portfolios. Gannett owns six FM's and, subject to FCC approval, has bought seventh (WJYW(FM) Tampa, Fla.), which will fill its complement. He'll also have to quit seat on Gannett board.

Star performers

Sharing spotlight with President Carter (whose appearance is expected) at Radio and Television Correspondents Association dinner in Washington March 20 will be Walter Cronkite, broadcast journalism's pre-eminent anchor, and Ted Koop, retired CBS vice president and radio and TV galleries' foremost raconteur.

With capacity of some 800 broadcast journalists and their guests at Washington Hilton, outgoing president, Phil Jones of CBS, has arranged program to pipe Cronkite into semiretirement with panel of roasters to include past presidents of Radio-Television News Directors Association.

Bedtime anchor

Betting late last week was that ABC News's Ted Koppel, State Department correspondent, will get nod to anchor ABC-TV's new late-night news (Monday-Thursday, 11:30-11:50 p.m. NYT). Affiliates are scheduled to get detailed plans by closed circuit this week.

Last chance

Ampex Corp., principal broadcast equipment supplier to NBC-TV for Moscow Olympics, has set April 15 as its deadline for shipments of equipment. Discussion with one Ampex official last week revealed that firm does not think it could deliver cameras and leased slow-motion machines necessary for coverage (part of \$7.5-million sale-lease package) if status of games is still in doubt after that

date—three days after U.S. Olympic Committee is scheduled to conclude its April 11-12 meeting on boycott question.

"Beyond April 15 we don't feel we could respond," Ampex official replied to question concerning company's readiness to proceed with its part of Olympics package. "We have produced the equipment for NBC. The equipment is ready to go should there be any change in the U.S. government's policy. I doubt that will happen," he said.

One way or another

Ted Turner's organization keeps coming up with novel approaches to communications matters. Few weeks ago, lawyers for Turner's Cable News Network asked FCC if it would authorize CNN's use of microwave links in New York and Washington in 2 ghz band that is reserved for use by television broadcasters. Answer was negative. So lawyers for Turner superstation WTBS(TV) Atlanta filed application for desired frequencies, saying some or all of material CNN would transmit over them would be carried on station. Broadcast Facilities Division staffers huddled over issue, decided that plan came within rules, and granted application.

Decision was not unanimous, however. Some staffers maintain rules were bent, feel that if there is need by producers—who are neither licensees nor cable operators—for microwave frequencies, commission should create new service.

Wanted

Roger Mudd, CBS newsman who has been taking time off to ponder his future since losing out to Dan Rather as designated heir to Walter Cronkite (BROADCASTING, Feb. 18) has been talking to brass at ABC and NBC about possible switch in employment. Things were still fluid last week, but Mudd expects to make decision "sooner rather than later."

CBS News President Bill Lenoard says Mudd can have "virtually" any job in CBS shop if he stays there. But if Mudd spurns those entreaties, it may be January 1981 before he shows up on another network. His CBS contract runs until then.

Papa spank

Although National Association of Broadcasters is reluctant to intercede in specialized trade association affairs, its top brass doesn't relish family feud between TV Bureau of Advertising and Radio Advertising Bureau in rival presentations denigrating other's medium (BROADCASTING, March 3). Vincent T.

Wasilewski, president of senior trade organization representing both radio and TV, not only deplores intramural squabbling, but suggests that coordination of various entities under NAB auspices could save broadcasters future distress.

Too tough

Executives of some major station groups, particularly those in both radio and TV, are privately questioning Television Bureau of Advertising's wisdom in preparing and distributing local sales presentation knocking radio (see above). Some reportedly are refusing to let their stations use it. Among critics, one called it "overkill." Another didn't like "negative selling." Several feared that since radio and TV are both broadcast media, knocks against radio would hurt TV as well. TVB officials say they've had "a few" reactions but repeat that presentation was prepared at request of TVB sales advisory committee, composed of stations.

Comsat-Sears

Don't expect Comsat's FCC filing on satellite-to-home broadcasting any time soon. Shape that plans will take is contingent on outcome of ongoing talks between Comsat and Sears, giant retailer that will probably handle marketing, billing and installation and maintenance of roof-top antennas. Word now is that filing will be made "within next few months."

Proliferating pay

Showtime, in closed-circuit advisory to pay-TV affiliates scheduled today (March 10), is expected to announce changes in programming and promotion to go along with 40% increase in program hours coming April 1. At least one blockbuster movie "anchor" will be promised each month, with four to six supporting films. "Umbrella" categories will be instituted: classic movies, "Showtime After Hours" (action/adventure/romance) and "family theater."

Going on 50

Broadcast Pioneers' annual Mike Award dinner honoring pioneer broadcast operating, originally scheduled for last month, was quietly postponed—for want of willing winner (which is expected to foot big part of presentation expense). Now officials have winner—Cosmos Broadcasting and its almost 50-year-old WIS(AM) Columbia, S.C.—and dinner has been rescheduled for June 3, at New York's Pierre hotel.

Business Briefly

TV ONLY

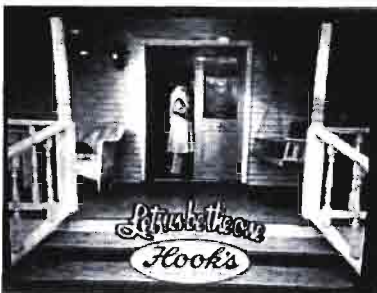
Six Flags Over Texas □ Second-quarter campaign for amusement parks begins in April in about 20 markets. Spots will run during fringe and prime times. Agency: Bloom Agency, Dallas. Target: adults, 18-49.

Stouffers □ Second-quarter campaign for frozen entrees begins this month and runs through May in 24 markets. Spots are placed during day and fringe times. Agency: Creamer Inc., Pittsburgh. Target: women, 25-54.

Progresso Foods □ Second-quarter campaign for spaghetti sauce and other products begins March 31 in 17 markets. Spots will run in day, fringe and news times. Agency: Chalek & Dreyer, New York. Target: women, 25-54.

Sarah Coventry □ Eight-week campaign for jewelry begins April 7 in 33 markets including Buffalo, N.Y., and Pittsburgh. Spots will run during prime and fringe times. Agency: McCaffrey & McCall, New York. Target: women, 18-49.

Hook's Drugs □ Second-quarter campaign for drug store chain begins this week in five markets including



Indianapolis. Spots will run during day and prime times. Agency: Ruben, Montgomery, Indianapolis. Target: adults, 25-54.

H.G. Parks □ Ten-week campaign for Parks line of 18 types of sausage begins this month in New York, Philadelphia, Washington and Hartford-New Haven, Conn. Spots air in daytime and early and late fringe times. Agency: Ketchum MacLeod & Grove, Pittsburgh. Target:

women, 25-54.

Condensater Corp. □ Eight-week campaign for Fire Cubes solid charcoal begins late this month in six markets including Los Angeles and San Francisco. Agency: Brittany Advertising, Chicago. Target: women, 25-49.

Fleischman's □ Six-week campaign for new Discovery margarine begins today in about 30 markets. Spots will run in day and fringe times. Agency: Wells, Rich, Greene, New York. Target: total women.

Sunfield Food □ Four-week campaign for Crunchola snack begins this week in 16 markets including Los Angeles, St. Louis and Minneapolis-St. Paul. Spots are placed in day and fringe times. Agency: Tatham, Laird & Kudner, Chicago. Target: working women; women, 18-49.

O.J.'s Beauty Lotion □ Four-week campaign for lotion begins April 21 in nine markets including New Orleans. Spots will run during day times. Agency: Bozell & Jacobs, Dallas. Target: women, 18-49.

Atari □ Four-week campaign for home video computer systems begins March 17 in more than 10 markets including New York. Spots are placed during fringe, prime and sports times. Agency: Doyle

Radio only

MASLA MEANS BUSINESS

Ask Joe Barcarella
WDRQ, Detroit

JACK MASLA & COMPANY, INC.

MAJOR STATIONS IN KEY NATIONAL AND REGIONAL MARKETS

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

Stepping out. The latest in series of Thom McAn TV commercials, which began airing this week, features three models dancing across a mirrored black floor reflecting their "High-Fashion" Thom McAn shoes. The spots, which run in 55 major markets, utilized special



effects, including shimmering light rays and surreal mist, and were filmed under the direction of David Dee, of David Dee Productions, New York. BBDO, New York, handles the Thom McAn account. Credits: producer, Skip Allocco; art director, Mike Moir, copywriter, Ted Sann.

DID CHICAGO

WELCOME BACK KOTTER?

IT SURE DID... BIG!

In its triumphant return to the airwaves February 11 on WGN-TV, Chicago, WELCOME BACK, KOTTER ranked No. 1 in its time period (M-F, 6 to 6:30 pm) with an average 17 rating and 30% share over the first two weeks. These numbers topped the lead-in show, the lead-out show, and the program in the same time period, same station the preceding year.

CHICAGO—TWO-WEEK AVERAGES—MONDAY-THRU-FRIDAY, 6 TO 6:30 PM RATING/SHARE

WGN-TV	WELCOME BACK, KOTTER	17 rating/30% share
WBBM-TV	LOCAL NEWS	13/22%
WFLD-TV	SANFORD & SON	10/18%
WMAQ-TV	LOCAL NEWS	9/16%
WLS-TV	LOCAL NEWS	9/15%
OTHERS		2/4%

Source: NSI, Feb. 11-15 and Feb. 18-22, 1980. Data are estimates and subject to qualifications in reports used.

**FOR ADDITIONAL RATING DETAILS, ASK YOUR
WARNER BROS. REPRESENTATIVE**

Warner Bros. Television Distribution



A Warner Communications Company

Dane Bernbach, Los Angeles. Target: children, 6-11; teen-agers; men, 25-54.

Buddig □ Four-week campaign for smoked meats begins March 24 in about 25 markets including Birmingham, Ala., and Denver. Some spots will run during day times. Agency: N. W. Ayer, Chicago. Target: women, 18-49.

Norcliff-Thayer □ Four-week campaign for Oxy-Wash astringent begins this week in 25 markets including San Francisco, Los Angeles and Pittsburgh. Spots will run during fringe times. Agency: Case & McGrath, New York. Target: teen-agers and adults, 18-24.

Brown Vintners □ Three-week campaign for Black Tower wine begins this week in 10 markets. Spots will run during prime and early news times. Agency: William Esty, New York. Target: total adults.

J. I. Case □ Two-week campaign for garden tractors begins March 24 in 12 markets. Spots will run during news and sports times. Agency: Bozell & Jacobs, Milwaukee. Target: men, 25-54.

Famous Footwear □ Two-week campaign for shoe stores begins March 24 in about 15 markets including Milwaukee, Minneapolis and Denver. Agency: Stephan & Brady, Madison, Wis.

Target: adults, 18-54.

Lloyd's Bank □ Two-week campaign begins April 14 in Los Angeles and San Francisco. Spots are placed during fringe, prime and sports times. Agency: Della Femina, Travisano & Partners, Los Angeles. Target: men, 25-49.

RADIO ONLY

Western Union □ Seven-week campaign to promote Mailgram service begins April 21 in eight markets including San Francisco, Los Angeles and Philadelphia. Spots will run during morning and afternoon drive times, plus evenings. Agency: Trout & Reis Advertising, New York. Target: adults, 18-54.

Canteval □ Five-week campaign for wines begins April 14 in about five markets including Boston. Spots will run during morning and afternoon drive times. Agency: McFarland, Street & Albright, Elm Grove, Wis. Target: adults, 18-54.

U.S. Shoe Corp. □ Two-week campaign for Cobbie Cuddlers begins March 19 in about 40 markets including Chicago, Cleveland, Green Bay, Wis., Winston-Salem, N.C., Denver, San Francisco and Washington. Agency: Leber Katz Partners, New York. Target: women, 25-54.

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[®]

AdVantage

Futurizing. Doyle Dane Bernbach, New York, has formed Media Development Group, which will analyze and make recommendations to clients for advertising and promotion opportunities in new media. Five-member group will report to Sy Goldis, senior vice president and director of media services. DDB said it has prepared report on "New Broadcasting Technologies" for distribution to clients, has begun using cable TV for some of its clients and is now reviewing television commercial distribution to stations via satellite. Other projects in progress are barter programming for cable systems and program development for video recorders.

□ **Are TV networks slipping?** Ogilvy & Mather, New York, has examined October-November Nielsen NTI and concludes that TV network ratings in prime time have dropped slightly—from 19.8 in 1976 to 19.0 in 1979. Ogilvy sees more trouble in other dayparts: in late night, average network program rating decreased from 6.5 to 6.0; weekend children dropped to 5.5 from 6.1 and daytime declined to 6.4 from 7.0 in 1976. Ogilvy's conclusion: Independent stations have made inroads into network audiences in these time periods by scheduling off-network hits against networks' current programs.

□ **Clyne switch.** C. Terrence Clyne, chairman of C. L. Clyne Co., is retiring on March 31 for reasons of health and is turning over his business and staff to Kornhauser & Calene, New York, which is being formed by Henry Kornhauser and John Calene, president and creative director, respectively, of Clyne. Agency bills about \$60 million, of which more than 90% is in broadcast. Clyne, 73, entered broadcasting with old Free & Peters national representative firm in late 1930's as account executive and joined Biow Co., New York shortly after World War II. He formed his own agency in 1963.

RepReport

WGIR-AM-FM Manchester, N.H.: WHEB-AM-FM Portsmouth, N.H.; WSAR(AM) Fall River, Mass.; WEIM(AM) Fitchburg, Mass., and WSRS(AM) Worcester, Mass.: To Major Market Radio Sales (no previous rep).

□ WZZC(FM) East Moline, Ill.: To Roslin Radio Sales (no previous rep).

□ WRHC(AM) Coral Gables, Fla.: To P/W Radio Representatives from Spanish International Network.

WHEN WE ASKED TELEVISION'S BEST WRITER TO CREATE A NEW KIND OF COMEDY, HE TOLD US TO BE REALISTIC.



Larry Gelbart is the man who created M.A.S.H. Now he's created a new program called United States. It's about two people. A man and a woman. It's about their marriage and the state of being united.

It's also unlike anything you've ever seen before.

For one thing, it's realistic. Not contrived. In most comedy series, the laughs are literally manufactured out of carefully constructed situations (that's why they're called sitcoms). Here, the humor resides in the attitudes and behavior of the characters themselves.

Writing in *Newsday*, Bill Kaufman said, "...judging by sampled advance episodes, (United States) is unusually candid in terms of outlook...focuses with an extraordinarily sensitive eye...a masterpiece of dialogue...darlingly off the hackneyed trail."

All of us at NBC are excited about

tonight's premiere. There's a great deal of pride associated with the introduction of a program like this. There's a certain anticipation, too. After all, you couldn't exactly say we're playing it safe.

We think the *Baltimore Sun's* Bill Carter is right on target. "It is a gambling, risk-taking, totally original venture. It will probably be the most talked-about (if not the most watched) new series to hit television in the last five years."

Obviously, we're not afraid to take chances. As a matter of fact, if we're really going to change television, there isn't any other way.

NBC IS CHANGING TELEVISION RIGHT BEFORE YOUR EYES





We turned a cold spell, into a warm spell.

When heavy snows and cold temperatures froze Milwaukee in its tracks last winter, Milwaukee turned to WITI-TV.

And by the time it was over, WITI-TV, the Storer station in Milwaukee, had seen to it that more than 1300 elderly and infirm had been helped, tons of snow shoveled away, hundred of errands run, and who knows how many friendships formed.

This heart-warming response resulted from "Operation Snow Desk," an extension of Contact 6, WITI-TV's trouble-shooter service broadcast each day on the 6 and 10 PM news.

Over 30,000 viewers last year asked Contact 6 for help, and all 30,000 were followed-up by personal contact, phone or letter.

WITI-TV's Tom Hooper heads the Contact 6 program with the aid of two assistants. Their energy and persistence not only turned a cold spell into a warm spell, but solved many other problems as well.

Some have led to investigations and issuance of charges by the State Attorney General's Office of Consumer Protection, others have led to action by the Milwaukee Common Council and even by the Wisconsin State Legislature.

We're proud of Tom and his staff at WITI-TV. Because the way we see it, the more effective we are in our communities, the more effective we can be for our advertisers.

STORER

STORER BROADCASTING COMPANY

■ indicates new or revised listing

This week

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. Red Lion Inn Sea Tac, Seattle.

March 11—*National Citizens Committee for Broadcasting/U.S. Office of Consumer Affairs* brown bag annual on fairness doctrine and equal time laws. Carnegie Building, 1530 P Street, N.W., Washington. Speaker: Bill Monroe, executive producer/moderator, NBC's *Meet the Press*. Information: Paul D'Ari, NCCB, (202) 462-2520.

March 11—*Pennsylvania Association of Broadcasters* Congressional/Gold Medal Awards reception. Rayburn Building, Washington. Information: Robert H. Maurer, PAB, 407 North Front Street, Harrisburg, Pa. 17101; (717) 233-3511.

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

March 12—Hearings on H.R. 6228, legislation on crossownership introduced by Representative Allan Swift (D-Wash.) Washington.

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

March 12-16—*American Association of Advertising Agencies* Southeast/Southwest councils' joint annual meeting. Frenchman's Reef, St. Thomas, Virgin Islands.

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

March 13—*Advertising Hall of Fame* awards luncheon honoring late Neil H. McElroy and Atherton W. Hobler, Waldorf-Astoria, New York. Information: Margie Kiessling, American Advertising Federation, (202) 659-1800.

March 14—Deadline for entries in annual *Radio-Television News Directors Association* awards.

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 16-17—*Kentucky CATV Association* spring convention. Hyatt Regency, Lexington.

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

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

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

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

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

March 18—*New York Cable Television Association* annual legislative meeting. Empire State Plaza, Albany.

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 includes 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.

Major Meetings

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* 25th annual seminar and *Broadcast Designers Association* second annual seminar. Queen Elizabeth hotel, Montreal. Future seminars: June 10-14, 1981, Waldorf-Astoria hotel, New York; June 6-10, 1982, St. Francis hotel, San Francisco;

June 8-12, 1983, Fairmont hotel, New Orleans; June 10-14, 1984, Caesar's Palace, Las Vegas; 1985, Chicago.

Aug. 24-27—*National Association of Broadcasters* radio programing 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.

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

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.

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

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

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

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

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

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

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

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

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

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

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

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

April 9-12—*Alpha Epsilon Rho, National Honorary Broadcasting Society* national convention. Imperial Palace hotel, Las Vegas. Speakers include Don Hewitt, *60 Minutes*; Charles Osgood, CBS News, and Gordon Jump. *WKRZ 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 11-12—*Maryland-Delaware Cable Television Association* spring meeting. Gateway West, Ocean City, Md.

■ **April 11-12**—*National Federation of Local Cable Programers* central states region spring conference.

Old Capitol, Frankfort, Ky.

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

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

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

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

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

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

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

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

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

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

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

April 20-24—*American Institute of Acoustics and Astronautics* eighth communications satellite systems conference. Orlando Hyatt House, Orlando, Fla.

April 22—*International Radio and Television Society* newsmaker luncheon. Speaker: Elton H. Rule, president, ABC Inc. Waldorf-Astoria, New York.

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

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

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

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

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

April 25-27—*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 29-30**—*American Association of Advertising Agencies* advanced media seminar. Water Tower Hyatt, Chicago.

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

May

May 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 3—*Iowa Broadcast News Association* annual convention. Starlight Village Convention Center, Fort

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WVON/WGCI, Chicago
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Dodge, Speakers: Steve Bell, ABC-TV anchor; Curtis Beckmann, Radio-Television News Directors Association president.

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

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

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

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

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

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

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

May 12-15—*ABC-TV affiliates* annual meeting, 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 12-14—Fourth annual National Indian Media Conference sponsored by *Native American Public Broadcasting Consortium* and *American Indian Film Institute*, Quality Inn, Anaheim, Calif.

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

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

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

Errata

Rating for CBS-TV during February A.C. Nielsen sweeps period ("Top of the Week," March 3) was **19.4**—not 15.4 as reported.

□

"Fates & Fortunes" item, Feb. 11, page 148, incorrectly stated that **Anita Luyk Voss** had joined Luyk Advertising, Albany, N.Y., as media director. She is president of agency, and made announcement that **Kathleen Burns**, from The Group Advertising in Albany, joined Luyk as media director.

□

Alan Cummings, recent buyer of WMKC-FM Oshkosh, Wis., was reported in Feb. 25 issue as having no other broadcast interests. He owns **WNAM(AM) Neenah Menasha, Wis.**, as well as Oshkosh station.

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

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

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

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

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

Open Mike®

On hearing footsteps behind

EDITOR: As George Bush learned in the New Hampshire primary, the heavy guns are reserved for those who mount the serious challenge. Bob Alter was correct in his comment in *BROADCASTING* (Feb. 25) on the Television Bureau of Advertising's newest local presentation entitled: "Radio: A Reminder Medium," when he said: "Radio must have them worried."

In my many years in this business, I can never recall a serious TVB effort directed at combating radio. Newspaper, yes; magazines, yes; radio, never. Perhaps TVB senses what ABC Radio and many other broadcasters have been seeing recently—significant new and growing interest from a wide variety of advertisers who agree that radio works for them.

I have heard radio people complain that our medium is overshadowed by the more "glamorous" television. But it is radio that is now getting attention—and business—from a wider spectrum of the adver-

tising community. And along with that, the attention of the TVB.

In the immortal words of that venerable *radio* sportscaster: "How about that!"—*Michael Hauptman, senior vice president, ABC Radio, New York.*

A matter of timing

EDITOR: When the American Olympic hockey team defeated the Soviet team I was proud, as were all Americans.

When I learned that the only live telecast of the game that could be seen in Lake Placid (or anywhere else in the U.S.) was from *Canadian* TV stations, I was sad.

Our foreign guests in Lake Placid (both athletes and others) were probably not impressed with this example of how the TV system of the United States "works."

Three cheers (in both French and English) for Canadian TV.—*Robert H. Baker, Humboldt, Iowa.*

Editor's note. The game, which was played on a Friday at 5 p.m., was delayed by ABC-TV into

How we proved your hair dryer could be a deadly weapon.



WRC-TV, Washington, D.C. "The Investigators"—reporters Lea Thompson and Jack Cloherty—with their producer Bob Currie broke what became the consumer story of the year.

"The Hair Dryer Scare of '79"—the truth that millions of our hand-held dryers contained cancer-causing asbestos which was being discharged into the air during use.

The discovery was borne out by special electron microscopy commissioned by WRC-TV. The results? An immediate outcry from the public as well as the government to ban and recall all hairdryers with asbestos.

Within weeks, manufacturers of an estimated 95% of all hair dryers sold in the United States had voluntarily recalled 12.5 million dryers.

In fact, the Consumer Product Safety Commission reported that it had the biggest reaction to any consumer issue in its history—over 6000 calls a day on a special telephone hotline.

And when the National Institute of Occupational Safety and Health did its study of thirty hand-held dryers, it found the asbestos spewed forth from hair dryers was the single most dangerous exposure existing in the average person's environment.

No wonder "The Investigators" won the George Polk Award, the Washington Emmy Award for Investigative Reporting and the Chesapeake Association Press Broadcasters Award for outstanding enterprise reporting.

Award-winning broadcast journalism is nothing new to NBC owned stations. Our investigative unit at WMAQ-TV, Chicago, uncovered the fact that at least 10,000 women over a five-year period, in Chicago alone, had to strip and be searched—even for minor offenses—by the police. This shocking report became one of the most important local news stories of 1979 and led to independent investigations by the American Civil Liberties Union, the U.S. Attorney's office and the F.B.I. Resulting in the first Anti Strip Search Law in the United States. In recognition of WMAQ-TV's role, the law was signed on the air by Illinois Governor James R. Thompson during the station's evening newscast.

And in Los Angeles, KNBC also uncovered previously confidential data. Their investigative Unit Four obtained documents from California's Justice Department charging that seven major oil companies doing business in the western United States had engaged in a conspiracy to create an artificial shortage of gasoline to inflate prices.

Cleveland's WKYC-TV exposed rip-offs stemming from a lack of regulations in Ohio's ambulance services, spurring a state-wide grand jury investigation.

And Newscenter 4 at WNBC-TV, New York, recently aired a five-part series, "Confessions By Fear," which blew the lid off alleged abuses of criminals by Suffolk County police.

You see, when it comes to reporting, we get the facts.

And you get the results.



**NBC Owned
Television
Stations**

WNBC-TV New York/WRC-TV Washington, D.C./WKYC-TV Cleveland/WMAQ-TV Chicago/KNBC Los Angeles

prime-time after the network attempted, unsuccessfully, to have the contest rescheduled in the evening.

Along for the ride

EDITOR: In a "Closed Circuit" item about an impending trip to China by five FCC commissioners, you mention that the trip will be at FCC cost (unless the State Department will pick up part of the tab).

I am an independent communications consultant with considerable experience in policy planning in developing nations. I, too, would like to have a paid-for trip to China.

Or will I have to wait until I become an FCC commissioner? — *Bert Cowlan, New York.*

Call first

EDITOR: The 250 or so Public Broadcasting Service stations across the country are all in the business of promoting each other's network airings. The tireless game of public information is only made easier when we have a local orientation to a national program. One way to provide this advantage is by notifying the local station(s) in advance when production crews will be visiting an area. In essence, we are all in the same family; and familial tradition dictates that you call or write your relatives when you are going to be in town.

Recounting humorous or horror-filled

tales of "taking the show on the road" and the trouble encountered "when something broke down" is part and parcel of being in this industry.

We, the "back-water" outposts, make up the bulk of the 250 stations, have the contacts you need when [national productions] come out to record a story. We can make hay of their visit and make their stay more pleasant. Most important, their visits give us the opportunity to communicate within our own system.

Simply stated, we must work together in order to truly be a network. Call your relatives when you're in town; we need you. — *Paul H. Abramson, public information officer, WPNE-TV Green Bay, Wis.*

Radio restoration

EDITOR: My next project for the Mississippi Broadcasters Association Radio Museum in Jackson is to restore to new condition a radio transmitter that was made in 1939 and retired in 1979. Needed for this RCA 250-K 250 water are all tubes, power transformers, meters, switches, crystal oven and a bushel of smaller parts. And, if anyone has a complete 250-K to donate to a worthy cause, we will try to pick it up or pay shipping costs. — *Bob McRaney Sr., Box 1336, West Point, Miss.*

Editor's note. McRaney, retired broadcaster and for many years executive secretary of the MBA, has also just completed writing "The History of Radio in Mississippi."

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Monday Memo®

A broadcast advertising commentary from Vern Stigge, president, Lamonts Stores, Seattle

Retail rediscovery in a TV campaign

When I joined the Lamonts Stores last year, one of the basic concerns facing us was that of image and identification of our status in the Northwest, one of the most competitive retailing markets in the country.

While everything about the Lamonts Stores had been changing—we had grown to 19 stores and a volume of over \$65 million from \$10 million in 1969, and three more stores were scheduled to open in 1980—our marketing policies had remained pretty static. Our dependence on print media as our major advertising medium had remained fairly constant, and we still adhered to a policy of fixed position for our newspaper advertising.

Lamonts, a division of Pay'n Save Corp., specializes in brand-name, moderately priced apparel for the family. We were concerned about the changing life styles of our potential customers and the possibility that we might be missing our possible targets, particularly in the 25-35 age bracket. We were not altogether sure that our print-only advertising campaigns were presenting a realistic image of what the Lamonts Stores really stood for. We decided immediately to make a major evaluation of our advertising policies.

Fortunately I had been exposed to one of the most unusual market research organizations in the Northwest while I had been with the Meier-Frank stores prior to going with Lamonts Stores—Fisher Broadcasting's marketing division, headed by Vice President Phelps Fisher. It is one of the few broadcast group operations in the country that has made a genuine commitment to provide impartial analysis and marketing assistance to the retail industry.

Fisher offered the research services of his organization to do a comprehensive analysis of our present advertising. The results indicated a definite need for dramatic changes in our over-all marketing advertising strategies. It helped us identify our strengths as well as our weaknesses and provided us with guidelines to help determine our future advertising strategies. It also helped us analyze the cost effectiveness of our media mix.

With our expansion of stores, we were confronted with the need to use four daily papers in the Seattle-Tacoma area to reach our customers effectively. It showed the addition of television would reach this broad market with greater consistency of message, and that we could use our research to target our message effectively to our customers.

With the aid of our advertising agency, Ehrig & Associates, and Fisher Broadcast-



Vern Stigge joined Lamonts Stores, Seattle, as president last April. Earlier, he had been vice president and general merchandise manager at Meier & Frank, Portland, Ore., a division of May Department Stores.

ing's marketing and research staff, we launched a saturation television campaign during the five weeks of the holiday season. With the participation of our key vendors, we used a total of 25 different commercials in over 600 spots in the Seattle market. Rather than do another Christmas-type campaign, we tailored our approach to a "Look Closer at Lamonts" slogan with several definite goals in mind.

First we wanted to establish a definite identity for the Lamonts Stores. We also wanted to stress the quality and price aspects of our stores. We wanted to reach what we considered our "target customers" and instill a sense of buyer confidence in their evaluation of Lamonts. We also wanted to eliminate any confusion on the part of consumers that we were found only in the neighborhood malls and that we were, in fact, moving into the major regional malls with attractive stores, quality products and competitive prices. Finally, the message had to be presented in a dominant manner.

Fisher Broadcasting's market research group offered to co-sponsor a pre- and post-test telephone survey of the effects of our saturation TV spot campaign to help determine attitude and recall position versus our major competitors. Our determination to start our holiday campaign

before Thanksgiving gave us a week-long jump on our competitors, and we were looking for specific reactions to help us determine our position for long-range planning.

In launching our saturation spot TV campaign we used every supplementary promotional device we could think of. Ehrig & Associates, working with our advertising manager, Donna Vladimir, worked out a number of tie-ins keyed to special products we were featuring on the TV campaign. They had also created a special musical theme that was played in all of the stores. We utilized in-store video for our Seattle stores and replayed the commercials on the special items for the benefit of the customers. Our newspaper and radio advertising also picked up our slogan. We were totally committed to in-store follow-through for all of our product promotions.

The test surveys showed success in our advertising effort. Awareness increased to over 90%, with the number of people remembering specifics about our advertising increasing by 80%. There was a 76% aided recall of our slogan.

The feedback from the people involved during our holiday campaign has proved that we're on the right track with our new media policies. The store personnel, vendors and the customers have been extremely enthusiastic. Our business was very good during the period, and we were impressed by the fact that many items that were featured on our TV commercials sold more quickly than the products that weren't advertised on TV.

Another major factor was the upgrading of the morale of our employees. The staff reacted to the campaign with an enthusiasm that was reflected in their dealings with the customers and a definite feeling of pride in being a part of such an upbeat campaign. The campaign also helped our buying staff in determining the needs for the future. By tracking the items of apparel that sold well, we were able to determine more accurately what the buying trends would be and what we should invest in for the future.

The initial venture into TV advertising has been a highly educational and profitable effort. We know more people are aware of Lamonts and our advertising, and we feel we have reached our target audience with greater strength than ever before. We now have a balanced media mix, and are carrying this approach to all the markets where we have stores. We plan on making TV and radio a bigger part of our media mix in the future. The research tools that Fisher Broadcasting has developed will become even more important in our future planning. Meanwhile, Lamonts is on its way.



Picture Caption: 1st row: (1. to r.), Dan Lovett, Lou Boda, John O'Reilly, Sports-casters; Curt Chaplin (seated on desk), Producer. 2nd row: John Chanin, Dir. of ABC Radio Sports; Dino Tortu, Engineer; Barbara Silber, Director; Mike Zdyrko, Engineer; Dick Martinez, Mgr. of Radio Engineering. 3rd row: Ed Salzman, Charlie Rapp, Engineers; Bill Gately, Director; Kent Coughlin, Chief of Mission. 4th row: Neil Pultz, Engineer; Mike Palmer, Producer; Bill White, Sportscaster.

*Not shown: Bob Benson, V.P., ABC Radio News; Don Chevrier, Tom Cheek, Chuck Fountain, Eli Zaret, Sportscasters; Marty Bush, Sports Reporter; Bob Beattie, Downhill; Art Devlin, Ski Jump; Carol Heiss Jenkins, Figure Skating; Jack Reilly, Hockey; Harry Curtis, Dir. of Radio Engineering; Tony Masiello, Supervisor of Radio Engineering; Fran Grimaldi, Brenda Morgan, Radio Programming & Production; Joe Ulrich, Engineer.

The ABC Radio Network Team.

We covered the Winter Olympics like no other radio network could.

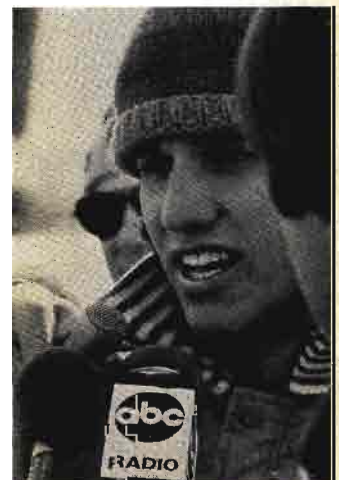
ABC had thirty-one professionals on the scene full time. No other radio network had more than eight. So nobody else brought you ABC's kind of in-depth Olympic coverage.

On the slopes or on the ice, we covered it all. Day by day. Event by event. Including the complete USA/Finland hockey game for the Gold.

Altogether, we broadcast 451 sportscasts from Lake Placid, logging more Olympic airtime than any other radio network. And every minute of our coverage was live.

But that's just what you would expect from ABC Radio. After all, it takes the best professionals in the business to cover the best amateurs in the world.

ABC Radio Network
 We cover sports best **RADIO** abc



ABC Radio interviews Eric Heiden

HAVE YOU HEARD?

**WNBC
Radio 66
is now the**



**most listened-to "Imus
morning in the morning"
radio station has more
in all the listeners
United States than
of America. anybody.**

Adults 18-49.

Data are estimates. Qualifications
on request. Fall 1979 Arbitron.
Total persons cume measurement.

TOP OF THE WEEK

Decision time for 9 khz

Buenos Aires conference will determine future course of AM radio in western hemisphere; U.S. delegation optimistic it will prevail on spacing

Some 250 delegates from 28 member countries of the International Telecommunication Union are gathering in Buenos Aires today for the first session of a two-part conference called to write a basic technical charter for the use of the AM spectrum in the western hemisphere. It represents an opportunity for, as well as a danger to, the American system of AM broadcasting.

Going in, the Americans appear imbued more with confidence in their ability to seize the opportunity than with uneasiness over the danger.

There is, for instance, the attitude of those on the 20-member delegation that, as one of them put it, "Basically, we should keep everything we have, and we have need for more."

The "more" is represented principally in the U.S.'s major and most controversial proposal—the reduction of AM channel spacing from 10 to 9 khz to create 12 new channels. If adopted, it could, when finally implemented, result in the addition of hundreds of new AM stations, in markets across the country.

Americans express a degree of optimism regarding the chances for the proposal's success. The optimism was aroused in January at a preparatory meeting in Sao Paulo, Brazil, attended by representatives of 14 Region 2 (western hemisphere) nations. They lobbied hard for the proposal, and found the reaction generally encouraging (BROADCASTING, Jan. 28).

The fate of the proposal should be learned early, perhaps in this first week of the scheduled three-week session. The U.S., arguing that the channel separation issue is fundamental to many of the matters to be resolved, is attempting to have it placed first on the agenda.

The danger is one inherent in any enterprise that opens up an existing system for complete change. It is not unlike a convention in the U.S. called to rewrite the Constitution. But the work of a committee of Region 2 countries that prepared recommendations for the conference is

reassuring. The recommendations for the most part are based on FCC technical rules and provisions of the North American Regional Broadcasting Agreement the U.S. has been observing since 1960.

But, as the delegates acknowledge, there are no guarantees.

As for the 9 khz proposal, FCC Commissioner Robert E. Lee, chairman of the delegation, will say no more than, "I think we have a fair shot." He promised a maximum effort by the delegation. But, he said, "I'd hate to start counting noses." Indeed, no one has been counting noses. Robert Foosaner, an attorney in the commission's general counsel's office who has headed the FCC's task force studying the 9 khz proposal (and who is on the delegation), said the U.S. has been servicing other delegations with technical data on the proposal. But, he added, "We don't have any feedback. We are walking in blind in regard to a lot of those countries."

The only country known to have expressed a position on the issue is Canada, and it is negative. Edward Ducharme, who heads the Canadian delegation, says Canada adheres to its position in favor of retaining the 10 khz separation. Canadian broadcasters, he says, "have taken extreme steps to let us know that is the position they favor very strongly." Ducharme also says Canada shares the misgivings expressed by FCC Commissioner James H. Quello regarding the technical feasibility of the proposal. However, Canada's position is not irreversible. "One has to be

responsive to the views of others," Ducharme says. "Canada will update its position every day [in Buenos Aires]."

Of course, the 9 khz proposal is not being supported with great enthusiasm by American broadcasters—other than the daytimers, who helped originate it and see it as the answer to their dream of obtaining full-time authorizations. The National Association of Broadcasters two weeks ago wrote to 22 Latin American countries, contending that additional technical information is needed before a decision can be made (BROADCASTING, March 3).

U.S. delegation members seem confident of their technical ground. Lee, originally skeptical of the plan, now counts himself a firm believer. ("I'm hot for it now," he said last week.) And Foosaner notes that Regions 1 (Europe and Africa) and 3 (the Pacific and Asia) adopted 9 khz spacing four years ago, and have since put it into effect successfully. As for additional studies, those can be requested in connection with every issue, Foosaner said. "We think we have reached the point where going to 9 khz is feasible and will have minimal impact on existing broadcasters."

The U.S. feels a sense of urgency regarding the issue. Digital AM receivers that permit only the selection of stations 10 khz apart are coming on the market. If a decision is delayed until millions of those receivers are in consumer's hands, the option of switching to 9 khz channel separation would, for all practical purposes, be lost. "We feel this is our last



U.S. delegations Chairman Lee (at right), lieutenants LaFollette (l) and Foosaner

shot," Lee says.

One of the principal arguments in favor of 9 khz separation is the desirability of compatibility with Regions 1 and 3. Incompatibility poses the danger of heterodyne (whistling) interference between stations in the western hemisphere and the rest of the world. Another benefit, the Americans argue, is that, by creating additional channels, it would provide greater flexibility for planners in resolving interference problems and in opening the door to additional stations.

As for the technical proposals advanced by the working group—dealing with such matters as class of emissions, contours to be protected, protection ratios, methods for calculating skywave and groundwave propagation, and power limits for various classes of stations—those are less contentious, at least among the 14 countries that participated in the work of the group.

Wilson Lafollette, chief of the FCC's technical and international branch of the Office of Science and Technology and deputy chairman of the delegation, noted last week that 14 other countries participating in the conference were not represented on the working group, so their views are not known. And any "serious deviation" from the working group's proposals, he said, could raise major problems.

Even among the countries represented on the working group, one significant

issue could not be resolved in advance of the conference—the time-value standard to be established for interfering signals. The U.S., basing its recommendation on its NARBA experience, proposed a standard limiting interference to 10% of the time for all classes of stations to be created—Class A, to serve "extensive primary and secondary service areas"; Class B, to serve one or more population centers and the rural area contiguous to them, and Class C, to cover a city or town and the contiguous suburban areas.

There is agreement regarding the protection for Class A stations, but a number of Latin American countries are pressing for a lesser standard for the other two classes—one that would permit interference up to 50% of the time. "It is," says Lafollette, "a thorny issue."

The working group's proposal to provide for protection of Class A stations' signal only to the secondary service area—a distance of some 750 miles—is a matter of some concern for clear channel IA stations. Their signal, under NARBA, is protected to the border, and Canada has passed the word it intends to abrogate that agreement.

To deal with that problem, the U.S. has proposed, as a part of the technical criteria to be adopted in Buenos Aires, that its IA stations be protected to the border. Canada and Mexico are expected to respond to that proposal. (Mexico, at least, should

not object. Under its separate U.S.-Mexico agreement, Mexican stations, except in a few isolated cases, do not operate on U.S. clear channels.)

Besides 9 khz and time-value standard, another possibly controversial issue involves proposed power limits for Class A stations. The working group has recommended that new stations be limited to 50 kw and to 200 kw for stations that operate with power in excess of that level—and some stations in South America do. The U.S. would go further; it would make the 50 kw limit a requirement rather than a recommendation. The aim, said Lafollette, is to guard against the kind of "runaway power inflation" that has plagued Regions 1 and 3.

Indeed, the planning conference was called at the request of Central and South American countries concerned about interference suffered by their AM stations and anxious to develop a scheme that would permit rational growth of their AM service. As chairman Lee notes: "I personally consider 9 khz the most important issue. But some of these other countries don't. They're concerned about interference."

The first session is critical in that it will produce the technical and operational criteria and planning methods that will provide the framework for the frequency assignment plan that will be developed at the second session. But it will be at that

InBrief

Two major-market pioneer AM station transfers involving three group owners and totaling \$15 million were announced last week: **KJR(AM) Seattle** goes to Metromedia for approximately \$10 million cash from Danny Kaye-Les Smith group, in transaction negotiated by Crisler Co. And Metromedia sells its **KNEW(AM) Oakland-San Francisco** to Malrite Broadcasting of Ohio for about \$5 million cash. KJR, established in 1924, is on 950 khz with 5 kw unlimited. KNEW, established in 1922, is on 910 khz with 5 kw unlimited.

CBS Radio for \$12.1 million has renewed its **rights to National Football League games through 1983**. Four-year contract is for 26 regular-season and 10 postseason contests annually including Super Bowl. It's said to be "highest ever paid for a network radio sports package" and more than double reported \$2.5-million, two-year contract CBS had previously. Bids were closed but according to sources, Mutual had offered \$10.15 million; Robert Wold Co., \$8 million; ABC, \$7.2 million, and NBC, \$6 million.

All users of AT&T interstate voice, data and video communications networks are **facing 10.6% across-board rate hikes**. At FCC last week, AT&T filed tariff revisions that would, if they are allowed to become effective, raise rates for all interstate services 5.6% on June 1 and another 5% on Oct. 1. Protests against rate increase must be filed by March 28.

NBC's pretax profits in 1979 **dropped 13.5%** to \$105.6 million on **12.8% increase in sales** to \$1,367,600,000, annual report of parent company, RCA, showed Friday. Broadcasting results represented 18.3% of RCA sales and 22.4% of pretax profit, as compared with 18.4% and 23.7% respectively in 1978. RCA's net profit reached record \$283.8 million on \$7,454,600,000 in sales (BROADCASTING, Jan. 28). RCA said any

losses it may incur as result of Moscow Olympics situation "are not expected to have a material adverse effect on RCA's earnings."

FCC on Friday **rejected Senator Edward M. Kennedy's equal-time complaint** against three commercial networks (BROADCASTING, March 3). Kennedy had asked networks for time to respond to press conference attacks on him by President Carter, whom he is challenging for Democratic presidential nomination. Networks maintained that press conference was bona fide news event and therefore exempt from equal time law. Commission, through its Complaints and Compliance Division, agreed.

With **Iran's relaxation of ban on U.S. newsmen**, NBC News began filing voice reports on NBC Radio and NBC-TV news programs on Thursday (March 6) and ABC News started to relay coverage early Friday. Vic Aicken, NBC Radio News' Middle East correspondent, was only person accredited from NBC, while ABC News had full team in Iran. CBS News said it had not as yet been granted credentials but hoped to be operating with news team during weekend. Also, Kyr-tv Philadelphia said station correspondent and cameraman had received entry permission and were to arrive in Iran on Saturday.

Citing "difficulties" relating to spin-off of stations to satisfy multiple ownership rules, **San Juan Racing Association and Shamrock Broadcasting have called quits to negotiations for \$67-million Shamrock purchase of SJRA's 10 radio properties** (BROADCASTING, Oct. 29, 1979) Four FM stations would have to have been sold out of combined complement. Companies said "substantial delays which might result in consummating the transaction" made it mutually desirable to kill deal. San Juan president H.N. Glickstein said he intends to "institute prompt discussions with other groups."

Daniel Anderson, associate professor of psychology at University of Massachusetts, says results of his research show that **young children are selective TV viewers and notion that children become slaves to TV is "overblown."** Two studies with 130 children aged 1 through 5,

session, in November 1981, in a city yet to be selected, that the hard bargaining over which country gets which assignments will be conducted.

Some observers believe that the U.S.'s interest in 9 khz will "cost" it something in the first session—that some countries may make their vote for 9 khz contingent on U.S. support for other proposals it might not otherwise regard as desirable. Lafollette, for one, doubts that. He believes the 9 khz proposal will be voted up or down on its merits. But in the second session, the chips will be on the table.

And it would be at the second session that the U.S. believes the value of the 9 khz proposal as a strategic weapon in the bargaining process—apart from what the FCC considers its social and economic value—would be demonstrated. For instance, officials paint a picture of Canada and Mexico, each with only six clear channels plus one they share, gazing covetously at the 25 clears on which the IA's operate. And Canada, they note, is talking abrogating NARBA.

Those conditions, they say, would prevail regardless of whether Region 2 adopts the 9 khz plan or retains 10 khz channel separation. But with the 9 khz spacing—and the additional 12 channels it would provide—it will, says Foosner, "give us the opportunity to retain everything we have, and the opportunity to get some more allocations."

Ferris under fire for RKO decision

Massachusetts congressman challenges FCC chairman in '\$600-million fine'; others on appropriations subcommittee criticize FCC spending, inefficiency

FCC Chairman Charles D. Ferris marched up to Capitol Hill last Thursday (March 6) to discuss the commission's 1981 budget request—but ran into sharp and critical questioning from a Massachusetts congressman concerned about the RKO case. He also came under fire concerning what was regarded as an overblown request for funds for office space and for tardiness in answering mail. It was not a good day for the chairman.

"How do you respond to the idea of imposing what amounts to a \$600-million fine on a company for breaking a law that doesn't even carry a criminal penalty?" asked Representative Joseph Early (D-Mass.), as Ferris was presenting the commission's request for \$77,142,000 in an appearance before a House appropriations subcommittee.

Early, who represents Worcester, Mass. (outside Boston), and who presided at the hearing, was referring to the commission's



Early



Ferris

decision in January denying renewal of three RKO licenses—for WNAC-TV Boston, WOR-TV New York and KHJ-TV Los Angeles—and placing RKO's remaining 13 licenses in jeopardy, on the ground that RKO lacked the necessary character qualifications to be a licensee.

Ferris explained that over the last five years approximately 20 licenses were taken away, and the RKO decision was not a change in commission policy. The reason the decision received so much attention, he said, was because the properties involved were in large markets. Licenses have been taken away in small markets, he added, and no one complained. There can't be a double standard for large and small markets, Ferris said. "On the facts that were admitted . . . I don't see how there could have been any other decision" for the commission.

Early, however, said he had great reser-

funded by National Science Foundation, show that children can tune television out or turn it off when it doesn't interest them. "I see television as one element in a complex web of relationships. It's given far too much credit for being powerful," Anderson said.

Oak Industries and Capital Cities Communications announced joint venture to **purchase 49% of UHF wsnv-tv Chicago** from owner Video 44 and operate STV service over station. Price was not disclosed.

Charles F. Dolan, head of privately held Cablevision Systems Development Co., says company has arranged **one of largest loans in history of CATV industry: \$50 million pact** with consortium of banks headed by Chase Manhattan. Proceeds are to go for expansion of company's New York-area systems and consolidation of debt.

Election of 12 new members to 31-member radio board and six to 15-member television board announced by National Association of Broadcasters. **Elected to radio board:** District 2: Martin F. Beck, WBLI-FM Babylon, N.Y.; District 4: Robert R. Hilker, WCGC(AM) Belmont, N.C.; District 6: Charles B. Cooper, WKOR(AM) Starkville, Miss.; District 8: Michael O. Lareau, WOOD-AM-FM Grand Rapids, Mich.; District 10: Robert E. Thomas, WJAG(AM)-KEXL(FM) Norfolk, Neb.; District 12: Fred L. Conger, KWBW(AM)-KHUT(FM) Hutchinson, Kan.; District 14: Roy A. Mapel, KIML(AM) Gillette, Wyo.; District 16: Cliff Gill, KWVE(AM) San Clemente, Calif.; Market A (500,000 population or more): Cullie Tarleton, WBT(AM)-WBCY(FM) Charlotte, N.C.; Market B (populations between 100,000 and 500,000): Thom Smith, KDEN-AM-FM Macon, Ga.; Market C (populations between 15,000 and 100,000): Walter L. Rubens, KOBE(AM)-KOPE(FM) Las Cruces, N.M.; Market D (populations below 15,000): J.T. Whitlock, WLBK(AM)-WLSK(FM) Lebanon, Ky. **Elected to television board:** Reid G. Chapman, Corinthian Broadcasting Corp., Fort Wayne, Ind.; William H. Dilday Jr., WLBK Jackson, Miss.; W. Frank Harden, State Telecasting Co., Columbia, S.C.; Robert K. King, Capital Cities Communications, Philadelphia; Mark Smith, KLAS-TV Las Vegas, and Walter M. Windsor, WFTV Orlando, Fla.

NAB also promoted three executives and made several other moves to

implement reorganization plan voted by board in January. Senior vice presidencies were given to departmental heads George Bartlett for engineering, Shaun Sheehan for public affairs and Jerome Lansner, general manager of NAB's Code Authority. All had been vice presidents. The station service department has been renamed broadcast department and is headed by James Hulbert, senior vice president, broadcasting. Reporting to Hulbert are five department vice presidents: Wayne Cornils, radio; Jane Cohen, television; Larry Tierney, membership; Dwight Ellis, minority and special services; and Ron Irion, station services. Tierney, Ellis and Irion all were promoted to vice presidencies.

Top echelons of Los Angeles-based Times-Mirror Corp. were realigned last week, and it was announced that **Otis Chandler** will relinquish title of publisher of *Los Angeles Times* and become editor-in-chief of corporation April 14. As of Jan. 1, 1981, Chandler, currently corporate vice chairman, will assume chairmanship when **Franklin D. Murphy** retires. **Tom Johnson**, 38, currently president and chief operating officer of *Times*, was named publisher of paper—first to hold that position in 99-year history of paper who is not member of Otis or Chandler families. Johnson joined Times-Mirror in 1973 when corporation bought KTCB-TV Austin, Tex., from family of former President Lyndon B. Johnson. Johnson (no relation) was assistant to late President and held post of executive vice president of Johnson family's Texas Broadcasting Corp. It was also announced last week that **Robert F. Erburu**, president of Times-Mirror, will become chief operating officer on April 14 and succeed Murphy as chief executive officer on Jan. 1. Times-Mirror, ranked 20th in BROADCASTING'S annual ranking of "Top 100 Companies in Electronic Communications," is communications conglomerate with substantial holdings in newspapers, cable television and broadcast. It has purchased, subject to FCC approval, Newhouse Broadcasting Corp. for \$82.3 million.

Ron Ely, former TV Tarzan and current host of Sandy Frank Syndication's *Face the Music*, has been chosen to replace Bert Parks as **emcee of Miss America Pageant**, set for telecast Sept. 6 on NBC-TV.

vations about the decision, noting that with a 4 to 3 vote, it obviously wasn't an open-and-shut matter, and the commission conceivably could have reached a different conclusion. Early asked Ferris to supply for the record how much money was spent on the proceeding.

Serious criticism of the commission came from Representative Mark Andrews (R-N.D.), who said he was "appalled" by Ferris's claims that the FCC had speeded up services over the last year. Andrew said a request for assistance from his office on behalf of a constituent was not answered for two and a half months, and final resolution of the matter is still pending.

Early joined Andrews in the attack. "You've had too much money, and you have so many luxuries, you just couldn't care less," Early said.

In his remarks to the subcommittee, Ferris said that beyond an increase in the FCC's printing program, the budget request does not contain any significant increases, and this may have an effect on services. "Since we expect inflationary pressures to continue for the goods and services we use, and with a steadily rising tide of over-all applications and requests for our services, we fully expect a decline in fiscal year 1981 in our ability to sustain our current level of service," he said.

When questioned about this, Ferris said that the commission was being inundated with greater numbers of applications, but with the same number of personnel, the speed of service would probably decline somewhat. To fill the agency's personnel shortfall, he said, which is 84 positions, would require an additional \$2.14 million.

One problem Ferris said had cleared up was the enormous volume of mail that had poured into the commission from people who thought that religious broadcasting would be banned from the airwaves. By

contacting clergymen nationwide to help dispel the rumors, Ferris said the volume of mail had dropped dramatically. Representative John Slack (D-W.Va.), the subcommittee chairman, suggested that the FCC's burden in this matter could be further reduced if the commission put together public service announcements on the subject for distribution to TV stations. Ferris, however, balked at the idea, saying that he is reluctant, as FCC chairman, to ask broadcasters to run PSA's for him.

Channel 7 challenger comes up with own solution to problem

The blow-up on Capitol Hill was not the only development in the RKO story last week. New England Television Corp., a proposed merger of the two applicants that had been competing with RKO for WNAC-TV's channel 7 license, filed a pleading with the commission suggesting a novel solution to at least NETV's portion of the problem.

It asked the commission to grant a construction permit to NETV to operate on channel 7, and to approve in principle a transaction acknowledging that NETV intends to purchase the physical assets and goodwill of WNAC-TV for \$54 million "on terms to be agreed upon and submitted to the commission by a date certain." The request also seeks approval of the proposed merger of the Dudley Station Corp. and Community Broadcasting.

The proposed purchase price for the physical assets is the same as the amount that RKO, NETV and the two applicants had agreed on, in August 1978, when they proposed to resolve their differences in a sale of the station to NETV. With RKO now regarded by the commission as unfit, it cannot—barring a court reversal of the commission's decision—assign the station's license.

'60 Minutes' pressured by White House, cited by judge

CBS News show is asked to hold off on Iran report; court holds network in contempt for refusal to turn over outtakes on restaurant-chain piece

CBS News, in less than two weeks, has come under pressure from both the White House and a federal district court over separate *60 Minutes* segments.

Reports surfaced last week that the White House had urged *60 Minutes* not to air a March 3 segment on U.S. involvement with the former shah of Iran and his secret police. CBS News President William Leonard confirmed that he had received calls from administration officials. *60 Minutes* co-editor Mike Wallace and executive producer Don Hewitt also were said to have been contacted.

Washington Post sources said that the calls had come from White House press secretary Jody Powell and, among others, Henry Precht, a member of the State Department's Iran desk. The *New York Times* had Leonard saying that he, Wallace and Hewitt had been contacted by people higher in rank than Powell; Leonard would not say if President Carter was among them.

(The subject of White House interference with broadcasting networks surfaced in another connection Friday: interviews with William S. Paley of CBS, Fred Silverman of NBC and Elton Rule of ABC on Multimedia's syndicated *Donahue* show. All three denied any direct presidential influence, although Paley said there had been many conversations between Presidents and CBS, but these never affected broadcast content. Silverman said he had never been called, and Rule said he hadn't been in recent years.)

A White House official was quoted after the broadcast as saying CBS had asked the White House to talk about the Central Intelligence Agency—SAVAK (secret police) aspect of the broadcast but responded that comment should wait because "this could present problems for the hostages and play into the hands of the people holding the hostages."

■ On a second *60 Minutes* front, a U.S. district court judge in Newark, N.J., last week found CBS Inc. in contempt of court for refusing to turn over its unused materials gathered in connection with a Dec. 3, 1978, segment "From Burgers to Bankruptcy."

CBS, claiming First Amendment protections, had refused to comply with subpoenas on behalf of Wild Bill's Family Restaurant executives who are charged with conspiracy and fraud. (The *60 Minutes* piece investigated the firm.)

According to CBS, "Judge Herbert Stern of U.S. District Court, Newark,



Man of the year. Close to 1,000 people turned out last Wednesday (March 5) for a black-tie affair at the Waldorf Astoria hotel in New York to honor John W. Kluge (l), chairman and president of Metromedia Inc., recipient of this year's Gold Medal from the International Radio and Television Society. Kluge, the first independent-television broadcaster to receive the IRTS honor and on the occasion of Metromedia's 25th anniversary, is shown above accepting his plaque from IRTS President Giraud Chester. Attendees included ABC's Elton Rule and Fred Pierce, CBS's Gene Jankowski, Sir Lew Grade of Britain's ATV as well as entertainers Frank Sinatra and Tony Bennett; Mel Torme performed. Not represented was the upper echelon of NBC, which was holding staff meetings in Scottsdale, Ariz.

while recognizing the existence of a qualified First Amendment privilege ... has nevertheless required that we produce an extensive array of nonbroadcast material ..."

The judge cited CBS for contempt and fined the network \$1 a day until the material is turned over. He did, however, stay the contempt charge as CBS now looks for a review in federal appeals court.

It was the second case in a week where a news organization had been subpoenaed for materials not used on-air. ABC News, however, has agreed to hand over some materials to a grand jury investigating allegations that Hamilton Jordan, White House chief of staff, had used cocaine (see story, page 67).

Conservatives on the attack with ad campaigns

Election-law loophole allows them to spend unlimited amounts, even to promote a candidate, and with '80 campaigns under way, they're beginning to turn to radio and television commercials

Four years ago, the Supreme Court held that a provision of the federal election law that limited the amount contributors could spend in an election to be a violation of their First Amendment rights. If there is "no collusion" between the contributors and the candidates, the court held, there is no limit to the amount the contributors can spend promoting the candidates (BROADCASTING, Feb. 9, 1976). Today, that ruling is being used to advantage by independent conservative political action committees that are using broadcast advertising to advance their causes—and oppose liberals'.

The National Conservative Political Action Committee, of Arlington, Va., is spending some \$800,000 on radio, television, print advertising and direct mail in an effort to defeat five liberal senators seeking re-election this year. (The campaign is not for any particular candidate.) And American Medical Association's AMPAC is planning a campaign to support congressional candidates who share AMA's views on free enterprise and other matters. (It will not be "negative.")

Even individuals are getting into the act. In Fort Worth, a wealthy businessman is buying radio spots to tell much of the heartland of America he is "mad" about high taxes, weakened defense and other works of a "liberal" Congress. He is not for or against anyone in particular, so doesn't have to worry about the federal election law.

Political action committees are not new. Neither are those that confine themselves to independent expenditures to avoid the limits of federal law imposed on campaign contributions. As of the end of 1979,

some 130 such groups were listed in the files of the Federal Election Commission as still active. (A number of groups to promote the candidacy of Senator Edward M. Kennedy [D-Mass.] for president have ceased operation) and liberal as well as conservative groups were represented.

But the use of television advertising by independent expenditures groups appears to be new. And NCPAC's commercials are on the air opposing the reelection of Senators Frank Church (D-Idaho), George McGovern (D-S.D.), Birch Bayh (D-Ind.), John Culver (D-Iowa), and Allen Cranston (D-Calif.).

NCPAC, which has been in existence for five years, raises funds—most of them through Richard Viguerie, of Falls Church, Va., a direct-mail specialist known for his services to conservative politicians—and spends them in conservative causes. There are probably not many "fat cats" among its contributors. John T. (Terry) Dolan, who runs NCPAC, says 300,000 persons last year contributed an average of \$12 each.

Until this election year, NCPAC had contented itself with direct contributions—limited by law to \$5,000 in primaries and \$5,000 in general elections—to conservative candidates. And not only congressional candidates benefited. NCPAC contributed to candidates for state legislatures. It also provides such services as training schools for the candidates. But this year, it has decided to go on the offensive, with a campaign aimed at the liberal senators.

As long as NCPAC does not have contact with the opponents of the five senators, it can spend whatever it has in the treasury. And the incumbents' opponents are not yet even picked—although likely

Campaigns 1980

Republican candidates are known in at least some of the five states.

Dolan expects NCPAC to spend about \$100,000 each in attempting to defeat Church, McGovern and Culver, and \$150,000 to beat Bayh. The Cranston effort, which will involve advertising in major California markets, will cost the most—about \$350,000.

(The course of Senator Edward M. Kennedy's presidential campaign, on the other hand, has been such as to permit NCPAC to save quite a bit of money. When Kennedy announced his candidacy, NCPAC took full-page ads in the *Boston Globe* and the *Washington Post* to list six sensitive questions it in effect dared reporters to ask the senator. Not expecting the right kind of response, it planned to send a "truth squad" after Kennedy on the campaign trail. "But to be perfectly blunt," Dolan said, "we're not dissatisfied with the coverage of Kennedy." NCPAC ran newspaper ads in Maine, in connection with the caucuses there on Feb. 10, and sent a truth squad. "But," Dolan said,

"we're not going to do much." NCPAC will now spend between \$40,000 and \$60,000 on the Kennedy campaign; it had budgeted \$500,000.

NCPAC is not the sole source of concern for the three senators. For instance, a number of conservative, one-issue groups—antiabortion and antigun control, among them—are working for the defeat of McGovern and Church. McGovern is also being attacked in commercials by a Target McGovern committee, which is working in behalf of a Republican senatorial hopeful, Dale Bell.

Dolan said the five senators—the bullseye of NCPAC's Target 80—were selected on the basis of research indicating they were vulnerable. And he said the campaign, already under way, is having an effect. He said polling shows the favorable rating of some of the five has dropped. Indeed, he said McGovern's likely opponent, Representative James Abdnor (R-S.D.), is leading the senator by 17 points.

The targets of Target 80 don't agree. An aide to McGovern, for instance, said McGovern polls show the senator has "not yet been hurt" by the multifaceted effort he faces. A spokesman for Church said his latest poll shows the senator 17 points ahead of his most likely challenger, Representative Steve Symms (R-Idaho). The polls Culver and NCPAC read, however, are in agreement: They have Culver leading Representative Charles Grassley (R-Iowa) by two points—39%-37%.

Dolan did not make any claims regarding Cranston and Bayh. Spokesmen for those candidates said the NCPAC effort in those states is not yet visible. Spokesmen for several of the senators made the point that the NCPAC effort might be counterproductive. "The commercials are bound to have an effect in time," said McGovern's press aide, Jeff Smith. "But they could generate a wave of support for McGovern. They can create sympathy." He said some commercials provided by home-grown critics of McGovern were particularly "rough."

Those produced for NCPAC, while making their point, do not seem particularly venomous. One commercial playing in South Dakota shows a basketball player decked out to resemble a Harlem Globetrotter (though he seems to lack the necessary ball-handling skill) as a voice-over says, "Globetrotter is a great name for a basketball player but a terrible one for a senator." The voice-over says McGovern has traveled more than any other senator, with one exception, and adds, "No wonder McGovern has lost touch with South Dakota."

A number of the commercials—produced by MediaAmerica, of Alexandria, Va.—are of what Dolan calls the "module" variety. With slight changes, they can be used in more than one campaign. For instance, Culver is also a "Globetrotter." And a commercial showing a cleaver cutting through a baloney says, "One very big piece of baloney is

Birch Bayh [for Alan Cranston] telling us he's fighting inflation."

Meanwhile, in Chicago, Peter Laurer, director of AMA's political action committee, makes it clear the AMA won't accuse anyone of being full of baloney. "We're going for the positive approach."

AMPAC has tentatively selected a number of candidates—either incumbents or candidates for a vacancy—on the basis of such criteria as how they stand on the free enterprise system and with their local medical associations. (Laurer says, however, "We're not picking candidates merely on the basis of whether they are liberal or conservative.") But, determined to stay within the Supreme Court guidelines barring "collusion," AMPAC is checking to make sure neither a board member nor any of its staff has contacted those candidates it would like to support.

Nor does AMPAC have a firm estimate of the amount of money it will spend. That depends on the number of races and the kind of advertising it feels necessary, Laurer says. And the advertising in turn will depend on research yet to be done. (Among other things, the research will be aimed at determining, what issue will move the electorate so that the campaign can be tailored appropriately.) But Laurer said AMPAC would probably spend about \$1.5 million on both direct contributions and "independent expenditures."

Two years ago, AMPAC spent about \$1.8 million for all political expenses, but the only "independent expenditures" for

being aired in a test campaign.

Every spot begins with an announcer asking, "Are you mad today, Eddie Chiles?" And, boy, is he ever. In a new 60-second spot aired for the first time two weeks ago, Chiles is "sick and tired of the liberal Congress" and of "American foreign policy," of the American press "being kicked out" of various countries, "of flag burnings . . . it's time we started playing hardball . . ." About a half-dozen new spots appear every two weeks under sponsorship of The Western Co.

His aim, Chiles said, "is to wake American voters up and get them to the polls, and stop the excesses of the liberal government in Washington that are bankrupting the country with deficit spending and printing-press money and weakening the military until we're a second-rate power."

Chiles's "I'm mad" spots began appearing on radio stations in the Dallas-Fort Worth area three years ago. Over time, the number of stations carrying the commercials gradually increased, until they are now heard on 700 stations in 18 states, according to Chiles.

How much does it cost? Chiles declines to say, but asked if it is about \$1 million, he said, "In that general range."

He has been skittish about television because of the cost. "It's too expensive," he said last week. But he is testing television spots in six states, from Arizona to New Hampshire. If follow-up research indicates they make an impact, Chiles, said,

a consultant to Huff's campaign.

A Fort Worth attorney, Don Gladden, a representative of a liberal Democratic group there, believes the ads and the relationships of the individuals involved raised "the specter" of a violation of the federal election law. Gladden had earlier expressed an intention to file a fairness doctrine complaint with the FCC in connection with the radio spots. "We're being overwhelmed by a one-sided, antiliberal campaign holding that big government is responsible for all our problems," he said.

And regardless of whether the PAC's and Chiles's expenditures commercials are in compliance with the federal election law, they apparently do raise a fairness issue. Those being planned by AMPAC, though, probably would not cause broadcasters any problems. Commission lawyers say that under the so-called Zapple doctrine, broadcasters who carry them would simply be required to sell time to supporters of the candidate running against AMPAC's favorite.

But the NCPAC and Chiles commercials are another matter. One commission attorney said they probably would obligate the stations involved to present contrasting views—even at no cost, if necessary—if they cannot show that in their over-all programing they had presented the other side. (None of the five liberal senators being opposed by NCPAC has expressed an intention to raise a fairness issue. McGovern's spokesman, however, said it remains a possibility. "It depends on the



Bayh



Church



Cranston

advertising involved full-page ads in weekly newsmagazines. That, Laurer said, "was a toe in the water, to check the impact. It was followed up with research, so this is a natural progression into broadcasting." AMPAC will also employ direct mail and telephone banks.

But if NCPAC and AMPAC are just discovering the "independent expenditures" ploy, taking to the airwaves to speak his mind is old stuff to Eddie Chiles of Fort Worth, president and chief executive officer of The Western Co., which services oil wells and does off-shore drilling. His "I'm mad" commercials—which contain an echo of the television commentator in the movie "Network"—have been heard on radio in an increasing number of states since 1977, and in recent weeks have been transformed into television spots that are

he will continue the campaign in small markets—"I can't afford television in big markets, like Dallas and Chicago."

The airing of a test television spot in Tucson touched off a controversy as to whether Chiles is attempting to help Richard Huff, a conservative Republican, who will oppose Arizona's liberal congressman, Stuart Udall. Chiles denies it; he said he does not know Huff and did not know Udall was running in the Tucson area. ("There are 435 congressmen," he said, "and 65%-70% of them are Democrat. I couldn't pick a spot [to run in the commercial] where there wasn't a cotton-picking damn liberal running.") Causing some Udall backers to wonder, however, is the fact that the firm test marketing the commercials, Arthur Finkelstein & Associates of New York, is

commercials," he said—on how personal the attacks.)

The commission has not yet had a fairness case involving NCPAC-type commercials, so they could raise new questions. For instance, would a paid commercial featuring, say, McGovern and placed by McGovern supporters satisfy a station's obligation? The commission has never ruled on that question. It has, however, ruled on the reverse; it has said such a use by a candidate does not trigger a fairness obligation.

So if the use of the electronic soapbox by independent political action groups looking for a way around the strictures of the federal election law may be new. But the kind of problems such use can create for broadcasters are familiar: What fairness doctrine obligations are involved?



Alice

in one-derland

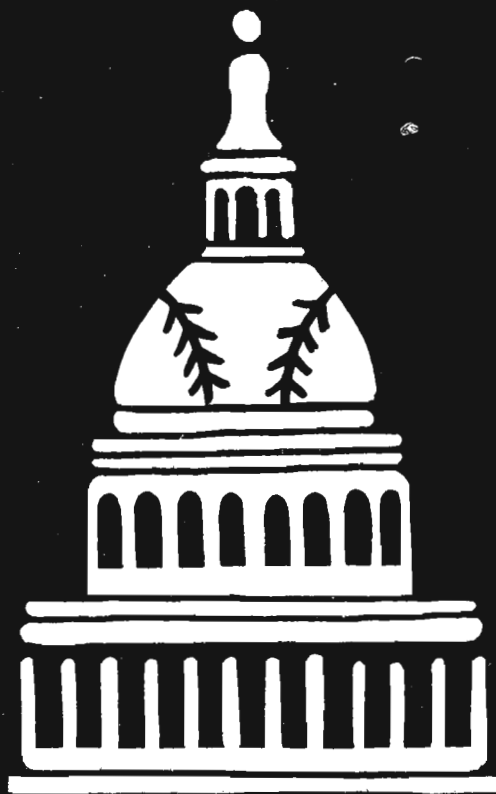
Alice was the highest rated show in
all of television (again) for the week
ending March 2, 1980

Source: National Nielsen Preliminary estimates, February 25-March 2, 1980

Warner Bros. Television Distribution



A Warner Communications Company



WGN Television 9 Baseball Capital Of The World

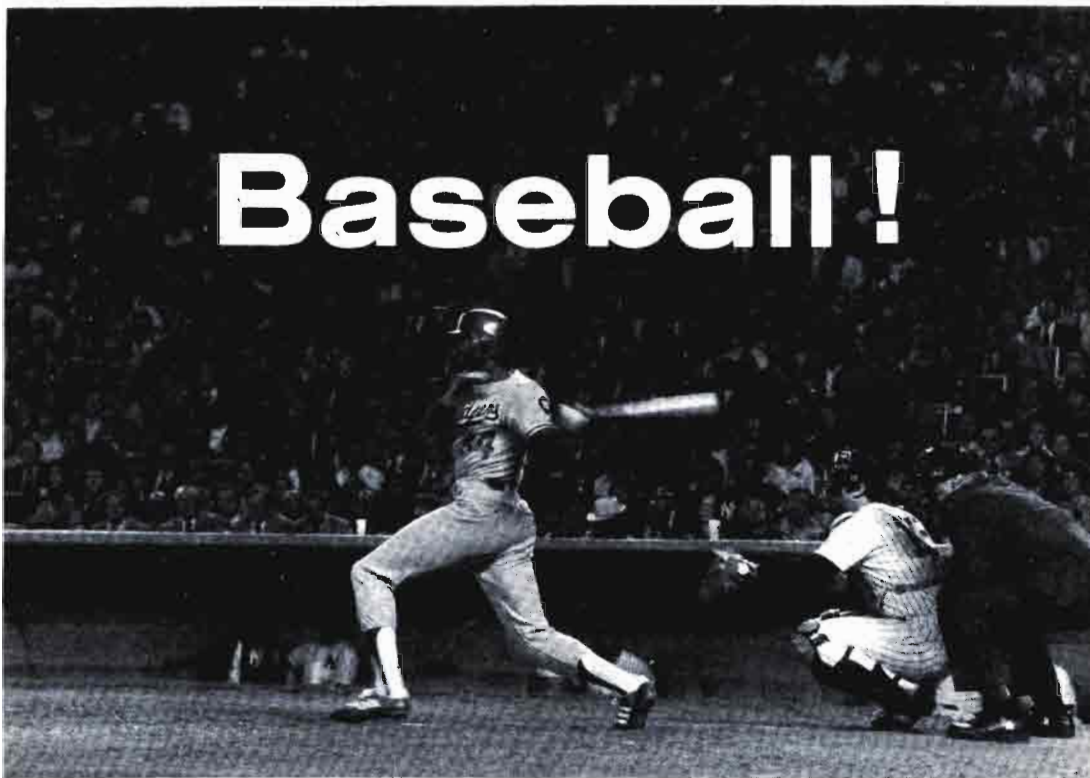
Ever since 1948, just days after WGN-TV went on the air, more major league baseball games have been aired on Channel 9 than any other television station in the world!

As we enter the '80's, WGN Television 9 will continue to bring fans the very best in televised baseball. Quite simply, that's been our commitment for the past 32 seasons—and we're looking forward to many, many more for the greatest fans in all of baseball!

Chicago Cubs and WGN Television 9

"We're a Team!"





Rights go out of the park

Payments by broadcasters to teams and leagues top \$80 million for a 47% increase from 1979

The cost of living in the major league baseball parks will go up 47% in the 1980 season for radio and television.

Total rights payments of \$80,225,000 will be paid the American and National Leagues and local clubs by broadcasters covering the play-by-play. That is \$25,725,000 more than the \$54,500,000 figure when the 1979 season opened.

As expected, the biggest chunk—\$18 million—of the increase stems from new TV contracts with the networks, consummated after the season started last spring (BROADCASTING, April 30, 1979).

Accordingly, NBC-TV will be in the first year, and ABC-TV in the second, of new pacts under which they will pay an estimated \$185 million for television rights through 1983. NBC-TV, which paid approximately \$42.8 million over four years of the old contract, is paying an estimated \$90 million under the new, while ABC-TV, which paid \$50 million under the old, is paying approximately \$95 million under a contract that superseded the old one last year.

Broadcast rights payments at the local level are going up at a pace only slightly less spectacular. They will increase 20% to

\$38,650,000 from \$31,225,000 in 1979. That is by far the most sizable annual increase for baseball at the local level. It follows a spate of renewals and new contracts, many multiyear, at the end of last season.

Looking first at the network plans:

ABC-TV has revised its schedule of games to concentrate *Monday Night Baseball* on the five Mondays in June and then pick up with eight late-season games on Sunday afternoons starting Aug. 17. The Monday-night games will start at 8:30 p.m. NYT, a half-hour later than last year. Most of the Sunday-afternoon contests will start at 3 o'clock.

Under the alternating pattern followed in recent years, ABC-TV will have this year's All Star game (July 8) and the American and National league championship series (starting Oct. 7), while NBC-TV will have the World Series.

ABC reports the Monday-night and Sunday games sold out and the others substantially so. Thirty-second announcements are pegged at \$42,000 in the Monday-night games, compared with \$31,000 last year, while the new Sunday series is pegged at \$17,500 per 30. For the All Star game the pricing is \$110,000 per 30, up from \$90,000 on NBC last year. For the league playoffs, 30's are priced at \$75,000 for prime-time games, \$42,000 for

weekend games and \$22,000 for weekday games.

Among major sponsors signed are Chevrolet (through Campbell-Ewald), Miller beer (Backer & Spielvogel), Gillette (BBDO), Pepsi (J. Walter Thompson), Allstate insurance (Leo Burnett) and Texaco (Benton & Bowles).

NBC's *Saturday Game of the Week* will encompass 26 telecasts, starting April 12. Thirty-second announcements are priced at \$25,000, up from about \$22,500 last year, and major sponsors include Miller beer (Backer & Spielvogel), Gillette (BBDO), Pepsi (JWT), Allstate (Leo Burnett), Black & Decker (BBDO), Borden (Conahay & Lyon), J.C. Penney Co. (McCaffrey & McCall), Firestone (Paul Schullman Co.) and Kentucky Fried Chicken (Young & Rubicam).

For the World Series, 30-second prices average about \$125,000, up from \$100,000 on ABC last year. Major advertisers on board include Miller beer (Backer & Spielvogel), Gillette (BBDO), Pepsi (JWT), Allstate (Leo Burnett) and RCA (Burnett).

If the World Series goes to seven games, NBC-TV hopes to have five of them in prime time, the others in weekend daytime. The first game will be Tuesday, Oct. 14, 8 p.m. NYT.

The memory of ABC-TV ratings suc-

cess in the World Series last fall is still fresh, particularly the numbers for the final game on a Wednesday night in October. ABC-TV said the climax to Pittsburgh's comeback—from a three-to-one game deficit against Baltimore—was witnessed by the largest Series audience ever with 80 million people watching all or part of the game. A record number of households also was claimed: 25,150,000 per average minute.

(The highest-rated game, however, remains the seventh in 1975, between Cincinnati and Boston, which earned a 39.6 rating and 60 share. Since then Nielsen has increased the number of viewers attached to a ratings point, accounting for ABC's new record numbers.)

CBS Radio has packaged its baseball commercials differently this year, but prices, on average, are up 15%-18% from last year. The package, priced at \$230,000, includes a minimum of 50 30-second spots in *Pennant Race Fever*, a weeklong special with Curt Gowdy covering the division playoffs; the American and National League championships; *The Wonderful World of Baseball*, a pre-Series weekend special with Win Elliot, and the World Series. This is what CBS Radio calls its maximum/minimum package; if the World Series goes beyond four games, for example, the advertisers' participation continues in the extra games at no extra charge.

CBS Radio also is introducing this year

It's going, going, going ...

How the radio-TV rights paid to the major leagues rose in the last decade, as reported annually in *BROADCASTING*:

1971.....	\$40,451,000
1972.....	41,185,000
1973.....	42,385,000
1974.....	43,245,000
1975.....	44,495,000
1976.....	50,820,000
1977.....	52,110,000
1978.....	52,510,000
1979.....	54,500,000
1980.....	80,225,000

Baseball Preview, a five-part special scheduled March 31-April 4 with Curt Gowdy covering the final week of spring training and offering predictions on the outcome of the 1980 race. CBS Radio will also cover the All Star game.

Although the network said it could not yet identify its baseball advertisers, James A. Joyella, vice president and general sales manager, said sales were going well. "Baseball has been a consistent sell-out on the CBS Radio network over the last several years with a wide range of advertisers being attracted by the cost efficiency of radio," Joyella said. "In fact, the 1980 events are selling well ahead of pace."

CBS Radio officials said previously unreleased results of a special study conducted by Opinion Research Corp. showed that the 1979 World Series attracted a radio audience of 47 million adults aged 18 and over, or 31% of all adults, and that they reported listening to an average of 3.3 games of the seven-game series.

At the local level in the National League:

■ Pittsburgh—The champion Pirates not only took all the marbles on the field last year but also negotiated a new three-year contract with KDKA-AM-TV there. The arrangement, which includes extensive promotion and merchandising and joint community projects, was described by Jack Schrom, Pirates vice president of public relations and marketing, as "one of the best broadcast packages and working arrangements in baseball." It is understood that the new rights amount to \$1.7 million per year, up from \$1.2 million.

A KDKA spokesperson pointed out that Pirates' selling in midwinter is usually slowed by the attention-getting heroics of the professional football Steelers there, but that 1980 sales have vastly improved. KDKA-TV underscored that and said Pirates baseball is almost sold out.

■ St. Louis—The call letters and the

Text continues on page 38; for team-by-team breakouts of the local radio and television baseball story, see page 36.

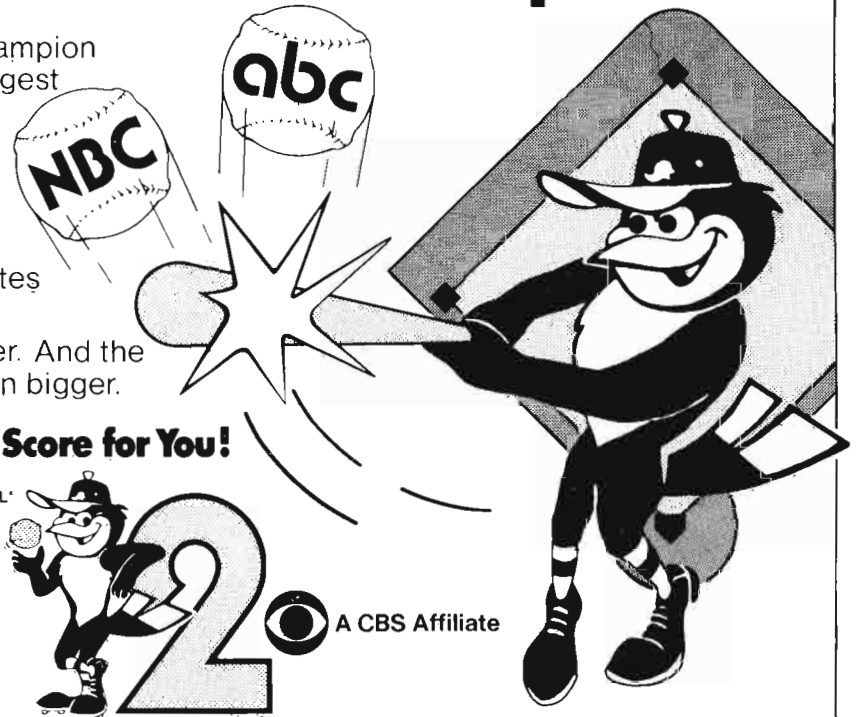
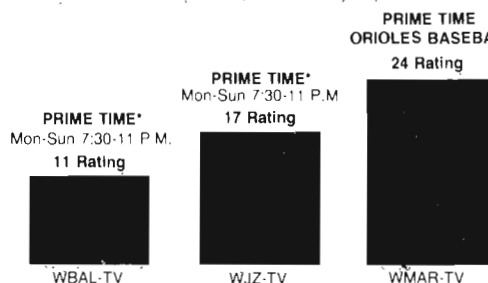
Last Baseball Season, This Bird Out Slugged the Prime-Time Competition!*

In 1979, the American League Champion Baltimore Orioles were the winningest team in Major League Baseball.

Their record season brought incredible fan support, and WMAR-TV's televised prime-time Orioles Baseball outdelivered Baltimore's 2 other network affiliates in prime-time.

In 1980, Oriole fever is even hotter. And the WMAR-TV Orioles network is even bigger.

Catch Oriole Fever and Let It Score for You!



WMAR-TV | 6400 York Road | Baltimore, Md. 21212 | 301-377-2222

*Source: May and July 1979 Arbitron Reports for Baltimore

Represented nationally by Katz American Television.

PLAY BY PLAY BY PLAY BY CBS RADIO SPORTS

Have we got a baseball lineup for you! This summer the CBS Radio Network will bring millions of listeners the top events...



**THE
WORLD
SERIES**

**THE
ALL-STAR
GAME**

**AMERICAN
& NATIONAL
LEAGUE
CHAMPION-
SHIPS**

What's more, we showcase these events with special reports. The five-part Baseball Preview with Curt Gowdy March 31-April 4. Pennant Race Fever with Curt Gowdy again from September 30 to October 3. And then that classic weekend special, The Wonderful World of Baseball with Win

Elliot on October 4 and 5.

Now there's a lineup of tune-in opportunities. To reach huge audiences (like the 1979 World Series, which alone drew 47,000,000 different adults). To develop effective merchandising tie-ins. Above all, to give you the competitive edge.

CBS RADIO NETWORK 
The Competitive Edge

Source: World Series ORC Nov '79, General Public Caravan Survey.
Audience figures are estimates subject to qualifications available on request.

AMERICAN LEAGUE EAST

Team	1980 rights	1979 rights	TV originator and affiliates	Radio originator and affiliates	Rights holder
Baltimore Orioles	\$950,000	\$950,000	WMAR-TV 6-8	WFBR 56	WMAR-TV holds TV rights; WFBR holds radio rights.
Boston Red Sox	2,600,000	2,450,000	WSBK-TV TBA	WITS 80	WSBK-TV holds TV rights; WITS holds radio rights.
Cleveland Indians	1,100,000	900,000	WUAB	WWWE 27	WUAB holds TV rights; WWWE holds radio rights.
Detroit Tigers	1,400,000	1,300,000	WDIV 4	WJR 50	WDIV holds TV rights; WJR holds radio rights.
Milwaukee Brewers	600,000	600,000	WTMJ-TV 4	WTMJ 60	WTMJ Inc., holds TV and radio rights.
New York Yankees	3,000,000	1,300,000	WPIX 8-10	WINS 86	WPIX holds TV rights in combination with Yankees; Yankees retain radio rights.
Toronto Blue Jays	3,000,000	1,200,000	CBC-TV English 44 French 16	CKFH 22	CBC-TV holds TV rights with English and French networks negotiating separately on TV; Hewpex Sports Network holds radio rights.

AMERICAN LEAGUE WEST

California Angels	\$1,000,000	\$1,000,000	KTLA	KMPC 19	Golden West Broadcasters (KTLA and KMPC), which is under common ownership with the California Angels, holds broadcast rights.
Chicago White Sox	1,950,000	1,750,000	WSNS	WBBM	WSNS hold TV rights; WBBM holds radio rights.
Kansas City Royals	500,000	350,000	WDAF-TV 9	WIBW Topeka	WDAF-TV holds TV rights; WIBW holds radio rights.
Minnesota Twins	1,250,000	1,125,000	KMSP-TV 3	WCCO 20	Midwest Federal Savings & Loan Association holds TV and radio rights.
Oakland A's	1,000,000	1,000,000	KPIX 2	Being negotiated	KPIX holds TV rights.
Seattle Mariners	800,000	800,000	KING-TV 4	KVI 9	Seattle Mariners retain TV and radio rights. KVI sells for radio.
Texas Rangers	700,000	700,000	KXAS-TV 19	WBAP 15	City of Arlington, Tex., holds TV and radio rights under 10-year contract, with sales handled by Texas Rangers Baseball Network.

NATIONAL LEAGUE EAST

Chicago Cubs	\$1,800,000	\$1,500,000	WGN-TV 11	WGN TBA	WGN-TV holds TV rights; WGN holds radio rights.
Montreal Expos	1,400,000	1,200,000	CBC-TV English 20 French 45	CFCF 13 CKAC 24	CBC-TV holds TV rights; CFCF holds English language radio rights; CKAC holds French language radio rights.
New York Mets	1,500,000	1,500,000	WOR-TV	WMCA 10	WOR-TV holds TV rights; WMCA holds radio rights.
Philadelphia Phillies	3,500,000	2,950,000	WPHL-TV 3	KYW 33	WPHL-TV holds TV rights; Philadelphia Phillies retain radio rights.
Pittsburgh Pirates	1,750,000	1,200,000	KDKA-TV 3	KDKA 50	Group W/Westinghouse (KDKA-AM-TV) is broadcast rights holder.
St. Louis Cardinals	1,500,000	1,000,000	KSDK 15	KMOX 95	KSDK holds TV rights; KMOX holds radio rights.

NATIONAL LEAGUE WEST

Atlanta Braves	\$1,500,000	\$1,000,000	WTBS	WSB 60	WTBS is TV rights holder under arrangement with commonly owned Atlanta Braves. Braves retain radio rights and selling.
Cincinnati Reds	1,200,000	1,000,000	WLWT 12	WLW 110	WLWT holds TV rights; Cincinnati Reds retains radio rights.
Houston Astros	1,000,000	1,000,000	KRIV 15	KPRC 35	Houston Astros retain TV and radio rights.
Los Angeles Dodgers	1,800,000	1,800,000	KTTV	KABC 22 KTNQ in Spanish	Los Angeles Dodgers retain TV and radio rights, selling through Dodgers Radio and TV network.
San Diego Padres	1,000,000	800,000	KFMB-TV	KFMB	KFMB-TV holds TV rights; KFMB holds radio rights.
San Francisco Giants	850,000	850,000	KTVU 3	KNBR 9	KTVU holds TV rights; KNBR holds radio rights

AL total	\$19,850,000	\$15,425,000			
NL total	\$18,800,000	\$15,800,000			
Major total	\$38,650,000	\$31,225,000			

Not included in the table is ABC's payment for nationally televised games that will amount to \$19 million this year and NBC's payment for nationally televised games that will amount to \$22.5 million this year. ABC is under five-year contract that began last season and NBC is in the first year of a four-year contract. In addition, CBS Radio is continuing under contract that began in 1976 and which is estimated to exceed \$75,000 annually.

IT'S A
WHOLE NEW
BALL GAME
FOR THE METS
ON

1980

WOR-TV



1980 isn't just the start of another season for the New York Mets on WOR-TV—it's the start of a new decade. A decade filled with new faces, new challenges, new heroes and a multi-million dollar commitment to excellence from new owners! You can watch it all season long on Channel 9.

So if you thought the first 17 years had its share of amazing feats, miracles, even championships—don't miss the next 10 years on WOR-TV. It's a whole new ball game for you and the Mets.



RKO
TELEVISION
DIVISION OF RKO GENERAL, INC.

names there are the same, but the broadcast arrangement is a new ball game. Anheuser-Busch, which normally retains broadcast rights to the commonly owned Cardinals, has given way to KMOX(AM) there, radio originator for more than 30 years, and KSDK(TV) there, which has handled Cardinals road games since 1962. Both stations were successful bidders for five-year contracts that reportedly will involve a total of \$1.5 million in annual rights payments each year.

■ New York—WOR-TV reported that sales for Mets baseball are 30% higher than last year.

■ Atlanta—The Braves do their own radio selling and Wayne Long, director of advertising, said a few final sales were being completed before training camp time. At WTBS(TV), which holds the TV rights, the superstation's Ned Jay reported a smooth flow of sales and said that WTBS, co-owned with the Braves by Ted Turner, would originate 100 Braves telecasts for the second year, feeding the games via satellite to 2,300 cable systems and 7,683,000 homes.

■ Cincinnati—WLWT(TV) will start a new five-year rights contract with the Reds at an estimated \$1.2 million per year. WLWT reported it was 75% sold out by mid-February. The Reds, who retain their radio rights and historically have no sales problems, were no different this year. Jim Winters, director of broadcasting for the club, reported all commercial openings were gone by Jan. 18. "This is the sixth consecutive year that we have sold all in-game as well as pregame and postgame commercial availabilities," he said. The biggest customer is Anheuser-Busch, which signed a contract through 1982.

■ Los Angeles—The Dodgers have always handled their own broadcasting and the club reported its had sold out before the end of last season.

Looking around American League cities:

■ Baltimore—WMAR-TV said that Orioles sales were "very strong" and the majority had been completed by Feb. 19. Charles H. Horich, vice president and director of broadcasting for the station, said the network is being expanded to reach such far-away points as WPLG-TV Miami and that the number of TV games will be increased to 57.

■ Boston—WSBK-TV will start a new five-year rights contract and will telecast 105 games of the Red Sox. The TV outlet said it was 50% sold by the end of February. On the radio side, WITS(AM) reported it is 90% sold out.

■ Cleveland—WUAB(TV) Lorain-Cleveland, the new TV rights holder, will telecast 70 games (30 more than were carried by WJWK-TV there last season). WUAB said sales are very strong and that Anheuser-Busch alone had bought six minutes in each game. On the Indians' radio side, WWWE reported sales are excellent and that only four commercial minutes were available as of last week.

■ Detroit—WDIV(TV) said the Tigers baseball business is running ahead of last year and WJR(AM) was 75% sold out.

■ Milwaukee—WTMJ(AM) Manager Bill Haig said Brewers baseball selling had been wrapped up by mid-January.

■ Kansas City—WDAF-TV there takes over the TV rights there under a five-year contract. The station expressed satisfaction with its sales progress, pointing out that, as a new originator, a fair amount of spadework is entailed in taking over old and setting up new accounts. The Royals handle their own radio, with WIBW(AM) Topeka, Kan., as the key station for a network of 115 stations. Bob Fromme, general manager of the Royals Radio Network, noted there were no 50 kw outlets among the affiliates, a factor that contributes to higher line costs and other expenses. This, he said, is one reason that the Royals radio broadcast rights are valued so modestly. The estimated \$500,000 for Royals' radio-TV is the lowest in the majors. However, he added, the happy bottom line is that Royals radio was sold out by last Christmas.

■ Minnesota—In the land of sky blue waters, Midwest Federal Savings & Loan Association will continue as radio and TV rights holder under a new five-year contract. MFS&L would not comment on the price, but in the final years of its last seven-and-one-half year contract, MFS&L had increased the ante \$25,000 each season. And there is no reason to believe that the worth of the Twins' rights has not appreciated.

■ Texas—Baseball's longest rights contract was made prior to the 1972 season when former Rangers owner Bob Short sold radio and television for 10 years for an estimated \$7 million to the city of Arlington, Tex. In turn, Arlington set up the Texas Rangers Baseball network under Roy Parks, now its executive director. Each season the Rangers broadcast picture has improved. Parks last week reported the best year yet in sales with the gross running over the \$2.5 million mark.

But amid the euphoric sounds of broadcasters and baseball, there is a threatening rumble on the horizon: a players strike. The executive board of the Major League Players Association last week balked at certain provisions in a new agreement it is negotiating with the club owners and called for a strike on or before April 1. The season is scheduled to open April 9.

The innocent victim could be the broadcaster, to whom the play is the thing.

Stations score. More than 100 radio and TV stations will be subscribing to Commodity Quotations Inc.'s Sports Ticker service during the 1980 baseball season. According to Philip M. Hogan, CQI president, they will be a portion of more than 300 installations in major league baseball parks, arenas, newspapers and other places that use constant updates of the sports action. Major league scores by the half-inning, batteries, statistics and highlights are among the baseball services on the ticker. CQI has headquarters at 2 Overhill Road, Scarsdale, N.Y. 10583; (914) 725-3477

Rock 'n' baseball

Baltimore radio station, Orioles form mutual admiration society for bigger ratings, higher attendance

Rock radio and baseball had a happy mixed marriage in Baltimore last year, a relationship that the Orioles and WFBR(AM) there anticipate will continue this spring.

Each is effusive in praise of the other for efforts that helped the ball club set a new attendance record and provided the impetus for the station to reach new ratings heights.

WFBR took over in the spring of 1979 as radio originator for the Orioles under a four-year contract that reportedly averaged out in the neighborhood of \$400,000 annually. At the time, there were questions about the union of WFBR, with its youthful demographics, and Orioles baseball, which for years had been on the more conservative WBAL(AM) there.

Those questions were removed last October when WFBR(AM) proudly proclaimed its ascendancy to number two in local ratings. And, the Orioles announced a season record attendance of nearly 1.7 million—with a tip of its baseball cap to the rock and promotional sock that transformed local bird listeners at home into bird watchers in the stadium.

Al Harazin, vice president and business affairs director for the Orioles, summed up the hustle:

"WFBR promised it would be aggressive and bring a different kind of promotion than what we were used to . . . and it kept its promise. You couldn't listen to that station without some mention of baseball, whether it was bumper stickers or T-shirts or the previous night's highlights. Heaven help you if you weren't a baseball fan and listened to WFBR."

The highlights particularly excited Oriole fans. Throughout the season it was commonplace for WFBR to interrupt its musical fare for a tape replay of some stirring moment from the team's game, as reported by Chuck Thompson, the voice of the Orioles.

WFBR said record requests to the station by phone would often be interspersed with a youthful plea: "Play DeCinces's homer."

Harry Shriver, WFBR president and general manager, saw nothing particularly unusual in uniting baseball and the station's rock listeners. "We have a younger audience than the previous baseball originator and we just interested those youngsters in an evening for just a few bucks . . . the ball game," he said. "Things like that make me feel there is a civic obligation to cover baseball.

"Sponsors sometimes can be cagey about their feelings, but those of our 1979 clients who did talk were tickled to death," he added.

The bottom line of WFBR's satisfaction is dual. "Our sales are up, and baseball has given us more status in the community," Shriver said.

Last chance

The Supreme Court agrees to review case challenging FCC's contention that it shouldn't consider station formats in approving renewals or transfers

The FCC and the U.S. Court of Appeals are now finally head to head before the Supreme Court in their long-running controversy over the commission's responsibility for reviewing entertainment formats in approving the renewal or assignment of radio station licenses. For years, the commission has maintained that format changes are better left to the marketplace, while the court, in response to citizen group appeals, has maintained that, in certain circumstances, the commission must take an active role. Last week, the Supreme Court agreed to resolve the question.

At issue is a policy statement the commission issued on the controversy in 1976. It held that the commission's involvement in format decisions is inconsistent with its statutory authority and violates the First Amendment (BROADCASTING, Aug. 2, 1976).

Predictably, the policy statement was appealed by a host of citizen groups. And, almost as predictably, the court, last July, reversed the commission. In a 7-to-2 opinion, the full bench of the D.C. circuit rejected the commission's "invitation" to abandon the court's reading of the Communications Act, and directed the commission to implement the law as the court had interpreted it (BROADCASTING, July 7, 1979).

The court's opinion, written by Judge Carl McGowan, held that the commission must consider diversity of programming, among other factors, in considering a renewal or assignment application that proposes abandonment of a format. And it said a hearing to resolve public interest questions would be required if the format was unique and financially viable, and if its threatened loss had precipitated considerable "public grumbling."

The opinion was in line with a series of court opinions dating from 1970, when the court, in a case involving the sale of WGKA-AM-FM Atlanta, overruled a commission decision approving the assignment without a hearing despite public protests over the proposed loss of a classical music format. Since then, other proposed sales have been opposed—though not always successfully—because of buyers' plans to change the format. The formats involved have ranged from rock to classical.

The case has stimulated considerable interest among citizen groups and broad-

casters. Eleven citizen groups, including the United Church of Christ, the WNCN Listeners Guild (which was organized during the fight in 1976 over the proposed abandonment of that New York station's classical music format), and the Mexican-American Legal Defense and Education Fund, appealed the commission's policy statement. The commission, on the other hand, has been supported in pleadings filed by the National Association of Broadcasters, the National Radio Broadcasters Association, ABC, CBS, NBC, and several licensees. Besides the central question of formats, the case poses a collateral question of at least the extent to which the commission can rely on the marketplace to regulate broadcasters in the public interest. And conceivably, the Supreme Court's answer could have an impact on the commission's present rulemaking aimed at deregulating radio—a rulemaking that assumes the effectiveness of marketplace regulation.

The appeals court rejects the theory of marketplace regulation. It said that its opinion is based on the premises that "there is, in the traditional sense, no free market in radio broadcasting and that in certain circumstances, when there are persuasive indications that market allocation has broken down, the commission has been given a useful role by Congress to play in insuring that the benefits of radio accrue to all the people, not simply those favored by broadcasters."

The solicitor general's office, which filed the petition for review of the appeals court decision, contended that court had exceeded its authority in the opinion. It "substituted its own untested factual premises and policy conclusions for the commission's judgment that regulation of entertainment formats is unnecessary, injurious to the best interests of listeners, and not susceptible to principled decision-making," the office said.

It also said the appeals court had erred in not heeding the commission's view that the goal of diversity of programming could be achieved more efficiently and at less constitutional risk through competition of the marketplace. Although the court said its format doctrine does not require the commission "to interfere with licensee programming choices," the office said, "it is plain that an obligation to pass judgment on the public interest value of new entertainment formats proposed by radio stations to take the place of unique formats ... is the clearest consequence of the court's decision."

Supporters of the lower court's opinion see it differently. The WNCN Listeners Guild and the Communications Media Center of New York Law School, for instance in a joint pleading opposing the petition for review, said there was nothing exceptional in the opinion. It "simply res-

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tates, with abundant citation to decisions of [the Supreme Court] and the Communications Act itself, that in enacting the Communications Act, Congress specifically eschewed the notion that unbridled competition was consistent with the public interest." Congress, they added, adopted a system for assuring that "the public interest was preferred over that of private parties, however competitive."

Concentrating on business concentration

House subcommittee hearings air differences on whether broadcasting and cable should be subject to more or less government regulation

Academic and Wall Street experts testified at a House hearing last week that media concentration, to the extent it exists, is not a serious problem, and may, in fact, have some benefits.

The House Small Business General Oversight Subcommittee, chaired by Representative John LaFalce (D-N.Y.), heard witnesses in January from a number of government agencies, including the FCC and the Federal Trade Commission (BROADCASTING, Jan. 28). Last Monday (March 3) the subcommittee heard from a panel of academic experts, and on Tuesday the witnesses were security analysts who follow the mass media marketplace on behalf of the investment community.

According to LaFalce, the purpose of this set of hearings was to answer three questions: (1) Which companies own and control the mass media? (2) How will changing technologies affect the present structure and practices of the media? (3)



LaFalce

What is the extent of small business participation in the media today and what opportunities will there be in the future?

Witnesses for day one were James Dertouzos, an economist with the Rand Corp.; Benjamin Compaine of Harvard University, and Christopher Sterling, associate professor communications at Temple University.

In response to questioning by Representative Parren Mitchell (D-Md.), all



Concentrating. Preparing for the start of the second day of hearings before the small business subcommittee are (l to r) Ken Noble, John Reidy, Joseph Fuchs and Ellen Sachar.

three witnesses expressed doubts that proposals to allow for increased minority ownership roles, such as expansion of the AM band or 9 khz channel spacing, would have any significant effect—at least not for a long time. Instead, it was argued that minority advances will most likely be made through cable networks. The chances for ownership, they said, may not be great, given the large capital investment required in cable, but special-interest pay cable programming would provide a viable entry point for minority media access.

LaFalce's questions centered on the future role of cable, and whether limits should be placed on ownership to prevent concentration of ownership.

Sterling suggested that limits on cable ownership would probably be a good idea, but the limits should take into account numbers of subscribers, rather than numbers of systems. Dertouzos agreed that some sorts of limits should be considered to head off the possibility of a commercial television network-type situation developing in the cable industry.

Sterling maintained that such a situation is not likely to develop, except perhaps with pay cable services, a few of which are owned by large media corporations.

Another disagreement came over the possibility of rules concerning crossownership of cable and other media. Compaine said he did not see any problems with newspaper-cable crossownership, although there might be minor problems in a small market with a broadcaster also owning a cable system. Dertouzos, however, disagreed, saying that in some markets, newspaper-cable crossownerships would be "detrimental."

The consensus of the panelists on Tuesday was that so-called media concentration is not an unhealthy phenomenon. In fact, all panelists agreed that it was necessary for the growth of the media in the future.

John Reidy, vice president of Drexel Burnham Lambert Inc., said that media companies would have to diversify their interests to remain competitive. "I contend that, in view of the continuing consequences of technological change, any publicly owned media company which has a position in only one or two segments of the media and is not diversifying into other parts of the field runs the long-term risk of seeing its over-all business decline," Reidy said. "I believe that these companies need representation in multiple

segments of the industry if they are going to be able to grow in the rapidly changing future media environment."

Reidy rejected the notion that multiple media ownership would lead to a loss of editorial independence, since there is often little of common editorial interest among properties within a broad-based media company.

Reidy also predicted that new technologies would lead to a broad range of media services, resulting in less dominance by the commercial TV networks. "Commercial over-the-air television in fact may become less important than it is today since the amount of individual viewer time spent watching programs of the network-affiliated and independent television stations could decline from current levels of the availability of so many program alternatives," he said.

Reidy concluded that competition in the media is more intense than in most areas of the economy, and media concentration is actually good for the general public.

Ken Noble, vice president of Paine Webber Mitchell Hutchins Inc., also saw diversification into other areas of media firms, which, he said is happening more and more, as a good thing. "First, it means that competition is growing across the media," he said. "A newspaper could conceivably be driven out of business by a broadcaster or, more likely, a cable operator in its own market. Second, it means that the existing media companies are developing the financial resources to compete with the real information industries—companies such as AT&T, IBM and the like—in the handling of information in the newer, much more expensive media such as cable."

Noble said he foresaw the proliferation of specialized information packages in the future, along with continued growth for small businesses and entrepreneurs entering these markets.

But he said he also saw some potential problems for small media businesses, including increased postal costs, restrictions on the use of mailing lists, taxes, inflation and looser interpretations of the copyright laws. In addition, he said restrictions on mergers—which he did not favor—offered a potential problem, since the option to be acquired by a larger company is a definite attraction.

Ellen Sachar, a senior security analyst with Goldman, Sachs & Co., pointed to



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new technology as a means to provide media diversity. "On the user's side, i.e., the subscriber's and advertiser's, it seems to me that cable TV will play the same role in the electronic field that the nondaily publications have played in the print area—allow the minority interests (and here I am not necessarily referring to ethnic groups) to be represented, both in terms of programing and advertising content. This potential has yet to be realized, but in time I think it will," Sachar said.

She noted that a new form of vertical concentration seems to be taking hold, with large multiple systems operators such as Time Inc. also leading the pay cable field. But like the others, Sachar did not see that as an unhealthy business trend. "The capital needs of these businesses being what they are, such concentrations are inevitable and even desirable, if one

wants to see these businesses expand," she said.

She added that the concern in Washington centers on "the diversity of media voices and the survival of the independent entrepreneur." But she said that, in her opinion, the development of new technology is more likely to solve these problems than new regulation or laws. The competitive forces in the free marketplace, she said, "have created greater diversity of choice for the consumer than any government-enacted policies."

Joseph Fuchs, vice president of Kidder Peabody & Co., also took a stand against further regulation, maintaining that the majority of media acquisitions ultimately benefit the consumers and advertisers.

"In our view the growth in media alternatives requires prudent business managers to do two things: first, to establish a

diversified base of involvement in a broad range of media and related business to insure longer-term viability of the enterprise, and second, to build a critical mass in individual areas to insure an ability to implement the rapidly evolving technical and operating improvements needed to remain competitive for both the consumer's time and the advertiser's dollar," he said.

Fuchs added that he doubted further regulation would in any way benefit the consumer. "To the contrary, the competitive forces within the media have never been stronger, and the technological explosion is likely to accelerate that trend. As such, we believe a trend toward less interference in the rapidly changing media environment is most likely to best serve the goals of the First Amendment and the needs and desires of the consumer."

Congress dangles the FTC slowly in the fiscal wind

Pertschuk worries that failure to vote an appropriations bill could mean disaster for the agency

The Federal Trade Commission presented its fiscal 1981 budget requests to House and Senate appropriations subcommittees last week amid fears that the agency would be forced to close its doors long before FY '80 ends.

Current funding for the FTC runs out next Saturday (March 15), and if an authorization bill has not passed both houses of Congress by then, a continuing resolution appropriating funds for the agency will have to be adopted. If the Congress refuses to adopt such a resolution—which is unlikely, although a possibility—the FTC would be unable to pay its employees.

FTC Chairman Michael Pertschuk, accompanied by key agency personnel, presented a \$72.6-million budget request to Congress last week—a \$1-million increase over the budget requested for this fiscal year. The increase would cover a rise in rent and the implementation of a regulatory analysis program that would measure the marketplace effect of commission activities.

In last Monday's hearings, Pertschuk told the House subcommittee that the FTC was "prepared to accept the will of the Congress" and drop various investigations so we can "get back to doing our job."

He said that if a continuing resolution is not adopted and the agency is forced to shut down, court cases will have to be stopped, and the FTC would experience damaging personnel problems. "I'm afraid some of the staff would throw up their hands and quit," he said.

Pertschuk added that not only would the agency suffer, but the business community and consumers would suffer as well. Businesses, he said, rely on the FTC for guidelines, while consumers rely on the agency to monitor advertising. "We monitor national advertising every day to

see if it's honest," Pertschuk said. "Experience has shown that when the FTC doesn't act for a few months, dishonest claims creep into the ads."

In hearings before a Senate subcommittee on Wednesday, Pertschuk repeated his frustrations, and warned that the FTC faced the possibility of having its doors closed.

The fate of the agency lies now in the hands of House-Senate conferees, although if the details of an authorization bill are not worked out before the deadline, the appropriations subcommittee may still opt to give the agency funds. Representative Neal Smith (D-Iowa) said last week that he would consider appropriation if the conferees wrote a letter to the subcommittee saying that they were on their way to resolving the issue.

For the Senate, conferees are Howard Cannon (D-Nev.), Wendell Ford (D-Ky.), Howell Heflin (D-Ala.), Warren Magnuson (D-Wash.), Bob Packwood (R-Ore.), John Danforth (R-Mo.) and John Warner (R-Va.).

House conferees are Representatives Scheuer, Harley Staggers (D-W.Va.), Richardson Preyer (D-N.C.), Richard Ottinger (D-N.Y.), David Satterfield (D-Va.), Thomas Luken (D-Ohio), Marty Russo (D-Ill.), James Broyhill (R-N.C.), Matthew Rinaldo (R-N.J.) and Samuel Devine (R-Ohio).

The conferees are expected to meet for the first time this week. But it is unlikely that they will be able to reach an agreement on key provisions in the House and Senate versions of the bill before March 15. One major point of disagreement is the one-house veto. The House instructed its conferees to push for the measure, while the Senate is not likely to accept

Although the FTC has come under fire recently, Pertschuk was offered some kind words last week. Representative Jack Hightower (D-Tex.) commended Pertschuk for steps the agency was taking to hold down its budget. "We may be soon

pointing to the FTC as an example for other agencies to follow," he said.

Representative Joseph Early (D-Mass.), an earlier critic of the agency, praised Pertschuk for his remarks, and said the direction the FTC was moving in, with its eye toward regulatory analysis, was exactly what the Congress wanted.

The children's advertising inquiry was brought up in the Senate hearings, with Senator Lowell Weicker (R-Conn.), a critic of the proceeding, taking a stand in favor of the case going forward.

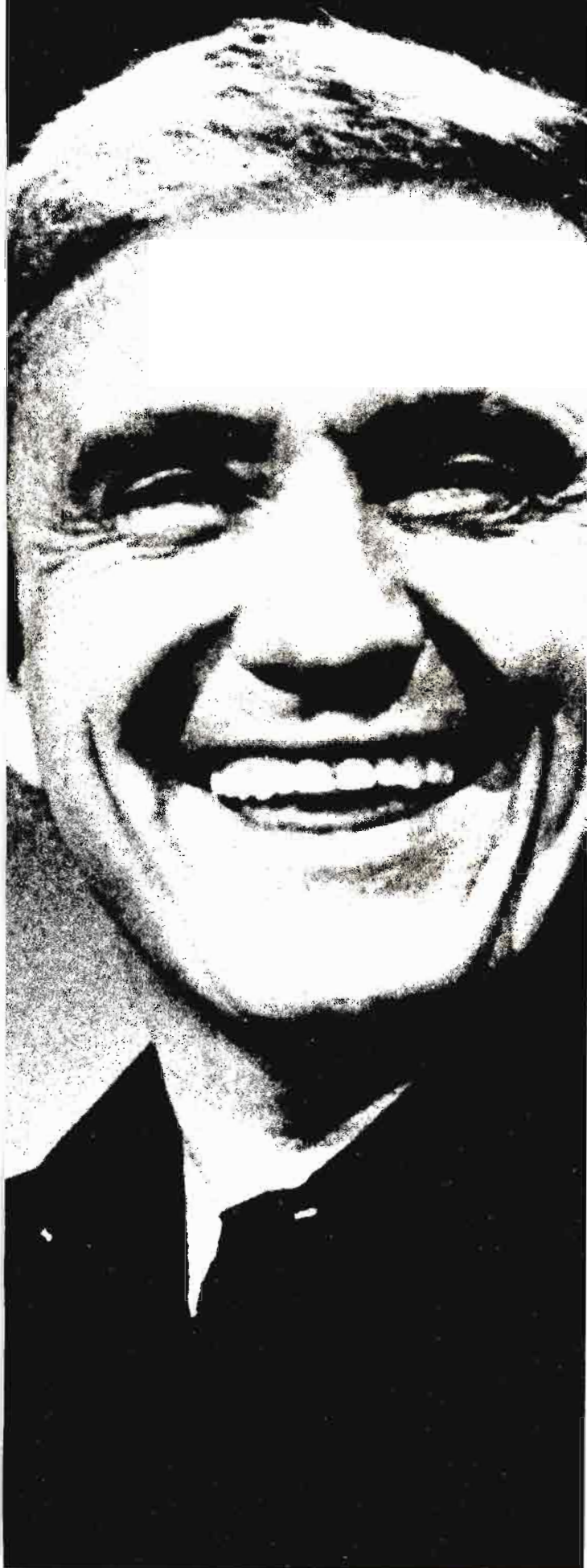
Although he was opposed to the inquiry, Weicker said that Congress should not have the right to cut off an agency proceeding in midstream, as it sets a precedent.

Senator Ernest Hollings (D-S.C.), chairman of the subcommittee, as well as the Communications Subcommittee, said he was very interested in the issues being explored in the FTC's children's inquiry, and he planned to hold his own investigation. But, he added, he would not begin any such investigation until his Communications Act revision legislation had been finished. He did not, however, give any indication as to when he expected that would be.

Airing the pros and cons of station financial disclosure

House subcommittee holds hearings on Mottl's bill; broadcasters argue such action would put them at competitive disadvantage with other media; ACT, Citizens cite public needs

The House Communications Subcommittee last week took up Representative Ronald Mottl's (D-Ohio) bill that would



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NSI Nov '79 Syndicated Report.



The line up. A panel prepares to offer opinions on financial disclosure to Representatives Mottl (l) and Van Deerlin (center), flanked by staffers.



Reuben-Cooke

Bolger

Kaplan

Hargrove

Landicho

Shiben

Sitrick

require broadcasters to make financial data about their stations available to the public. And while broadcasters—as expected—vigorously opposed the legislation, Mottl found some support.

Representative Lionel Van Deerlin (D-Calif.), chairman of the subcommittee, lined up a panel of eight witnesses to testify on the bill, H.R. 5430. Peggy Charren, president of Action for Children's Television, who supports the measure, was unable to testify.

Additional support for the bill would undoubtedly have been welcomed by Mottl, who listened to a categorical condemnation of the proposal by broadcasters. In his opening statement, Mottl defended the legislation because of its potential benefits to the public. "Information is power in a democratic society, and I want members of the public to have some leverage on their side when they sit down to discuss programming alternatives with their station managers," Mottl said.

"Because of the power of licensed broadcasters in our lives," he added, "and because they do profit immensely from use of a public resource, I believe the public is owed a regular accounting in the form of financial disclosure."

Broadcasters, however, did not see it that way. Thomas Bolger, chairman of the joint board of the National Association of Broadcasters, said the NAB strongly opposed the bill because it would give other media an advantage in competing for advertising revenues.

In addition, Bolger said the bill would be detrimental because competitors could urge advertisers not to do business with a "loser"; stations in a bad financial position might find good employees hard to

keep; a station's credit position might be affected, with unreasonable pressure from creditors for payment on some accounts; and producers might charge higher prices for programing if they knew stations were making large profits.

"The profits, or lack of them, attributed to a broadcast operation, do not reflect in any way the quality of service that is being provided to the public," Bolger concluded. "We as broadcasters should be measured by our promise versus our performance and not by our profits versus our performance."

Sis Kaplan, president of the National Radio Broadcasters Association, had similar complaints. "The NRBA opposes H.R. 5430 because making public traditionally confidential financial information would interfere with a radio station's relations with its competitors in the marketplace, its advertisers and its employees without any prospect of a resulting benefit to the public at large," Kaplan noted in prepared testimony.

Kaplan said that nothing had been shown to prove that disclosure of financial information would result in broadcasters operating in a different manner. "We're competitors not just with other radio stations, but with all other forms of media," she added. "And that should be considered."

Wade Hargrove, executive director of the North Carolina Association of Broadcasters, complained that the bill would place needless regulatory burdens on licensees; it would unfairly place broadcasters in competition with one another; it would result in perpetual harassment from public interest groups, and it would be a gross intrusion into managerial discretion.

Also opposing the bill was Joseph Sitrick, vice president of Blackburn & Co., a media broker. Sitrick said that although the bill would make available to him useful information he is now denied, "the personal benefits are offset by the potential damage to broadcasters."

Sitrick predicted that the legislation would have an adverse effect on the competitive structure of the industry, and would upset the industry's regulatory scheme.

Two government agency representatives were also on hand to testify: Richard Shiben, chief of the FCC's Broadcast Bureau, and John Landicho of the General Accounting Office.

Landicho said that the FCC's current 324 forms would not produce the information that Mottl's bill wants. He said that the value of routine disclosures would be limited for the purpose of influencing programming unless: (1) financial disclosure includes station expenditures on specific program categories, such as news and locally produced programing; and (2) criteria could be established for specific categories which define expenditure levels that are deemed adequate for meeting the obligation to provide responsive program service.

Landicho also said that the issue of competitive harm should be evaluated before routine financial disclosure is authorized. "The balancing of the public's right to know against the interest of a business to protect its information is a difficult judgment, and, on the basis of our review work, we cannot say whether or not routine financial disclosure would cause competitive harm," he said.

Shiben said the FCC's look into what



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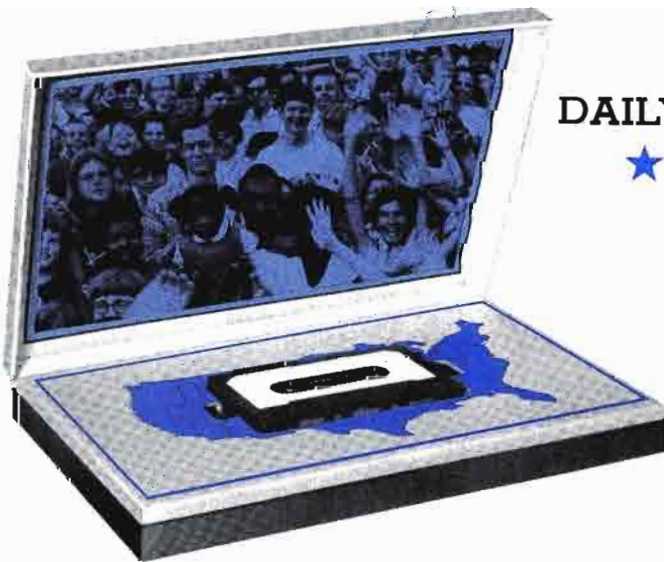
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kind of information should be required on 324 forms is the key. The FCC's major concern, he said, is to determine what data is needed and how that data should be solicited. He noted, however, that annual financial data is not gathered to evaluate station performance, and therefore may not be helpful to the public in evaluating a station's performance.

Standing up in Mottl's corner was Wilhelmina Reuben-Cooke, staff attorney for Citizens Communication Center. She reasoned that disclosure of financial data would result in a meaningful dialogue between broadcasters and the community. In addition, she said, licensees would be less likely to ignore community needs if the in-

formation were available. If the community sensed a problem, she said, or if it felt its needs weren't being met, it could complain to a broadcaster, knowing that a lack of financial resources was not the reason for the neglect.

Peggy Charren, who submitted testimony for the record, also endorsed the bill. "Without data it is impossible to understand the trade-off being made between meeting specific audience needs and delivering an audience with maximum purchase power," her remarks read. "Meaningful public participation requires that the public has access to whatever data are required to understand the potential and the limitations imposed by the eco-

nomics of commercial broadcasting."

Mottl also found some support from Representative James Collins (R-Tex.). Collins said he was against the idea of financial disclosure in general, but in the case of broadcasters, he feels, there is a difference.

Collins complained that the press wants the salaries of Congress disclosed, but it doesn't want to reveal its own financial situation. He also complained, as he has on other occasions, that the media harp on oil company profits, but refuse to disclose their own profits, which, he said, are exorbitant. "What reason do you have to discuss other people's financial statements but not your own?" Collins asked.

Business

Changing times ahead for advertising

ANA workshop hears predictions of new technology fragmenting television to provide more specialized audiences; satellites will alter distribution and content of campaigns; viewing measurement will have to change

Some of the country's leading advertisers and agencies were advised last week that in the multimedia world of the 1980's, their jobs would become vastly different and perhaps infinitely more difficult.

Likely effects of cable, pay cable, satellite program services, cassettes, disks and other emerging wonders were examined at an Association of National Advertisers television workshop, held Tuesday in New York with 470 advertiser, agency and media executives attending.

No one ventured that broadcast television would be reduced to less than a mass medium. But no one seemed to doubt that its audiences would be fragmented.

And as the new media become more

solidly established, Young & Rubicam Chairman Edward N. Ney cautioned, "the information [that agencies and advertisers] will need and the judgments we will have to produce will make today's television buying seem like a day at the beach."

Ney saw these challenges:

"Technology will create so many new channels of information and entertainment that the mass audiences we know today will be significantly fragmented.

"That same technology—coupled with critical changes in the life style and demographics of the U.S. consumer—will force advertisers and agencies to devise new market profiles, media standards, cost measurements and quality evaluations. New creative techniques to gain and sustain the interest of special-interest markets will have to be invented.

"As the number of different communication conduits grows and the dominance of mass audience vehicles grows less, advertisers will, unfortunately, wind up paying more for less—in copy testing,

audience research and product introduction. And there will be a probable tendency to trade advertising efficiency for effectiveness.

"Resistance to advertising will increase in the 80's. Campaigns will be harder to wage as people become used to seeing programs on television and other media without commercial interruption. But, eventually, operators of these systems who now exclude advertising will succumb to the relentless, gentle, memorable pressure of the advertising community and to the inexorable pressure of pricing."

Ney called upon his listeners to envision a 1990 in which "every city is wired for cable television" and half the households are subscribers, getting at least 36 channels, when 97% of homes have two or more TV sets and 30%-50% of color-equipped households have some sort of videodisk attachment, and when, in addition, there are 500 million radios, 40 million audio cassettes, 50 million stereo systems and 60 million personal computers.

The net result, he said, will be that "everyone has to joust with everyone else



Seers. Principals at the opening session of the Association of National Advertisers' workshop on the 80's were (l to r): Joel Chaseman, Post-Newsweek Stations; Roy H. Anderson, A. C. Nielsen Co.; Andrew Gold-

man, Teleprompter; Jack W. Fritz, John Blair & Co.; Marian Lockett, Scott Paper Co., who presided as program committee chairman, and Edward Ney, Young & Rubicam.

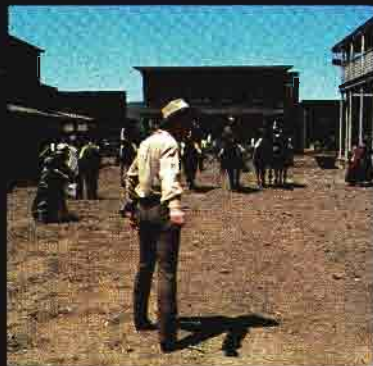


**At Sunn, we've parted the Red Sea,
created great battles, launched a gold rush,
brought back the dead.
And there's more!**

LOOK TO SUNN FOR SOMETHING MORE



Earthbound



Will Rogers



The Time Machine



The Last Of The Mohicans

Young Abe Lincoln



Sunn Classic Pictures earns high ratings by producing proven quality entertainment.

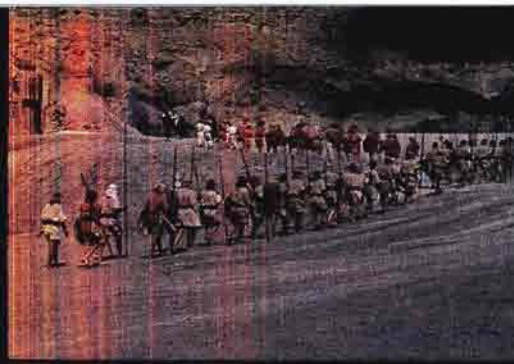
From classics to high drama.

Comedies. The Bible. Science-fiction.

You get more production value from Sunn.



Adventures of Huckleberry Finn



The Greatest Heroes Of The Bible



California Gold Rush



Donner Pass



The Incredible Rocky Mountain Race



The Amazing Nellie Bly



Tom Edison — Lightning Slinger



The Life and Times of Grizzly Adams



The Fall Of The House Of Usher



Deerslayer

The Legend Of Sleepy Hollow



The Wright Brothers

If you want the TV screen
to burst with production value . . .



Sunn goes to the ends of the earth to deliver.



You can count on Sunn!



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for the consumer's attention."

Ney said he was "not yet persuaded that every technological 'breakthrough' will break every ingrained consumer habit." And he thought it possible that the new competition may make conventional television better, as "television made print better by threatening its future . . . Innovation breeds invention. Insecurity breeds inspiration."

In Ney's judgment, "the era of intrusive, blaring clamoring for attention is over. Shouting pitchmen and unlikelike slices of life no longer will be acceptable. Commercials will have to be created that are compatible in taste and tone with the video environment—much as we prepare print advertisements today. A commercial crammed with all the selling points in the world but which is too de classe for the highly educated, inner-directed consumer will be about as valuable as an ounce of dross in a \$700-an-ounce gold market."

Jack Fritz, president of John Blair & Co., told the workshop that one area in which technology can make life easier for advertiser, agency and broadcaster is the delivery of commercials—and ultimately of syndicated and advertiser-supplied programs—by satellite.

Fritz described Blair's development of its Blairsat system for sending commercials by satellite to one station in each market, with that station delivering them—with traffic instructions—to the stations for which they are intended. Fritz said Blair hopes to have the system operational in 31 markets by the fourth quarter of 1980—markets that in 1978 accounted for 71% of all spot-TV spending—and will expand to other markets "as soon as practical."

He said that the pricing, established in tariffs to be filed with the FCC "in a few weeks," will be "highly competitive" with the costs of current distribution and that the system is designed to provide "guaranteed same-day delivery" of commercials.

Aside from simplicity and economy, Fritz said, the system will give agencies and advertisers creative and scheduling advantages:

"Instead of waiting two weeks or more for lab dupes to be produced and mailed, you'll be able to put new spot-TV commercials on the air in a day," he said. "You'll be able to get topical subject content in your commercials. For instance, a commercial saluting winter Olympics winners could be aired around the country in your spot schedules just a day or two after the events. You'll be able to indicate current pricing specials or cross-plug a coupon promotion.

"You'll be able to put co-op commercials into a market for local retailer use. The national magazines such as *Time*, *Newsweek* and *People* that run commercials indicating lead stories of current issues will get their commercials out faster than ever. Because of this advantage of timeliness, we see Blairsat as a stimulant for commercial production, as different versions and different thematic approaches can be created and distributed in a much



Time out. In between sessions at Association of National Advertisers' television and media workshops are (l to r): Harry Way, Colgate-Palmolive; Joe Daly, Norton-Simon; Dick Butler, Lever Bros. and Peter Allport, Association of National Advertisers.

smaller production time-frame."

A world of growing cooperation between broadcasting and cable was envisioned by Andrew Goldman, vice president of Teleprompter Corp.'s cable television division, who said he could see the beginnings of it already.

"Cable can deal with specific needs, ideas and specialized programing," he said. "Broadcasting deals with themes of major national interest."

With 22 satellite program services available now, Goldman said, a "cornucopia of television programing" can be delivered by cable. "The new selective product will be put forth by creative individuals such as yourselves," he told the agency and advertiser executives. "The impact of selective product will bring viewers back to their television sets. Selective programing will also allow television advertisers to target their potential market much like a magazine."

Goldman also had a suggestion that many broadcasters might find abhorrent—a sharing of outtakes from their news coverage with cable.

"Broadcasting has a news-gathering staff that no cable system could match," he said. "More important, it has a subject range that must be broad-based; it has a responsibility to a national audience. In the course of filming news stories of national interest, there may be hundreds of feet of film on a specific subject that the networks cannot use. The subject range is simply not broad enough. Because of our specialized programing and wide range of channels, we can use it—and we need it. In other words, we can act as a distributor for you."

Modified methods of audience measurement are being explored by the A.C. Nielsen Co. "to cope with the coming fragmentation and more complex video

environment," the workshop was told by Roy H. Anderson, executive vice president of Nielsen's Media Research Group.

"It is quite probable," he said, "that not one measurement technique, but several, may be appropriate to measure the blossoming new technology of the 1980's." But he thought it likely that the most important considerations will be word from agencies and advertisers as to what kind of audience information they will need.

In the meantime, he said, broadcast TV looks to remain the dominant medium and must be measured as such.

Anderson also offered some nose-counts:

As of February, he said, 15.2 million or about 19.8% of all TV households had cable, and 5.75 million to 6 million, or 7%-8% of all TV households, had pay cable. Subscription TV households numbered fewer than 500,000, or less than 1%, and videocassette recorders were in about 1% of households.

Anderson said Nielsen has decided to publish reports on pay-cable viewing regularly. He also reviewed some highlight findings of the first ones:

In pay cable households there is some falloff in network viewing, but networks still get 75%-80% shares; pay-cable channels get about a 15% share during prime time and more in late fringe, and with strong movies can get shares "well into the 40's;" pay-cable homes view about four hours more per week than the average TV home, but persons-using-television levels are not higher, suggesting that when people are watching pay cable, "it is not new viewing but substitute viewing; 'R'-rated movies outperform 'G' or 'PG' movies—the more adult the movie, the better it does on pay cable."

The workshop audience also got a close-

up look at fourth-network attempts and prospects.

"There have not been enough independent television stations in enough markets to produce a fourth network with sufficient coverage potential" and, according to TeleRep president Al Masini, that continuing lack means that for the immediate future "the possibility of a fourth network ... does not exist."

This was an essential conclusion Masini offered the audience along with his analysis of why the occasional network, Operation Prime Time, has had "outstanding" results "in terms of both advertiser and audience acceptance."

The success of OPT, a project close to Masini's heart, resulted, he said, principally because it "was designed to appeal to, and meet the needs of, both network-affiliated and independent stations" and because its scope "was not too ambitious," with "tolerable" pre-emption requirements for affiliates and "manageable" investment requirements for independents.

Documenting his case, Masini said that in 1976, independents covered 56% of U.S. television households, a figure that he put at 62.5% in 1980—"not enough," he said, to make a significant difference from a network point of view." A wholly independent network would have to amortize hefty program costs over roughly 60% of the U.S. compared with the virtually 100% coverage of the existing networks. Thus, to develop programing that "could work in prime-time" required appeal to network affiliates in addition to the independents, Masini said.

Masini discounted suggestions that the obstacles to a fourth network could be overcome either by marrying a network of independent stations to cable systems, or through satellite-to-home networking. The former, he feels, would be "difficult to impractical at this time" and the latter, he thinks, is "considerably down the road—after the 80's."

Reviewing the fortunes of the occasional networks, *Mobil Showcase*, Hughes Television and OPT, Masini dwelt at length on the virtues of OPT, recounting its past rating successes and detailing the substantial results—wins in big markets—of its most recent offering, *Solid Gold 79*. That program, he said, was one of five projected specials that OPT believes can be readily converted to a series in 1981. *Solid Gold*, in fact, has already gathered commitments from stations covering 65% of the country for fall 1980 series carriage, with OPT expecting 80% coverage in three weeks, according to Masini.

OPT, he said, is looking at the "feasibility and desirability" of acquiring total up-front advertising support for *Solid Gold*, as opposed to its past system of selling a program to stations. With this arrangement, which Masini termed "advertiser-underwritten," the station will get the series free of charge, with five minutes of advertising time plus adjacencies to sell. OPT will sell five minutes on a national network basis.

"Let's be partners again." That was the



Refreshment time. Relaxing between sessions at the Association of National Advertisers' television and media workshops are (l to r): Roy Danish, Television Information Office; Frank Zingale, Young & Rubicam; Jean Pierre de Montalivet, BSN/Gervais Danone (a Paris-based food firm), and Larry Patrick, National Association of Broadcasters.

call TAT Communications and Tandem Inc. President Alan Horn issued to advertisers at the workshop. Advertisers and program producers had a partnership back in the 1950's, Horn asserted. Advertisers "cared" then about a program, he added, "because your name was on it."

With his company's name on it now, Horn said he'd welcome calls from advertisers who'd purchased time on his *Archie Bunker's Place* and didn't like an episode. "You have a right to make [a call]," Horn said. He asked them to "use your influence to discourage me-too imitations of success," and suggested that through such groups as ANA they "demand" that new series receive a full 13-episode airing.

Horn appeared before the workshop to answer the question: From where will come the programing for the new technologies of the 1980's? His reply: "From all of us who make up the creative community"—a group he put at seven major and 347 independent producers.

His firm, Horn said, "believes in the new technologies," especially cable and pay television forms. Explaining "our enthusiasm for the new technologies," the producer asserted that his company feels a "certain social responsibility that's not being met" under the present three-network system. He decried the measure of importance attached to ratings, and said that the "gentlemanly competition" between networks had turned into war, with Niensens the "battle willingly" in the system and that "we do care about money—we're not poets, but it's not the only thing."

According to Horn, cable and pay television will offer producers distinct advantages, with variable program length, "no censorship" and the potential for "narrowcasting," which he said has "an attractive look." Horn claimed, his company

looks forward to producing programs for "the 30% of television owners who never turn [the set] on."

And advertisers will be involved in new technologies' programing, he predicted, "because it's important."

However, for the time being, the lack of negotiated agreements with the four major artist's guilds will prevent signatory producers from entering the field, Horn indicated. Progress is being made in this area, according to Horn, but "it will be 1981 before we can program in any meaningful sense for the new technologies."

At the present, such a possibility must remain, in Horn's words, "future chic" for established producers, although he believes it's not far in the future. The end result that Horn sees is "not the end of the networks" but the "fragmentation" of their "obigarchy."

One of the lessons of history, according to CBS Television Network President James Rosenfield, is that a medium and its users keep changing each other.

Starting from that basic premise, Rosenfield presented the workshop with a demonstration of one particular new medium with which CBS has been experimenting, broadcast teletext. Calling it a "direct descendent of movable type," Rosenfield said that as CBS intends to develop teletext, it will be a new advertising medium.

Briefly reviewing the basics of its operation, digitally encoding within the vertical blanking interval, pages of information that a viewer can then call to the screen with the help of a decoder and keypad, Rosenfield pointed out various ways in which an advertisement could be incorporated into the display. Conceived as an advertiser supported medium, CBS's teletext would offer "the same national and local advertising possibilities as a

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Our exclusive **Quik-Quote System** can give you an immediate package cost and lease option with one phone call.

Just make some basic selections from our suggestions on consoles, limiters, turntables, reel-to-reel and cart machines. You even select the exact terms tailored best to fit your budget.

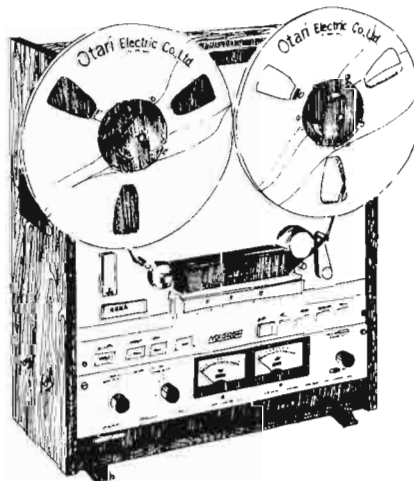
Complete major-brand packages from \$180 to \$484 a month . . . more than 1500 satisfied broadcasters count on us . . . 22,000 items in stock.

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and 7.5
or 7.5
and 15 IPS

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or walnut
cabinet



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newspaper," said Rosenfield.

Additionally, he said, the CBS system makes provision for captioning modes that surpass the capabilities of the government-backed closed-captioning system, which is why CBS is "the odd man out" among the networks in not adopting the government system.

Teletext, Rosenfield predicted, will "reinforce network television as an advertising medium," giving advertisers such options as supplementing a national product campaign that ran during network programming with teletext listings of local dealers, which the local station could add to the teletext package.

This might mean that a viewer, checking a list of local car dealers, would miss the commercials that followed on the network program. That possibility prompted one advertiser to ask Rosenfield how he thought such advertisers might feel. Rosenfield's response: "sick," although he added that "it's one of the problems we're working on."

Moreover, Rosenfield asserted, by the time teletext is a viable entity, there will be many different ways for a viewer to use the television set during commercial breaks, all of which will "add to the creative challenge to make commercials viewable."

Other speakers explored such subjects as emerging life styles in the 80's, special markets and media opportunities in the decade ahead, the outlook for media regulation, creative advertising designed to meet changing needs, teletext and advertiser-producer relations.

Joseph Smith, president of the market research firm of Oxtoby-Smith, New York, stressed that the 1980's will challenge the communications media to cope with various life-style changes. Among those he enumerated: People will have more money; they will be better educated; there will be smaller households; there will be more concern about health and self-fulfillment, and there will be more working women.

Smith offered no specific suggestions to advertisers, but raised the question: Is advertising learning what consumers are receiving from advertising messages, and why?

Jacqueline DaCosta, senior vice president and media director of Ted Bates & Co., focused on the opportunities that lie ahead for advertisers in two areas—cable television and the Spanish-language market. DaCosta spoke briefly of cable TV, outlining its projected growth and saying that this medium is "valuable" for marketers of most products because the audience tends to be younger and upscale and watches more television than the regular TV household.

She devoted the bulk of her talk to the Hispanic market, which she called "the market of the 80's." DaCosta reeled off these plusses of the market: It is young and is the fastest growing ethnic group in the U.S.; it consists of large families and its median income is growing.

"There are many national advertisers who do use Spanish media to reach the

Hispanic market," DaCosta said. "It is estimated that \$75 million-\$80 million are invested in this area. I think that this market deserves more than that. But I think that advertisers should get better supporting information. Currently, 20 of the top 25 advertisers use Hispanic media and they range from retail, food and beverages to pharmaceuticals and even the U.S. government."

DaCosta contended that there is a misconception that advertising must be created in different dialects to appeal to Hispanics of different origins. She said there is "a universal mode of speaking that is understood by all," and it is not necessary to make the variations in copy.

She said she recommended strongly that advertisers in the Spanish media and those considering it demand and receive qualified research. The research, she said, should be industry designed, supervised and sponsored and should be collected on a continuing basis.

Former FCC Chairman Richard Wiley, now with the Washington law firm of Kirkland & Ellis, said there was both "bad news" and "good news" on the regulatory front. On the one hand, he pointed out, there is "a deregulatory climate in Washington," and on the other, there is constant pressure from the FTC, the FCC and other governmental agencies to push proposals impinging on advertising and the media.

Wiley projected a bright future for the advertising field. He felt the contours of the media are going to change over the next decade with the advent of new technological forms, but said these new outlets open up new opportunities for advertising.

James MacLachlan, assistant professor, College of Business Administration, New York University, detailed experiments dealing with compressed broadcast commercials in which the voice portion is speeded up by 20% to 40%. He reported that on recall tests the speeded-up commercials perform much better than the normal mode because they generate an atmosphere of "excitement, authority and enthusiasm."

In reply to questions from the audience, MacLachlan said five seconds saved in a 30-second commercial could be used for a retailer tagline or for a public service message. He added that the compressed commercials are not suitable for advertising that accentuates "mood" or relies on demonstration because they may cause distortion. MacLachlan also ventured that most commercials are 15% to 20% below their optimal pacing.

One way of creating effective commercials for the 1980's is to tailor radio and TV commercials more closely to the programming on which they appear. That message came from William Miller, vice president and associate creative director of McCann-Erickson Inc., New York, who used various Coca-Cola TV commercials to prove his point that tailor-made spots build up a strong rapport for the product. He showed various Coca-Cola commercials appearing on sports programs, spotlighting athletes in vignettes allied

with their sports specialties.

Gail Smith, general director of advertising and merchandising for the General Motors Corp., discussed GM's multimedia approach to advertising and used last year's introduction of Chevrolet's Citation as an example. He noted that advertising for the Citation was in all media and said this choice was not made "willy-nilly" but was an outgrowth of a company decision to achieve audience dominance.

He praised television for its effectiveness in product demonstration and for providing broad, efficient audience coverage. The company turned to radio, he said, because it offers "good support," builds high levels of message frequency, reaches prospects when they are driving and provides flexibility in scheduling and creative changes.

"Television has long been the cornerstone of Chevrolet's advertising and remained so with the 1980 Citation," Smith said. "The intent was to take full advantage of the singular power of this medium—the power of product demonstration."

Smith told the audience that Citation also received the benefit of magazine, newspaper, outdoor and direct mail advertising. He recognized that a multimedia advertising approach was not appropriate for all advertisers, but he advised clients to find out which media work for them and use them.

BDA gets ready for Montreal

The Broadcast Designers' Association has brushed in all but the final touches on the agenda for its second annual seminar in Montreal June 11-15. It will be held in conjunction with the Broadcast Promotion Association's 25th annual seminar.

In addition to BDA business sessions, there will be workshops devoted to trends in international design; computer graphics techniques and procedures; news set design; creative photography in TV; demonstrations of hardware, supplies and related equipment in TV art departments, and other topical subjects.

One feature on the agenda will be a design symposium moderated by Gil Cowley, WCBS-TV New York, BDA vice president. Special guest speaker will be George Lois, whose 18-month old agency, Lois Pitts Gershon, bills \$22 million for such accounts as Qwip (Exxon), The Dreyfus Fund, Reed Candy, Vitalis (Bristol-Myers) and Schenley.

Jim Stringer of KGO-TV San Francisco is heading the committee to judge entries in the second annual BDA competition that will be part of the BPA/BDA honors ceremony at the closing banquet in Montreal. Dave Patton of KRON-TV San Francisco is handling BDA entries.

Other BDA activities:

A national membership campaign is being mounted under the direction of BDA President Dick Weise of KTVU(TV)

Oakland, Calif.

A BDA job referral service has been set up under Mary Ann Massey of KSAT-TV San Antonio.

Tom Reigler of KOLN-TV Lincoln, Neb., has established a monthly BDA newsletter.

BDA's Cowley is working with BPA's Kay Page Greaser of WFSB-TV Hartford, Conn., on a redesign of the BPA newsletter.

Professor Tom Meador of San Diego State University is writing a proposal for the establishment of a BDA tape library.

BDA has contracted with 12 firms to augment BPA's exhibitors in Montreal.

Favorite companion

Adults spend more time with television every day than with all other major media combined, Roger D. Rice, president of the

Television Bureau of Advertising said. He cited a TVB-commissioned study by the R. H. Bruskin research organization to support that contention.

The Bruskin study, conducted in January, found that adults spend 182 minutes—more than three hours—with television daily. That works out to 53% of the 344 minutes—about 5.7 hours—that they reported spending daily with four major media.

With radio, the study showed, they spend 111 minutes or 32% of their major-media time; with newspapers, 31 minutes or 9% and with magazines 20 minutes or 6%.

TVB also reminded that national advertisers spend more money in TV than in the three other media combined, with 1978 totals of \$7,430,000,000 or 56% in TV, \$2,930,000,000 or 22% in magazines, \$2,085,000,000 or 16% in newspapers and \$850,000,000 or 6% in radio.

Local growth charted by the TVB

Top 20 advertisers upped spending on TV by 17% in '79

Advertisers in local television's top 20 categories boosted their local spending by 17% and reached \$1,727,491,400 in 1979, the Television Bureau of Advertising reported on the basis of estimates compiled by Broadcast Advertisers Reports.

The compilation showed that all but one of the heaviest-spending local categories increased their TV spending by amounts ranging from 9% to 82%. The exception was department stores, which TVB said was adversely affected by a change in BAR methodology.

TVB said co-op advertising carrying the tag of a single store, rather than multiple

stores, was assigned this year to the manufacturer rather than the store and accordingly was treated as national or regional spot rather than local advertising. As a result, the department store category showed an apparent decline of 6% and slipped in rank from second in 1978 to fifth in 1979.

Restaurants and drive-ins remained the heaviest-spending category, with a 19% increase boosting its total to \$310.5 million. Banks and savings and loans moved into second place with a 12% increase to \$166.3 million. Food stores and supermarkets ranked third with \$159 million, up 13%, and auto dealers (not counting dealer associations' expenditures) were fourth with \$145.3 million, up 9%. The full list follows:

	1978	1979	Percent Change
1 Restaurants & drive-ins	\$261,066,700	\$310,498,100	+19
2 Banks, savings & loans	148,650,800	166,304,500	+12
3 Food stores & supermarkets	140,336,300	159,002,200	+13
4 Auto dealers*	133,310,200	145,345,700	+9
5 Department stores**	149,651,500	140,364,200	-6
6 Furniture stores	95,035,200	122,465,400	+29
7 Movies	85,873,900	111,287,400	+30
8 Discount department stores	74,071,800	81,410,700	+10
9 Amusements & entertainment	55,376,300	68,260,300	+23
10 Radio stations	42,087,600	64,423,900	+53
11 Builders & real estate agents	48,849,600	54,578,000	+12
12 Clothing stores	38,103,000	47,314,200	+24
13 Appliance stores	40,544,300	45,140,400	+11
14 Leisure time activities & services	36,325,400	42,641,100	+17
15 Home improvement contractors	26,524,800	34,279,600	+29
16 Auto repair & service stations	25,886,000	30,475,500	+18
17 Carpet & floor covering stores	21,805,700	28,726,800	+32
18 Drug stores	24,311,500	27,050,100	+11
19 Sport, hobby & toy stores	18,379,000	25,212,000	+37
20 Shoe stores	12,478,000	22,711,300	+82
Total top 20	\$1,478,678,000	\$1,727,491,400	+17

* Dealer associations not included.

** A change by BAR in assigning product commercials with single store tags has resulted in dollars shifting from local TV to spot TV in 1979. The Department Store category was most affected by the change.

Why is the WEEKLY TOP THIRTY the world's fastest growing radio show?

Ask a Pro:

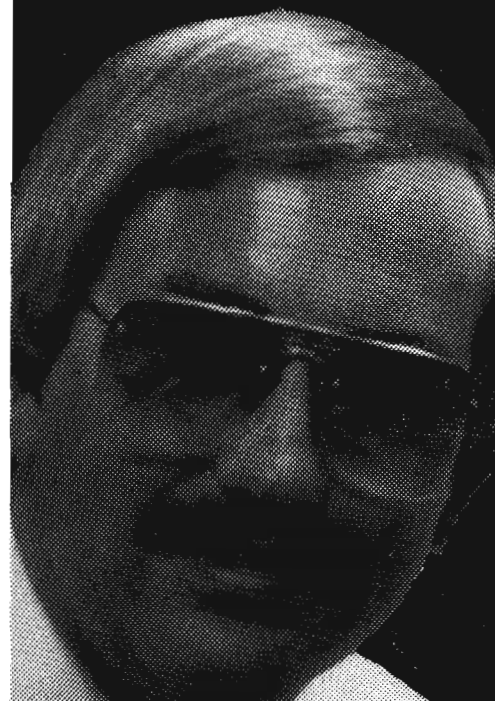
"The WEEKLY TOP THIRTY is the most well-produced, well-narrated program that we've had the pleasure of airing. And we've carried everything! It's well-written, well-voiced, and it has created tremendous listener response!"

Jim Jordan, VP-OM
WVLK Radio, Lexington, KY

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Pay is seen big in the future

Video services for a price will expand programing market to cater to special interests, predicts Bache's Hoffman

Pay television will spark a tremendous demand for specialized programing and create a new market for specialty advertisers—without undercutting free TV.

This is the prediction of media and entertainment stock expert Tony Hoffman. The executive vice president of Bache Halsey Stuart Shields Inc. offered his thoughts on the coming decade at New York and Boston chapter meetings of the National Academy of Television Arts and Sciences.

"By 1990, every home in America will be offered the opportunity for some kind of pay TV," he told a Boston audience, "so there will be a tremendous market for more product."

Hoffman estimates that the current \$3.5-billion cable industry investment will grow by \$7 billion to \$10 billion in the next 10 to 15 years and that eventually 50% of American homes will be cable subscribers.

The analyst sees a new film distribution system starting in movie houses, then moving to videodisks, then to pay cable and finally to network television.

What Hoffman calls the coming "video revolution" will be characterized, in his view, by an average of four television sets in the average 1990's home and increasingly specialized programing to keep them all turned on.

Opera, ballet and X-rated films are some of the fare that may get more television exposure, Hoffman said, with no special interest being too narrow for video to air.

Tomorrow's television will deliver today's special-interest magazines. Since such magazines' top circulation is about a million, this means they reach only 5% of their potential audience, Hoffman said.

Advertisers of such specialized equipment as skis and sophisticated cameras will have a wider market over video than in print, he said.

Hoffman predicts a gradual conversion to video publishing in the newspaper industry, noting that Knight-Ridder will be testing such delivery this spring in Florida.

Poring through a newspaper every day, to Hoffman, is an "enormous waste of time. TV can provide me a data base for the specific information I want, and filter out the extraneous. It can ring an alarm to alert me about something I should know about. Something out of Buck Rogers? No. It's being done, by cable and fiber optics."

Commercial television needn't worry

Out of pocket. Norman Lear, who rarely pulls punches when personal convictions are involved, was true to form in the Massachusetts primary. To endorse underdog Republican candidate John B. Anderson of Illinois, the TV producer bought full pages in newspapers there several times in the week prior to last Tuesday's voting. The ads showed a letter, written on Lear's stationery, and dated Feb. 27, the day after the New Hampshire primary. Addressed "Dear Friends," it urged the election of Anderson as "the best man," despite the "self-fulfilling prophecy that the best man can't, somehow, get elected." Total cost of the ads to Lear is not known, but a full-page weekday ad in the *Boston Herald American* is \$7,884. Pages also were bought in the *Worcester Telegram and Gazette* and the *Springfield Union*.

about his forecasts, Hoffman stated, because its current advertisers will still need the mass market it provides. He does see more trouble for third-rated network shows, figuring they'll be canceled with lightening speed as free TV scrambles to produce more programing alternatives. And he sees affiliates being offered a "smorgasbord" of network products, which they will schedule when they wish. "We are a nation of nonreaders," Hoffman stated. "The audience is screaming for a wider variety of product delivered in video forms."

Russian radio via Cuba

Radio Moscow English-language broadcasts are riding the 600 khz frequency of Cuba's former Radio Rebelde thousands of miles into America's heartland. The broadcasts, normally heard on shortwave, have been simulcast on the Cuban station's AM frequency for two weeks.

James C. McKinney, deputy chief of the FCC's Field Operations Bureau, said the exact power output of the station could not be determined. But he said it is probably the same as that used by Radio Rebelde for the past 15 years—150 kw.

The FCC had said the station, which is located near Havana, is being heard in southern Florida. But McKinney later said the station's skywave signal at night was being picked up as far north as Michigan and Maine, as well as in Texas and Georgia.

The Radio Moscow English-language programing—providing news, weather and music—marks the second change in format for the Cuban station operating on 600 khz, a regional channel, in a matter of weeks. After operating as a Spanish-

language station through the 1960's and 1970's, Radio Rebelde on Feb. 10 became the Voice of Cuba, providing an English-language service. A couple of weeks ago, the English-language Radio Moscow made its debut on the station.

Radio Moscow broadcasts are heard on the station from 6 a.m. until 9 a.m., when the station goes off the air. It resumes broadcasting at 3:30 p.m. as Radio Moscow, and that programing is heard until midnight, when the station identifies itself as Radio Cuba.

As the commission noted in confirming the broadcasts on the Cuban AM station, the Radio Moscow programing is now heard on a frequency easily received on automobile and home receivers, as well as on shortwave receivers.

Radio's view of book learning

IRTS-sponsored study shows those in the business think college broadcasting classes favor theory over practice

Radio broadcasters tend to think that college communications courses put too much emphasis on theory and not enough on the hard facts of radio life.

They also think too many people want to break into radio through the news department when in fact they'd have a better chance in sales.

These are among the results of a radio station survey reported to an International Radio and Television Society seminar for broadcasters and educators last month at Glen Cove, N.Y., and made public subsequently. The survey, done as a service for IRTS by Arbitron Radio, covered 425 stations, eliciting completed questionnaires from 136, or 32%.

Among the findings:

■ A third of the responding stations tend to look outside to fill openings that develop. Of those, 79% seek experienced people, while 21% are willing to take on people having no previous broadcast experience.

■ By far the most openings occur in sales—which is also where the fewest applicants go for jobs. Almost two out of three stations (63%) said sales is where openings occur most often.

■ On-air nonnews vacancies rate next in frequency, ranked most often to occur by 37%.

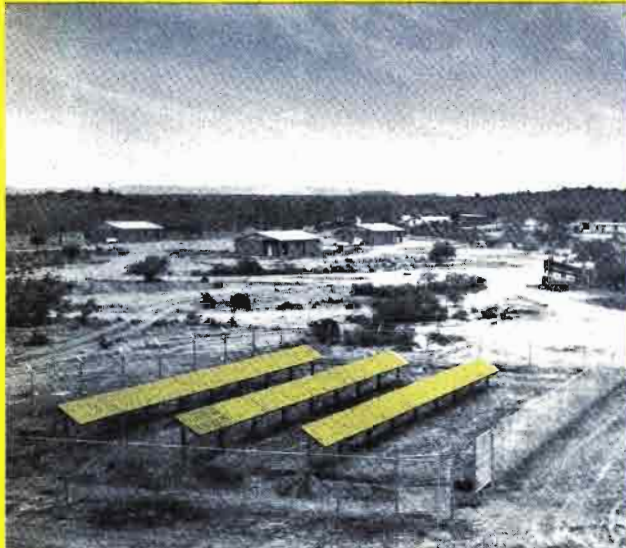
■ News openings came next, mentioned as most often by 25%, followed closely by clerical at 24%.

■ Production, traffic, engineering and copy/promotion are low-turnover areas, and programing jobs are also relatively stable.

The questionnaires also provided space for station managers to offer personal

The World's First Solar-Electric Community

This Indian village is Sun-Powered with the help of LEAD



The Papago Indian village of Schuchuli, Arizona gets all of its electricity directly from the sun and stores the excess in a huge lead-acid battery.

The upper left photo shows the village's solar cell array field which has 192 photovoltaic power modules that convert sunlight directly into electricity. This gives Schuchuli's 96 residents more than enough power for 15 refrigerators, a community washing machine, sewing machine and 5,000 gallon-per-day water pump, plus lighting for the village's 15 homes, church, feast house and domestic services building.

The excess electrical energy is stored in a battery system, having 53 lead-acid cells in series, which

supplies power when the sun isn't shining. The upper right photo shows David Santos, Village Chairman, flanked by the battery system which was specially designed by C & D Batteries Div. of Eltra Co. for this purpose.

The Schuchuli Photovoltaic Village Power Project was funded primarily by the Department of Energy and managed by the NASA Lewis Research Center. The U.S. Public Health Service administered local portions of the project. The power system was installed by the Papago Construction Company and the pole-line distribution system was erected by the Papago Tribal Utility Authority.

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comments, and that is where many let it be known they thought too few college courses prepare students for the real world of broadcasting. They urged more stress on writing and other basic communications skills and more on-the-job training.

They often deplored the inclination of many graduating students to seek entry through the news department. Graduates

should be steered toward sales, many said, not only because there are more openings in sales but also because compensation is more nearly in line with the students' expectations.

Those expectations also came in for criticism. Students should be told, one manager wrote, "that in broadcasting you don't start at the top."

Va., and 47% of WEZE(AM) Boston is 1 kw daytimer on 970 khz.

■ **WILD(AM) Boston:** Sold by minority-owned Sheridan Broadcasting Corp. to minority-owned Nash Communications Corp. for \$1 million. Seller is owned by Ronald Davenport, chairman, and wife Judith (70%); Art Edmunds (10%); Thomas McKinney, president (2%), and others. They also own WUFO(AM) Buffalo and WYJZ(AM)-WAMO(FM) Pittsburgh, as well as the Sheridan Broadcasting Network. Buyer is owned by Kendell Nash who is associate with Boone, Young & Associates, New York financial consulting firm. He has no other broadcast interests. WILD is one kw daytimer on 1090 khz. Broker: Chapman Associates.

■ **KLWW(AM) Cedar Rapids, Iowa:** Sold by Black Hawk Broadcasting Co. to Cedar Rapids Broadcasting Co. for \$760,000 as spin-off from Black Hawk Broadcasting-American Family Corp. merger, which is pending FCC approval (BROADCASTING, Oct. 1, 1979). Seller, group of three AM's and three TV's, is owned by 75 private investors. Largest block is held by R.J. McElroy Trust (25%). Robert Buckmaster is chairman and 8% stockholder. Harry Slife is president and 4% stockholder. Buyer is owned by Cowle Enterprises which is owned by G. Dale Cowle, who also owns KASI(AM)-KCCQ(FM) Ames, Iowa; 85% of KQCR(FM) Cedar Rapids; 27.77% of KOKX(AM)-KIMI(FM) Keokuk, Iowa, and 46.3% of KKJO(AM)-KSFT(FM) St. Joseph, Mo., last still pending FCC approval. KLWW is on 1450 khz with 1 kw day and 250 w night.

■ **WNIO(AM) Niles, Ohio:** Sold by P.S. Broadcasting Corp. to WNIO Broadcasting, Inc. for \$725,000. Seller is owned by James Psihoulis who also owns WWIZ(FM) Mercer, Pa. Buyer is owned by Robert Doane (two-thirds) and Dominic Baragona (one-third). Doane is Garrettsville, Ohio, movie theater owner. Baragona is with sales department at WNIO. They have no other broadcast interests. WNIO is on 1540 khz with 500 w day.

■ **WQFL(FM) Rockford, Ill.:** Sold by Quest for Life Inc. to First Assembly of God Church for \$590,000. Seller is Rockford nonprofit religious organization. Joe Wilderman is president. It has no other broadcast interests. Buyer is also nonprofit religious organization in Rockford. The Rev. Ernest Moen is president. It has no other broadcast interests. WQFL is on 100.9 mhz with 3 kw and antenna 300 feet above average terrain.

■ **WMOC-AM Chattanooga:** Sold by Robert Mayer to Quality Media Corp. for \$550,000. Mayer has no other broadcast interests. Buyer is owned by William Kitchen, broadcast equipment seller and consultant, Columbus, Ga. He also owns WBFJ(AM) Winston-Salem, N.C., and is applicant for ch. 68 Birmingham, Ala. WMOC is on 1450 khz with 1 kw day, 250 w night.

■ **KVLG(AM)-KMUZ(FM) La Grange, Tex.:** Sold by Riverside Broadcasting Co. to Fayette Broadcasting Co. for \$525,000. Seller is owned by Victor Armstrong

Changing Hands

PROPOSED

■ **KIOI(FM) San Francisco, Calif.:** Sold by Jim Gabbert to Karl Eller for \$12 million, highest price ever paid for FM station. Previous record, set only five weeks ago, was \$8.25 million paid for WBFJ(FM) Detroit by Doubleday Broadcasting Co. (BROADCASTING, Feb. 4). Gabbert has now sold all of his radio interests which include KIQI(AM) San Francisco and KIKI(AM)-KPIG(FM) Honolulu, all pending FCC approval (BROADCASTING, Aug. 20, 1979). He bought UHF KEMO-TV San Francisco last August, also still pending before FCC (BROADCASTING, Aug. 20, 1979). Eller is former member of five-member office of the chief executive of Gannett Co., which had absorbed Combined Communications Corp. (of which he was president) last March (BROADCASTING, March 12, 1979). He resigned last November, citing man-

agement disputes with other top Gannett officials (BROADCASTING, Nov. 19, 1979). He remains on Gannett board with stock interest of close to \$20 million. He is also 40% owner of Red River Resources, Tucson, Ariz., holding company for business interests including Swensen's Ice Cream Inc. and John Wayne Cattle Co. KIOI is on 101.3 mhz with 125 kw and antenna 1,160 feet above average terrain. Broker: Richter-Kalil & Co.

■ **KAKC(AM) Tulsa, Okla.:** Sold by Mark/Way Inc. to Salem Media of Oklahoma for \$1,107,000. Seller is owned by Sidney Mark (60%) and wife, Patricia (40%), who also own KFUN(AM)-KLVF(FM) Las Vegas. Buyer is owned by Stuart Epperson (55%) and wife, Nancy (45%). They own KCFD(FM) Tulsa and 25% each of KMFM(FM) San Antonio, Tex. He owns WKBA(AM) Vinton,



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3/10/80

(18.17%); Seymour Berns, Bernard Heumann, Robert Lewine and Lee Schulman (17.54% each), and Thomas Kalcaterra and William Hallen (5.84% each). They also own KATY(AM) San Luis Obispo, Calif. Buyer is owned by Raymond Schindler (52%), son, Paris, daughter, Sherry, and son-in-law, Timothy Brown (16% each). Senior Schindler is president and owner of Hurricane Steel Industries, Houston, has various real estate holdings in Houston as well as 25% interest in Bremond, Tex., bank. Son is general manager of father's steel company. Daughter owns Houston bicycle shop. Brown is Houston attorney. Buyers also have varying interests in applications for new UHF TV stations in Galveston, Nacogdoches, and San Antonio, all Texas and new VHF in San Angelo, Tex. KVLG(AM) is 250 w daytimer on 1570 khz. KMUZ(FM) is on 104.9 mhz with 3 kw and antenna 205 feet above average terrain.

■ **WTRS-AM-FM** Dunnellon, Fla.: Sold by Tri-County Broadcasters Inc. to Citrus Broadcasters for \$500,000. Seller is owned by David Arthurs and Gary Manning (50% each). They have no other broadcast interests. Buyer is owned by Edward McLaughlin and Robert Kusch (47.5% each) and George Moss (5%). McLaughlin is investor and Kusch and Moss are attorneys, all of Vero Beach, Fla. They also own WTTB(AM) Vero Beach. WTRS(AM) is 500 w daytimer on 920 khz. WTRS(FM) is on 102.3 mhz with 3 kw and antenna 300 feet above average terrain.

■ **WOHN(AM)** Herndon, Va.: Sold by United Communications Corp. to Ernest G. Peltz for \$475,000. Seller is owned by Ronald Lowenthal and Michael Hollins. They have no other broadcast interests. Buyer is Hammondsport, N.Y., investor with no other broadcast interests. WOHN is 1 kw daytimer on 1440 khz. Broker: The Keith W. Horton Co.

■ Other proposed station sales include: KMTX(AM) Helena, Mont., and KSHA(AM) Medford, Ore. (See "For The Record," page 70).

APPROVED

■ **KCPQ-TV** Tacoma, Wash.: Sold by Clover Park School District to Kelly Broadcasting Co. for \$6.25 million. Seller is Pierce County (Tacoma), Wash., school district. Robert L. Chisholm is president and secretary of school district. It has no other broadcast interests. Buyer is owned by Nina N. Kelly and sons, Jon and Robert (one-third each), who also own KCRA-TV Sacramento, Calif. KCPQ-TV is on channel 13 with 214 kw visual, 31.6 kw aural and antenna 780 feet above average terrain.

■ Other approved station sales include KTVB(TV) Boise, Idaho; KTEE(AM) Idaho Falls, Idaho; WNIA(AM) Cheektowaga, N.Y.; KODL(AM) The Dalles, Ore.; CP ch. 64 Providence, R.I.; WQNE (permittee) Cleveland, Tenn.; KOAX(FM) Dallas; KENE-AM-FM Toppenish, Wash.; WBBN(AM) Clarksburg, W. Va., and WMIL(FM) Waukesha, Wis. (See "For the Record" page 71).

Intermedia

Black advice. Ownership by blacks of television and radio stations is necessity to achieve economic and social changes in U.S., according to Eugene D. Jackson, president of National Black Network. That's message Jackson gave to seminar on communications at Howard University in Washington. He argued that "the distorted images too many people have about black America" can be transformed through ownership of stations by blacks. He said that out of 8,500 radio stations in America, only 100 have black ownership while in TV, "there are only two out of 741 stations owned by blacks." Jackson advised black students to think in terms of owning and managing radio and TV stations, instead of seeking careers in front of camera or behind microphone.

□
Asked to leave. Sandra M. Johnson has announced that she will resign, with reluctance, as president of National Broadcast Association for Community Affairs. Johnson was elected to post last October when she was community affairs director for WJKW-TV Cleveland. Shortly after that she went to Wews(TV) there as account executive. NBACA board in late January voted to ask Johnson to relinquish presidency in view of job change. Johnson disagreed with board's interpretation of NBACA by-laws; cited her six years of service to NBACA, and noted that in present position she is community-affairs channel to new management and licensee, Scripps-Howard. However, she added, to press issue would be "counterproductive to the best interests of the association." Presidency will remain open for balance of year with Howard Sturm of KNBC(TV) Los Angeles, NBACA first vice president, taking over responsibilities.

□
And the others. Mardee McKinlay Birchfield, KBT(TV) Denver, and Philip E. McDonald, WCKY(AM) Cincinnati, were TV and radio winners, respectively, of Abe Lincoln Awards from Southern Baptist Radio and Television Commission. Presentations were made in Fort Worth Feb. 28, when Wilson Wearn, president of Multimedia, also accepted SBRTC's Vincent T. Wasilewski Award (BROADCASTING, March 3). Merit award winners were Kathryn F. Broman, Springfield Television Corp., Springfield, Mass., Michael H. McDougald, WRGA(AM)-WOTU(FM) Rome, Ga.; David R. Plyler, WXII(TV) Winston-Salem, N.C.; James V. Shircliff, WLLL(AM)-WGOL(FM) Lynchburg, Va.; L.T. Shoemaker, WROM(AM) Rome, Ga., and Marilyn F. Solomon, KCOPTV Los Angeles.

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
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COMPANY Cincinnati, Ohio

CBS bounces back

With the Olympics over and aided by 'Scruples' and the Grammys, the network wins the week ended March 2

CBS-TV, crippled by ABC-TV's coverage of the winter Olympics, made a speedy recovery and grabbed back top prime-time rating honors with its strongest weekly win over ABC this season.

With the Lake Placid games over, CBS earned an impressive 22.4 rating and 34.4 share to ABC's 18.4/28.2 and NBC-TV's 17.0/25.9 for the week ended March 2. A week earlier, the scorecard read ABC 24.0/36.5, NBC 20.8/31.5 and CBS 16.2/24.6.

CBS had the three-part miniseries, *Scruples*, as well as the annual *Grammy Awards* to provide a special rating punch to its schedule. But there also were regularly scheduled strong points such as the Sunday night line-up where five of CBS's six shows made it into the top-10 list.

Rating leaders were CBS's *Alice* (30.8/43), *60 Minutes* (30.5/46), *Jeffersons* (30.2/43) and *Scruples* part 3 (29.1/43); NBC's *Little House on the Prairie* (28.3/40); CBS's *Dallas* (27.1/45), *One Day at a Time* (26.3/37) and *Trapper John M.D.* (26.0/40); ABC's *Three's Company* (25.6/38), and CBS's *Scruples* part 2 (25.4/40).

That gave CBS eight of the top-10 programs. Of the top 15, CBS won 10 positions including 13th-placed *Archie Bunker's Place*, which managed a 24.7/36 score—the lowest CBS had on Sunday night. The *Grammy Awards* earned a 23.9/39 for 14th place. The opening episode of *Scruples* came in 16th with a 23.6/34.

CBS won Tuesday, Thursday, Friday and Sunday. ABC, claiming that its "normally solid series strength" on Tuesday, Wednesday and Thursday was "blunted" by *Scruples* and the *Grammy Awards*, took Wednesday and Saturday.

NBC won Monday, with the strong lead-in of *Little House* and then a repeat of the Clint Eastwood feature, "The Outlaw Josie Wales," which was just about an equal match for the *Scruples* opener. Head-on from 9 to 11:30 p.m., "Josie Wales" earned a 23.9/36, slightly ahead of *Scruples*' 23.6/34. ABC devoted all of Monday prime time to a repeat of the made-for-TV movie, *Elvis*, and scored a meager 16.5/24.

Elsewhere, the "ABC Theater" presentation of *Attica* brought only 18.4/27. Its lead-in of *Tenspeed and Brown Shoe* wasn't able to maintain the power of its earlier episodes, scoring only a 18.7/27.

Both the premiere of CBS's *Hagen*

(17.2/28) and the advance look at NBC's *Pink Lady & Jeff* (14.4/24) fell to *Fantasy Island* (19.4/32).

Highlights of Dean Martin Roasts brought NBC a 13.6/21 but performing even more poorly was a repeat of ABC's *Andy Kaufman Special* (10.3/17). A five-minute *Anderson for President*, if counted within the week's scores, would have given ABC a 9.3/16. And two documentaries had the inauspicious distinction of the week's lowest scores among 62 programs: NBC News's *For the Child's Own Good* (9.0/15) and *CBS Reports: The Wagon Train Trial* (8.1/12).

ABC continues to lead in season-to-date scores but the strong CBS win narrowed the difference between first and second place to two-tenths of a rating point. For the 24 weeks of the season since Sept. 17, the rankings are ABC 19.7; CBS 19.5, and NBC 17.8.

Ayer study lists various rating areas that demonstrate network's increasing strength

The growing strength of CBS-TV in prime time is underlined in a report distributed by N W Ayer ABH International, New York.

Prepared by the agency's media department, the study shows that CBS-TV achieved impressive gains against ABC-TV during the fourth quarter of 1979 in several critical areas aside from the obvious one of total rating points.

In terms of the number of top-10 rated programs, CBS-TV had only three in 1978, as against seven in 1979, while ABC-TV slipped from six to three in 1979. NBC-TV had one such program in each year.

Another vital yardstick, according to Ayer, is the number of weeks as ratings leaders. For the 15 weeks of 1978, NBC-TV was at the top for two weeks; ABC-TV for 10 weeks and CBS-TV for three. In 1979 ABC fell to seven-week leadership, edging out CBS at six weeks. NBC had the top rung for two weeks in 1979.

Judged by the number of nights during the week as leader, ABC-TV held that spot in 1978 on five nights and dropped to three nights in 1979. CBS-TV climbed to ratings supremacy on three nights in 1979 as compared with one night in 1978. NBC-TV took one night in 1978 and 1979.

In terms of developing new program hits, ABC led the pack in 1978 with four of the five top-rated new shows, but in the final quarter of 1979 had only two series in this classification. CBS-TV had no "smash" new programs in 1978 and 1979 surpassed ABC-TV with three such series. NBC-TV had only one top winner in 1978 and none in 1979.

Ayer's study also shows that CBS-TV took over the leadership slot among women 18 and older, with a rating of 14.8, up from 14.4 in 1978. ABC fell to second

place with a 14.0 rating, down from 15 in 1978, while NBC declined to 13.9 from 14.4 in 1978. In the 18-49 women's audience, viewership to ABC during the fourth quarter of 1979 decreased by 15% to a 14.1 rating, still sufficient to maintain its first place in this sector. Ratings remained virtually unchanged on CBS-TV (13.4 in both years) and NBC-TV (13.4 in 1978 and 13.4 in 1979).

Ayer commented that successful programs follow a life cycle of growth, maturity, decline and cancellation. The agency said such ABC entries as *Happy Days*, *Barney Miller* and *Charlie's Angels* "may now be moving out of the maturity phase and into the decline segment of their lives."

Country programmers make their annual Nashville pilgrimage

Nashville, the country-music mecca, this week will play host, for the 11th consecutive year, to the Country Radio Seminar. More than 500 broadcasters are expected to converge on that city's Hyatt Regency hotel Thursday evening in preparation for the two-day conference that kicks off at 8:30 a.m. Friday with a keynote address by ABC Radio's Paul Harvey.

Following the opening ceremonies will be two days of panel discussions and audio-visual presentations that this year's seminar president, Mac Allen of WMZQ(FM) Washington, characterizes as "a springboard for the 80's." The focus of this year's seminar, says Allen, will be a balanced look backward at what radio has been, and forward to what it will be.

Joining Harvey in a retrospective role at the seminar will be pioneer sports broadcaster Red Barber, who will open Saturday morning's activities with recollections of the past and his perspectives on radio and sports in the 80's.

Friday morning, broadcasters will be offered concurrent workshops on "How To Talk To Arbitron" and "How To Control Your Career." These will be followed by a panel discussion on "How To Program in the 80's" moderated by Lee Masters of KLOZ(FM) El Paso, Tex. Participating in the programming panel will be Brad Messer, news director at KKYX(AM) San Antonio, Tex., and Barry Warner, sports director at KIKK-AM-FM Houston.

Afternoon activities will include concurrent sessions on "Music Research" and "How to Motivate Sales People," followed by a videotape presentation, "Coping With Social Changes" by University of Colorado Professor Morris Massey. Also offered on Friday afternoon will be a presentation on "Managing Management People" by James N. Farr, president of

Continues on page 63.

Monitor

The times they are a changin'. Vice chairman and chief operating officer of 20th Century-Fox Film Corp., Alan J. Hirschfield, called for studios to release films for videodisk and cassette markets at same time that product is released to theaters. Speaking in San Diego last week to International Tape Association there, Hirschfield outlined new sequence for film distribution and said that in two or three years pay as well as broadcast television will have to wait for Hollywood product until films are in home video market. Labeling new distribution sequence "day-and-date release," Hirschfield's comments indicate new thinking at major production studios. He said simultaneous releases to theatrical and home video markets would thwart tape piracy, home recording from pay television and be "the best promotional tool we can offer to the hardware manufacturer."

Videotaped Disney. Thirteen Walt Disney titles will be released as videocassette programming by Fotomat Corp. under terms of agreement reached with Walt Disney Productions. Thirteen Disney features and three Disney Cartoon Festivals (including Mickey Mouse and Donald Duck) will be introduced on rental-only basis in more than 600 Fotomat stores in Chicago, Houston, Philadelphia and San Francisco, starting in mid-March. Features will range in price from \$9.95 to \$13.95 and cartoons from \$7.95 to \$9.95. Feature titles: "The Love Bug," "Gus," "Old Yeller," "The Absent-Minded Professor," "Now You See Him, Now You Don't," "Candleshoe," "Escape to Witch Mountain," "The Bears and I," "Kidnapped" and "The Great Locomotive Chase."

Caption for cable. White House is hoping to expand programming available for closed-captioning for hearing impaired to that which originates on cable, including pay cable. Domestic Council staff member Steve Simmons has asked number of suppliers of programming for pay cable—HBO, Showtime, Warner Cable among them—as well as Ted Turner's Cable News Network to consider participating in system in which ABC, NBC and Public Broadcasting Service now supply programming to National Captioning Institute for captioning that becomes visible to viewers with decoders. And National Cable Television Association President Tom Wheeler, at Simmons's request, is passing word of White House interest in expanding closed-captioning project to cable industry. Number of multiple system operators have already expressed interest in project, and are studying problems that might be involved in participating.

Moving Hill. ABC said it had negotiated new contract with Sandy Hill, associate of host David Hartman on *Good Morning America*, but in new role of special correspondent in which she'll report from various locations two or three times weekly. She'll also report for ABC News on *20/20* and other shows. Her role on *GMA* being filled by rotation for time being.



Three of one, three of the other. Latest television menage a trois is *Toni's Boys*, spin-off of Spelling/Goldberg's *Charlie's Angels*, currently in production. Episode of Wednesday ABC-TV series airing later this season introduces three male counterparts to angels—athlete, cowboy and actor—working for Charlie's female friend, Toni (Antonia). Plot centers on Charlie asking Toni for help in protecting angels when their lives are threatened. S/G is looking at episode as pilot for possible fall series. Robert Janes is producing for company.

Two from Fox. Twentieth Century-Fox Television has two network pilots in works: *Breaking Away* for ABC-TV and *Just Us* for CBS-TV. Former is based on Fox's motion picture, and Peter Yates, who produced and directed film, is executive producer. *Just Us* deals with male writer-editor of woman's magazine who wins custody of his small daughter. Both shows are being made in association with Herbert B. Leonard Productions.

Gone but not forgotten. TAT Communications, Hollywood, has reached mutual agreement with actress MacKenzie Phillips releasing her from co-starring role in CBS-TV's *One Day at a Time*. Release is effective immediately, and TAT has no plans to recast role.

Furor. Ad hoc coalition of citizen groups is protesting portrayal of blacks in NBC-TV's upcoming six-hour miniseries, *Beulah Land*. Charging that David Gerber production offers viewers "Stepin Fetchit and Aunt Jemima clones," groups say program "perpetuates the image of the slave as ignorant, oversexed, slovenly, dependent on the whim of his master and filled with love for that master and the master's land." Groups are considering going to NBC affiliates with their protest. Coalition includes: Beverly Hills-Hollywood chapter of National Association for Advancement of Colored People, Media Forum Inc., League of Black Cinema Artists, Women Against Violence Against Women, Actors Speak for Life, Concerned Black Artists for Action and Association of Asian-Pacific American Artists. NBC issued no statement replying to protest. Miniseries has "very tentative" airdate in late May, but production was halted last month after heart attack of director Virgil Vogel. Harry Falk took over directing duties on location in Natchez, Miss., last week, however. Gerber is producing in association with Columbia Pictures Television.

TV Log Makes Bold News

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44 *Marshal Dillon* 
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ON THE HOLY LAND.
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11 *Dick Cavett*
32 *Sanford & Son*
44 *Untouchables* 
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Farr Associates, behavioral science consultants, and a showing of Mutual Broadcasting's audio visual program, "The Renaissance Medium."

Friday evening, seminar participants may attend a private screening of the Universal Studios film, "Coal Miner's Daughter," or the seminar's traditional "rap session," which encourages participation by delegates.

Saturday morning will be highlighted by a two-hour session on the making of a record, from song writer to radio station. Moon Mullins of WDAF(AM) Kansas City, Mo., will moderate this panel, in which country singer/songwriter Ronnie Milsap will participate.

Saturday afternoon's concurrent sessions, "Finding and Developing Talent" and "How to Create a Creative Sell" will be followed by a session entitled, "Rules and Regulations for the 80's." Communications attorneys Tom Wall of Dow, Lohnes & Albertson and Bob Heald of Fletcher, Heald & Hildreth will participate.

Ending the afternoon's activities will be a 30-minute presentation of TV commercials and billboards used to advertise radio: "How To Put Your Face in the Marketplace."

The seminar will end Saturday evening with a banquet and a "New Faces Show," an annual event featuring performances by new country music artists. This year's will be the group Alabama, Carol Chase, Lacy J. Dalton, Big Al Downing, Leon Everette, Reba McEntire, Juice Newton, "Sylvia" and Jim Weatherly.

PlayBack

Rapid risers. Christopher Cross's single, *Ride Like the Wind* (Warner Bros.), made significant upward moves on the charts of many of *Playlist's* reporting stations last week. Cross's debut LP was produced by Michael Omartian, who also produced debut LP for Roger Voudouris on Warner Bros. early last year. Billy Joel's new single, *You May Be Right* (Columbia), is already on charts of most of *Playlist's* reporting stations after its release last week. Bobby Christian, program director at WXXX(FM) Pittsburgh, describes Joel's new LP as, "the best I've heard in a year... the best since E.L.O.'s *Discovery* (Jet)."

Sports quiz. Creative Marketing and Communications Corp., Cincinnati, is offering *A Salute to the Champions*, new sports series of 260 one-minute radio programs. Each episode describes dramatic accomplishment of athlete in one of 19 different sports. Forty-eight programs feature Olympic stars and history. Story builds to climax, asks listener to identify athlete being saluted, and after allowing for commercial break, reveals identity of champion. Program was written and produced by Al Bland, creator and producer of 650 *Spirit of 76* radio programs for Union Oil Co.

Texas rock 'n' roll. KTXO(FM) Fort Worth plans April release for its second album of rock 'n' roll written and recorded by Texas musicians. *More Texas Crude* will feature 10 original songs by such Texas artists as Randy Smith, Lightning, Big D Stuff, Joe City and Refugee. Program director Tim Spencer chose participating bands from over 400 audition tapes submitted to station. KTXO's first all-Texas album, *Refined Texas Crude*, sold over 10,000 copies, with proceeds going to music scholarship fund at Southern Methodist University. Proceeds from second LP will go to similar fund at North Texas University.

First five. These are the top five records in airplay on contemporary radio stations in the U.S., as reported by *Playlist*: (1) *Longer* by Dan Fogelberg on Epic. (2) *Working My Way Back To You* by the Spinners on Atlantic. (3) *Crazy Little Thing Called Love* by Queen on Elektra. (4) *Another Brick in the Wall* by Pink Floyd on Columbia. (5) *Too Hot* by Kool & the Gang on De-Lite.

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Turner, RCA compromise— for time being

CNN gets temporary transponder on Satcom I in return for dropping monetary aspect of suit over access to satellite; merits of case will be tried, however

A suit filed by the Cable News Network against RCA Americom will not win for CNN the \$34.5 million it sought in the suit, but it has already won for CNN what it wants most—a transponder on RCA's primary cable satellite service, Cable Net One.

In a consent order filed last Monday in Atlanta federal district court, RCA Americom agreed to make its "best effort" to provide CNN with a transponder on Satcom I, the primary cable satellite for 180 days starting May 20. CNN's announced start-up date is June 1.

In exchange for RCA's promise, CNN will indemnify RCA from the damages—\$34.5 million—CNN said it would suffer if it were forced to begin service on Cable Net Two, now on Comstar II but scheduled to move to Satcom III when the latter launched in October 1981.

Despite RCA's promise, the suit against it will continue. If CNN wins the suit it will retain the transponder; if it loses it will have to give up the transponder and either sublease a transponder from another programmer on Satcom I or move to Cable Net Two.

To accommodate CNN, RCA will have to find a way to clear one of the two message traffic transponders on Satcom I. Although RCA had said there were technical problems that made it difficult, John Williamson, an RCA spokesman, said, "I think we will probably do it."

Ted Turner, president of Turner Broadcasting and the CNN, announced the agreement at a press conference in Atlanta

last Tuesday. He said that as the suit is litigated, CNN "will explore every alternative for transponders, including the FCC."

The suit, filed by CNN two weeks ago, followed RCA's announcement that it wouldn't make Satcom I transponders available to CNN or five other programmers who felt they belonged on Cable Net One. The suit was based on a 1976 contract between RCA and a common carrier company, Satellite Equipment Leasing, owned by Ted Turner. The contract, basically a lease of an Atlanta earth station facility to RCA, contained a clause granting RCA the option to buy the earth station with the condition that it extend Turner the right "to acquire two satellite transponders for transmitting and receiving television and audio signals on the cable satellite." The contract also stipulated that RCA tell Turner when only two transponders remain on the satellite so that Turner would have the right of first refusal. RCA bought the earth station in February 1978. It has been Turner's claim that in not awarding CNN a transponder of Satcom I, the contract was breached.

The suit and the 1976 contract have had side effects. Fred Landman, president of Spanish International Network, bilingual programmer for both cable systems and broadcasters, believes that they give added weight to his complaint, filed at the FCC last fall, that RCA favored CNN in awarding transponders on the ill-fated Satcom III, lost in space last December. Landman said that he is glad the suit was filed because the question of "whether it was in violation of the Communications Act will have to be addressed."

Landman didn't know yet whether SIN would intervene at the trial, but was concerned that if he didn't his claims on Cable Net One might be forfeited. "We would love to see [CNN] start up as long as our claim isn't compromised," he said.

SIN, which wants the transponder for carriage of its GalaVision programming, has no immediate need for a transponder on Cable Net One. It has a lease with Reuters for a transponder on the primary bird until

October 1981. What happens after that is what concerns Landman.

Besides CNN and SIN, four other programmers feel slighted by not getting a transponder on Cable Net One—National Christian Network, Showtime, Eastern Microwave and Home Box Office. An attempt by the various parties to resolve the situation prior to CNN's suit ended in failure. They hoped that if they could agree among themselves who would get the two message transponders, RCA might be persuaded to clear them. According to one source, four of the parties agreed to two different plans, but because Showtime and Home Box Office didn't want anything to do with them, the whole deal fell apart.

Now that CNN has finessed a transponder, at least temporarily, only National Christian Network isn't assured of at least one spot on Cable Net One. All the rest have one or more transponders of the primary bird either leased directly from RCA or subleased from another programmer or common carrier. NCN's president, Ray Kasis, having failed to find his way on to the bird through negotiations with the other programmers, last week sent a mailgram to Harold Rice, RCA's vice president of Video-Audio services, asking for a Cable Net One transponder on a temporary basis. "Since National Christian Network," he wrote, "is the only RCA customer that was allocated and then deprived of service of Cable Net One, we respectfully request that you consider issuing interim operational pre-emptible status to National Christian Network beginning June 1, 1980, and a transponder on Cable Net One."

Terry McGuirk, vice president of Turner Broadcasting, was vague when asked about what CNN might do if the court decides against it and, in effect, throws it off Cable Net One next December. McGuirk choose to be positive. "We have a very good case," he said.

Ted Turner offered a reason why he thought RCA might be balking at clearing Cable Net One for his new service. "We are concerned that RCA, as the owner of NBC, is seeking to protect NBC from competition from CNN. We think the FCC will be concerned about this and we expect to bring it to their attention."

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Another for the RCA disk camp

**Zenith is the latest to
announce it's adopting
the SelectaVision format
for videodisk players**

Though still a far cry from industry standardization, last week's announcement that Zenith Radio Corp. would produce

videodisk players compatible with the RCA SelectaVision system advanced RCA's effort to secure for its technology the predominant position in the consumer videodisk market. It follows a licensing agreement between RCA and CBS for disk production (BROADCASTING, Jan. 14) that was widely seen as a CBS endorsement of the RCA system.

The Zenith marketing goals have a familiar ring for those who have heard RCA's previously announced plans. Zenith's players are to be available "by mid-1981" with a target price "under \$500 at retail." In fact, the Zenith players that come on the market next year will actually be produced to Zenith's specifications by RCA. Zenith's own player will be in production by early 1982.

The agreements between RCA and Zenith also include provisions for access to each other's patented developments in videodisk technology (Zenith had previously been conducting work of its own on disk systems).

Zenith President R. W. Kluckman and RCA Chairman Edgar H. Griffiths, in a joint announcement, said they expected the use of a common format to be "a major stimulus to the promising new market for videodisk players."

Griffiths said: "We are extremely pleased that a company of Zenith's stature and proved ability has decided to enter this new era of home entertainment."

Last week's announcement indicated that Zenith dealers would have on hand "a wide variety of attractively priced" disks.

Some powerful suggestions for UHF TV

Report for FCC sees number of possible technical gains for transmitters that would narrow VHF advantages

There is hope for the UHF television broadcasters who have been handicapped in their battle for parity with VHF by the enormous costs of electricity needed to run UHF transmitters.

The cause for optimism is a report submitted by C. Chapin Cutler, a professor of applied physics at Stanford University, to the FCC's UHF Comparability Task Force. Under contract to the FCC, Cutler reported on the latest developments in UHF technology, some of which promise to close the gap between the costs of running UHF and VHF transmitters.

For a UHF signal to compete with a VHF signal, far greater power—at a far greater cost—must be generated by the transmitter. "A 220 kilowatt transmitter," the report said, may cost a third of a million dollars a year to operate. "A VHF station with comparable coverage . . . costs less than a tenth as much for energy."

Although Cutler feels that UHF's position in the broadcast market will be improved by more sensitive and selective receivers and better antennas, the most significant and immediate gains will be

made through improvements in the UHF transmitter. "The most helpful thing that can be done for the UHF broadcaster is to increase the possible power efficiency of his operation," he said.

Cutler said that to offset the inferior propagation characteristics of the UHF signal, the FCC permits UHF broadcasters to operate with a much higher effective radiated power (5,000 kilowatts as opposed to 100 kilowatts for low-band VHF stations and 316 kilowatts for high-band stations). "Few stations," Cutler added, "have felt that they could afford to operate at the maximum radiated power, however."

One of the problems with UHF transmitters is that although the signal is far below peak amplitude most of the time, "the power consumption of a klystron [a UHF transmitter power amplifier tube] is constant, generally at the level required to produce peak-of-sync output."

One solution to this problem of inefficiency is the modulating anode pulser, currently on the market. "The use of the anode pulser to reduce the klystron current 92% of the time (between synchronizing pulses) . . . reportedly saves up to 18% of klystron power in high-power stations while also saving something on tube life."

Another energy-saving technique that is still in the early stages of development is the multiple-element depressed collector (MDC). Cutler said that the MDC could potentially reduce power consumption "by more than 50%." The MDC, however, requires a more complex transmitter—



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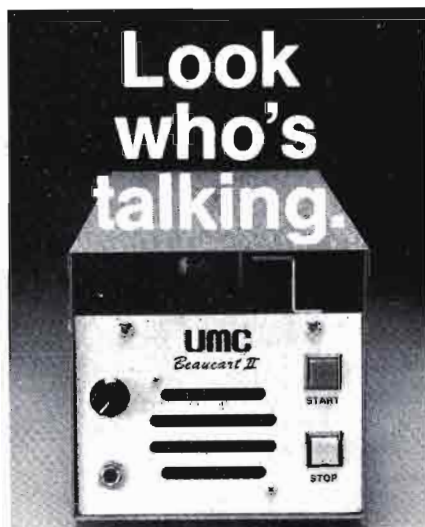
multiple power supplies for the additional collector elements and an insulated cooling system for the MDC. "Clearly a klystron with MDC would not be a simple retrofit for existing transmitters," said Cutler.

On another front, Cutler said that improvements in cooling and construction materials may make practical high-powered tetrode tubes, long used in VHF transmitters.

"It is reported that 50 kilowatt UHF tetrodes are under development and it is likely that life expectancy will be improved considerably," Cutler said.

Cutler said that the "dark horse of transmitter development" is the solid state unit. Although the military has been using arrays of thousands of transistors in phased array antennas to radiate "hundreds of kilowatts" with great success, Cutler said that he is not aware of any efforts to develop such a system for broadcasting.

According to Cutler, UHF broadcasters can't expect a lot of help from antennas in their fight for parity. He said that most transmitting antennas are at "a very high stage of development." He suggested, however, that broadcasters might not be taking full advantage of what's currently available. "Many stations are short changing themselves in using less than optimum radiators because of the initial cost and perhaps a lack of understanding of the possibilities and limitations of antennas."



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AM census. National Association of Broadcasters is mailing questionnaires to all AM stations regarding audio performance of their technical equipment. Purpose is to determine what operating state of art presently is for AM stations, particularly how stations select and use audio equipment. Information will be used to assist National Radio Systems Committee in developing recommendations for improvements in radio transmitting and receiving equipment.

□

Get ready. Group W will complete its provisions for satellite links among its stations, Washington news bureau and Group W Productions in Los Angeles with \$1.3-million worth of earth stations and equipment from Scientific-Atlanta. New earth stations will be installed in Pittsburgh, Philadelphia and Baltimore. S-A Chairman Sid Topol called purchase largest order for satellite equipment placed so far by commercial broadcaster.

□

For Republican watchers. Greater Star Link Corp., common carrier subsidiary of Greater Media Corp., group broadcaster and publisher, has received authorization from FCC to offer uplinking service from its suburban Detroit earth station. Station, on grounds of Greater Media's WHND(AM)-WMJC(FM) Detroit studio and tower, has two 10-meter antennas. One has been used since December 1978 primarily for downlinking religious programming for WGPR(TV) Detroit. Other was installed last month for purpose of providing additional downlinking services and for first time uplinking services. New antenna will serve customers primarily through Westar satellite, but, according to Dennis R. Ciapura, Greater Media's general manager of telecommunications, dish is steerable and cleared for service on any of domestic satellites. Ciapura quoted occasional-use rates: For uplinking—\$300 for first hour and \$100 for each additional hour and for downlinking—\$150 for first hour and \$100 for each additional hour. Bulk users are offered substantially reduced rates. Customers promising to use 75 hours per month, for instance, pay only \$112 for each hour, said Ciapura. GSL expects demand for earth station facility to increase drastically during Republican convention that begins in Detroit July 14. As matter of fact, Ciapura said that his company will lease additional equipment and technical personnel from Scientific-Atlanta, manufacturers of earth station, to help handle load. Ciapura said GSL has construction permit for third antenna which he hopes to install this summer to handle data traffic.

□

It's a deal. M/A Com Inc. said it has reached agreement to acquire Omni Spectra Inc. stock in transaction valued at nearly \$21 million. Both companies manufacture electronic equipment. Subject to stockholder approval, M/A Com would trade one share of common stock for 4.75 shares of Omni Spectra. Taking into account stock options involved, Omni Spectra holders would get about 590,000 shares of M/A Com common. M/A Com closed last Wednesday on New York Stock Exchange at 36 1/4.

□

New market. New time base corrector developed by Automation Techniques Inc., Tulsa, Okla., is designed not for broadcasters or production houses but for cable and closed-circuit television markets. ATI's new device, which it calls "time error corrector" or Tel-Tec 210, features a "sync extractor" instead of standard sync separators and positional noise compensator that reduces or eliminates problem of positional noise on sync. Unit is available for \$3,450 and fits standard rack mount.

□

From Tulsa, too. Automation Techniques also has new, low-priced (\$800) video color generator for graphic presentations, message and information channels, test channels and for use with in-line character generators. UCG-3 is said to be capable of producing 336 colors.

□

VTR-VCR gains. According to latest figures of Electronics Industries Association, sales of videotape recorders to retailers rose to 95,420 units during the first eight weeks of 1980, increase of 69.8% over same period of 1979.

□

Do it yourself. Home hobbyist will be offered new videocassette put together by Blackhawk Film of Davenport, Iowa. "Help Yourself to Better Color" is half-hour video manual demonstrating how to tune, align and adjust television set. Tape, in addition to explaining step-by-step procedures, also generates test signals—color bars and Indian head test pattern.

□

Sharp's finest. Sharp Electronics Corp. will introduce ENG camera at National Association of Broadcasters convention in April. SC-700, with "mid-range" price under \$20,000, is claimed to have features not previously available on camera at that price. Sharp, however, is unwilling to say just what those features are in advance of convention.

ABC opts for discretion, not valor; hands over '20/20' outtakes

News department decides it hasn't a strong enough case to refuse prosecutor in Jordan cocaine case

ABC News's examination of charges that White House chief of staff Hamilton Jordan sniffed cocaine at a New York disco resulted last week in the organization finding itself in the position of surrendering some outtakes to a federal grand jury. To resist the subpoena of the special prosecutor involved, ABC's lawyers felt, would have resulted in a losing court fight and adverse consequences for journalists elsewhere. What's more, ABC said, under a compromise reached with the prosecutor, the scope of the subpoena was restricted.

The grand jury's interest focused on a segment of the Oct. 4, 1979, edition of *20/20* that included correspondent Barry Serafin's interviews with three men who discussed the Jordan incident that is said

to have occurred at the disco, Studio 54, on June 27, 1978. The grand jury, in a subpoena issued on Jan. 24, sought Serafin's notes for the interview and all of the film and tape used in preparing the segment but not used.

ABC's and Serafin's first response, ABC said, was to attempt on Feb. 12 to have the subpoenas quashed.

But then, as one of the lawyers familiar with the case put it, the special prosecutor, Arthur H. Christy, "pulled a rabbit out of the hat." He obtained waivers of confidentiality from the three men involved—Steve Rubell, a co-owner of the club; John Conaghan, an alleged cocaine supplier, and Barry Landau, a publicity agent who has said Jordan asked him where to obtain cocaine at Studio 54. (Jordan has denied ever using cocaine.) They also asked ABC to surrender the requested material.

Serafin and the producers of the segment, Tom Capra and Karen Barnes, as well as their attorneys and those for ABC made their own check and obtained independent reaffirmation of the waivers.

In seeking to quash the subpoena, ABC had made a First Amendment argument. It was based on the pledges of confidentiality given the men interviewed as well as on the protection ABC said is given the

editorial and newsgathering process, even in the absence of pledges of confidentiality. But the waivers of confidentiality, lawyers felt, had weakened ABC's case.

Not only that, but ABC said it "would appear" that Christy could make a strong showing of both need for the material—the prosecutor is said to be seeking evidence regarding the credibility of the three men—and of an inability to obtain the material from other, nonpress sources. Those are the standards courts normally use in balancing the needs of a prosecutor seeking information against the chilling effect on the media that enforcing a subpoena against a journalist might have.

As a result, lawyers for ABC and the *20/20* journalists agreed that they would probably lose in court if they continued to resist the subpoena. And a loss, they said, would create a precedent that would support claims for material from broadcasters and newspapers, at least throughout the southern district of New York, the jurisdiction of the court involved. Nor did an eventual appeal to the Supreme Court, given its record in press cases over the years, seem like a reasonable option. An adverse decision there would have nationwide impact.

"In light of what we had," as one of the

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lawyers involved put it, "discretion seemed the better part of valor, and we did what we had to do." They worked out a compromise with Christy to limit the subpoena.

Under the compromise, Serafin will not surrender his notes or testify before the grand jury. And rather than all of the outtakes, those to be surrendered deal only with portions of Serafin's interviews concerning Jordan's alleged visit to the club in June 1978. What's more, ABC personnel and their attorneys will review the film and tapes and select the portions to be turned over to the special prosecutor.

ABC, in a statement on the matter, maintained that it had not given ground in the media's defense of the First Amendment, in reaching its compromise with Christy. "ABC's decision is based solely upon the unique factors in this case and creates no precedent," it said. "ABC remains dedicated to maintaining the confidentiality of information gained from sources and the identity of sources. ABC also is committed to the sanctity of the newsgathering and editorial processes."

Perils in insurance shopping

NAB study points out difficulties broadcasters encounter in understanding policies and coverage offered against defamation suits

For broadcasters who are interested in aggressive journalism but would like the security of a good insurance policy to protect against defamation suits, the decision of which carrier to select can be chancy. The National Association of Broadcasters' legal department makes that clear in a 24-page report of its Defamation Insurance Project. Even with the report—which includes a "Defamation Insurance Shopper's Comparison Chart"—finding the right good-hands people does not seem easy.

The report, based on an analysis of defamation protection offered by seven major companies, shows that some do not

provide complete protection when it might be needed most—in a suit filed by a public figure, for instance—and that some offer protection against some suits only if a broadcaster has purchased a double deductible. And, as the report notes, "Differences [among the carriers] in sensitivity to the First Amendment rights and public responsibilities of broadcasters are particularly notable."

The report avoids characterizing the kind of insurance available. Indeed, at one point, it says that, "with the right kind of coverage and a reasonable amount of care, broadcasters should feel comfortable when they provide controversial, even provocative, news, public affairs, public participation and editorial programing." It says that "virtually every defamation policy provides some compensation for damages which might be assessed . . . for libel, slander, invasion of privacy, infringement of copyright, plagiarism and piracy." And the report notes that 54% of NAB's membership has defamation insurance."

For all of that, the NAB is in the process of attempting to provide an NAB-member group plan to cover defamation risks. Steve Nevas, the NAB's adviser on First Amendment matters and the staffer who directed the insurance study, said he is exploring the project with a number of carriers and that the talks "are well along." However, he said he could not predict the outcome. He also insisted the project "is totally distinct from the results" of the insurance study.

The report underscores the need for defamation protection at a time when "there has been a disturbing growth in the prevalence of suits against broadcasters" and when judges and juries have shown "a notable lack of sympathy if not hostility . . . toward those in the media who exercise First Amendment rights."

Those factors, evidently, are not lost on the insurance companies. The report notes that, as a result of recent Supreme Court decisions in libel cases, some firms have limited or eliminated any coverage for suits by a public figure who alleges or proves "malice." (That's the test the courts use for determining liability.) "The result," the report says: "You may find yourself without any protection at all if a

public figure sues or, with only defense coverage, you may have to wait to know if the public figure prevails before learning if or to what degree the policy covers you."

Four of the carriers studied—Continental Casualty Co., Employes Reinsurance Corp., Lloyd's of London, and Mutual Insurance Co. Ltd.—do provide coverage in cases brought by public figures. But three others—Chubb, Firemen's Fund and Seaboard Surety Co.—employ one or another of the limitations mentioned in the report. (Seaboard, however, is said to be reviewing its coverage in that respect.)

Some kinds of programing that broadcasters find appealing—"open line," "person-to-person" and audience participation—turn off some insurance companies. Chubb, Firemen's and Seaboard, according to the report, find them risky, and, as a result, require broadcasters who broadcast them to carry a second deductible, one at least equal to the original and sometimes four times that amount, in order to obtain compensation. (Seaboard requires a second deductible for protection against claims resulting from news programing, editorials or live or taped guest appearances.)

The second deductible obligation has had a chilling effect on some broadcasters, according to the NAB. It says that about 4% of those responding to a questionnaire indicated that the prospect of harassing litigation and possible repercussions from their insurance carriers "had caused them to modify or cancel types of programing or news coverage. We have reason to believe," the report adds, "that the figure may be higher than the 4% indicated. . . ."

The carriers' interest in the avoidance of trouble by their customers seems to be reflected, also, in the requests of some of them for the names of at least some of a station's talk-show hosts, announcers and reporters. A Chubb spokesman is quoted as saying that if an individual is regarded as "controversial," the company may ask for a larger deductible or insist that the individual's scripts be reviewed in advance by counsel. A Firemen's Fund spokesman is quoted as saying, "We don't insure people who are disturbers."

As with cases involving libel suits brought by public figures, courts increasingly are turning against journalists in matters involving protection of sources. And that fact, also, is reflected in the kind of defamation protection available to broadcasters. The report says that identity of a news source may be required when it is critical to the resolution of a claim.

The report notes that protection of sources is a sensitive issue for journalists and that some insurance carriers "staunchly defend a news organization's refusal to reveal sources." But others, the report adds, "condition that support on whether or not the demand for a source goes to the heart of the claim."

What the report calls "the most candid statement" on the issue was provided by Arthur Hanson of Mutual: "If the news source is not the gravamen [heart] of the alleged libel, the source does not have to be revealed. If it is and the reporter will

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not disclose it, his employer will not have further coverage or the reporter won't be employed any longer."

The report also describes a "growing number of challenges" generally to broadcasters' First Amendment rights—closing of courtrooms to reporters or imposition of gag orders on them, police searches of news rooms among them. But it notes that broadcasters "shrink" from opposition to such actions—"at some future cost to yourself and your industry"—because of the expense involved. Yet, it says, only one carrier—Mutual—has begun to offer insurance covering such expenses. And that protection is not available to most

broadcasters; it is offered only to members of the American Newspaper Publishers Association and their stations. The report says the NAB is encouraging underwriters to provide some form of First Amendment coverage.

Apart from the defamation protection offered by various carriers, broadcasters' security in defending themselves may depend on where they are located. The report notes that "not all states are created equal"—that "broadcasters are meeting markedly varying degrees of success from one state to another in defending defamation suits and in attempts to control the size of judgments when they lose."

NewsBeat

Going live. Dow Jones & Co. plans to begin live broadcast of its *Wall Street Journal Business Report* in top 50 U.S. radio markets later this year. *Business Report*, which has been teleprinter script service since its inception in 1976, will be transmitted via Associated Press satellite facilities in 16 original daily newscasts, broadcast hourly from 5:30 a.m. to 9:30 p.m. (NYT). Service will also include two new features, "Weekend Review and Outlook" and "Weekend Report," to be aired Saturday mornings. *Wall Street Journal Business Report* is currently carried on 276 radio stations. It will be converted to live broadcast service by Robert B. Bush, who recently joined Dow Jones as director of broadcast services.

Still secret. Supreme Court has rebuffed efforts of journalists and historians to obtain transcripts of telephone calls that Henry A. Kissinger made when he was secretary of state and, before that, national security adviser in White House. Court, in 5-2 decision, held that Freedom of Information Act could not be invoked to obtain transcripts from State Department, since Kissinger had transferred documents to Library of Congress before request for transcripts of his State Department calls was received. That ruling reversed lower court decisions clearing way for public access to that material. But Supreme Court affirmed those rulings to extent they held that FOIA does not apply to personal aides to President. Jack Landau, director of Reporters Committee for Freedom of the Press, which was among parties seeking transcripts, called court's opinion "a major defeat for the whole concept" of FOIA. He said it means "highly placed government officials can simply abscond with the most important government files, and no member of the public, the press and the academic community can do anything about it."

Contempt case. Wis-tv Columbia, S.C., and four newspapers in state are preparing appeals to state supreme court of family court judge's ruling holding them in contempt for broadcasting and publishing name of 13-year-old boy charged in shotgun slaying of two boys and wounding of three others. Judge Alvin C. Riggs, who held law banning such identification constitutional, penalized only one defendant—*Orangeburg Times and Democrat*, which had played story big, complete with picture of youth on front page. Newspaper was fined \$1,000. WPIX(AM) Orangeburg, S.C., was also cited for contempt, but it will not pursue court fight. Appeals will claim juvenile identification law to be violation of First Amendment. Last month, another juvenile court judge, in Charleston, S.C., dismissed order banning 11 radio and television stations from naming high school youth accused in another killing, on ground identification law is unconstitutional.

New Jersey notes law. Governor Brendan Byrne of New Jersey has signed bill guaranteeing judicial hearing to journalists before they can be ordered to comply with criminal defendant's subpoena to surrender confidential notes. New law is aimed at preventing repetition of circumstances under which M.A. Farber, reporter for *New York Times*, was jailed for 40 days for disobeying judge's order to give up his subpoenaed notes and other confidential documents to defense team in murder trial. Under new law, criminal defendant's attorney would have to prove at hearing that subpoenaed material was relevant to defense and not available elsewhere.

FOI fight. Eight media organizations have appealed for help to Senator Wendell Ford (D-Ky.) in killing provisions in his Federal Trade Commission bill (S. 1991) they say will virtually exempt that agency from reach of Freedom of Information Act. Bill has passed Senate and will be subject of Senate-House conference. Groups, in letter to Ford that was also sent to all members of Senate and House, say provisions that concern them were added to bill without hearings. FOIA, they add, should not be changed "piecemeal" without regard to effect on congressionally mandated openness in government and without regard to press's ability, as surrogate for public, "to perform its oversight functions." Radio-Television News Directors Association was among groups represented by signatories to letter.

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The 7:30 solution

P-N's chief suggests networks start hour newscast then

A suggestion that the FCC open the way for an hour of early-evening network TV news by redefining prime access time was advanced last week by Joel Chaseman, president of Post-Newsweek Stations.

With 7:30-8 p.m. NYT restored to the networks, Chaseman told an Association of National Advertisers workshop (also see page 46), they could program an hour of news at 7:30-8:30—and probably save money by then having only two and a half hours left of prime time to program.

The high rate of program failures this

season—and in other seasons—suggests that the networks are wasting a lot of money and effort in trying to program three prime-time hours a night, he said. By cutting back to two and a half hours, he reasoned, they could improve their chances and reduce their losses.

Actually, he said in an interview later, one-hour network news at 7:30-8:30 was only one of several possibilities. What he was proposing, he said, was to take the emphasis of access off 7:30-8 p.m.—where it has not achieved the FCC's goal of fostering more diversity of program sources, but rather, through stripping, has narrowed opportunities—and put the emphasis on a broader base.

His proposal would limit network programming to three and a half hours between

4 and 11 p.m. This, he noted, is the same amount of time networks are allowed now in the 4-11 block, but it would allow stations more freedom of choice and competition. Some, he speculated, might program local news at 7-7:30 or 6:30-7:30 and concentrate on children's programming before that. Another possibility, he noted, was that networks might program news at 10-11 p.m.

Chaseman, one of the more outspoken critics when the networks sought in 1976 to expand newscasts to an hour in station time, told his new group this proposal was his "peace offering to the networks."

Asked by a reporter whether he might take the proposal to the FCC, he replied: "I don't know—I want to see what develops. I might."

For the Record

As compiled by BROADCASTING Feb. 25 through Feb. 29 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New Stations

TV applications

■ Birmingham, Ala.—Quality Media Corp. seeks ch. 68; ERP 1432 kw vis., 270 kw aur., HAAT 688 ft.; ant.

height above ground 345 ft. Address: 5637 Whitesville Road, Columbus Ga. 31904. Estimated construction cost \$122,500; first-quarter operating cost \$42,000; revenue \$159,540; consulting engineer Peter Gureckis. Principals: William Kitchen (100%) who is broadcast consultant. He also owns WBFJ(AM) Winston-Salem, N.C. Filed Dec. 1, 1979.

■ Spokane, Wash.—Jus Dan, Inc. seeks ch. 28; ERP 888 kw vis., 133 kw aur., HAAT 2000 ft.; ant. height above ground 820 ft. Address: 2376 West Viewmont Way West, Seattle, Wash. 98199. Estimated construction cost \$1,121,500; first-quarter operating cost \$214,671; revenue \$300,000. Legal counsel Smith & Pepper, Wash., D.C. consulting engineer Kenneth Williams Jr., Tacoma, Wash. Principals: Robert Hamacher (51%); Regina Hamacher (19%); David Guin and Richard Sheingold (15% each). Robert Hamacher is general sales manager for KSTW-TV Tacoma, Wash. Regina (Robert's mother) is commercial real estate owner. Guin is account executive for KSTW-TV and Sheingold is group sales manager of TeleRep, Chicago based TV sales representative and subsidiary of Cox Broadcasting. They have no other broadcast interests. Ann. Feb. 20.

AM actions

■ Alamo, Tenn.—Broadcast Bureau granted Crockett Broadcasting Corp. 1280 khz, 500 w-D. P.O. address: Box F, Parsons, Tenn. 38363. Estimated construction cost \$47,396; first-year operating cost \$36,000;

revenue \$60,000. Format: MOR, country. Principals: Ralph Clenney (51%) and Branson Townsend (49%). Gentlemen work at WTBP(AM) Parsons, Tenn.; that station and three others are partially owned by Townsend's uncle. Action Feb. 20.

■ Bluefield, Va.—Broadcast Bureau granted Bluefield Broadcasting Co. 1190 khz, 10 kw-D. P.O. address: 134 Stockton St., Bluefield 24605. Estimated construction cost \$97,600; first-year operating cost \$20,000; revenue \$100,000. Format: Country. Principals: Aubrey Garber (33.4%), George Hagy and Alvis Hunt (33-1/3% each). Garber has real estate interests as does Hagy. Hunt has fuel interests. Garber also has 12.8% interest in WNRG(AM)-WJMD(FM) Grundy, Va. Action Feb. 19.

TV action

■ Oklahoma City—Trinity Broadcasting of Oklahoma granted ch. 14 ERP 790 kw vis., 131.6 kw aur., HAAT 522 ft.; ant. height above ground 574 ft. P.O. address: 7908 NW 23d St., Oklahoma City 73008. Estimated construction cost \$635,000; first-year operating cost \$233,280. Legal counsel James A. Cannon, Washington; consulting engineer Smith & Powstenko. Principals: Applicant is non-profit corporation, Paul F. Crouch president. Trinity also owns KLXA-TV Fontana, Calif. Action Feb. 19.

Ownership Changes

Applications

■ WTRS-AM-FM Dunnellon, Fla. (AM: 920 khz, 500 w-D; FM: 102.3 mhz, 3 kw)—Seeks assignment of license from Tri-County Broadcasters Inc. to Citrus Broadcasters for \$500,000. Seller: David Arthurs and Gary Manning (50% each). They have no other broadcast interests. Buyer: Edward McLaughlin and Robert Kusch (47.5% each) and George Moss (5%). McLaughlin is investor, Kusch and Moss are attorneys all of Vero Beach, Fla. They also own WTTB(AM) Vero Beach. Ann. Feb. 28.

■ WTMC(AM) Ocala, Fla. (AM: 1290 khz, 5 kw-D 1kw-N)—Seeks assignment of license from Hunter-Arnette Broadcasting to WTMC Radio Broadcasting Inc. for \$1.1 million. Seller: William Hunter (40%); Vernon Arnette and wife Sara (40% jointly) and five others. Hunter owns WDOT(AM) Burlington, Vt. and 42.66% of WDAT(AM) Daytona Beach, Fla. Rest have no other broadcast interests. Buyer: Charles Jackson, Birmingham, Ala., CPA who has no other broadcast interests. Ann. Feb. 27.

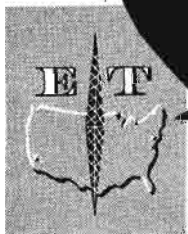
■ WQFL(FM) Rockford, Ill. FM 100.9 mhz, 3 kw)—

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Seeks assignment of license from Quest for Life Inc. to First Assembly of God Church for \$590,000. Seller: A nonprofit religious organization Joe Wilderman is president. It has no other broadcast interests. Buyer is nonprofit religious organization in Rockford. Rev. Ernest Moen is president. It has no other broadcast interests. Ann. Feb. 26.

■ **KLWW(AM)** Cedar Rapids, Iowa (AM: 1450 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Black Hawk Broadcasting Co. to Cedar Rapids Broadcasting Co. for \$760,000. Instant application is spin off of Black Hawk Broadcasting-American Family Corp. merger, pending FCC approval (Broadcasting, Oct. 1, 1979). Seller: Group owner of three AM's, three TV's. Robert Buckmaster is chairman. Harry Slife is president. Buyer: Cowle Enterprises which is owned by G. Dale Cowle, Ames, Iowa-based veteran broadcaster. He owns KASI(AM)-KCCQ(FM) Ames, 85% of KQCR(FM) Cedar Rapids and 27.77% of KQKX(AM)-KIMI(FM) Keokuk, all Iowa and 46.3% KKJO(AM)-KSFT(FM) St. Joseph, Mo. Latter still pending FCC approval. Ann. Feb. 26.

■ **KMTX(AM)** Helena, Mont. (AM: 950 khz, 5 kw-U DA-N)—Seeks transfer of control of Capital Investments from Brinton Markle, (14.4%) Russell Ritter, (10.5%) Dale Fuehrer (14.4%) and Edward McHugh (11.1%), (50.5% before; none after) to Capri Inc. (17% before; 67.5% after). Consideration: \$116,900. Principals: James O'Connell (37%) Ronald Richards (12.5%) and four named above. They have no other broadcast interests. Richards will retain 12.5% interest. Buyer is owned by James O'Connell and family. O'Connell is president of Capri Inc., Helena, Mont., management, rentals and investment co. He is president of licensee in instant application and has and will continue to own 37% of stock in his own name. He has no other broadcast interests. Ann. Feb. 26.

■ **KIBC(FM)** Ogallala, Neb. (FM: 93.5 mhz, 3 kw)—Seeks assignment of license from Industrial Business Corp. to Connell Inc. for \$110,000. Seller: Owned equally by Willard Soper, Ira Humphreys, Richard Villm, Milford Krajewski, Frank Kersenbrock, William A. Morrell, Russell M. Van Every, Claudine Davidson, Jimmie Jensen, Loren Kilst, Kenneth, Hage, Donald McGinley. They have no other broadcast interests. Buyers: W.A. Connell and son W. David Connell (two-thirds and one-third respectively). They own (same percentages as given above) Connell Inc., Grand Island, Neb. holding co. for investments and real estate interests. W.A. Connell also owns distributorship for Pepsi-Cola Bottling Co. in Grand Island, W.A. has 23.2% interest in application for new FM in Grand Island and son David has 7.4% interest in same. Ann. Feb. 26.

■ **WNIO(AM)** Niles, Ohio (AM: 1540 khz, 500 w-D DA-2)—Seeks assignment of license from P.S. Broadcasting Corp. to WNIO Broadcasting, Inc. for \$725,000. Seller: James Psihoulis who also owns WWJZ(FM) Mercer Pa. Buyer: Dominic Baragona (one-third); Robert Doane (two-thirds). Baragona is with sales department at WNIO. Doane is Garrettsville, Ohio movie theater owner. They have no other broadcast interests. Ann. Feb. 26.

■ **KAKC(AM)** Tulsa, Okla. (AM: 970 khz, 1 kw-U DA-2)—Seeks assignment of license from Mark/Way Inc. to Salem Media of Oklahoma for \$1,107,000. Seller: Sidney Mark and wife Patricia (60%-40% respectively) who also own KFUN(AM)-KLVF(FM) Las Vegas. Buyer: Stuart Epperson (55%) and Nancy Epperson (45%). Eppersons are married. They own (same percentages as above) KCFO(FM) Tulsa, and 25% each of KMFM(FM) San Antonio, Tex. Stuart owns WKBA(AM) Vinton, Va., and 47% of WEZE(AM) Boston. Ann. Feb. 26.

■ **KSHA(AM)** Medford, Ore. (AM: 1230 khz, 1 kw-D 240 w-N)—Seeks assignment of license from Westone Broadcasting Inc. to CBF Broadcasting Inc. for \$125,000. Seller: W.A. Hargan, Phillip Zonne (18.4% each as general partners) and eight limited partners. They have no other broadcast interests. Buyer: Craig Finley, John Ferris and Charles Leahy (one-third each). Finley is social services director KYJC(AM) Medford, Ore. Ferris is Medford attorney. Leahy is Medford real estate broker. They have no other broadcast interests. Ann. Feb. 26.

■ **WMOC-AM** Chattanooga, Tenn. (AM: 1450 khz, 1 kw-D 250 w-N)—Seeks assignment of license from Robert Mayer to Quality Media Corp. for \$550,000. Seller: Mayer has no other broadcast interests. Buyer: William Kitchen, broadcast equipment seller and consultant, Columbus, Ga., also owns WBFJ(AM) Winston-Salem, N.C. and applicant for ch. 68 Birmingham, Ala. Ann. Feb. 26.

■ **KVLG(AM)-KMUZ(FM)** La Grange, Tex. (AM: 1570 khz, 250 w-D DA; FM: 104.9 mhz, 3 kw)—Seeks assignment of license from Riverside Broadcasting Co. to Fayette Broadcasting Co. for \$525,000. Seller: Victor Armstrong (18.17%), Seymour Berns, Bernard Heumann, Robert Lewine, and Lee Schulman (17.54% each). They also own KATY(AM) San Luis Obispo, Calif. Buyer: Raymond Schindler (52%), son Paris, daughter Sherry and son-in-law, Timothy Brown (16% each). Raymond is president and owner of Hurricane Steel Industries, Houston steel products manufacturer. He has various real estate holdings in Houston as well as more than 25% interest in Bremond, Tex., bank: Paris is general manager of father's steel company. Brown is Houston attorney. Sherry is owner of Houston retail bicycle shop. Raymond Schindler has applications pending for TV's in Galveston, Nacogdoches, and San Angelo, all Texas, (83% in each) and 9.78% interest in application for new TV in San Antonio, Tex. Paris holds 49.99% interest in San Antonio application and 5% interest in Nacogdoches and San Angelo applications. Brown has similar interests in latter two and 8.6% interest in San Antonio application. Sherry has similar interest in San Antonio application. Ann. Feb. 26.

■ **WOHN-AM** Herndon, Va. (AM: 1440 khz, 1 kw-D)—Seeks assignment of license from United Communications Corp. to Ernest G. Peltz for \$475,000. Sellers: Ronald Lowenthal and Michael Hollins (49.99% each). They have no other broadcast interests. Buyer: Peltz is Hammondsport, N.Y. investor with no other broadcast interests. Ann. Feb. 27.

Actions

■ **KTVB(TV)** Boise, Idaho (ch. 7; 166 kw vis., 26.9 kw aur.)—granted assignment of license KTVB Inc. to King Broadcasting for \$14 million ("In Brief," Oct. 8, 1979). Seller is owned by Georgia M. Davidson and family, who have no other broadcast interests. Buyer is principally owned by Dorothy S. Bullitt and her daughters, Harriet Bullitt and Priscilla B. Collins; Anqil Payne is president. It also owns KYA-AM-FM San Francisco; WRTH(AM) Wood River (St. Louis), Ill.; KGW-AM-TV-KINK(FM) Portland, Ore.; KING-AM-FM-TV Seattle and KREM-AM-FM-TV Spokane, Wash. Action Feb. 22.

■ **KTEE(AM)** Idaho Falls, Idaho (AM: 1260 khz; 5 kw-D)—granted assignment of license from Communications Corp. of Idaho to Southwest Television Ltd. for \$545,000. Seller is equally owned by Merlin Farnes, Barney Goodwin and Clifford J. Barborka Jr., who have no other broadcast interests. Buyer, owned by Edward B. Berger, Eugene A. Adelstein and 31 others, is applicant for new TV's at Albuquerque, N.M.; Spokane, Wash., and Chico, Calif. Berger is Tucson, Ariz., attorney. Adelstein is general manager of KZAZ-TV Nogales, Ariz. Action Feb. 21.

■ **WNIA(AM)** Cheektowaga, N.Y. (AM: 1230 khz; 500 w-D, 250 w-N)—granted assignment of license from Niagara Broadcasting System to Quid Me Broadcasting Inc. for \$575,000. Seller is owned by estate of Gordon P. Brown, which also owns WSAY(AM) Rochester, N.Y. Buyer is owned by Chester M. Musialowski (50.5%) and seven others. Musialowski is salesman for WGR-TV Buffalo, N.Y. Action Feb. 21.

■ **KODL(AM)** The Dalles, Ore. (AM: 1440 khz, 5 kw-D 1kw-N)—granted transfer of control of Larson-Wynn Inc. from Brent Larson (51% before; none after) to Elwyn T. Wynn (49% before; 100% after). Consideration: \$197,000. Principals: Are partners in station. Wynn is buying Larson's 51% holdings and will then own station outright. Larson owns 50% KXA(AM) Seattle, Wash. and 100% KUUZ-FM Nampa, Idaho and is applicant for new FM at Copperton, Utah. Action Feb. 26.

■ **Providence, R.I.** (CP for ch. 64)—granted assignment of CP from Channel 16 of Rhode Island, Inc. to Subscription Television of America Inc. for \$487,500. Seller: Harold Arcaro. Buyer: STV Station Corp. (100%) which is owned wholly by STV Lease Co. which in turn is owned wholly by Corland Corp., which is owned equally by J.D. and C.W. Murchison Jr. (brothers). Corland Corp is a holding company for various real estate, electronics and energy plant construction companies. Through STV Lease Co., Murchisons are proposed STV operators in Providence and Dallas. They own 43% of WJDX(AM)-WZZQ(FM) Jackson, Miss. Action Feb. 19.

■ **WQNE** (permittee) Cleveland, Tenn.—granted transfer of control of Bradley Enterprises from Clyde Osment and children (100% before; none after) to Roger Gupton, Daniel Winters, Arthur Hodge (none

before; 100% after). Consideration: \$107,000. Principals: Clyde Asment is principal transferor (52%) with son Arnold and daughter Ella Sue each owning 24%. They have no other broadcast interests. Buyer will own equal shares of Bradley, Gupton is Cleveland, Tenn. investor. Winters is Florida mortgage banker. Hodge is owner of retail clothing business in Magee, Miss. None have any other broadcast interests. Action Feb. 20.

■ **KOAX(FM)** Dallas (FM: 105.3 mhz; 100 kw)—granted assignment of license Metroplex Communications to Westinghouse Broadcasting Co. for \$7 million, most ever paid for FM ("Top of the Week," Sept. 17, 1979). Seller is owned by Norman Wain and Robert Weiss, who also own KEZK(FM) St. Louis; WHYI(FM) Fort Lauderdale, Fla., and WWOK(AM) Miami. Buyer is subsidiary of Westinghouse Electric Co. and major group broadcaster. It owns seven AM's, two FM's and five VHF TV's and has also purchased, subject to FCC approval, KODA-FM Houston. Action Feb. 22.

■ **WAGE(AM)** Leesburg, Va. (1290 khz, 1 kw-D)—granted transfer of control of Radio WAGE Inc. from Huntington Harris, Valeria H. Symington and William H. Spenser (68.75% before; none after) to Emmet Broadcasting Co. (none before; 68.75% after). Consideration: \$255,813. Sellers have no other broadcast interests. Buyer is owned by Greenville T. Emmet and family. Emmet is New York banker with no other broadcast interests. Remainder of stock is owned by A. V. Tidmore and John R. Gill (15.63% each). Action Feb. 26.

■ **KCPQ-TV** Tacoma, Wash.—granted assignment of license from Clover Park School District No. 400 to Kelly Broadcasting Co. for \$6.25 million. Seller: School District in Pierce County (Tacoma) Wash. Robert L. Chisholm is president and secretary of school district. It has no other broadcast interests. Buyers: Nina N. Kelly and sons Jan and Robert (one-third each). Veteran broadcasters, they have owned and operated KCRA-TV Sacramento, Calif., since 1962. Action Dec. 4.

■ **KENE-AM-FM** Toppenish, Wash. (AM: 1490 khz; 1 kw-D, 250 w-N; FM: 92.7 mhz; 2.4 kw)—granted assignment of license from Radio Broadcasters Inc. to Capitol Communications Inc. for \$350,000. Seller is owned by Donald R. Nelson and his wife, Patricia, who have no other broadcast interests. Buyer is owned by Roger C. Turnbeaugh and his wife, Beatrice, who have no other broadcast interests. Turnbeaugh is former general manager of WDAI(FM) Chicago. Action Feb. 21.

■ **WBBN(AM)** Clarksburg, W.Va. (1400 khz, 1 kw-D, 250 w-N)—granted assignment of license from WBBN Broadcasting Co. to Allegheny Broadcasting Co. for \$175,000. Seller is owned by Lee Dixon, who has no other broadcast interests. He sold WSOM-AM-FM Salem, Ohio, last year for \$1.1 million (BROADCASTING, Dec. 10, 1979). Buyer is owned by Jamie W. Stevens (70%) and Don C. Herrold and his son Don (15% each). Stevens was formerly reporter for WBOY-TV in Clarksburg. Herrold's own Clarksburg coal brokerage. Action Feb. 20.

■ **WMIL(FM)** Waukesha, Wis. (106.1 mhz, 19.5 kw)—granted assignment of license from Stebbins Communications Inc. to WMIL Inc. for \$1,590,000. Seller is owned by M. Earlene Stebbins (51%) and her son, Paul (49%). They have no other broadcast interests. Earlier deal to sell station to Darrel Peters Productions Inc. was not consummated. Buyer is subsidiary of the Charter Co., Jacksonville, Fla.-based, oil corporation with holdings in communications, insurance and real estate. Its broadcast interests include KCBQ(AM) San Diego, WMJX(FM) Miami, WDRQ(FM) Detroit, KSLQ(FM) St. Louis and WOKY(AM) Milwaukee. Raymond K. Mason is president, chief executive officer and chairman; Fred C. Danneman is president of communications division. Action Feb. 28.

Facilities Changes

AM actions

■ **KPHX(AM)** Phoenix, Ariz.—Granted CP to change TL to 31st Avenue and Durang, Phoenix, Arizona; change SL and Remote Control to 1925 S. Central Avenue; install new trans. and make changes in ant. sys. (BP-790608AL). Action Feb. 14.

Summary of Broadcasting

FCC tabulations as of Jan. 31, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,527	3	28	4,558	93	4,651
Commercial FM	3,110	2	43	3,155	181	3,336
Educational FM	1,010	0	25	1,035	92	1,127
Total Radio	8,647	5	96	8,748	366	9,114
Commercial TV						
VHF	514	1	2	517	9	526
UHF	222	0	7	229	62	291
Educational TV						
VHF	99	1	5	105	5	110
UHF	155	2	5	162	5	167
Total TV	990	4	19	1,013	81	1,094
FM Translators	291	0	0	291	152	443
TV Translators						
UHF	1,247	0	0	1,247	359	1,606
VHF	2,494	0	0	2,494	173	2,667

*Special temporary authorization

**Includes off-air licenses

FM actions

- **WKYD-FM** Andalusia, Ala.—Granted mod. of CP to change type ant. erp 100 kw. (H&V), ant. height 265 ft. (H&V), change TPO. (BMPH-791219AK). Action Feb. 8.
- **WQIM(FM)** Prattville, Ala.—Granted CP to increase ant. height to 285 ft. (H&V), and change TPO. (BPH-791203AA). Action Feb. 8.
- **KVOM-FM**, Morrilton, Ark.—Granted mod. of CP to make changes in ant. sys.; change TL and SL to Extension of Church St. on W. edge of city limits of Morrilton.; ant. height 225 ft. (H&V). (BMPH-791206AJ). Action Feb. 15.
- **KDRB(FM)** Derby, Kan.—Granted CP to decrease ERP 1.15 kw (H&V); increase ant. height 480 ft. (H&V), change TPO, center of Radiation, and site. (BPH-791026AL). Action Feb. 15.
- **WLJC(FM)** Beatyville, Ky.—Granted CP to utilize former main trans. & ant. as aux. (for aux. purposes only). (BPH-791121AL). Action Feb. 7.
- **WYAJ(FM)** Sudbury, Mass.—Granted mod. of CP to make change in ant. sys.; change TL to Goodman Hill, beside town water tank, Sudbury, Mass. (BMPED-791126AO). Action Feb. 14.
- **WAAF(FM)** Worcester, Mass.—Granted CP to make changes in ant. sys.; change TL to end of Asnebumskit Rd., Paxton, Mass.; change type trans. and ant.; increase ERP 18 kw (H&V); decrease ant. height 760 ft. (H&V), and change TPO. (BPH-791030AJ). Action Feb. 8.
- **WRNN-FM**, Clare, Mich.—Dismissed application for CP to change TL to Crawford Road, N. of Weidman Road, Rosebush, Mich.; ERP 3.0 kw (H&V), ant. height 300 ft. (H&V); change SL to Rosebush (BPH-790920AF). Action Feb. 28.
- **WMC-FM**, Memphis, Tenn.—Granted CP to make changes in ant. sys.; change type ant.; decrease antenna height to 910 ft. (H&V). (BPH-791210AB). Action Feb. 11.
- **WQCR(FM)**, Burlington, Ver.—Granted CP to increase ERP 50 kw (H), ant. height 290 ft. (H). (BPH-791211AM). Action Feb. 14.
- **WOOO(FM)** Berryville, Va.—Granted mod. of CP to make changes in ant. sys.; change TL to 2.3 miles S. of Berryville; change and operate trans. by remote control at 8 S. Church St., Berryville, change type trans. and ant.; change TPO. (BMPH-791109AP). Action Feb. 8.
- **WORK(FM)** Norfolk, Va.—Granted CP to change TL to 1930 E. Penbrook Avenue, Hampton, Va.; increase ant. height to 490 ft. (H&V), ERP 50 kw (H&V), DA max conditions (BPH-791226DG). Action Feb. 7.

TV action

- **WAFF(TV)** Huntsville, Ala.—Granted CP changing ERP to 525 kw, maxerp 1170 kw; and changing type of antenna. (BPCT-79082KE). Action Feb. 28.
- **WUHF** Rochester, N.Y.—Granted mod. of CP to

change ERP to 910 kw, maxerp to 1000 kw, ant. height 500 ft. (BMPCT-790906KE). Action Feb. 26.

■ **KTXT-TV** Lubbock, Tex.—Granted mod. of CP to change TL (BMPET-791211KF). Action Feb. 26.

In Contest

FCC decisions

- **WHMA-TV** Anniston, Ala.—FCC denied Anniston Broadcasting Co. (WHMA-TV Anniston, Ala., *Anniston Star*) and Owosso Broadcasting Co., Inc. (WOAP-AM-FM Owosso, Mich., *Owosso Evening Argus*), reconsideration of FCC's October 25, 1979 action denying their requests (as well as requests of Johnson Newspaper Corporation (WVNY-TV Carthage, N.Y., *Watertown Times*) and Lee Enterprises, Inc. (KIMT-TV Mason City, Iowa, *Mason City Globe-Gazette*) and WALB-TV Inc.) for waiver of divestiture requirement. Neither Anniston nor Owosso had, according to FCC made requisite showing to justify reconsideration of denial of their waiver petitions. Action Feb. 28.
- **WHBB(AM)** Selma, Ala.—FCC said it would renew license of Talton Broadcasting Company for station WHBB(AM) Selma, Ala., upon receipt and approval of acceptable EEO program (which was found to be not up to FCC standards in August, 1978) and said it would condition any grant of renewal on submission of periodic EEO reports. FCC said that in order to assure that WHBB will be putting more effort into minority hiring, it was requiring WHBB to submit within 30 days minority hiring goals and timetable as well as a plan of action to achieve those goals. Action Feb. 28.
- **WXLS-FM** Willimantic, Conn.—FCC has postponed action on distress sales of WXLS-FM Willimantic, Conn., and assignment of station's license from X.L.S. Broadcasting Corp. to Delta Communications Corp., pending submission within 30 days by X.L.S. of two new appraisals of fair market value of station. Originally, Broadcast Bureau had recommended FCC consider X.L.S.'s quoted sale price of \$175,000 as being sufficiently below station's fair market value to qualify for distress sale relief. But it later discovered that X.L.S. had filed supplemental agreement in which Delta had agreed to buy real estate from Jerome Dawson, 10% owner of X.L.S., and wife, Hilda, for \$75,000. Broadcast Bureau noted since two X.L.S. estimates had not mentioned this aspect of transaction, total value of assets Delta agreed to buy had not been estimated by independent appraisers; and it recommended X.L.S. be required to clarify these matters or be denied distress sales relief. Action Feb. 28.
- **WALB-TV** Albany, Ga.—FCC has granted WALB-TV, Ch. 10, Albany, Ga. and publisher of *Albany Herald*, limited waiver of the newspaper-broadcast cross-ownership divestiture requirement. Waiver is for period of one year from date of grant, if any, of application currently on file with FCC for assignment of CP for Ch. 31, Albany, from Southeast Broadcasting Co. Inc., to Gordon Communications Corp. Gordon, minority-owned company, would bring a second local

television service to Albany. If Gordon is successful in obtaining assignment it will be required to file, as condition of WALB-TV waiver, reports on its progress toward operation. Action Feb. 28.

■ **KAGY(AM)** Port Sulphur, La.—FCC has denied application of KAGY(AM) Port Sulphur for authority to relocate its main studio 30 miles away to Belle Chasse, La. KAGY said scarcity of gasoline was making it difficult for personnel to get to work on regular basis. It said its operating personnel live in Belle Chasse and New Orleans, and there is no public transportation between their homes and KAGY's current main studio site. FCC said that absent "detailed showing of special circumstances" by KAGY, grant of its application was not in public interest, since it would force residents of Port Sulphur to travel 30 miles to visit proposed studio, only broadcast facility assigned to Port Sulphur. It said accessible main studio is an "essential means by which Commission assures service to community of license and involvement in community affairs." It said difficulty of obtaining gasoline for KAGY employees, who happen to reside 30 miles from main studio, did not justify moving studio to Belle Chasse. Action Feb. 28.

■ **KLSN(FM)** Brownwood, Tex.—FCC has ordered GBE, Inc., licensee of KLSN(FM), Brownwood, Tex., to show cause why its license should not be revoked. FCC said it had information which raises questions on whether GBE misrepresented facts to it or was lacking in candor on any or all of three applications for extension of construction permit. Also, whether GBE misrepresented to public and its advertisers KLSN(FM)'s authorized operating power, and whether, in light of evidence drawn from those questions, GBE has requisite qualifications to remain a Commission licensee. Action Feb. 28.

Allocations

- **Glendale**, Ariz.—Charles Eyanson requests amendment FM Table of Assignments to assign Ch. 287 to Glendale. Ann. Feb. 27.
- **Nogales**, Ariz.—The Foundation for Creative Broadcasting, Inc. requests amendment FM Table of Assignments to assign Ch. 219A to Tucson, Ariz. and change Ch. 217C to Nogales to Ch. 217A. Ann. Feb. 27.
- **Sierra Vista**, Ariz.—Sierra Vista Television, Inc. requests amendment TV Table of Assignments to assign ch. 58 to Sierra Vista. Ann. Feb. 27.
- **Hampton**, Ark.—Travis Carroll requests amendment FM Table of Assignments to assign Ch. 296A to Hampton, Ark. Ann. Feb. 24.
- **Sebastopol**, Calif.—Jean Harrison requests amendment FM Table of Assignments to assign Ch. 285A to Sebastopol. Ann. Feb. 27.
- **South Lake Tahoe**, Calif.—KTHO-FM requests amendment FM Table of Assignments to assign Ch. 275 in lieu of 276A to South Lake Tahoe. Ann. Feb. 27.
- **Rifle**, Colo.—Garfield County Broadcasters requests amendment FM Table of Assignments to assign Ch. 287 to Rifle. Ann. Feb. 27.
- **Stuart**, Fla.—Triplett Broadcasting Company, Inc. requests amendment FM Table of Assignments to assign Ch. 272A to Stuart. Ann. Feb. 27.
- **East St. Louis**, Ill.—International Black Baptist Bible College requests amendment TV Table of Assignments to assign Ch. 46 to East St. Louis.
- **Petersburg**, Ill.—New Salem Enterprises, Inc. requests amendment FM Table of Assignments to assign Ch. 249A to Petersburg. Ann. Feb. 27.
- **Viridien**, Ill.—Joseph Cerar and Randal J. Miller request amendment FM Table of Assignments to assign Ch. 244A to Viridien. Ann. Feb. 27.
- **Muncie**, Ind.—Ball State University, requests amendment TV Table of Assignments to delete Ch. *61 from Muncie, and assign Ch. *17 there instead. Ann. Feb. 27.
- **Hudson**, Mich.—E. Eugene McCoy, Jr. requests amendment FM Table of Assignments to assign Ch. 249A to Hudson. Ann. Feb. 27.
- **International Falls**, Minn.—Minnesota Christian Broadcasters, Inc. requests amendment FM Table of Assignments to assign Ch. 258 to International Falls. Ann. Feb. 27.
- **Hastings**, Neb.—Central Radio, Inc. requests amendment FM Table of Assignments to assign Ch. 268C to Hastings.
- **Irmo**, S.C.—Santee-Cooper Broadcasting Co. re-

quests amendment FM Table to assign Ch. 272A to Irmo.

■ Kerrville, Tex.—Hubbard Broadcasting, Inc. requests amendment TV Table of Assignments to assign Ch. 35 to Kerrville. Ann. Feb. 27.

■ Tremonton, Utah—Bear River Broadcasting Co., Inc. requests amendment FM Table of Assignments to assign Ch. 264 to Tremonton.

■ Farmville, Va.—Everett Broadcasting Co. requests amendment FM Table of Assignments to assign Ch. 274 to Farmville. Ann. Feb. 27.

■ Ladysmith, Wis.—Ruth Nelson requests amendment FM Table of Assignments to assign Ch. 224A to Ladysmith. Ann. Feb. 27.

Translators

Actions

■ W276AG Center Point, Mountain Brook & Tarrant City, all Alabama—Briarwood Continuing Presbyterian Church granted CP for FM translator station on 103.1 mhz, to rebroadcast signal of WMBW-FM, Chattanooga, Tenn. (BPFT-790222IF). Action Dec. 31.

■ K090X, Ketchikan, Alaska—Rainbird Community Broadcasting Corp. granted CP for TV translator station on ch. 9, to rebroadcast signal of KTOO-TV Juneau, KYUK-TV Bethel, KARM-TV, Anchorage, and KUAC-TV Fairbanks, all Alaska. (BPT-TV-790215IT). Action Dec. 31.

■ K06JZ Mendenhall Valley & Auk Bay, Alaska—Capital Community Bdcg granted CP for TV translator station on ch. 6, to rebroadcast signal of KTOO-TV Juneau, Alaska. (BPTTV-790608IB). Action Dec. 21.

■ K02JU Selwick, Alaska—City of Selwick granted CP for TV translator station on ch. 2 to rebroadcast signal of KYUK-TV, Bethel KUAC-TV Fairbanks, KIMO-TV, KTVA-TV, KENT-TV, KAKM-TV, Anchorage, all Alaska (BPTTV-790419IB). Action Dec. 21.

■ K58BA Salt River Project Community Housing Area at Horse Mesa Dam, Ariz.—Salt River Project Agricultural Improvement and Power District, granted CP for TV translator station on ch. 58 to rebroadcast signal of KOOL-TV Phoenix (BPTT-790420IC). Action Dec. 21.

■ K60BG Salt River Project Community Housing Area at Horse Mesa Dam, Ariz.—Salt River Project Agricultural Improvement and Power District granted CP for TV translator station ch. 60, to rebroadcast signal of KTAR-TV Phoenix. (BPTT-790420ID). Action Dec. 21.

■ K56BH Salt River Project Community Housing Area at Horse Mesa Dam, Ariz.—Salt River Project Agricultural Improvement and Power District granted CP for TV translator station ch. 56, to rebroadcast signal of KTVK-TV Phoenix (BPTT-790420IB). Action Dec. 21.

■ W22AC Hartwell & Royston, Ga.—State Board of Education of the State of Georgia granted CP for TV translator station on ch. 22 to rebroadcast signal of WCES-TV Wrens, Ga. (BPTT-790809IA). Action Dec. 21.

■ K65BT Clovis, N.M.—Holsum, Inc. granted CP for TV translator station on ch. 65 to rebroadcast signal of KBIM-TV Roswell, N.M. (BPTT-790430IJ). Action Dec. 31.

■ K61BL Colstrip, Rural Forsyth, Ashland & Lame Deer Area, Mont. all Montana—Colstrip TV District granted CP for TV translator station on ch. 61, to rebroadcast signal of KULR-TV Billings, Mont. (BPTT-790423IH). Action Dec. 21.

■ K67CA Big Fork & Marcell and Rural Areas, all Minnesota—EZ-TV, Inc. granted CP for TV translator station on ch. 67, to rebroadcast signal of KDLH-TV Duluth, Minn. (BPTT-790612IE). Action Dec. 31.

■ K02JV Cody, Neb.—Village of Cody granted CP for TV translator station on ch. 2, to rebroadcast signal of KPLO-TV Reliance, S.D. (BPTTV-790316ID). Action Dec. 31.

■ W67AQ, Burnsville, N.C.—University of North Carolina. Granted CP for TV translator station on ch. 67, to rebroadcast signal of WUNE-TV Linville, NC. (BPTT-790305IL). Action Dec. 21.

■ W59AK, Spruce Pine, N.C.—University of North

Carolina granted CP for TV translator station on ch. 59 to rebroadcast signal of WUNE-TV Linville, N.C. (BPTT-790305IJ). Action Dec. 21.

■ K66BP Toquerville & Leeds, both Utah—Washington County TV Dept granted CP for TV translator station on ch. 66 to rebroadcast signal of KBYU-TV Provo, Utah. (BPTT-790301IA). Action Dec. 31.

Satellites

■ There are a total of 3,893 satellite earth stations. Transmit-receive earth stations total 340, with 140 pending applications and 200 operational. Receive-only earth stations total 3,553 with 1,293 pending applications and 2,260 operational.

Earth Station applications

■ Following earth station applications were announced Feb. 25:

■ Falcon Cable Corp.—Cuesta Peak, Calif. (4.6m; S-A; KZ51).

■ Bastrop Cablevision Corp.—Bastrop, Tex. (5m.; S-A; KZ55).

■ American Television and Communications Corp.—Mt. Pleasant, Iowa (5m.; AFC; KZ56).

■ Hawkeye Cablevision Corp.—Iowa City, Iowa (5m.; S-A; KZ57).

■ American Television & Communications Inc.—San Diego, Calif.—(7m.; Theta; KZ58).

■ Joseph Edward Regnier—Tucson, Ariz. (4.5m.; KZ59).

■ Warner Amex Cable Communications, Inc.—Albia, Iowa (4.6m.; S-A; KZ60).

■ Larry D. Hollingsworth—Sublette, Kan. (5m.; Weatherscan; KZ63).

■ Muscatine Television and Communications Corp.—Muscatine, Iowa (4.3m.; AFC; KZ64).

■ Nodak Cablevision—Napoleon, N.D. (5m.; AFC; KZ65).

■ Hi-Net Communications, Inc.—New Orleans (5m.; Microdyne; KZ66).

■ Matthew Mykut—Langley, Wash. (5m.; Hughes; KZ67).

■ Warner Amex Cable communications, Inc.—Denison, Iowa (4.6m.; S-A; KZ68).

■ Communications Systems, Inc.—Chardon, Neb. (5m.; AFC; KZ69).

■ United Cable Television Corp.—Caldwell, Idaho (4.5m.; Andrew; KZ70).

■ Nodak Cablevision—Ashley, N.D. (5m.; AFC; KZ71).

■ Satellite Business Systems—San Jose, Calif. (5.5m.; Hughes; KZ72).

■ Sammons Communications, Inc.—Benbrook, Tex. (5m.; S-A; KZ73).

■ Dorchester Cablevision, Inc.—Summerville, S.C. (5m.; S-A; WZ80).

■ Auburn Cablevision, Inc.—Auburn, N.Y. (5m.; S-A; WZ81).

■ Webbs Cable TV, Inc.—Cathoun, Ga. (4.6m.; S-A; WZ82).

■ Birmingham Cable Communications, Inc.—Birmingham, Ala. (7m.; AFC; WZ83).

■ Sandhill Community Antenna Corp.—Southern Pines, N.C. (5m.; S-A; WZ84).

■ Hi-Net Communications, Inc.—Saratoga Springs, N.Y. (5m.; Microdyne; WZ85).

■ Hi-Net Communications, Inc.—Columbus, Ga. (5m.; Microdyne; WZ86).

■ Port Video Corp.—Port Jarvis, N.Y. (6.1m.; Harris; WZ87).

■ Greater New England Cablevision Co., Inc.—Ludlow, Mass. (5m.; S-A; WZ88).

■ Hi-Net Communications, Inc.—Detroit (5m.; Microdyne; WZ89).

■ Adelpia Communications Corp.—Reynoldsville, Pa. (5m.; S-A; WZ90).

■ Viacom International, Inc.—Nashville (4.3m.; AFC; WZ91).

■ Sun Cablevision of Tennessee—Lewisburg, Tenn. (5m.; AFC; WZ92).

■ Roxboro Cablevision, Inc.—Roxboro, N.C. (5m.; S-A; WZ93).

■ Sun Cablevision of the South, Ltd.—Pittsburgh, Tenn. (5m.; AFC; WZ94).

■ Home Video, Inc.—Marietta, Ga. (5m.; S-A; WZ95).

■ Coaxial Cable Television Corp.—Cambridge Springs, Pa. (4.6m.; S-A; WZ96).

■ Whitmore TV Cable—Athens, Ohio (5m.; AFC; WZ97).

Earth Station grants

■ The following earth station grants were announced Feb. 25:

■ Boulder Community Broadcast Association, Inc.—Boulder, Colo. (KU31).

■ Warner Amex Cable Communications, Inc.—Navasota, Tex. (KW22).

■ Warner Amex Cable Communications, Inc.—Russell, Kan. (KW23).

■ Warner Amex Cable Communications, Inc.—Tarkio, Mo. (KW39).

■ Warner Amex Cable Communications, Inc.—Merill, Wis. (KW43).

■ Warner Amex Cable Communications, Inc.—Hiawatha, Kan. (KW45).

■ Warner Amex Cable Communications, Inc.—Clarksville, Ark. (KW46).

■ Warner Amex Cable Communications, Inc.—Boonville, Ark. (KW47).

■ Warner Amex Cable Communications, Inc.—Fairfield, Tex. (KW48).

■ Warner Amex Cable Communications, Inc.—Myrtle Point, Ore. (KW49).

■ Warner Amex Communications, Inc.—Blythe, Calif. (KW50).

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- Warner Amex Cable Communications, Inc.—El Dorado Springs, Mo. (KW67).
- Newton Cablevision, Inc.—Newton, Iowa (KY86).
- Warner Amex Cable Communications, Inc.—Pontiac, Mass. (WV30).
- Warner Amex Cable Communications, Inc.—Pontotoc, Miss. (WV30).
- Warner Amex Cable Communications, Inc.—Elberton, Ga. (WV37).
- Warner Amex Cable Communications, Inc.—Homerville, Ga. (WV42).
- Warner Amex Cable Communications, Inc.—Altamont, Ill. (WV43).
- Warner Amex Cable Communications, Inc.—Batesville, Miss. (WV44).
- Warner Amex Cable Communications, Inc.—San Destine, Fla. (WV45).
- Warner Amex Cable Communications, Inc.—Nashua, N.H. (WV47).
- Warner Amex Cable Communications, Inc.—Louisville, Miss. (WV53).
- Warner Amex Cable Communications, Inc.—Crestview, Fla. (WV65).

Cable

- The following service registrations have been filed as of Feb. 26:
- James Reynolds et al for Polk Center, Pa. (PA1845) new system.
- Warner Cable Corp. for Warrensburg, Mo. (MO0024) add signal.
- Warner-Amex Cable Communications Inc. for Fairfax, Rock Port, and Tarkio, all Missouri (MO0021-23) add signal.
- Warner Cable Corp. for Rochelle, Ill. (IL0019) add

- signal.
- Warner Cable Corp. for Brattleboro, Vt. (VT0027) add signal.
- Warner Amex Cable Comm Inc. for Newport, Pa. (PA0233) add signal.
- Kansas CATV for Chanute, Kan. (KS0003) new system.
- Rogers City Cablevision Inc. for Rogers City, Mich. (MI0149) add signal.
- Grant Cable TV for Grant, Neb. (NE0057) add signal.
- Imperial Cable TV for Imperial, Neb. (NE0054) add signal.
- Cablevision for Crete, Seward, Superior, all Nebraska and Morganton, N.C. (NE0028, 35, 36, NC0030) add signal.
- Telcable of Springfield, Inc. for Springfield, (MO160) add signal.
- Porter County Cable Co. Inc. for Valparaiso, Ind. (IN0220) new system.
- River Valley Cablevision Inc. for Lisle, N.Y. (NY0832) new system.
- Bastrop Cablevision Corp. for Bastrop, Tex. (TX0596) new system.
- Mound Bayou Cable Television Inc. for Mound Bayou, Miss. (MS0151) new system.
- Concordia Cablevision Inc. for Ferriday, La. (LA0091) new system.
- Cains TV Cable for Rivesville, W.Va. (WV0817) new system.
- Desutter Cable Inc. for Milroy, Minn. (MN0181) new system.
- Reynolds TV Cable Service for Sandy Lake, Pa. (PA1840) new system.
- American Television of Midwest City Inc. for Midwest City, Okla. (OK0146) add signal.
- Coaxial Associates of Columbus for Columbus, Ohio (OH0170) add signal.
- Norman Cable TV Inc. for Norman, Okla. (OK0108) add signal.
- American Cablevision Co. for Allouez, Copper City, Ahmeek, Calumet, Lake Linden, Laurium, Osceola, Schoolcraft, Torchlake, all Michigan (MI0106, 0128-36) add signal.
- Teletromper Corp. for Great Falls, Black Eagle, Malmstrom AFB, all Montana (MT0019, 37, 40) add signal.
- Redwood Empire Cablevision Inc. for Sea Ranch, Calif. (CA0252) add signal.
- Shiner Cablevision Inc. for Shiner, Tex. (TX0349) add signal.
- Community Antenna Systems Inc. for Council Grove, Kan. (KS0022) add signal.
- Dawson Springs TV Cable Co. Inc. for Dawson Springs, Ky. (KY0032) add signal.
- See Mor Television of Yoakum Inc. for Yoakum, Tex. (TX0234) add signal.
- Rankin Cable TV Service for Rankin, Tex. (TX0267) add signal.
- McCamey Cable TV Service for McCamey, Tex. (TX0268) add signal.
- Cablevision Systems Long Island Corp. for Long Beach, Glen Cove, Oyster Bay, Hempstead, North Hempstead, Freeport, Hempstead, Stewart Manor, Valley Stream, Westbury, Mineola, New Hyde Park, Farmingdale, Massapequa Park, Roslyn, Roslyn Estates, Bayville, Floral Park, Laurel Hollow, and Sea Cliff, all New York (NY0740, 611, 489, 454, 53, 749, 72, 48, 41, 03, 666, 790, 617, 635, 62-3, 65, 774, 664, 791) add signal.
- Morehead Cable TV for Morehead, Ky. (KY0064) add signal.
- Cablevision Systems Westchester Corp. for Yonkers, N.Y. (NY0638) add signal.
- Cablevision Systems Westchester Corp. for Babylon and Lindenhurst, both New York (NY0423, 1) add signal.
- Cablevision Systems Huntington Corp. for Huntington and Amityville, both New York (NY0392-1) add signal.
- Smyrna Cable TV for Smyrna, and Cobb, both Georgia (GA0016, 203) add signal.

- Telemaster Cable Co. Inc. for O'Neill, Neb. (NE0040) add signal.
- Davison Cablevision Ltd et al for Davison, Mich. (MI0348-9) add signal.
- Northern Valley Cable Co. for Bergenfield, N.J. (NJ0145) add signal.
- Cablevision of Bayonne et al for Bayonne, N.J. (NJ0381) add signal.
- Cablevision of New Jersey et al for New Milford, N.J. (NJ0207) add signal.
- Tulsa Cable Television Inc. for Broken Arrow, Okla. (OK0065) add signal.
- Platte County Communications Co. Inc. for Platte, Weston, Lake Waukomis, Parkville, Weatherby Lake, Platte Woods, all Missouri and Fort Leaven, Kan. (MO0074-5, 115, 20, 6, 36, 41, KS0198) add signal.
- Clay County Communications Co. Inc. for Gladstone, Oakview, Oaks, Oakwood, Oakwood Park, Oakwood Manor, all Missouri (MO0146, 68, 70-3) add signal.
- Amvideo Cable Corp. for Anne Arundel and Annapolis, both Maryland (MD0059, 4) add signal.
- Porter County Cable Co. Inc. for Valparaiso, Ind. (IN0091) add signal.
- A.J. TV Cable for Gratton, Swords Creek, Pine Creek, Horton Ridge, Long Branch, Big Lick and Russell, all Virginia (VA0226-32) new system.
- Mid Shore CATV Inc. for Greensboro and Denton, both Maryland; Milton, Bridgeville, Felton, and Frederick, all Delaware (MD0130-1, DE0039-42) add signal.
- Brown International Communications for Seldovia, Ark. (AK0027) new system.
- Tele-Vue Cable TV for Ord, Neb. (NE0062) new system.
- Harron Cable Television Co. Inc. for Easttown, Pa. (PA1846) new system.
- Desutter Cable Inc. for Westbrook, Ghent, Lynd, Russell, all Minnesota (MN0182, 08, 09, 17) new system for Westbrook; add signal for others.

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New TV	
KOUS-TV	KOUS-TV Inc., Hardin, Mont.
Existing AM's	
KZZP	KQXE Phoenix, Ariz.
WKTX	WLOW Aiken, S.C.
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RADIO

HELP WANTED MANAGEMENT

General Manager/Sales Manager wanted for Northern Mountain States AM. Excellent opportunity for hard working self-starter with strong background in sales. Knowledge of all areas of station operation and strong leadership ability a must. Equal Opportunity Employer. Rush detailed resume to Box C-49.

General Manager needed for 50,000 watt urban FM commercial station which exists as an academic training ground for students. M.A. in Communication area with management and teaching experience. Salary competitive. Applications with resume by March 21 to: Don B. Morlan; Department of Communication Arts; University of Dayton; Dayton, OH 45469. Equal Opportunity Employer.

Minnesota AM-FM needs station manager or PD with sales skills and management ability. Scenic city of 15,000. You complete a successful first year and you will be able to own it all 612-388-9276 or 7933 to start you on the way to your own property.

Sales Manager. Powerhouse AM. Beautiful Music FM. Solid local sales staff to follow experienced direction. Broad farm and retail market to draw from. Handle established accounts for solid base salary, plus commissions and local sales override. Top fringes and profit sharing. Reply to Mike Levsen, KSDN AM/FM 605-225-5930, Aberdeen, SD.

General Manager—Northern Michigan Super Power FM/AM. Great environment with the opportunity for immediate equity. Successful candidate must possess high sales orientation and organizational skills. Reply in confidence to Gene Halker, President, WJPD at 900 Garfield Avenue, Marquette, MI 49855.

Georgia Gospel station taking applications for Manager-Salesperson. Send resume, Box 340, Cordele, GA 31015.

We're looking for an experienced, successful Sales manager for a new station in Lexington, Ky. If you're a top producer now and ready to get into management, you may be our candidate. Salary commensurate with experience. Send resumes to: Sales Manager, Harrodsburg Square No. 616, 750 Shaker Drive, Lexington, KY 40503.

HELP WANTED SALES

KSLM, Salem, Oregon has an opening for a seasoned, professional salesperson. Minimum two years experience required. RAB consultant sell orientation necessary. Super chance to locate with a highly professional organization. Send resume to Terry McRight, President & General Manager, PO. Box 631, Salem, OR 97308. EOE.

Sales position for experienced, aggressive, street fighter, single station market. The person selected should make \$20,000 plus in the first year. If you feel that you have outgrown your job or market we offer unlimited growth potential in Western Pennsylvania. Send resumes to Box C-50.

Experienced, aggressive salesperson wanted. Excellent opportunity for immediate earnings, and outstanding growth potential. Live in a friendly community with excellent family atmosphere in Virginia's beautiful Shenandoah Valley. Send resume to: Tom Manley, WKCY, PO. Box 1107, Harrisonburg, VA 22801. E.O.E.

Lincoln, Nebraska Lincoln's No. 1 Station 25-44 Adult Contemporary promotion oriented station is looking for a salesperson with 2-5 years experience. Solid opportunity with growth potential. No Calls. Resumes only to: David L. Rusk, Sales Manager, KLMS, Box 81804, Lincoln, NE 68501. EOE.

Love to sell West Palm, Boca market area over 500,000 top 10 growth market. Experienced professional. 20% commission, draw. Possible sales manager. Mark Prichard, WKAQ, Box 1510, Boynton Beach, FL 33435. Call 305-737-5000. (EOE).

General sales manager—Top 50 market located in the South. Ability to train/motivate sales staff. Black radio experience required. Equal Opportunity Employer. Send resume and salary requirements Box C-59.

WNUS in Springfield, Massachusetts needs salesmen and women for here and a new station in New Hampshire. Call Dick Lange, 413-781-5200. E.O.E.

Experienced radio salesperson to take over established accounts for good beginning draw. Potential is excellent for prospector at this small market AM/FM. Send resume for immediate opening, WKAM, Goshen, IN 46526. EOE.

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.

Outstanding career opportunity for radio sales. Dominant AM/FM. Liberal commissions and benefits. Experience or college degree preferred. No order takers. An Equal Opportunity Employer, M/F. Send resume to Box C-93.

Kansas station looking for someone who knows radio and is ready to make money in sales. One station, easy selling market with good sounding community active station. Write Box C-103.

Live and work in beautiful eastern Long Island. Stereo FM adult contemporary station with No. 1 TA 25-54 position wants aggressive salespeople. Knowledge of retail sales and RAB technique helpful. Great opportunity for right people. Send resume and references. First letter to WSBH, Stereo 95, 91 Hill Street, Southampton, NY 11968, attention General Manager.

Sales-Sports: Spring opening. Strong experienced account executive. Also handle heavy PBP schedule. Football, basketball, high school and major college. Excellent account list. Should earn \$15,000+ first year plus fringes. EOE. Send resume, earnings history, and sales performance to Box C-118.

HELP WANTED ANNOUNCERS

Illinois Capital City, Modern Country station has opening for morning or afternoon jock. If you have experience, dedication and personality send tape or resume to: GM, WFMB, 820 Myers Building, Springfield, IL 62701, or call 217-528-3033.

No. 1 Country station near Yosemite needs full time communicator with production ability for future opening. Send T&R to Bob Wagner, KUBB, Mariposa, CA 95338. EOE.

No. 1 Beautiful Music Station, Houston, TX now accepting applications for staff announcer. Send tape to Gene Chrusciel, Operations Director, 1001 E. Southmore, No. 10003, Pasadena, TX 77502. Equal Opportunity Employer.

Immediate Opening for air personality with production skills, E.O.E., send resume and tape to Larry Williams, General Manager, WBLX Radio Station, PO Box 2823, Mobile, AL 36601.

Major Northeast Beautiful Music station seeks applications from experienced announcers. Excellent opportunity for the right individual who can communicate in a pleasant controlled style. Salary commensurate with experience. Excellent fringe benefits, modern well equipped facility, superior environment. An E.O.E. If you now work in a small or medium market and are ready to make the move, send your resume to Box C-65.

Announcer/Salesperson for a 5kz near a Metropolitan area of beautiful North Carolina. Please reply to Box C-9.

Needed immediately . . . Announcer, First Phone to work daytime shift at one of North Carolina's pioneer contemporary music stations. Send Tapes & Resumes to Bill James, WCOG Radio, PO Box 8717, Greensboro, NC 27410 or call 919-299-0346.

Enthusiastic? Entertaining? Human? Know how to "talk" about things people are interested in, not "read" about them? Great opportunity in beautiful area. EOE. Resumes to Box C-43.

Wanted, an Announcer-Salesperson for a medium to small market AM Station. I need a talented morning announcer who can sign on an AM station at 5:30 and work until 9:00 AM, then call on clients. No drifters or bad check artist need apply. Desire someone who wants to settle down in an excellent community. Send tape and resume to Paul E. Reid, PO Box 1429, LaGrange, GA 30241 or call 404-882-3505.

Country opportunity for Program Director and/or announcer in northeast Ohio. New country station looking for talented people who want the challenge of building this new format. Strong production, promotion, music necessary. Excellent location, pay, benefits. EOE. Box C-54.

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, WWSA, Box 2168, Williamsport, PA (E.O.E.). Re-emphasize Production.

Top rated, top 25 market, group owned beautiful music station seeks prime time talent. Equal opportunity employer. Box C-135.

KBRG-FM San Francisco, latin contemporary announcer, must have good energy and great knowledge of all latin music. Send tape & resume to Al Carlos Hernandez, 1355 Market St., Suite 152, S.F., CA 94103. 415-626-1053.

Immediate openings for air talents at adult/contemp FM on beautiful Galveston Island. Also accepting file tapes for future positions. Please send tape & resume immediately to: Hank Damon, Station Manager, KKKX Radio, Flagship Pier, Galveston, TX 77550. 713-763-4106. EOE M/F.

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, WCOJ, 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.

Chief Engineer FM/AM combination in S.E. Wisconsin. FM is 50 kw top 40, with new studios. AM is 500w, partially automated with Harris 90 system. Contact John Fischler, Corporate Engineer, 8686 Michael Lane, Fairfield, OH 45014. 513-874-5000.

Chief Engineer for 5,000 watt daytime, two tower directional simple pattern and low-power class A FM. STL. Marti remote, 2-Way, ready to automate. All new equipment. Lost present engineer to Pittsburgh major. Benefits. General Manager, WKMC/WHPA, 1108 Twenty Eighth Ave., Altoona, PA 16601. 814-224-2151.

Chief Engineer for dominant Midwest medium market 5 kw AM and class A FM. Must be thoroughly experienced in DAS, FM, audio, automation, remote control, maintenance, design, construction, proofs, and FCC rules and regulation. Aggressive ownership committed to quality engineering in expanding station group. Excellent compensation/benefit package for a dedicated, highly organized perfectionist. EOE. Rush resume with references and letter of application with salary requirements to: Box C-86.

Engineering Assistant: No. 1 beautiful music station, Houston, TX. Group owned, good benefits. First phone-experience preferred. Send resume and salary requirements to Jon Bennett, Chief Engineer, KYND, 1001 E. Southmore, Pasadena, TX 77502. E.O.E.

HELP WANTED TECHNICAL CONTINUED

Maintenance Technician (Equipment Technician I) needed by KPBS-FM. Responsible for installing, maintaining, repairing studio equipment. Must be familiar with modern stereo studio and test equipment. Experience with MCI & digital equipment helpful. Qualifications: First phone and one year related experience required. College electronics courses in engineering, industrial arts, highly preferred. Salary: 16,068-19,320. For application write: Employment Division, San Diego State University, San Diego, CA 92182. Application closing date, March 14, 1980. An Equal Opportunity/Affirmative Action/Title IX Employer.

Chief Engineer, KUTI/KUEZ-FM Yakima, Washington. 5-kw AM daytimer, Class C Automated FM. Good equipment, good work conditions. Engineering only, no board work. Present Chief retiring, talk to him yourself. 509-248-2900. Box 2309, Yakima, WA 98907. Equal Opportunity Employer.

San Diego's KCBQ has a position available for Chief Engineer with background in directional arrays, transmitter installation and studio construction. Send resume with references and salary requirements to: Chief Engineer, KCBQ, PO Box 1629, San Diego, CA 92112.

Chief Engineer, Southeast: Group owner purchasing 100,000 watt FM in Top 50 market looking for Chief Engineer to start in April, work with Group Technical Director to construct brand new studios with all new equipment, install STL and new transmitter/antenna system. Must possess strong knowledge of FM transmitters, have experience in studio construction, have administrative abilities, a sensitivity to programming and be a team player. This is a growth position offering long term career opportunities with an expanding company. Equal Opportunity Employer M/F. Send resume and salary requirements to Box C-58.

Chief Engineer—for operation-maintenance 1 kw AM simple directional; 35 kw automated FM. Salary commensurate with ability. Contact James Smith, Manager, KOSY, PO Box 2018, Texarkana, AR 75501. Equal Opportunity Employer.

Urgent! Need whiz engineer with first phone to double as air talent on adult/contemp FM. Please respond immediately to: Hank Damon, Station Manager, KXXK Radio, Flagship Pier, Galveston, TX 77550. 713-763-4106. EOE M/F.

Chief Engineer. Immediate opening for 5000 watt, full-time AM station. Three (3) years experience in standard broadcast with good maintenance background. Good salary and benefits. Send qualifications to KMED, PO Box 1440, Medford, OR 97501.

Immediate opening at a midwest AM/FM for a first phone with knowledge in directional antenna systems and audio processing helpful. AM is a 5000 watt ND day 1000 DA night, FM is a class A with new studios. Must be experienced, send resume and references to Engineering Dept., WGBF, PO Box 3486, 3809 Washington Avenue, Evansville IN 47734. An equal opportunity employer.

Chief Engineer for Class A stereo FM station. Knowledge of transmitter, automation and studio maintenance. This is a full time opportunity for eastern Long Island station. Air work experience helpful, but not necessary. Production experience required. Opening exists immediately. Salary 5 figures. All replies in confidence to Box C-119.

HELP WANTED NEWS

News Director: To head three member department at highly respected AM/FM in Midwest. Good pay, facilities and work environment. Send tape, letter and resume to: Vince Beckey, KWPC/KFMH, Box 116, Muscatine, IA 52761. Or call 319-263-2442.

Immediate Opening: anchor/reporter for nights and weekends. Growing news department, expanding news programming. Send tape and resume to John Strickling, News Director, WAPI Radio, PO Box 10502, Birmingham, AL 35202.

News Pro for Connecticut major market. Must be aggressive, ambitious and devoted to the cause. Send tape, resume and writing sample to Kim Echols, PO Box 1480, Windsor, CT 06095.

Opening for complete newswoman. We want a broadcast journalist with good on-air sound, solid writing and reporting abilities. Tape and resume to Jim Burnett, News Director, WHBC, PO Box 1045, Canton, OH 44701. Equal Opportunity Employer.

New 50,000 Watt (FM-97) WLAN/FM has an opening for 7:00 PM-12 Midnight. No calls please. Send tape and resume to Program Director, 252 North Queen Street, Lancaster, PA.

Assignment Editor, three reporters needed June, July by news network. Send resume, tape, writing samples. No calls. If you are not experienced, do not apply. Maine Information Radio, Room 503, State House, Augusta, ME 04333. EOE.

Immediate openings: two full-time and one part-time newscaster/reporters for a leading midwest radio station. Strong delivery and good street reporting credentials a must. Great corporation with fringe benefits. Tapes/resumes to David H. Morgan, WOW Radio, 11128 John Galt Blvd., Omaha, NE 68137. EOE.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Come to Upper Midwest—6 station group seeks experienced, mature program/operation manager for our small market group. You will direct, inspire, train, and enjoy long term future and stability. Box B-147

On air entertainer and wizard in copy production. West Palm Boca. Send copy, production, show aircheck, salary requirements—Mark Prichard, WKAO, Box 1510, Boynton, FL 33435. Call 305-737-5000. (EOE).

Adult Contemporary Illinois automated AM seeks night/weekend announcer/operator. Finest equipment. Major group home office station. Contact Ken Buel, WKAN, Six Dearborn Square, Kankakee, IL 60901; 815-937-2750. Equal Opportunity Employer.

Radio Broadcast Operations/News Producer. \$5.18 per hour and excellent fringe benefits. Previous experience required; appropriate communications degree or license highly desirable. Inquire Personnel Office, Arizona Western College, PO Box 929, Yuma, AZ 85364. Equal Opportunity Employer.

Longtime successful western AM/FM needs a PD. It does not need to be saved by a hotshot prima donna who wants to be left alone to do his own thing. We want a mature, responsible, experienced announcer/production person who will represent management with his staff and run a good operation in cooperation with other key people. EOE. Send full information to Box C-122.

SITUATIONS WANTED MANAGEMENT

Mature General Manager with strong sales and programming background. Successful record in achieving maximum profits with AM/FM and CATV. Will consider strong positive investment opportunity. Interested in relocating to Florida or sunbelt, will consider other areas. Excellent business, personal and financial references. Box B-165.

General Manager/Group Management. Lengthy experience with documented performance record in major and medium markets as vice president of station groups and general manager. Various formats, AM & FM. Availability due to sale of station. Excellent administrator, strong sales management, plus all the other qualifications needed for successful station or group management. with references to prove it. Carefully looking for long term association with quality organization as general manager or in group management. Box C-10.

General Manager—Outstanding major-market track record in sales, ratings and promotion. Box C-39.

Commercial Christian Radio General Manager presently employed at highly successful major market station looking for opportunity to offer expertise on a consultant or general management basis. Experience covers sales, sales training, financial management, programming, promotion, news station start-up and primarily how to lead a station to the top in billing and community outreach. Complete resume and references available. Box C-97.

Mature General Manager offers a problem-solving approach to coordinate your station's efforts. Box C-114.

Attention midwest owners. Award winning Detroit newsmen seeks management position in any size market. Ten years experience, last five in Detroit. Sales position acceptable with promise of promotion. 313-968-3815.

SITUATIONS WANTED SALES

Veteran newsmen wants to learn sales, return to New England. Familyman, BA Degree. Box C-36.

SITUATIONS WANTED ANNOUNCERS

Expert play-by-play in hockey, football, baseball, and basketball. I am willing to relocate immediately in Canada or U.S.A., and also have P.B.P. tape, and personal resume available. Ask for Joe 312-652-2452.

Beautiful music-pop/adult 8 year pro, currently number one station in top 20, wants announcer or operations manager position. Box C-42.

End your PBP search; sportscaster with commercial experience seeks move upward skilled production air shift news sales single available will relocate Mitch 212-376-4664.

Announcer with experience as program director, reporter, talk-show host and more. Seven years in adult contemporary. Mature, dependable, capable. Seeks Northeast. Box C-47.

Experienced D.J. any shift. All Formats. Creative, dependable. 3rd. Small or large market. Will relocate midwest. Tape and resume. Box C-52.

Community minded AC or country one to one communicator with five years experience. Just returned from doing drive time on 150,000 watt AM American Forces Network. Will put a smile on your listeners face with a cheerful (not corny) personality. Excellent production. Will relocate but prefer midwest or pacific northwest. Rick Olson, 611 Summit Ave., Eau Claire, WI 54701.

Available, Bob Tate, The Midnight Cowboy, one of the most knowledgeable, experienced entertainers in C&W. Heard nightly throughout the West, midnight to 0530 on KTWO, 1030 khz. Can handle managerial, creative production duties. KTWO phone, 307-237-3711. Home, 307-265-5616 or write 7400 Salt Creek, Box 49, Casper, WY 82601.

Play-by-Play with 9 years of professional and college sports work. Currently doing pro basketball. Looking for stable job doing baseball, basketball, or hockey. Call 612-459-8851 and ask for Steve anytime.

Help! I need work. Creative communicator with four years experience now available. Call Frank 312-739-3068.

Announcer. Wants to learn sales. Vast knowledge of music. Programming and management possibilities. Limited experience. For more information contact: Alan S. Kotovich, 34788 Fargo, Sterling Hts, MI 48077, or call 313-939-8063. Prefer Midwest.

Rare! Superlative creative thinker. Provocative man. Great animated verbal imagery. Adequate voice. Honors communications graduate—first phone. Experienced board engineer, production, announcer. Adept writer journalist. Programming ideas too. Sounds lucrative? Relocate anywhere. Craig 212-434-5722.

Sunbelt—East: Seasoned Yankee Doodle Dandy Talk Host, News Anchor, seeks major market role doubling as news or program director. Call 412-368-3283.

5 years radio announcing experience. I have worked both country & MOR formats—all time slots—but would like to come "home" to country music radio. Will consider all stations except small market. If your station needs a friendly and hard worker on the air, then call Paul at 312-824-0676. Afternoons only please.

Good deep voice—experienced Top 40. East only. Bill 516-423-0167.

Experienced, dependable, ambitious, dedicated, hardworker. Can relocate anywhere immediately. Any format. Have a third. Resume and air check available. Can also do sports reporting and/or play-by-play. Call or write Kevin Horan, 312-237-9153. 1624 North Austin Ave., Chicago, IL 60639.

SITUATIONS WANTED TECHNICAL

I offer superb engineering for the small market based on 30 years experience designing and building. Automation of special interest. Box C-113.

30 yrs Chief hanging up spurs retiring Northern Arizona. Seeking part time employment. No standby. Box C-132.

Chief Engineer: Experienced; diverse background. 1st phone. Resume available. Box C-133.

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.

Award-winning sportscaster—employed—seeks sports talk/TV/PBP. All offers considered. Degree (Journ.). Top references. credentials. Box B-148.

PBP-Sportscaster. Currently own production company originating college basketball midwest. 28, M.S. communications, 7 years experience. Seek medium-major market PBP and/or right sportscasting situation. Tom 316-231-9200.

Sports Broadcaster: College graduate. Wealth of experience. P-B-P, Talk Show Host, Reporter. Covered Super Bowls, World Series, interviewed top pros. Hard worker, available now. Tapes, References, Phone Bruce Weber 412-463-7744, 640 Diamond Ave., Indiana, PA 15701.

Diligent sportscaster. Currently play-by-play and producer for state-wide major college network. Award winner. Six years pro. Box C-19.

Recent college graduate seeks full-time position as sports/news announcer. Have 4 years professional experience in Top 15 market. Willing to relocate with salary negotiable. Tim Mote, 184 Barbara Lane, Mableton, GA 30059. 404-941-9788.

Versatility in Sports—Six years P-B-P, color, announcer, talk host, etc.—seven years Major League Baseball/Soccer PR. Communications degree. Pacific Northwest preferred. Radio or TV. Call 206-784-6282.

5 year news pro wants return to New England. Now in large-medium market. Married, BA Degree. Box C-36.

Professional newperson presently working at one of the nation's top radio stations, seeks employment at news-oriented major market station. Box C-121.

Secondary market newsman ready to move up. Want street reporting, maybe some anchoring. 4½ years experience. Can gather, write and deliver. Been with top-rated news format. Replies to Box C-115.

Radio Newscaster. Mature—20 years experience in Radio-TV; Journalism; Public Relations. Ready for new challenges-sincere-dependable. Prefer east coast; consider other areas. Box C-117

Trial Attorney, former disc jockey presently broadcasting pro football, seeks position as announcer or talk show host for sports and/or current affairs-politics. Box C-94.

Experienced newperson seeking a position with possibilities. I love street work, and will relocate—call Don Quinn at 312-623-8662.

Award winning local and syndicated radio sportscaster looking for a better opportunity. Radio or TV. Top references... including present employer. Box C-139.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Reporter/Producer—2 1/2 years major market, creative, imaginative, looking to produce public affairs or magazine show. Box C-71

Automation Programmer. Currently supervising music format, news, production and other on air material for adult MOR station using a Harris system 90 Music syndicator says we are tightest sounding station they service. Want to move to more challenging position anywhere in country. If you take as much pride in your automation sound as I do let's talk. Box C-95.

Seeking Programming position with live operation. Competitive western markets, rock or country. Andy Tyler, 209-625-3218.

TELEVISION

HELP WANTED MANAGEMENT

Wanted—Controller for South Florida Net Affiliate. Must have Broadcast experience. EEO/M-F Salary open. Fringe benefits, relocation expense paid. Box C-4.

Station Manager. Duties: Responsible for supervision and coordination of all management areas, including: financial, programming, engineering, development, and community and governmental relationships. Must conceive and implement aggressive fundraising plans for regional service area of the station. Requirements: Broad experience in fundraising for non-profit institutions; supervisory experience of small staff; knowledge of TV station operations, programming and promotion; familiarity with public and private funding sources for public TV; ability to supervise and motivate volunteers; desire to aggressively fundraise in the community; degree in communications or related field preferred; suitable work experience considered as alternative. Application deadline: April 1, 1980. Salary: Negotiable. Equal Opportunity Employer/Affirmative Action. Contact: KIXE-TV Board of Directors, PO Box 9, Redding, CA 96099.

HELP WANTED SALES

Account Executive. Top twenty affiliate looking for aggressive over-achiever to take over existing list. Must have successful radio or television sales experience. Station is an Equal Opportunity Employer. Send resumes to Box C-102.

Position available for account executive. Some experience necessary. Equal Opportunity Employer. Send resume to Box C-128.

HELP WANTED TECHNICAL

Come west to high Sierras overlooking Lake Tahoe. Rugged individual with 5 years experience needed as TV transmitter supervisor. Contact Director Engineering, Donrey Media Group, PO Box 550, Las Vegas, NV 89101 or phone 702-385-4241 extension 395. An EOE.

Our production load is expanding and we need HELP! PTL has openings for the following production positions: Studio Lighting Director, EFP Lighting Director, Lighting Technicians, Cameramen, Scenic Staging, Prop Construction. A minimum of two years broadcast experience required. Salaries are competitive. Send resume to Production Unit Manager, PTL Television Network, 7224 Park Road, Charlotte, NC 28279. PTL is an Equal Opportunity Employer.

A sunny South Florida television station is looking for a studio maintenance engineer with a minimum of 3 years experience and FCC first phone. Send resume to Ed Roos, WPTV, PO Box 510, Palm Beach, FL 33480. EOE.

Maintenance Engineer—3 to 5 years experience for a modern, well-equipped northeast large market independent. Good salary and benefits. An Equal Opportunity Employer. Send resume and salary requirements to Box B-172.

Video Tape Operator/Engineer for Rocky Mountain area. Familiar with Sony 1100, ACR-25, Ampex 1200, full-time network delay. FCC first. Apply Charles Upton, Pikes Peak Broadcasting, Box 1457, Colorado Springs, CO 80901. 303-632-1515. EOE.

Chief Engineer for network affiliate VHF TV station. Thorough technical experience necessary and supervisory experience required. Excellent career opportunity with benefit package and salary commensurate with experience and qualifications. We are an EOE. Send resume to Box C-38.

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.

Engineer, heavy maintenance Studio and transmitter. Send resume to: Chief Engineer, KVZK-TV, PO Box 2567, Pago Pago, American Samoa 96799.

S.E. Sunbelt V Station has an opening for a maintenance technician. Must have FCC 1st Class License, three years of maintenance experience and strong technical background. Excellent salary and benefit package. Replies treated in confidence. E.O.E. M/F. Send resume to Box C-35.

TV Engineers—Immediate opening with a major market affiliate. Excellent benefits. Salary commensurate with experience. An Equal Opportunity Employer M/F. Send resume to Box C-20.

Chief Engineer wanted for a growing network affiliate in the deep south. Send resume along with details of technical experience. Box C-13.

KOLO Television, Reno, Nevada has immediate opening qualified ENG maintenance engineer. Must have FCC 1st class license and experience in 3/4 inch videotape and 3 tube cameras. Contact Director/Engineering, Donrey Media Group, POB 550, Las Vegas, NV 89101 or phone 702-385-4241 extension 395. An EOE Employer.

Technical Supervisor for Medical School. \$16,000 minimum. Design, installation, operation and maintenance of color television studio. Also production responsibilities and supervision of one full time technician. Call Don Smith, Chief Engineer, OU Telecommunications 614-594-5374.

Broadcast Engineer: The University of Michigan has an immediate opening for a Television Broadcast Engineer. The department's operation includes general and instructional broadcasting using full color equipment. Applicants must be able to operate, maintain and install television equipment. Previous related experience is necessary and a first class radio-television operators license is desired. Salary commensurate with experience and excellent fringe benefits. Contact Mark Symkowiak at 313-764-7280 or send resume to: 2031 Administrative Services Bldg., Ann Arbor, MI 48109. A non discriminatory, affirmative action employer.

TV Technician—Experienced in operation of news van and live and tape microwave feeds, perform maintenance of ENG equipment working with Dallas news staff. Must have 1st class license and valid driver's license. EOE. Submit resume to KXAS-TV, PO Box 1780, Fort Worth, TX 76101. Attn: Chief Engineer.

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.

Maintenance Engineer to work with Transmitters, Video Tape, Studio and Eng. equipment. Good opportunity for a 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.

TV Transmitter Technician—Immediate opening for TV Transmitter Technician at Channel 7 operation. Technical education, FCC 1st Class license, and experience necessary. Please send resume to Personnel Department, WNAC-TV Boston, a CBS Affiliate, RKO General Building, Government Center, Boston, MA 02114. An Equal Opportunity Employer M/F/H/Vets.

HELP WANTED NEWS

Wanted: Anchor—outstanding person as co-anchor for 6 and 10 p.m. newscasts at growing station in medium-sized midwestern market. Must have B.A. in broadcast journalism, 5 years current commercial television news reporting, producing and anchoring experience. Salary \$23,000 minimum, depending upon experience and education. E.O.E./A.A.E. By March 27, 1980 send complete and specific resume to Box C-142.

Reporter Photographer for Northern Illinois news leader. Rockford-Freepoint station seeks self-starter with ENG experience. Tape and resume to News Director, WIFR-TV, Box 239, Rockford, IL 61105. EOE.

We're looking for a news anchor who can produce and deliver a winning newscast. CBS affiliate in Illinois' second largest city, competitive market. Tape, resume and salary history to News Director, WIFR-TV, Box 239, Rockford, IL 61105. EOE.

HELP WANTED NEWS CONTINUED

Sports Director needed for medium-market station with news operation that is growing in numbers and ratings. Looking for someone with a solid background in sports who can communicate that knowledge in an interesting and entertaining manner. Equal Opportunity Employer. Send resume to Box B-206.

Evening Anchor. WHO-TV is looking for a warm, personable, enthusiastic co-anchor with solid journalistic credentials. Send tape & resume to Phil Thomas, WHO-TV, 1100 Walnut Street, Des Moines, IA 50308. Phone 515-288-6511.

Number One news station expanding staff. Station in North East is seeking a news reporter with a minimum of 2-years experience. Must have good writing skills, good on-air delivery, and have ENG/film production skills. Group operation with excellent fringe benefits. Send resume to Box C-84.

Assistant News Director (Lansing/Jackson, MI) Two years of strong street reporting and/or assignment background a must. Must be well organized and creative, who knows news and can keep their pulse on the community. Send resume to: Personnel, WILX-TV, P.O. Box 30380, Lansing, MI 48909. Equal Opportunity Employer.

Weathercaster/Science Reporter. Meteorologist preferred but not an absolute requirement. Looking for someone who can boil down complex science stories into interesting and understandable terms. Station is offering good wage and state-of-the-art equipment for top-rate person. Send tape and resume to Ray Depa, News Director, KAKE-TV, Box 10, Wichita, KS 67201. EOE.

Wanted: Reporter/Photographer. Must do own shooting and editing. Upper Midwest. \$8500-\$9000. EOE. Box C-30.

Executive News Producer needed to join midwest medium market affiliate with strong commitment to leadership. This is a new position. Market highly competitive calling for creative news pro who can handle multiple live feeds, effectively direct operations and assist in quality control. An Equal Opportunity Employer. Send resume to Bill Wilson, News Director, KMTV, 10714 Mockingbird Drive, Omaha, NE 68127.

News Director/Co-anchor: small market growing independent is looking for an aggressive self starter with a desire to work. Send resume and salary requirements. Box C-6.

Reporter Assistant Producer for award winning news program, KOCE TV PBS Huntington Beach, California. Combination of reporting, writing, research and producing assignment. Freedom and excellent opportunity to do enterprising investigative reports. Starting salary \$1420-\$1492/mo. Excellent fringe benefits. Contact Coast Community Colleges, 1370 Adams Ave, Costa Mesa, CA 92626, 714-556-5948, by 5:00 p.m. March 17.

Week-end Producer/Anchor top rated CBS affiliate in top 50 market seeks talented journalist and experienced producer who also is top notch on air. Send tape and resume to: Jim Mays, News Director, WTAR-TV, 720 Boush Street, Norfolk, VA 23510.

News Director NBC affiliate 100+ market in sunbelt. ENG equipped. Send resume to Box C-8.

Weekday Evening Anchor Reporter sought for an aggressive small-market news department. Co-anchor at six, anchor at eleven, coordinate coverage in between. Broad responsibilities. Weather experience desirable. Not entry level. Send resume, videocassette, and salary requirements to Dave Cupp, News Director, WVIR-TV, PO Box 751, Charlottesville, VA 22902.

Major market sun belt network affiliate needs strong, creative management-oriented assignment editor to help in drive for first. All ENG, OEO, Box C-15.

Co-anchor/Producer—6 and 11 PM news—for medium market group owned CBS affiliate in Southeast. EEO. Send resume. Box C-16.

Weekend Sports Anchor/Sports Reporter wanted immediately. Looking for creative, imaginative person to do sports features. Send tape and resume to Ray Depa, News Director, KAKE-TV, Box 10, Wichita, KS 67201. EOE.

Meteorologist for top-rated news department in medium market. Southeast. Two major weathercasts. EOE. Resume, Salary requirements to Box C-64.

Sports Director/and weekend sports anchor. Southwest Sunbelt. Strong on-air with emphasis on people, participation. Resume to Box C-136.

Public Affairs/News Reporter—No. 1 Station, top 50 market seeking person strong in News/Public Affairs interviewing. E.O.E. Reply Box C-107

News Reporter: KTSB Television has an immediate opening for a reporter-anchor. Should have experience in ENG. A college degree is preferred. Contact Bob Totten, Box 2700, Topeka, KS. An equal opportunity employer.

Co-anchor for expanding news operation. Northeast medium market. Must have anchor experience and proven record plus reportorial skills. Send resume and salary requirements to Box C-108.

Reporter: Journalism degree with some experience for general assignment in growing Northwest Arkansas area. Salary negotiable. Send tape and resume to KTVP, One McIlroy Plaza, Fayetteville, AR 72701.

News Director—for midwest, group owned, network affiliate in top 30 market. Prefer prior management experience. EOE. Resume to Box C-110.

One of South Carolina's leading TV stations has an opening for a Sports Director. Our man is leaving the business to pursue personal interests. His replacement must have substantial experience in sports anchoring and field production. (No beginners please). If you currently are a sports director or a number two man with solid experience and maturity, send resume, recent tape and salary requirements to Gary Anderson, News Director, WIS-TV, PO Box 367, Columbia, SC 29202. An EOE.

Reporter with ability to shoot ENG for SE affiliate in Top 100 range. Equal Opportunity Employer. Send resume to Box C-91.

Producer/Director: Top 10 NBC affiliate is looking for a creative, systems-oriented director to be involved in the organization and visualization of all newscasts. The person selected must have a strong, proven background in producing and directing newscasts. Expertise in all facets of studio, remote production and post-production a necessity. Send resume and tape to: Program Director, WDIV, 622 Lafayette Blvd., Detroit, MI 48231. Equal Opportunity Employer.

Meteorologist: Northeast medium market. Must have broadcast experience for this competitive market. Send resume and salary requirements. E.O.E. Box C-105.

Coordinator of Broadcast News Services Western Michigan University. To develop and coordinate public-information services and to serve as liaison with radio and television outlets; includes the production of radio and television programs of various lengths for use in whole or in part by broadcast outlets. Qualifications include a bachelor's degree in a relevant field or equivalent education and experience; two to five years of progressively responsible professional broadcast experience, a significant portion of which must be in television news or a combination of television news and public affairs; evidence of exceptional writing ability and the ability to "visualize" a story; demonstrated radio and television production and editing skills; a master's degree and experience in college or university broadcast news services, in addition to television news experience, are helpful. Salary: \$14,300 to \$17,500, in addition to significant fringe benefits, depending on education, experience and ability. WMU is a multi-purpose institution with an enrollment of more than 20,000 students; it is located in a culturally active community in about 100,000 at a midpoint between Chicago and Detroit in Southwest Michigan, with ample and varied all-season recreation. Applications, including the names of three professional references, should be sent by March 21 to: Michael J. Matthews, Director of Information Services, Western Michigan University, Kalamazoo, MI 49008. Western Michigan University is an equal-opportunity, affirmative-action employer.

Major Market Sunbelt station needs hard nosed self starting consumer reporter who likes to make waves. Resume. EOE. Box C-137.

Looking for experienced TV news reporter who can handle general assignments, live minicam and some anchor work. Send tape and resume to Jim Holtzman, KFMB-TV, Box 80888, San Diego, CA 92138. EOE.

Cinematographer. We are an aggressive, large news department located in a beautiful suncoast market. Need someone who can step in immediately and tell stories with pictures, using either film or ENG. Reply to Jim Cairo, WBBH-TV, Ft. Myers, FL 33901.

News Photographer for WTRF-TV, Wheeling, West Virginia. 2 years broadcast news experience or equivalent. Send resume by March 17, 1980 to News Director, WTRF-TV, 96-16th Street, Wheeling, WV 26003. An equal opportunity employer.

Experienced Anchor for Mid-Atlantic, Top Fifty Market. Resume, salary requirements to Box C-130.

Nightbeat Reporter for Midwestern ABC affiliate. Self starter who can handle both spot and feature news. Must also be able to handle live feeds. One year experience required. EOE. Send resume to Box C-141.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Producer/Director for university Educational Media Department. Plan and produce ITV and Cable TV programs. Minimum 3 years production experience. Degree in Radio/TV. Contact: Donald K. Moon, Drake University, Des Moines, IA 50311 515-271-3762.

This is it!!! We have one of the best top 40 market stations in the country ... already number 1 in local news and programming. Now we want to be better than number one ... we want to be the one. Innovation is our secret ... and we have several innovative projects up our sleeve. We need the best talent, producers, field producers, writers, video-editors and production assistants in the business. If you want a creative outlet to prove you're the best ... this is the place to do it! Must be able to relocate and join in on our plans by mid April, 1980. Sell us on yourself. Write Box C-12.

Director. Person to direct and switch fast paced newscast with ENG/Live capability Grass Valley 1600-7K switcher, Top 50 market station in Northeast. An Equal Opportunity Employer. Send resume to Box C-79.

Freelance TV Producers, Directors, Writers ... in the Philadelphia area. If you can work directly with retail clients and produce effective, reasonably priced, single market television commercials, we want to hear from you. Write now. We'll contact you for your reel. Equal Opportunity Employer. Send resume to Box C-7.

Traffic Manager for NJ Public Network. Responsible for scheduling of crew and facilities, library and tape operations, and other activities in newly created operations office. EOE. Send resume and salary history to Michael Milrano, NJPTV, 1573 Parkside Avenue, Trenton, NJ 08638.

Promotion Manager: Need experienced assistant ready to move up to manager at expanding midwest network affiliate, to conceive and produce on-air and print promotion, advertising and PSAs. E.O.E. Send resume to Box C-26.

Producer/Director—Top 25 market affiliate seeking an experienced Producer/Director with strong administrative news and commercial abilities. Send resume to Box C-33.

P.M. Magazine Co-hosts—No. 1 Station, top 50 market. E.O.E. If your experience with features stands out and you care about quality, reply Box C-100.

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.

Television Program Director: Midwestern Network Affiliate in second 50 markets has immediate need for creative and resourceful Program Director. Must be experienced in production, FCC procedures, and program buying, as well as people management and supervision. An EEO employer. Send resume and salary requirements to Box C-134.

HELP WANTED PROGRAMING PRODUCTION, OTHERS CONTINUED

Announcer/On-Air Performer—No. 1 Station, top 50 market, seeking individual with strong on-air performance and commercial production experience. E.O.E. Reply Box C-106.

Art Director: Fifties market network affiliate seeks experienced art director. Candidate must be strong in on-air television graphics, layout, design, print production and department administration. Scenic design background an added plus. An Equal Opportunity Employer. Send resume to Box B-145.

Promotion department looking for writer/producer to add to staff of group-owned, top 20 ABC affiliate in mid-west. Young, aggressive promotion pro's looking for strong copywriter to work with number one station. We're impressed with speed, so answer this ad quick. Box C-138.

Senior Producer/Director for Mississippi Authority for Educational Television for a national ITV series. ITV experience and dramatic directional ability needed along with word/number animation experience. Requirements include degree in Radio/Television/Film or related field plus four years ITV experience. An Equal Opportunity/Affirmative Action Employer. Women and minorities welcomed. Applications accepted through March 20, 1980. Contact Personnel Manager, ETV, PO Drawer 1101, Jackson, MS 39205. 601-982-6227.

SITUATIONS WANTED MANAGEMENT

General Sales Manager—Wishes to relocate to the southeast. Proven success in agency, station, rep., and management. Active, concerned, personable. Let's talk it over. Box B-200.

General Manager. Currently VP-general manager of group flagship network affiliate. In nine years as VP I have increased revenues by 120% and profit by hundreds of thousands of dollars (1,482%); up 45% this fiscal year alone. Billing 45% of television revenue in market. (Audited financial statements available at our interview.) Am seeking a new challenge, and can produce the same success for your station. I will call you upon receipt of your letter, at which time we can arrange a personal interview at a time and place mutually convenient. Your inquiry will be held in strict confidence. Box C-1.

Ready for No. 1 position in small/medium TV market or No. 2 position in larger market. Good management background in medium market. Prefer east. Box C-90.

SITUATIONS WANTED TECHNICAL

TV-FM-AM Field Engineering Service installation-maintenance-system design-survey and critique-interim maintenance or chief engineer. Available by the day, week or duration of project. Phone Bruce Singleton 813-868-2989.

Field Engineering, system design, installation, modification, by day, week, or project. Religious media discount. Jim Cason, POB1254, New Bern, NC 28560. 919-638-5956.

Experienced technician seeks master control and video tape operations in quality station. Single. Resume, References on request. Box C-41

SITUATIONS WANTED NEWS

Washington, D.C. Correspondent: Experienced reporter looking to cover the nation's capitol for local markets. Radio/TV. Film and tape. Box B-174.

Reporter/Photographer Team. We've worked together for 2 years and are looking for a station which shares our devotion to quality and perfection. If you're looking for a team that can make every story the best it can be, this is your opportunity! Box C-77

Radio News Director seeks TV News or Sports reporting position. Top 30 market TV News Internship. B.A. Broadcast Journalism. Produced radio sports feeds for CBS Network and their NYC flagship. Ed Dudko, 299 Middle Street, Bristol, CT 06010. 203ku23689.

Network radio assignment editor—producer looking for move to television. 10 years experience. Box C-21.

Mature Anchor. Although late-comer to television, an at ease communicator. Seeks news/public affairs. Suberb interviewer. Now news director. Creative writer. Box C-48.

Award winning local and syndicated radio sportscaster looking for a better opportunity. Radio or TV. Top references ... including present employer. Box C-139.

Broadcast Meteorologist—4 years experience—looking for market where weather is important. AMS Seal of Approval. Excellent visuals and delivery. Experienced in radar and satellite interpretation. Have presented many weather-related PR talks. Box C-124.

Experienced minority female anchor/reporter wants to anchor more in your top 25 market. M.S., late 20's, experienced. Now report and anchor some for respected group owned top 20 station. Box C-125.

Award winning producer and videographer team. Top market. Total ENG, shooting, editing, writing, producing. 10 years experience. Seek position. Box C-92.

TV/Radio/PBP Sportscaster 7 years experience, looking for station committed to something more than ball scores and net feeds. 1-314-867-8802.

Warm, authoritative and available anchorman or beat reporter. Prefer sunbelt medium market. Gil Fryer, 1620 11th Place, South, No. 104, Birmingham, AL 35205. AC 205-324-3152.

Medium market reporter or anchor spot, by journalist experienced in print and Top 10 TV. 313-254-1309.

Smiley Reports three years in advertising, three in Educational TV. Looking for entry or intermediate level position. ENG experience. Will relocate if advancement is present. BS Degree RTF 215-353-0710 collect.

ABC and AP trained journalism grad interested in news seeks first TV job with on-air potential. Box C-101.

Experienced videotape editor (3/4" and Quad), looking for ENG position wherein I can both shoot and edit. Resume available 714-568-6155.

Want to become outstanding reporter. Seeking first job in news. Television production experience. BA in Broadcast Journalism. Will relocate. For tape and resume contact Charles Freiman, 1404 Hillwood Court, Charlotte, NC 28210. 704-552-2473.

Professional Black Anchor/Reporter. B.A. Loyola University, Communications-Journalism. 8-years experience. Box C-104.

Political Reporter. Have already covered Presidential campaign in caucus state. 2 years experience as Reporter/N.D./Producer in small market. Call Roger 203-388-9358.

Southeast: Sports—27 year old West Point graduate, B.S. Engineering, 5 years college radio experience in play by play. Color commentary for all sports. Strong versatile voice. Energetic personality. Highly motivated for first pro start. Roger S. Cawthon, Day: 313-594-2616 Night: 313-482-3543.

Experienced Journalism graduate seeks TV writing-reporting position. BA Broadcast journalism University of Nebraska, 4½ years one man band includes 1½ years as ENG photographer. Also experienced ENG editing and news production. Scott Schrader, 701-237-9839. 1329 10th Ave., South, Fargo, ND 58103.

Three years anchor-reporter, six years radio news, 20+ years total experience. Box C-140.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Experienced Director looking for a job with future advancement. Assistant Production Director with News, Public Affairs, switching studio & supervisory experience. Available after 2 week notice 907-279-4279.

Experienced in children's programs. Singer & entertainer. Resume on request. Available. Box C-68.

Producer—major market radio, now ready to move to television public affairs, documentaries as an assistant. Box C-82.

Award winning producer and videographer Top market. Total ENG, shooting, editing, writing, producing. 10 years experience. Seek position. Box C-92.

College teacher seeks further media experience, production/writing/talent. Challenging learning opportunity primary. May-Sept. Salary: experience + expenses. Allan Schramm, 66 East St., Oneonta, NY 13820. 607-432-1371.

Hard-working, dedicated female seeks entry level position in TV production. Experience includes studio camera operator and ENG photographer. B.S. Communications. Call Karen 615-525-0914.

Six years as Promotion Manager, 20+ years broadcast experience. Prefer South or Southwest. Box C-129.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Radio Group Controller to exercise responsibility for the preparation and reporting of financial and accounting data in accordance with corporate policies. Furnish financial information and analysis to all levels of local management as required. 2-4 years job related experience and a 4-year Accounting Degree required. Will report to the Corporate Controller and Group Vice President and will supervise division accounting staff. Send resume to: Personnel, Capitol Broadcasting Company, Inc., PO Box 12000, Raleigh, NC 27609. EOE, M/F

HELP WANTED SALES

Radio Sales Managers and area reps earn high commissions selling quality musical commercial jingles. Banks, shopping centers, car dealers, etc.—over 150 musical selections. Call now 212-687-1490 or CAG, 12 E 44th Street, NYC 10017.

Broadcast Professional with local sales/sales management background to sell proven renewable services to broadcast management. We are industry's leading independent producer of proven local sales support, training and placement services for large and small independents and groups. Position requires an entrepreneur able to build own staff and expand on existing business in one of 6 exclusive U.S. regions. Must enjoy consultant selling with finest audio-visual tools and have ability to conduct workshops/seminars. Considerable travel first year; relocation possible. First year potential \$75,000+ with continuing renewable income. Rush confidential detailed resume, with references, in first letter to Herbert Levine, VP/GM, Broadcast Marketing Co., 415 Merchant Street, San Francisco, CA. 94111.

Promotion has created an opening for a strong salesperson for the top producer of station ID's, production materials and syndicated product. Ability to travel and/or relocate a must. Call Keith Lee or David Tyler collect. 901-320-4340.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Experienced Producer: We are looking for an experienced videotape producer with an art director's eye, an administrator's mind, and an account executive's client skills. Some film experience wouldn't hurt either. We are an \$18 million 4-A agency with heavy emphasis on quality retail broadcast and on packaged goods. This position includes travel and client contact. If this sounds like you, send reel, resume and salary requirements to: Thomas Heiby, Byer & Bowman Advertising Agency, 66 South Sixth Street, Columbus, OH 43215.

HELP WANTED INSTRUCTION

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.

HELP WANTED INSTRUCTION CONTINUED

Director of Training position open at nationally accredited broadcast school in East Tennessee. Prefer person with degree and at least 5 years experience in broadcasting. Must enjoy teaching and working with young people. Send resume to: Professional Academy of Broadcasting, PO Box 2411, Knoxville, TN 37901.

Broadcast writing instructor: Small liberal arts college in rural Western Pennsylvania. Beginning Fall, 1980. Strong background in public affairs writing and production. Responsibilities: Teaching introductory and specialized writing, radio and TV production; Coordinating news, community affairs and promotion for FM and cable facilities. Education: PhD preferred, broadcasting/journalism. Applicants may address inquiries or send credentials to: Dr. Earl C. Lammel, Chairman, Westminster College, New Wilmington, PA 16142.

FM Station Manager and instructor. Seeking tenure-track Instructor/Assistant Professor to manage station and teach courses in broadcasting. 12 month position; salary range \$15,000 to \$17,000, depending on qualification. M.A. required, with appropriate professional experience. Send letter of application, resume and references by April 30, 1980 to: Dr. John P. Bakke, Department of Theatre and Communication Arts, Memphis State University, Memphis, TN 38152. An Equal Opportunity Employer.

Electrical Technology Instructor: To instruct students of Electrical Technology—Communications and Telecasting in Electronics and state-of-the-art applications to broadcast elections. Will also instruct in open and closed circuit broadcasting subjects related to Telecasting. Will be responsible for the coordination of student workshops in television. Must hold First Class Radio-Telephone license and have 4 years of broadcast electronics experience, plus a Bachelor's degree with major in Electrical Engineering or Electrical Technology. Excellent fully paid benefits, with salary based on training and experience, for example: a Bachelor's degree and 5 years of experience would earn \$18,951 for 10 months of teaching. Apply to: Milwaukee Area Technical College, Office of Employee Services, 1015 North 6 Street, Milwaukee, WI 53203.

University of Hawaii has opening beginning August 1980 for assistant professor to teach undergraduate courses in broadcast news writing and reporting. Strong professional and academic background required, advanced degrees desirable. Send resume by March 31 to Journalism Search Committee, 2550 Campus Road, Crawford 208, University of Hawaii at Manoa, Honolulu, HI 96822.

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.)

400-600' guyed tower suitable for small FM antenna. Will purchase on ground or standing. William J. Clark, KTOC Radio, 622 Hudson, Jonesboro, LA 71251.

New hi band VHF-TV station seeks info on outfitting facility with used hardware. Especially interested in complete transmitting and studio packages. Also need 1000 foot tower. Call Bill Varecha 618-457-2477.

Grass Valley Switcher with 3 mix effects banks wanted. Call Mr. Schwartz 215-568-4134.

Needed—10 Watt FM exciter or transmitter, 4-bay antenna, tower, coaxial cable, and studio equipment for new non-profit educational station. Donation tax deductible. Contact T. M. Turner, Box 104, Putney, KY 40865 606-573-4832.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

5' Air Hellaz Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfgs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

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.

1 KW AM Gates BC-1T and BC-1J. On the air. Many spares. Current proefs. 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.

1,000KW Power Plant (One Million Watts): Perfect for standby generator for entire TV station (or small town). Diesel fueled. Like-new condition. \$150,000. Bill Kitchen, Quality Media Corporation. 800-241-7878.

Amplex HS-100B SLOMO. Excellent condition, used in studio environment. Includes spare disc. Box B-192.

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 International, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600.

Ikegami HL77A. Excellent condition. Asking \$32,500 or best offer. Ms. Moss 301-986-0512.

Automation: IGM 500 with peg clock, 3 SMC carousels, 2 scully 270, time announce, logger with encoder in three racks. Located in Ohio. \$8000 S. Dinkel 314-725-9814.

For Sale: Automation system, SMC-DPI, 4 rack, 4 stereo revoxes, 6 carousels, Time announce, Dead Roll, Encoder, Decoder, Recorder, Playback unit, Display screen, Desk digital programmer, X-Tel-English logger, Tone generator filters, Remote switches, used about 3 years. Cost over 40M, asking price will astonish. Ready to load; moving van. (station going live). Dick Moran, 513-372-3531, WBZ1, Xenia, OH.

RCA VTR's, TR50, CAVEC, DOC, editor, 5000 hours. TR5. Spare headwheels. 801-750-3128.

For sale—7 SMC 250 RS carousels, SMC EC-2 encoder, 2-16" turntables, 2-ASR-33 teletypes, 3-Revox A-77. 26.13 mhz. 250 watt link transmitter, 2 equipment racks. 304-253-7311.

FM circular polarized antenna, RCA-BFC 6 bay with radoms, 98.7 MHz. William J. Clark, KTOC Radio, 622 Hudson, Jonesboro, LA 71251.

Andrew Line & Connectors ready for emergency shipment anywhere by air. Broadcast Consultants Corp. 703-777-8660. Box 590, Leesburg, VA 22075.

Amplex 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.

2 RCA TKP-45S w/minipacks, cable, joysticks; 15:1 Angenieux lenses both for \$68,000. TK28B w/ Saticons; IP-55B; FR-35B; Athena 4000; PM-86SL-2 (16/35) system price \$99,850. Commander 1 time code editor (interfaced for 2 BVU 200S) editor only \$9,650. Call Tex 214-688-0081.

1 KW AM Continental 314-D, all new tubes, s.s. rectifiers, excellent condition. M. Cooper 215-379-6585.

1 KW AM Harris BC1-H, 6 yrs. old, on the air, like new. M. Cooper 215-379-6585.

GE TT-57 30KW UHF Transmitter—spare klystrons, available fall \$45,000

GE PE-400 Color Cameras—pedestals, racks, like new ea. \$14,000

GE PE-350 Color Cameras—all accessories, good condition ea. \$7,000

GE PE-240 Film Camera—Automatic gain & blanking \$8,000

Harris TE-201 Color Cameras—lens, cables, CCU's ea. \$10,000

IVC 500 Color Camera—lens, cables, encoder, CCU \$4,000

RCA TK-43 Color Cameras—lens, cables, pedestals, good condition ea \$2,000

RCA TK-27A Film Camera—good condition, TP 15 available \$12,000

RCA 1600 Film Projectors—New, factory cartons, TV shutter ea. \$1,200

Eastman CT-500 Projector—optical and mag sound \$9,000

Eastman 285 Projectors—Reverse, good condition ea. \$6,000

RCA TVM-1 Microwave—7GHZ, audio channel \$1,000

RCA TR-4 VTR—RCA hi-band, velcomp, editor, \$15,000.

Amplex 1200A VTR's—Amtec, colortec ea. \$24,000

Norelco PC-70 Color Camera—16 x 1 200M lens, 2 available, ea. \$18,000

Norelco PCP-70 Color Camera—Portable or studio use \$8,000

Norelco PC-60 Color Camera—Updated to PC-70, new tubes \$8,000

30 Brands of New Equipment—Special Prices. We will buy your used TV equipment. To buy or sell, call Toll Free 800-241-7878, Bill Kitchen or Charles McHan, Quality Media Corporation. In GA call 404-324-1271.

Telecine Specials: 16mm Phillips Norelco FP-16 TV telecine projector, current model, reconditioned ... \$6,995. Eastman 275 optical/magnetic package ... \$4,995. Eastman model 25B converted to telecine ... \$3,995. Phillips FP-20 TV 35mm telecine film projector \$12,950. Buy, sell or trade any type of film equipment. International Cinema Equipment Co., 6750 N.E. 4th Ct., Miami, FL 33138 305-756-0699.

JVC3/4" Editing Systems: 2-CR8300U 3/4" videotape recorders, with new heads, and 1-RM83U automatic Editing Control Unit. Good condition. \$6500. Audio-Visual Technologies, 1433 N. 1st St., Phoenix, AZ 85004, 602-258-2972.

One RCA 10-E 10kw FM transmitter with solid-state exciter. Low hours in service. New in 1971. Comes with spares. No consignments. All transmitters in stock, ready for shipment. Besco International 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600.

COMEDY

Free sample of radio's most popular humor service! O'LINERS, 1448-C West San Bruno, Fresno, CA 93711.

Guaranteed Funnier! Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

"Comic Relief!" Just for laughs. Bi-weekly. Free sample. White Creative Services, 20016 Elkhart, Detroit, MI 48225.

Comedy Writing Team. Free samples. Robert Makinson, 417 State, Brooklyn, NY 11217. 212-855-5057.

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.

Nat'l Toll-Free (800) Telephone Directory. \$4.99. Barnes Publishing Co., PO Box 602-B, Poteau, OK 74953.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

**MISCELLANEOUS
CONTINUED**

Custom, client jingles in one week. PMW, Inc. Box 947, Bryn Mawr, PA 19010. 215-525-9873.

Disc Jockeys recording star trivia-news. Monthly publication. Free copy! Bond, 200 South Glenn, Suite 98, Camarillo, CA 93010.

RADIO PROGRAMING

Bill's Car Care. Remarkable, concise. Daily. Easy to sell. Audition, Box 881, Cincinnati, OH 45201.

Radio and TV Bingo. Serving over 1,000 stations, oldest promotion in the industry. World Wide Bingo—P.O. Box 2311, Littleton, CO 80160, 303-795-3288.

INSTRUCTION

Free booklets on job assistance. 1st Class FCC license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

FCC "Tests-Answers" for First Class License Plus—"Self-Study Ability Test". Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco, 94126.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin March 25 and May 6. Student rooms at the school, 61 N. Pineapple Ave., Sarasota, FL 33577, 813-955-6922, 2402 Tidewater Trail, Fredericksburg, VA 22401. 703-373-1441.

KIIS Broadcasting Workshop in Hollywood. Announcing, Disc Jockey, News. Plus top rated account executive program—all taught by LA. radio-TV teaching broadcasters. Evenings or day sessions. Kiis Broadcasting Workshop, 1220 N. Highland, Hollywood 90038. 213-462-5600. "Where tomorrow's broadcasters are today."

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.

First Class Ticket in 6 to 8 weekends at the University of Alabama starts Saturday, March 29. This guaranteed course is sponsored by the Alabama Broadcasters Association. For details, call toll free from AL, KY, NC, SC, VA, AR, GA, MS, MO, WV, OH, IN, IL: 1-800-251-9646; Other states 615-546-5811.

RADIO

Help Wanted Technical

**TRANSMITTER
TECHNICIAN**

KNX, Los Angeles, has an opening for a capable, experienced person to take complete responsibility for 50kw AM transmitting plant. Please send resumes (no phone calls) to: Erik J. Disen, Director, Technical Operations, CBS Radio, 6121 Sunset Bl., Los Angeles, CA 90028. M/F applicants from all races desired.

ARE YOU A GROUP CHIEF ENGINEER

or ready to be a group chief? If you are and are certified with a valid pilot's license, we've got a twin aircraft and one sweet deal. Send complete information, resume, copies of licenses and ratings and salary requirements to: Mr. Dennis Behan, Behan Broadcasting Company, 6762 East Tanque Verde, Suite 8, Tucson, Arizona 85715.

Experienced chief engineer

needed at once for group owned station in medium market. Must have directional experience and must be sharp on audio and FCC regulations. Send resume and salary requirements in first letter. Box C-109.

Help Wanted Technical Continued

**DIRECTOR OF ENGINEERING
MAJOR GROUP BROADCASTER**

Seven-station radio group in Minnesota needs a Director of Engineering to oversee technical activities.

- AM/FM combination in Minneapolis/Saint Paul.
- Five FM's throughout state.
- New 54,000 square foot studio and office facilities under construction.
- Satellite uplink and downlink, with downlinks at all stations.
- SCA Program Service
- Further expansion imminent

A prime position for an experienced management engineer at a dynamic, private corporation with an excellent working environment and benefits.

Submit resume, letter of interest including salary requirements, and references to Mr. Tom Kigin, Box B, Minnesota Public Radio Inc., 400 Sibley Street, Saint Paul, MN 55101.

An equal opportunity, affirmative action employer.

Help Wanted Management

**GENERAL MANAGER
WZZK(FM)
BIRMINGHAM, ALABAMA**

Park City Communications has purchased (pending FCC approval) WZZK (FM), a 100,000 watt facility in the growing Birmingham market. We are looking for an aggressive, people-oriented broadcaster who has a strong background in sales management and possesses the ability to recognize and promote quality programming. This broadcaster must have a documented track record as a General Sales Manager and preferably as a General Manager as well.

This position offers top money, excellent benefits and, most importantly, career development. You will join a management team that owns a controlling interest in the company, believes in strong, talented people and quality radio. We currently operate three outstanding radio stations (2 FM, 1 AM) and plan to add more.

If you would like to grow with us, write to Richard A. Ferguson, President, Park City Communications, Park City Plaza, Bridgeport, CT 06604. Please include a complete resume detailing your work experience and outlining your attitudes on sales management, programming, promotion and employee relations. All replies will be held confidential and will be answered.

Park City Communications is an Equal Opportunity Employer M/F

**DIRECTOR OF FINANCE
PARK CITY COMMUNICATIONS
BRIDGEPORT, CONNECTICUT**

Park City Communications, a growing group broadcaster, needs an experienced, people-oriented person to take charge of all areas of the company's financial operations, including preparation of monthly statements, supervision of payables and receivables, formulation of cost and budget controls, analysis of employee benefit and insurance programs, etc.

Job will entail working with management on new acquisitions, financings and the acquisition and installation of a company-wide computer system.

This is a ground floor opportunity to help build and to grow with a company primarily owned by its management team. We pay top money and provide the freedom and environment necessary for personal growth and achievement. You will work with results oriented people in a brand new facility in beautiful Fairfield County, Connecticut.

Please send a detailed resume to Richard Ferguson, President, Park City Communications, Park City Plaza, Bridgeport, CT 06604. All inquiries will be held in confidence and will be answered.

Park City Communications is an Equal Opportunity Employer M/F

Help Wanted Announcers

SOUTHERN CALIFORNIA AFTERNOON PERSONALITY—IMMEDIATE OPENING

KWIZ—Orange County, Disneyland, Newport Beach Area

Send tapes to Bill Weaver:
KLOK P.O. Box 21248, San Jose, Calif. 95151

Help Wanted Programing, Production, Others

Broadcasting

TALK HOST/ GOLDEN WEST

Golden West Broadcasters, aware of the importance of "talk" programming for certain dayparts, is conducting a nationwide talent search for radio talk show hosts. If you believe in issue-oriented talk and life-style oriented talk, and would like to become a part of the best company in broadcasting, then send a tape and a resume/presentation to: Michael O'Shea, National Program Director

GOLDEN WEST BROADCASTERS

5858 Sunset Blvd.
Hollywood, CA 90028

Equal Opportunity Employer M/F

TAMPA BAY TALK HOST

There must be a reason WPLP is America's fastest growing Newstalk radio station. Market No. 17 ADI. Up from 40th to top 10 in just over 14 months. WPLP has a 3 hour nighttime slot open for a professional talk host on the way up. Controversial, entertainer, interviewer. Guests. Knows how to keep a phone show moving. Hello? Are you out there? Cassette and resume to: Don Watson, Program Director, WPLP, Talkradio 57, P.O. Box 570, Pinellas Park, Florida 33565. E.O.E. M/F

Situations Wanted News

NEWS DIRECTOR

in small-medium market seeks new challenge in larger radio market. Motivator, dedicated, proven ability. Box C-120.

MAJOR MARKET SPORTS TALK HOST

Veteran host desires challenge of top 20 market station. Have numbers (outstanding), credentials, top references, PBP and extensive TV experience. National contacts, knowledgeable & controversial. What's left? Currently employed in major market but desire station with a commitment. Box C-111

Situations Wanted Management

GENERAL MANAGER or VP/ ASSISTANT GM

14 year broadcast veteran currently VP/Assistant GM for the number one station in this seven station market. Presently looking to relocate and move up. Married, stable, and fine standing in this community. I'd like to make us both more money. All markets considered. Write Box C-25.

EQUITY POSITION PREFERRED

for General Manager experienced in major and medium markets.

216-731-4342

RADIO GENERAL MANAGER

Corporate Executive ... General Manager in top 50 market, seeks challenging management opportunity with progressive ownership. Take charge general manager who will analyze problems, set goals, then deliver the mature leadership and high broadcast integrity necessary to be successful. Strong on street sales, engineering, programming, budgeting, administration. Solid reputation with agencies and rep firms. Market size not as important as opportunity.

Box C-99

Situations Wanted Announcers

Baseball Play by Play/Sportstalk

Broadcast journalist wants to pitch your pro baseball club/radio-tv. station for position doing play-by-play for upcoming season. Can do sportstalk/pre-game and post-game shows. Tapes, resume and recommendations on request. Contact: Jeff Gale, 8450 DeLongpre Ave. No. 8, L.A., Ca. 90069 or call collect (213) 656-7938.

TELEVISION Help Wanted Technical

ENGINEERING MANAGEMENT

Our Manager of E.J. has been hired by our New York Office. We need a people oriented, technically capable, person who understands news. Ten crews and a lot of equipment. A good position with an NBC owned station. Director of Engineering, WKYC-TV, 1403 E 6th St., Cleveland, Ohio 44114, E.O.E.

Help Wanted Technical Continued

TELEVISION TECHNICIAN

Due to baseball telecasting contract, Baltimore television station needs technicians for 6 months employment, approximately March 15 to September 15. Must have FCC 1st class license and technical school education. Send resume to:

Chief Engineer
WMAR-TV
6400 York Rd.
Baltimore, Maryland 21212
E.O.E. M/F

PROMISING ENGINEERING OPPORTUNITY

Washington D.C.—Broadcast management consulting firm seeks well-rounded engineer to inspect and value technical equipment at radio, television, and cable properties. This position requires a good working knowledge of broadcast equipment and systems, some travel, at least four years of engineering experience, and an FCC First Class License. Good salary and growth opportunities exist for a qualified professional who can do accurate, detailed work. Contact Jim Bond at (202) 966-3196.

Help Wanted Management

GENERAL MANAGER WDSE-TV

The Trustees of Duluth-Superior Area Educational Television Corporation invite applications and nominations for the position of General Manager. WDSE-TV, a nonprofit community educational television station, has a new building and equipment and is located on the University of Minnesota, Duluth campus. The station has been on the air since 1964 and serves approximately 650,000 people. Duties: responsible for supervision and coordination of all management areas, including programming and engineering as well as financial, development, and community and governmental relations. Broad experience in management preferred. Degree in communications or related field desirable, but suitable work experience will be considered. Salary and benefits commensurate with experience. Submit detailed resume of experience, training, education, and personal data including names of at least three references, salary history and the last three employers. Application deadline: May 15, 1980. CONTACT: Dr. R. W. Darland, Chairman, WDSE-TV Search Committee, 1202 E. University Circle, Duluth, Minnesota 55811.

(Equal Opportunity/Affirmative Action Employer)

Help Wanted Programing, Production, Others

GOLDEN GATE BOUND?

Writer/Reporter needed immediately in San Francisco. West Coast firm produces an award winning television magazine series for internal use by a major U.S. corporation. We need an outstanding person to research, write and report on camera. Person will work closely with our S.F. crew to produce high quality 3-12 minute stories every two weeks. Requirements: 3 years experience, good on camera appearance and ability to present all material in clear, interesting fashion. Good starting salary and benefits. Rush resume and salary history to:

Larry Higgs, Pres.
Group Visionary Productions
177 E. Colorado Blvd., Rm. 750
Pasadena, Calif. 91105
(213) 578-3144

**Help Wanted Programing,
Production, Others
Continued**

**ON-AIR PROMOTION
DIRECTOR**

Major market network affiliate seeks creative individual for On-Air Promotion Director. Person selected must be skilled in concept writing and production. Must have at least two years previous television experience in promotion department. Knowledge of station logs procedure required. College degree preferred. Send resumes to: Nancy Fields, WMAR-TV, 6400 York Road, Baltimore, Maryland 21212. E.O.E. M/F



We're looking for a hard working host & hostess to join our PM magazine staff. Previous on-air and production experience a plus. If you need to be totally involved in your work and would like to live in beautiful South Florida, we'd like to hear from you.

Send resume, tape(if available) and salary requirements to: General Manager/WPEC-TV
Fairfield Drive/West Palm Beach,
Florida 33407

Final auditions and selections will be made prior to mid-April.

Help Wanted News

**NEWS ANCHOR/SPORTS
DIRECTOR**

We're an upper Midwest, medium-sized NBC affiliate with live ENG looking for two pros with proven on-camera and journalistic skills.

SPORTS DIRECTOR to replace our guy who is moving to major market. Will anchor 6/10 M-F in exciting, sports-minded Big 10 community. Must be strong on local sports/features. Will supervise assistant, plus part-timer.

ANCHOR/REPORTER to fill vacancy created by internal promotion. Will anchor/produce 10PM M-F. Also daily reporting in this state capital, all-American city.

Send resume, tape, salary requirement for both positions to: News Director, WMTV, 615 Forward Dr., Madison, WI 53711 EOE.

Situations Wanted Management

**RESTRAINED BY
CIRCUMSTANCE**

This Television AE with B.S. in Communications Management and 7 years experience in both small and major market Radio-TV sales is ready to manage. Do you want to develop new sales via Co-op, promotions, research and newspaper switch pitches? East coast and sunbelt stations please reply.

Box C-126

**TV SALES/MANAGEMENT
POSITION WANTED**

Experienced sales/promotion manager currently with small market ABC affiliate seeks move up to medium-major market. Will consider a strong small market or allied field. Bachelor's degree in broadcast communications. Prior radio sales experience. Excellent communication skills. Familiar with FCC Regs and EEO/AAP. Experience in community ascertainment/personnel admin/equipment buying/"4" production. Reply: Box C-112.

Situations Wanted News

**BORED TO DEATH...
NEED NEW
CHALLENGE!!!**

Top 30 market anchorman wants aggressive forward-moving operation. Currently anchoring 10 evening newscasts per week. Award-winning reporting. Stable family man. Excellent references. Box C-127.

CABLE

Help Wanted Management

**PRODUCTION FINANCE
SUPERVISOR**

Rapidly expanding cable television network seeks experienced individual to function in a supervisory capacity in their Production Finance area.

Applicants should have a strong financial analysis, financial planning and supervisory experience.

Knowledge of the financial aspects of the television industry very helpful.

Major job responsibilities include the "front line" supervising of day to day departmental financial operations as well as a heavy involvement in the preparation of analytical studies, budget preparation, cost estimating and forecasting.

Knowledge of computer operations a plus.

Please send resumes and salary history to:

Director, Personnel & Office Services
P.O. Box 369
Bristol, CT 06010

An Equal Opportunity Employer

Employment Service



**BROADCASTER'S
ACTION LINE**

The Broadcasting Job you want
anywhere in the U.S.A.
1 Year Placement Service \$40.00
Call 812-889-2907

R2, Box 25-A, Lexington, Indiana 47138

**ALLIED FIELDS
Help Wanted Sales**

SALES REPRESENTATIVE

**Professional Audio Products
HAVE THE
FIRST SHOT AT OUR
NEW TERRITORIES**

We're ADM Technology, Inc.—the systems, consoles and components corporation whose precision-engineering and innovative manufacturing have made us the leader in our field in just 14 years. In the last 6 years alone, our sales to the television, radio and recording industries have quadrupled.

We're expanding our sales operations on the West & East Coasts and have mapped out new territories that we know have wide-open potential. We want to assign it immediately to a dynamic, take-charge professional with solid sales experience directly targeted to the audio market. We're paying an excellent starting salary plus commission. If you've been seeking the kind of opportunity you know your valuable sales capabilities and a product line that's out in front can offer, contact us. We're offering a career opportunity with a company that's doing everything right. Send your resume with salary history or call us collect at (313) 778-8400.



The Audio Company

ADM TECHNOLOGY, INC.
16005 Sturgeon, Roseville, MI 48066
We Are An Equal Opportunity Employer M/F

Public Notice

PUBLIC NOTICE

Applications for the cable television franchise for Kenton and Boone Counties (Kentucky) are now being accepted. The application must utilize the official "Request for Proposals" and are due at 3:30 PM, May 14, 1980. A partially refundable filing fee of \$10,000 must be included. The franchise area is in the Cincinnati, Ohio, market area and has a population base of approximately 190,000.

The Request for Proposals, related documents, and other information may be obtained at:

Kenton/Boone CATV Board
John R. Nienaber, Jr.
902 City-County Building
303 Court Street
Covington, Kentucky 41011

Phone: (606) 292/2321

Radio Programing



LUM and ABNER

5 - 15 MINUTE
PROGRAMS WEEKLY

Program Distributors

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

**1980 NATIONAL
POLITICAL CONVENTIONS**

CAPITAL BROADCAST NEWS, Washington, is setting-up facilities for live and taped satellite feeds from New York and Detroit. Services offered:

1. Facilities and satellite time for live pick-up with a view of the floor.
2. Facilities and satellite time for feeding pre-taped, pre-edited news time.
3. ENG editing facilities (with editors). A limited number of systems will be available on a "per-half hour", firm scheduled basis. Facilities to edit for a maximum of forty stations per newscast.
4. Capital Broadcast News correspondents will be available for regular clients (and non-clients in non-competing markets) for complete convention coverage for local stations.

If you have not yet received your "convention kit", please call the Washington office immediately at 202-638-6733.

NEW DEADLINES:

March 21st, written notice, with order form, must reach our Washington office.

March 28th, one third payment due in Washington. Last opportunity to enter the pool type arrangement at regular rates. (Late entrance will be accepted on an "as available basis" (no new facilities added) until June 1st, 1980. Rates will be 20 per cent higher than March 28th entrance.)

Business Opportunities

BUSINESS OPPORTUNITY

Why seek a job with limited future, own your own business with an unlimited potential in the advertising field. Call (404) 546-6001 or write to: Franchise Director, 387 Old Commerce Road, Athens, Georgia 30607.

GOLDEN OPPORTUNITY

Financial backers needed for a new television in a major market or city. Newly assign channel is currently available, but will not be for long. Those interested must act now since an application is needed at once on the open channel. Good investment for present television or radio station operations desiring to expand. Also, excellent for private or venture capital. Should be worth at least five or six million, or more in five years. I have been in broadcasting management and engineering for thirty five years and can head up this proposed operation. Must be willing to meet with me immediately. Please only those financially able need reply. Box C-87.

Wanted To Buy Stations

**Successful Group
Owner**

seeks to add AM-FM combination. Medium Size Market where public service is foremost. Principals only. Complete privacy assured.

Box C-131.

For Sale Stations

901/767-7980

**MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS**

"Specializing In Sunbelt Broadcast Properties"

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BROKERS • APPRAISERS • CONSULTANTS

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Dallas, Texas 75225 • Denver, Colorado 80237
(214) 696-1022 • (303) 771-7675

**LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers**

213/826-0385	202/223-1553
Suite 214	Suite 417
11661 San	1730 Rhode
Vicente Blvd.	Island Ave. N.W.
Los Angeles, CA. 90049	Washington, D.C. 20036

**Full-time AM
Powerhouse**

\$1,300,000. Non-competitive Northeast market. For details, please identify yourself and your financial qualifications. Box C-123.

H.B. La Rue, Media Broker

RADIO • TV • CATV • APPRAISALS

West Coast:
44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750

East Coast:
500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

CATV For Sale

North Central Arkansas
Terms
King Agency
Bob Rothfus

501-856-3705 or 501-257-2567

AM STATION FOR SALE

Good Middle Georgia location. Previous billings to \$120,000 per year. Billing down presently. Only \$25,000 down. Interest only for one year. Term Payout. Box C-73.

CALIFORNIA

Full Time AM
\$1,000,000
Box C-116

RESORT AREA AM

Escape those cold winters. Fulltime 1kw-D, 250w-N in Southeast Resort/Industrial area for sale. Great potential for owner operator or retirement property. Priced to sell. Terms for qualified buyer. Write Box C-17.

THE HOLT CORPORATION

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

Westgate Mall, Suite 205
Bethlehem, Pennsylvania 18017

215-865-3775

- Fulltimer. Wyoming. \$260,000. Terms.
- Daytimer. NW Alabama. \$220,000. Good population. Terms.
- Educational Station in Akron area. \$30,000.
- Class C in Colorado. \$590,000. Terms.
- Daytimer. NW Georgia City. \$380,000.
- \$4,000,000 cash. Powerful AM/FM.
- North Carolina daytimer. Big town \$400,000.
- AM/FM near North Florida resort city. \$340,000.
- Super "Powerhouse" FM with AM in Eastern Texas. \$750,000.
- Dynamic Fulltimer covering half of Alaska population. \$1,600,000.
- Two stations in California.
- Powerful Daytimer in Eastern central New Jersey. \$850,000.
- Fulltimer. Coastal city in Southeast. \$500,000.
- Daytimer. Northeast Texas. \$660,000.
- Powerful educational FM in Wichita. \$350,000.
- FM covering large Tennessee city. \$600,000. Terms.
- Fulltimer in large North Carolina city. \$1,500,000.
- Ethnic station in large Northern city. \$1,900,000.
- Fulltimer large metro area Georgia. \$925,000. Terms. Will sacrifice.
- Daytimer in East Tennessee small town. \$195,000.
- South Alaska. Includes Real Estate. \$200,000. Terms.
- Indiana. Large metro. \$300,000 down. Good coverage.
- FM in Western Oklahoma. \$280,000.
- Daytimer. Mass.; Large Metro. \$680,000.
- Fulltimer. Dominant. Metro. TX. \$1,200,000.
- Daytimer. Million + Pop. in coverage area. \$1,000,000. Terms.
- 1 kw AM in Southern Ga. Real Estate. \$250,000. Good terms.
- Southern Arizona. Fulltimer. Good county population. \$390,000. Terms.

Let us list your station. Confidential!

BUSINESS BROKER ASSOCIATES
615-756-7635 24 HOURS

FOR SALE:

Class C FM and daytime AM combination in the Southwest. Growth area. Price 3 million. Call Boyd Kelley, (817) 692-7722.

Books for Broadcasters

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

T463. HOW TO WRITE, DIRECT & PRODUCE EFFECTIVE BUSINESS FILMS AND DOCUMENTARIES by Jerry McGuire. Designed for anyone involved in the production and direction of business films. An informative behind-the-scenes course in the art of writing, directing and producing compelling documentaries and business films. All aspects of this topic are covered, from researching, interviewing, and writing a script, right down to the actual shooting of the film. 280 pages, 32 illus. **\$14.95**

T460 UNDERSTANDING SOUND, VIDEO, AND FILM RECORDING by Michael Overman. All about the history, theory, practice and hardware of recording and reproducing sound and picture on cylinders, discs, films and tape. Here's an authoritative, readable analysis of sound, video and film recording, a fascinating insight into their technical evolution and theory with precise explanations of how each works. Of interest to anyone involved in the technical side of audio or video recording. 140 pages, 74 illus. **\$8.95**

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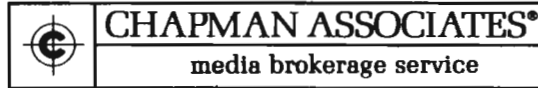
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NC	Daytime AM	165K	Small
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	& Fulltime FM		
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Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted)

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Rates: Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. *Blind Box* numbers: \$2.00 per issue.

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Media

Bob Temple, VP-general manager, KUTV(TV) Salt Lake City, named senior VP. **Marv Harris**, controller, named assistant treasurer and controller.

Emilio Nicolas Jr., executive producer of *Destino '80*, year-long census and election program being produced by National Spanish Television Network, named general manager of KDTV(TV) San Francisco, succeeding **Robert Munoz** (see page 89).

Kenneth MacQueen, former general manager of WABC-TV New York, joins WWHT(TV) Newark, N.J., as VP-general manager.

Van Krylas, general sales manager, KFOG(AM) San Francisco, named general manager, KTLK(AM) Denver.



Nelson

Don N. Nelson, general manager, WIRE(AM) - WXTZ(FM) Indianapolis, and VP of licensee, Mid America Radio, resigns, effective June 30. He will open media brokerage firm in La Jolla, Calif., and will deal in buying and selling of radio, television and cable properties. Successor has not yet been

named.

Harvey Levitt, account executive, KWST(FM) Los Angeles, and former general sales manager, KNAC(FM) Long Beach, Calif., rejoins KNAC as general manager.

Larry Edwards, general manager, WMT-AM-FM Cedar Rapids, Iowa, named VP of licensee, WMT Inc.

N. Eric Jorgensen, president of Basic Media Ltd., licensee of WRJZ(AM) Knoxville, Tenn., assumes additional duties as general manager of station. **Ron Hamilton**, sales manager at WRJZ, assumes additional duties as station manager. **Bob Kaghan**, program director, assumes additional duties as operations manager.

Joseph Ryan, general manager, XROK(AM) Juarez, Mexico, named general manager of KXLR(AM) Little Rock, Ark.

Joseph Wilson Jr., general manager, WQLS(FM) Cleveland, Tenn., joins WKIK(AM) Leonardtown, Md., as general manager.

Bob Kidd, from WSJC-AM-FM Magee, Miss., named general manager of co-owned WSAO(AM) Sanatobia, Miss.

Lionel Monagas, special assistant to chief of Broadcast Bureau of FCC, Washington, joins WRBV(TV) Vineland, N.J., as executive VP-station manager.

William F. Decker, national sales manager, WKBN-TV Youngstown, Ohio, named station manager.



Gilmore

James S. Gilmore Jr., board chairman and president, Gilmore Enterprises and Gilmore Broadcasting, intends to file as Republican candidate for Michigan's third district seat in U.S. House of Representatives. He faces possible primary runoff against Dr. Joseph Schwarz, Battle Creek Republican. Opponent

in fall would be congressional incumbent, Democrat Howard E. Wolpe. Gilmore, active in Republican affairs, was mayor of Kalamazoo, Mich., from 1959 to 1961.

Donn Parker, sales manager, WFEA(AM) Manchester, N.H., named station manager.

Mark Weinstein, assistant VP and deputy general counsel, Warner Communications, New York, elected VP.

Charles Shoumaker, VP-assistant counsel and director, minority affairs, Combined Communications Corp., Phoenix, named regional director-human resources for Gannett Co. He will be based in Phoenix. Combined and Gannett merged last year.

Daniel Shields, former assistant to president of Tele-Communications, Denver, joins United Cable Television Corp., Englewood, Colo., as general counsel.

Advertising

Kenneth Robbins, senior VP and group account director, J. Walter Thompson, New York, joins SSC&B there as executive VP and member of board. **Al Samuelson**, senior VP and executive creative director, Leo Burnett, Los Angeles, joins SSC&B there as senior VP and director of creative services.

Thomas Garbett, management supervisor, Doyle Dane Bernbach, New York, elected senior VP.

Steven Francesco, account supervisor on Procter & Gamble account for Compton Advertising's Dupuy-Compton in France, elected VP.

John Lochridge, general manager of corporate communications division of Dancer Fitzgerald Sample, San Francisco, named account supervisor at J. Walter Thompson there.

Ed Green, account supervisor, Kobs & Brady Advertising, Chicago, named account group supervisor. **Bill Clark** and **Howard Draft**, account executives, and **Constance Snapp**, account specialist, named account supervisors. **Dan Ginsburg**, assistant account executive, named account executive.

David Berger, research director, Foote, Cone & Belding, Chicago, named national director of research.

Phillip O'Connell, from Della Femina, Travisano and Partners, joins D'Arcy-MacManus & Masius/deGarmo, New York, as media supervisor.

Robert N. Forglone, senior VP and head art director of Wm. Esty Co., New York, named director at Columbia Pictures Television's EUE/Screen Gems, New York, producer of television commercials.

A. Thomas Tebbens Jr., executive VP and member of management committee of Jack List & Associates, Cleveland advertising agency, named president.

Lee Kaye, media director, Janik & Associates, Los Angeles, named VP. **Michael Hastings**, assistant director, MCA Recreations, joins Janik as account executive.

Arthur Bower, account supervisor, Weekley & Penny, Houston, named VP.

Mary Johnson, assistant account executive, Tatham-Laird & Kudner, Chicago, named account executive.

Katherine Werner, associate media director, Levine, Huntley, Schmidt, Plapler & Beaver, New York, joins Bozell & Jacobs, Minneapolis, as account executives.

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DIANE RUMBAUGH
CAREER PLACEMENT DIRECTOR

James D. Johnson, former executive VP and general manager of Nebraska Television Network, has formed media consulting firm, Jim Johnson & Associates in Kearney, Neb., specializing in advertising, public relations and communications.

Ed Forester, director of agricultural services and director of Buckley Radio Sales marketing services, New York, named sales manager of Buckley's New York office.

Jeff Nathan, account executive in Chicago office of Metro TV Sales, named manager of firm's new Minneapolis office, 441 Boone Avenue North (55427). Telephone: (612) 546-1111.

Gerry Boehme, research analyst, Katz Radio, New York, named associate director of research. **Stuart Naar**, news reporter, WBRW(AM) Somerville, N.J., named research analyst of Katz Radio.

Marilyn Waldorf, media supervisor, Air Time, New York, named assistant director of client services. **Emily Murphy**, media estimator, named media supervisor.

Al Seethaler, general sales manager, KUTV(TV) Salt Lake City, named VP-sales.

Al DeVaney, VP-local sales manager, WTCN-TV Minneapolis, named VP-general sales manager.

Ronald Pelletier, assistant sales manager, KHON-TV Honolulu, named general sales manager. **Bill Riddle**, manager and sales representative for M. Dyer and Sons, movers, and **Chris Pritchard**, creative services manager, KHON-TV, named account executives for KHON-TV.

Barbara Stokes Larson, general sales man-

ager, Group W's Radio Advertising Representatives, New York, named sales manager at Group W's WINS(AM) New York.

Donald DeCarlo, assistant general sales manager, WGN(AM) Chicago, named general sales manager. He succeeds Donald Getz, who died Feb. 12 (BROADCASTING, Feb. 18).

Dick Warshaw, national sales manager, KIQQ(FM) Los Angeles, named general sales manager.

Robert J. Lind, general and local sales manager, WKSS(FM) Hartford-Meriden, Conn., joins WPNT(FM) Pittsburgh as general sales manager.

Kathy Seipp, account executive, CBS-FM National Sales, New York, named director of marketing services, CBS Radio division. **Jeffrey Taylor**, account executive, National Black Network, New York, joins CBS Radio there in same capacity.

Tim Warner, sales manager, WIND(AM) Chicago, named national sales manager for WEFM(FM) there.

Abe Thompson, account executive, WGCI(FM) Chicago, named local sales manager for WGCI and co-owned WVON(AM) there.

Wendy Rector, account executive, KERE(AM) Denver, named sales manager.

Donna Goldsmith, account executive, WINZ-AM-FM Miami, named regional sales manager.

Weldon Crella, former sales manager at Swanson Broadcasting's KLEO(AM) Wichita, Kan., named national sales manager at co-owned KKYX(AM) San Antonio, Tex. **Joe Shurtz**, account executive, KLEO, succeeds Crella. **Wayne**

Courtney, account executive at Swanson's WBYU(FM) New Orleans, named sales manager of company's WSHO(AM) there.

Charlie Slavik, account executive, WFBQ(FM) Indianapolis, named local sales manager of co-owned WNDE(AM) there. **Donald Hahn**, account executive, WPRF(FM) Terre Haute, Ind., joins WNDE in same capacity.

Gwen Scott, account executive, WKBS-TV Philadelphia, and **Karl Douglass**, sales representative, Sealand Service, join KYW-TV Philadelphia as account executives.

Robin Whaley, account executive, WSB-TV Atlanta, joins KMOX-TV St. Louis in same capacity.

Charlie Gorham, formerly in sales with Motorola, joins sales staff of KPXX-TV Mesa, Ariz. (Phoenix).

John Terboss, local account executive, WTVH(TV) Syracuse, N.Y., joins WIXT(TV) there in same capacity.

William Massey, account executive, WTEV(TV) New Bedford, Mass., joins WPRI-TV Providence, R.I., in same capacity.

Melba Broome, representative for Johnson & Johnson Personal Products Co., and **Raleigh Graves**, sales representative for Eli Lilly & Co., join WNEW(AM) New York as account executives.

Mark Kaline, formerly with WILX-TV Onondaga, Mich., joins WWJ(AM) Detroit as account executive.

Holly Herman, former broadcast producer with Campbell-Ewald in Detroit, joins WNIC-AM-FM there as account executive.

Jack Moore, merchandising director, KSON-AM-FM San Diego, joins KCBQ(AM) there in same capacity.

Paul Clithero, local sales manager, KYXI(AM)-KGON(FM) Portland, Ore., joins sales staff of KGW(AM) there.

Mark Riley, account executive, KRRV(FM) Alexandria, La., and **Shelley Hilton**, public information director and research librarian for Public Affairs Research Council of Louisiana, join KQID(FM) Alexandria as account executives.



Syndicators play Santa. There were clocks, carnations and chocolates as well as necklaces, tee shirts, puzzles and fortune cookies. Overnight bags and satchels picked up at one suite were stuffed with booty from others. Queen of the freebies had to have been Miss Piggy.

At last month's National Association of Television Program Executives conference in San Francisco (BROADCASTING, Feb. 25), even the programmer most able to resist a syndicator's sales pitch didn't have to walk away empty-handed.

Among the big winners were Richard Hughes, senior vice president for programming at WPIX(TV) New York, who let syndicator NTA put him in the driver's seat. He's shown above in his new 1980 Buick Regal after winning the grand prize in an NTA drawing. With him are suite hostess Beverly Eckert and NTA President Bud Groskopf.

Michael Seagly, program director at WZZM-TV Grand Rapids, Mich., had his name drawn by Gold Key Entertainment. He'll be off to the South Seas.

And after a reception for Metromedia Producers Corp.'s *Merv Griffin Show*, five people came away with more than just food, drink and a night's entertainment. David Rose, publisher of *San Francisco Guide*, won a 1980 Datsun; Arthur Hamilton, general manager of WHSU-TV Harrisonburg, Va., had his name drawn for a trip to Las Vegas; Jeff Smoller, account executive of KVIQ-TV Eureka, Calif., got a stereo system; for Rebecca Brown, daughter of *New York Times* man Les Brown, it was a Sony Betamax, and Gordon Hay, program director, KCTV(TV) San Angelo, Tex., won a color television set.

Programing

Bob Bramson, executive VP of MCA TV International, New York, named president. He will be based in Los Angeles. **Colin Davis**, VP



Bramson



Davis

in international distribution division, succeeds Bramson as executive VP. **James N. Fiedler**, who has been involved in developing videodisk business for MCA Inc., Universal City, Calif., named president of MCA Disco Vision, and VP of MCA Inc. He succeeds **John Findlater**, who

retires March 31.

Paul King, VP, prime-time series, NBC Entertainment, Los Angeles, named VP, dramatic programs. **Joel Thurm**, executive in charge of talent development, Paramount Television, Los Angeles, joins NBC Entertainment there as VP, talent. **Donald D. Wear Jr.**, European VP, NBC Sports, based in Paris, named VP for talent and program negotiations, based in New York.



Perry

Sheldon Perry, senior VP, business affairs, Universal Television, Los Angeles, joins CBS Entertainment, there as VP, administration and assistant to president, **Robert Daly**. **Nancy Hardin**, production VP, Paramount Pictures Corp., Los Angeles, joins CBS Theatrical Films there in same capacity. **Theodore**

Sullivan, VP, administration, planning and finance, CBS Toys Division, New York, named VP, finance, CBS Video Enterprises Division there.

Jerry Gottlieb, VP, business affairs, Viacom Enterprises, Los Angeles, named to same post with Universal Television there. He succeeds Sheldon Perry (see above).

Harriet Greenspan, casting director, Lynn Stalmaster & Associates, Hollywood, named manager of casting, ABC Entertainment, there. **Larry Loeb**, general attorney, ABC Inc., New York, named VP, general attorney and director of business affairs, ABC Video Enterprises, New York.

Edward F. Adliss, director of regulatory affairs, Warner Amex Cable Communications Corp., New York, appointed VP of development. **Leslie Stark**, VP-group management supervisor and associate creative director, DKG Advertising, New York, joins Warner Amex Satellite Entertainment Corp. there as VP of creative services.

Scott Moger, VP and general manager of Columbia Pictures Pay Television, New York, has resigned to form his own consultancy firm specializing in marketing and film acquisition, primarily in pay TV. Moger will maintain office at Columbia Pictures Pay Television, which is his first major client.

John Archibald, senior VP and group executive, Chase Manhattan Bank, New York, joins Marvin Josephson Associates, talent agency, New York, as vice chairman in charge of corporate planning and development.

Leo Brody, from Allied Artists Television Corp., named chief of domestic and foreign operations for D.L. Taffner/Limited, television program distributor. He will be based in New York.

Charlotte Hubbell, associate counsel, operations, Home Box Office, New York, named chief counsel, operations. **Richard Thomas**, national account manager, named director of human resources. **George Monaster** and **Peter Ryus**, national account managers, named national account directors. **Tom Ludlow**, formerly with J. Walter Thompson, joins HBO as marketing manager.

Dr. Stafford Hopwood, VP of Jari Forest Pro-

ducts, division of National Bulk Carriers, joins Wometco Home Theater, over-the-air subscription television service, as general manager for metropolitan New York area. **Jay Kaplan**, VP-financial services, Warner Cable, New York, joins WHT as corporate controller.

Robert Munoz, general manager of KDTV(TV) San Francisco, named VP-director of marketing for Galavision, Spanish-language pay television service. He will be based in New York.

Paul Meacham, general sales manager, TM Productions, Dallas, named VP.

Ivan Ladizinsky, manager of affiliate promotion, CBS-TV, Los Angeles, joins Operation Prime Time as director of creative services and operations, West Coast, based in Los Angeles.

Jeff Walsh, project producer for documentary unit of NBC News, New York, joins Entertainment and Sports Programming Network, Bristol, Conn., as assignment editor for sports news operation.

Fred Seiden, director of operations, KBIG(FM) Los Angeles, named VP-programing.

Gene Upright, director of public broadcasting for South Carolina Educational Television Network, Columbia, named director of programing for WLTX(TV) there.

Roger Garrett, assistant program director, KRBE(FM) Houston, named program director, succeeding **Clay Gish**, who resigned.

Jeff Sattler, from KCBQ(AM) San Diego, joins KDKB(FM) Phoenix as program director.

Dale Mitchell, VP-programing, WKOA-AM-FM Hopkinsville, Ky., joins KXLR(AM) Little Rock, Ark., as program director.

Rich McTigue, production manager, WYNA(AM) Raleigh, N.C., named program director. **Lori Russell**, from Allied Electronics, Raleigh, joins WYNA as announcer.

Lucia Suarez, associate producer of WNBC-TV New York's *The Prime of Your Life*, weekly program of special interest to elderly, named producer.

Donald Carter, former producer-director, WTOL-TV Toledo, Ohio, joins WXYZ-TV Detroit as director.

Ed Nelson, associate farm director, WNAT(AM) Yankton, S.D., named farm director.

Mike McNally, editor, Video Tape Associates, Fort Lauderdale, Fla., named senior editor for VTA's post-production facility in Atlanta. **Tony Borbolla**, production editor, noncommercial WPBT(TV) Miami, and **David Turner**, news photographer-editor, WFIE-TV Evansville, Ind., join editing staff of VTA in Fort Lauderdale.

Michael Joy, associate producer with MRN Broadcasting, auto racing network based in Daytona Beach, Fla., named executive producer, responsible for programing, operations and station clearance.

News and Public Affairs

Jack Gallivan Jr., news director, KUTV(TV) Salt Lake City, named VP-news and production.

Roger Ball, managing editor, Gannett Broadcasting's KPXX-TV Mesa, Ariz. (Phoenix),

named news director of Gannett's WPTA(TV) Roanoke, Ind. (Fort Wayne). **Bill Gray**, executive producer and producer of early evening newscast on KGTV(TV) San Diego, succeeds Ball as managing editor at KPXX-TV.

Carl Rochelle, writer and producer for ABC News's Daily Electronic Feed of stories to affiliates, named Washington editor and senior writer for *ABC World News Tonight*. **David Tabacoff**, associate producer, named producer for *World News Tonight*. **Steve Schnee**, production associate, named associate producer for *World News Tonight*. **Ted Barry**, writer for *World News Tonight*, named writer-producer for *ABC Newsbrief*.

Joe Moreland, executive producer of early evening news on WJBK-TV Detroit, named assistant news director.

Glen Bastin, news director, WHAS(AM) Louisville, Ky., joins WAKY(AM) there in same capacity.

Howard Modell, assignment editor, WAKY(AM) Louisville, Ky., joins WRKA(FM) there as news director. **Chary Southmayd**, reporter, WAKY, joins WRKA as afternoon anchor.

Essie Hobgood, producer-host, noncommercial WGTE-FM Toledo, Ohio, named director of news and public affairs.

Richard Mendelson, morning editor and anchor, WFAS(AM)-WWYD(FM) White Plains, N.Y., and formerly night news editor for WRKL(AM) New York, rejoins WRKL as news director.

Patrick Houseworth, morning news editor and anchor for WIGU(AM)-WZEZ(FM) Kokomo, Ind., joins KGNO-AM-FM Dodge City, Kan., as news director.

Roseanne Cerra, general assignment reporter, WDIV(TV) Detroit, joins WCAU-TV Philadelphia in same capacity.

Van Hackett, anchor on 6 and 10 p.m. news, KTVX(TV) Salt Lake City, joins KTRK-TV Houston as reporter.

Joe Spencer, former field anchor with KMGH-TV Denver, joins WXYZ-TV Detroit as general assignment reporter.

Michael Wendland, investigative reporter, *The Detroit News*, joins WDIV(TV) there as investigative reporter.

Andrea Naversen, reporter, WTAE-TV Pittsburgh, named consumer affairs editor.

Linda Blackman, consumer specialist and reporter, KYW-TV Philadelphia, joins WNAC-TV Boston as consumer reporter.

Jim Scott, weekend anchor, WBZ-TV Boston, joins WRC-TV Washington in same capacity.

Ted Marvelle, news director, KYNO(AM) Fresno, Calif., joins KCBQ(AM) San Diego as morning anchor.

Patrick Stout, news director, KVRO(FM) Stillwater, Okla., joins KXXO(AM) Tulsa, Okla., as anchor.

Dan Kain, executive producer, writer and director, noncommercial WGBY-TV Springfield, Mass., joins WFSB-TV Hartford, Conn., as editorial director and assistant director of public affairs.

Michael Parker, news photographer, KYW-TV Philadelphia, named producer for station's consumer affairs unit.

Promotion and PR

Joseph Di Certo, director of sales promotion, CBS Television Stations division, New York, assumes additional duties as director of communications.

Linda Lee Davis, manager of corporate public relations, Home Box Office, New York, named director. **Jane Gibbons**, manager of corporate public relations, ABC, West Coast, joins HBO as director of public relations and publicity, West Coast, based in Los Angeles. **Katherine Edwards**, manager of affiliate publicity, HBO, named manager of major market public relations.

Randi Cone, senior publicist, Public Broadcasting Service, Washington, named associate director for national promotion.

Technology

Kozo Hirayama, president and chief executive officer of NEC America, Melville, N.Y., named



Hirayama



Muroga

chairman of board and chief executive officer. **Ko Muroga**, executive VP, named president.

Frank Drendel, president and chief executive officer of Valtec Corp., West Boylston, Mass.,



Drendel



Kanely

elected chairman of board. **James Kanely**, regional VP for Western operations of Superior Cable Corp., telephone cable and apparatus manufacturer, joins Valtec as president and chief operating officer. Drendel will continue as chief executive officer.

Allied Fields

James R. Jamison Jr., trial attorney in litigation division of FCC's General Counsel's Office, Washington, and formerly with FCC's Broadcast Bureau renewal branch, and Cable Bureau's hearing division, named legal assistant to FCC Commissioner Tyrone Brown. He succeeds **Booker T. Wade** who left to start his own broadcasting company.

Mark Mullin, VP-advertising, Fotomat Corp., San Diego, joins Radio Advertising Bureau,

New York, as senior VP-national sales.

H. Robert Elliott, director of planning and programs in corporate communications, Westinghouse Electric Corp., Pittsburgh, joins Jack Hilton/Inc., television and corporate communications consultants in New York, as executive VP.

David Carley, partner in Carley Capital Group, which is engaged in development, manufacturing, farming and communications ventures, Madison, Wis., named president of new Association for Public Broadcasting, based in Washington.



Bitterman

Mary G.F. Bitterman, executive director of Hawaii Public Broadcasting Authority, and general manager, non-commercial KHET(TV) Honolulu, has been confirmed by Senate as associate director for broadcasting for International Communications Agency, Washington. As such, she is chief of ICA's Voice of

America, global radio network.

Deaths

H. Lee Smith, senior VP-management supervisor, N W Ayer ABH International, New York, died of heart attack Feb. 24 at his home in Chappaqua, N.Y. He had been with Ayer since October 1978. Before that, he was senior VP and assistant to president of Wells, Rich, Greene, New York. From 1960 to 1976, he was with Ogilvy & Mather, where he began his career as trainee and rose to senior VP and member of board. Survivors include his wife, Margaret, and two daughters.

Jay Silverheels, 62, who co-starred as Tonto in *The Lone Ranger* television series, died March 5 of complications from pneumonia at Motion Picture and Television Country House, hospital. He had suffered stroke five years ago. Silverheels, full-blooded Mohawk Indian, appeared in series from 1949 to 1957 with Clayton Moore as masked hero. They made 221 episodes which were on ABC-TV, but were shown as reruns on CBS and NBC until 1961. It is still syndicated. Survivors include his wife, Mary, and four children.

Frank Matthews Frandolig, 64, retired anchor on WOAI-TV (now KMOL-TV) San Antonio, Tex., died Feb. 25 at Spohn hospital in Corpus Christi, Tex. He had worked for WOAI-AM-FM-TV from 1951 to 1978. Survivors include his wife, Betty, son and daughter.

George Tobias, 78, character actor who appeared on *Bewitched* television series, died of cancer Feb. 27 in Hollywood. He played part of neighbor Abner Kravitz on *Bewitched*. Survivors include his brother, Benjamin.

Edwin Francis Laker, 70, developer of pathfinder long-range bombing system, and who helped establish WCAO(AM) Baltimore, died Feb. 23. During his career, he also worked for CBS as special events engineer and later he handled White House broadcasts. He also served as director of communications for armed services at Pentagon. Laker worked for WTOP-AM-TV Washington after CBS.

Harold L. Neal, Jr.

NBC Radio mourns
the passing of one of the
industry's great innovators.

Stock Index

Exchange and Company	Closing Wed. March 5	Closing Wed. Feb 27	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	30 1/8	30 1/4	- 1/8	- .41	6	844
N Capital Cities	46 1/8	46	1/8	+ .27	12	631
N CBS	46 1/2	45 7/8	+ 5/8	+ 1.36	7	1,306
N Cox	63 1/2	63 5/8	- 1/8	- .19	13	427
A Gross Telecasting	26	26 1/4	- 1/4	- .95	8	20
O Lin	40 1/2	43	- 2 1/2	- 5.81	10	111
N Metromedia	63 3/4	64 3/4	- 1	- 1.54	9	294
O Mooney	9 3/4	10	- 1/4	- 2.50		4
N Scripps-Howard	63	64	- 1	- 1.56	11	163
N Storer	27 3/4	28 3/4	- 1	- 3.47	15	322
N Taft	28 1/2	30 1/2	- 2	- 6.55	10	248

Exchange and Company	Closing Wed. March 5	Closing Wed. Feb 27	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	20 3/4	21	- 1/4	- 1.19	17	37
A Affiliated Pubs	18 3/4	18 1/2	+ 1/4	+ 1.35	7	96
N American Family	9 1/2	9 3/4	- 1/4	- 2.56	4	100
N John Blair	16 3/8	16 1/2	- 1/8	- .75	4	60
N Charter Co	36 1/2	39 3/4	- 3 1/4	- 8.17	31	725
N Chris-Craft	19 7/8	19 1/4	+ 5/8	+ 3.24	11	54
N Coca-Cola New York	5 1/8	5 1/4	- 1/8	- 2.38	7	90
N Cowles	23 1/2	23	+ 1/2	+ 2.17	19	93
N Dun & Bradstreet	40	41	- 1	- 2.43	16	1,113
N Fairchild Ind.	49 1/2	51 7/8	- 2 3/8	- 4.57	10	282
N Fuqua	18 3/8	20 1/8	- 1 3/4	- 8.69	5	232
N Gannett Co.	40 1/2	40 1/2			13	1,088
N General Tire	16	16 1/2	- 1/2	- 3.03	3	378
O Gray Commun.	38 1/2	39	- 1/2	- 1.28	12	18
N Harte-Hanks	21 5/8	22 3/4	- 1 1/8	- 4.94	13	201
O Heritage Commun.	10 1/2	12 1/8	- 1 5/8	- 13.40		25
N Jefferson-Pilot	25 7/8	27 1/8	- 1 1/4	- 4.60	7	583
O Marvin Josephson	11 1/4	12	- 3/4	- 6.25	6	29
O Kansas State Net.	27 7/8	27 3/4	+ 1/8	+ .45	23	52
N Knight-Ridder	22 1/2	22 3/8	+ 1/8	+ .55	10	739
N Lee Enterprises	20 1/4	20 7/8	- 5/8	- 2.99	11	146
N Liberty	15 3/8	16 3/4	- 1 3/8	- 8.20	7	207
N McGraw-Hill	26 1/8	26	+ 1/8	+ .48	10	647
A Media General	25 1/8	25 7/8	- 3/4	- 2.89	10	186
N Meredith	35 1/2	36 5/8	- 1 1/8	- 3.07	7	109
O Multimedia	18	17 1/4	+ 3/4	+ 4.34	8	270
A New York Times Co.	21 1/2	22 1/4	- 3/4	- 3.37	16	253
N Outlet Co.	16 1/2	18 1/8	- 1 5/8	- 8.96	4	41
A Post Corp.	16 1/8	16 1/4	- 1/8	- .76	7	29
N Rollins	26 1/8	28 1/2	- 2 3/8	- 8.33	13	350
N San Juan Racing	13 1/8	15	- 1 7/8	- 12.50	17	32
N Schering-Plough	33	34 1/8	- 1 1/8	- 3.29	9	1,761
A Sonderling	31	31 1/8	- 1/8	- .40	10	34
O Stauffer Commun.	36	36			9	754
A Tech Operations	10 3/4	11	- 1/4	- 2.27	27	14
N Times Mirror Co.	33 1/4	34 1/2	- 1 1/4	- 3.62	9	1,129
O Turner Broadcasting	11 1/2	11	+ 1/2	+ 4.54		113
A Washington Post	19 1/8	20	- 7/8	- 4.37	6	298
N Wometco	18 7/8	19 3/4	- 7/8	- 4.43	9	175

Exchange and Company	Closing Wed. March 5	Closing Wed. Feb 27	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
CABLECASTING						
A Acton Corp.	13 3/4	14 1/2	- 3/4	- 5.17	9	36
O Ameco+						
N American Express	27 7/8	28 1/8	- 1/4	- .88	6	1,987
O Athena Comm.	6 1/4	6 1/2	- 1/4	- 3.84		13
O Burnup & Sims	11 1/4	10 1/2	+ 3/4	+ 7.14	59	97
O Comcast	24	25	- 1	- 4.00	23	40
O Entron*	5	5			5	4
N General Instrument	46 1/4	46	+ 1/4	+ .54	12	385
O Geneve Corp.	33 7/8	35	- 1 1/8	- 3.21	14	37
O Tele-Communications	22 1/4	25 1/2	- 3 1/4	- 12.74	27	237
N Teleprompter	20 7/8	21	- 1/8	- .59	27	354
N Time Inc.	46	49	- 3	- 6.12	8	1,286
O Tocom	18	17 1/2	+ 1/2	+ 2.85	38	26
O UA-Columbia Cable	48 1/2	52 1/2	- 4	- 7.61	23	162
O United Cable TV	26 1/2	27 3/4	- 1 1/4	- 4.50	19	107
N Viacom	38 3/8	40 1/8	- 1 3/4	- 4.36	20	145

Exchange and Company	Closing Wed. March 5	Closing Wed. Feb 27	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
A Amer. Intl. Pics	9 3/4	9 3/4				23
O Chuck Barris Prods.	6 1/4	6 1/2	- 1/4	- 3.84	3	19
A Cinema 5 Ltd.*	4 7/8	4 7/8				3
N Columbia Pictures	31 1/2	32 7/8	- 1 3/8	- 4.18	5	310
N Disney	44 1/4	43 5/8	+ 5/8	+ 1.43	14	1,435
N Filmmways	10 3/8	9 3/4	+ 5/8	+ 6.41	6	58
O Four Star*	3/4	3/4				8
N Gulf + Western	19 3/8	19 3/4	- 3/8	- 1.89	5	870
N MCA	55	53 1/2	+ 1 1/2	+ 2.80	10	1,279
O Medcom	4	4 3/4	- 3/4	- 15.78	16	6
N MGM	17 3/4	18 3/4	- 1	- 5.33	8	575
O Reeves Commun.	17 1/2	20 1/2	- 3	- 14.63	17	42
N Transamerica	15 3/8	16 1/4	- 7/8	- 5.38	5	1,007
N 20th Century-Fox	43 1/8	42 5/8	+ 1/2	+ 1.17	6	337
O Video Corp. of Amer.	6	5 7/8	+ 1/8	+ 2.12	20	5
N Warner	52 1/2	54	- 1 1/2	- 2.77	11	1,089
A Wrather	17	17 1/2	- 1/2	- 2.85	46	39

Exchange and Company	Closing Wed. March 5	Closing Wed. Feb 27	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
SERVICE						
O BBDO Inc.	34 1/4	33 3/4	+ 1/2	+ 1.48	8	86
O Compact Video	12 7/8	13 1/2	- 5/8	- 4.62		24
N Comsat	36 1/8	36	+ 1/8	+ .34	8	289
O Doyle Dane Bernbach	26	25 3/4	+ 1/4	+ .97	9	69
N Foote Cone & Belding	27 1/2	24 1/4	+ 3 1/4	+ 13.40	9	71
O Grey Advertising	49	49			6	30
N Interpublic Group	31 5/8	33 1/4	- 1 5/8	- 4.88	6	139
O MCI Communications	6 1/8	6 1/8			77	169
A MovieLab	5 5/8	5 3/4	- 1/8	- 2.17	10	8
A MPO Electronics	5 1/8	5 3/8	- 1/4	- 4.65	5	2
O A. C. Nielsen	27 7/8	28 5/8	- 3/4	- 2.62	13	306
O Ogilvy & Mather	22 3/4	23	- 1/4	- 1.08	7	82
O Telemation	1 1/4	1 1/4			2	1
O TPC Communications	6 7/8	6 3/4	+ 1/8	+ 1.85	13	6
N J. Walter Thompson	31	33 3/8	- 2 3/8	- 7.11	7	82
N Western Union	22	23 1/2	- 1 1/2	- 6.38	9	333

Exchange and Company	Closing Wed. March 5	Closing Wed. Feb 27	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
ELECTRONICS/MANUFACTURING						
O AEL Industries	8 5/8	8 3/8	+ 1/4	+ 2.98	7	14
N Ampex	24 1/8	27 7/8	- 3 3/4	- 13.45	16	275
N Arvin Industries	12	12 3/4	- 3/4	- 5.88	4	93
O CCA Electronics*	1/8	1/8				1
A Cetec	6 3/4	7 1/8	- 3/8	- 5.26	14	3
A Cohu	6 1/2	6 5/8	- 1/8	- 1.88	22	10
N Conrac	19 1/4	22 1/2	- 3 1/4	- 14.44	31	39
N Eastman Kodak	43 5/8	44 7/8	- 1 1/4	- 2.78	8	7,040
B Elec Missile & Comm.	2 3/4	3 1/4	- 1/2	- 15.38	25	7
O Farinon	29 1/4	29 1/4			27	145
N General Electric	48 3/4	49 3/4	- 1	- 2.01	9	8,998
N Harris Corp.	35 1/8	35 1/4	- 1/8	- .35	16	920
O Harvel Ind	6 1/2	6 1/2			17	3
O Intl. Video	7/8	7/8				2
O Microdyne	25 1/4	26 1/4	- 1	- 3.80	26	2
N M/A Com. Inc.	36 1/4	37	- 3/4	- 2.02	47	205
N 3M	47 5/8	49 7/8	- 2 1/4	- 4.51	10	5,547
N Motorola	53 5/8	56	- 2 3/8	- 4.24	13	1,530
O Nippon Electric	40	41 1/4	- 1 1/4	- 3.03	36	1,313
N N. American Phillips	26 3/8	27 5/8	- 1 1/4	- 4.52	5	317
N Oak Industries	31 1/2	35 1/8	- 3 5/8	- 10.32	22	125
O Orrox Corp.	7 7/8	7 7/8			11	13
N RCA	23 5/8	22 1/2	+ 1 1/8	+ 5.00	6	1,768
N Rockwell Intl.	54 5/8	53 1/2	+ 1 1/8	+ 2.10	8	1,922
A RSC Industries	4 1/8	4 1/4	- 1/8	- 2.94	23	9
N Scientific-Atlanta	40 7/8	41	- 1/8	- .30	23	192
N Sony Corp.	6 5/8	6 1/2	+ 1/8	+ 1.92	11	1,142
N Tektronix	52 3/4	58 3/4	- 6	- 10.21	13	949
O Texscan	8 1/2	8 1/2			50	6
O Valtec	19	18 5/8	+ 3/8	+ 2.01	40	75
N Varian Associates	29 1/2	29 3/4	- 1/4	- .84	164	201
N Westinghouse	22 5/8	22 3/4	- 1/8	- .54	6	1,945
N Zenith	9 1/2	9 3/8	+ 1/8	+ 1.33	9	178


Standard & Poor's 400 Industrial Average 126.56 127.95 - 1.39


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.


Added Attractions


BROADCASTING's editors and writers are at work on a number of special reporting assignments scheduled (*) to appear during the next few months. Among the more prominent prospects:

Mar 17  **The new status quo in radio networking.** Catching up with all that's going on in broadcasting's senior interconnected medium—which has, in many respects, embraced tomorrow's technology, and the general principle of change, with greater enthusiasm than its juniors on the TV side.


Mar 24  A progress report on **cable franchising.** Who's doing what where in that medium's hottest competitive arena.


Mar 31  **Over-the-air pay TV:** The next frontier?

Apr 7  **Pre-NAB.** Including a “**Fifth Estate**” report on **Ted Turner**, television's most exciting—and perhaps most controversial—media entrepreneur.

Apr 14  **NAB:** Including a special looking-ahead to **broadcasting's next 25 years.**

Apr 14  Advance report on **MIP-TV**, annual international television program marketplace in Cannes.

Apr 21  **Post-NAB.** Gavel-to-gavel report on the National Association of Broadcasters' 58th annual convention in Las Vegas—the industry's yearly self-examination of where it's at within the radio and television media, and where those two continue to fit within the evolving context of telecommunications.

Apr 28  The **post-post-NAB** issue, wherein BROADCASTING summarizes the equipment state of the art as demonstrated on the exhibit floors in the Las Vegas convention center.

BROADCASTING will continue to update this schedule as appropriate, (a) to give readers an idea of what's upcoming, (b) to give sources due notice that we're at work in their territories and (c) to give advertisers a chance to plan their own marketing strategies in tandem with these editorial opportunities.

You Belong in Broadcasting Every Week

** Publication dates are subject to change, dependent on the progress of research and the pressures of and pre-emptions by other breaking news developments.*

Ampex's Kleffman: thinking down the technology road

Donald Kleffman specializes in solutions—product solutions. Often his solutions may be for problems his customers scarcely know exist.

A former broadcast engineer, Kleffman is vice president and general manager of Ampex Corp.'s audio-video systems division, one of the top U.S. makers of studio broadcast equipment. Over 3,000 persons work in his division, including some 600 marketing and engineering personnel based primarily at the company's sprawling Redwood City, Calif., headquarters complex just south of San Francisco. There on the northern tip of California's "Silicon Valley," practically the home of today's exploding electronics industry, Kleffman commands an empire that includes manufacturing plants in Colorado Springs; Juarez, Mexico, and Taiwan. His products are currently in use in 110 countries around the world. Indeed, 60% of Ampex's business is outside the U.S.

Ampex is closely associated with videotape, which the company invented in the early 1950's. Kleffman's career has the same association. He began with the company in 1959 as its first video applications engineer, with the job of figuring out what uses television stations could make of videotape besides recording network programs for time-delayed broadcasts.

There was virtually no editing of videotape in those days and very little tape production. Today, one look at the control room of any television station tells just how far the tape business has come in 20 years—switchers, editing consoles, tape decks and a wide array of other equipment hardly dreamed of when Kleffman moved from WHO-AM-FM-TV Des Moines, Iowa, to California. Or, put another way, stations today are full of solutions to problems that did not exist before.

"If you ask a customer what kind of new product does he want, he doesn't know," Kleffman says. "He doesn't know what technology can do for him."

Kleffman, however, will gladly let him know. And, considering that his division had sales over \$131 million in 1979, Kleffman does a lot of it—and well.

Although it has been just over 20 years since Kleffman joined Ampex, his heart in many ways is still in broadcasting. He claims, in fact, that it was Ampex's close association with the broadcasting industry that helped to lure him out of the station end of the business and into the manufacturing.

"I like the broadcast industry," he says. "I want to stay close to it. When I got out of it, I wanted to get into an industry



Donald Victor Kleffman—vice president and general manager, audio-video systems division, Ampex Corp., Redwood City, Calif.; b. Dec. 27, 1926, Creston, Iowa; U.S. Navy, 1945-46; graduated, 1948, Central Technical Institute, Kansas City, Mo.; broadcast engineer, WHBY(AM) Appleton, Wis., 1948; broadcast engineer, WHO-AM-FM-TV Des Moines, Iowa, 1948-59; applications engineer, Ampex, 1959-61; product manager, 1961-66; manager, market support section, 1966-67; manager, video product management, 1967-68; marketing manager, video department, 1968-72; marketing manager, audio-video systems, 1972-76; named general manager, May 1976; current post since December 1976; m. Virginia Louise Purtle, March 17, 1949; children: Sandra Kay, 27; Debra Ann, 25, and Timothy Don, 21.

where I could be close to broadcasting. I feel I have the best of both worlds in this position."

Kleffman's first broadcasting job was in the engineering department of WHBY(AM) Appleton, Wis., which he joined after finishing technical school in Kansas City, Mo. From Appleton, he moved to Des Moines, where he was on hand during the establishment of WHO-TV in 1954. In June 1959, he moved to Ampex, and, making the transition from systems engineer to marketer to executive, he rose steadily up the corporate ladder.

Since taking his current position, his division has had record profits and revenues. The company has moved away from the two-inch recording field exclusively into one-inch recording. (Its VPR 2 helical recorder is the most successful product in Ampex's history.) Kleffman has also overseen a new emphasis on the company's audio pro-

ducts as well as its entrance into the developing field of digital video technology. He doesn't anticipate any immediate effect on his operations as a result of the proposed merger of Ampex into the Signal Companies announced last month.

Kleffman is not quite a salesman. Nor does he think of himself as still an engineer. He is both. And, depending on the problem before him at a given moment, he'll wear whichever hat seems to fit better.

Ampex, Kleffman believes, is at its best in the professional world of broadcasting and related fields. It is currently probably the number-one maker of videotape recorders. And in the past few years, it has expanded its operations to include switching equipment and cameras.

"My objective is to be in the same kind of a position in the supplying of cameras and switchers and audio that we are in supplying video recorders," he says. And if that sounds as if Kleffman may have a vision of Ampex taking over the whole universe, "Right," he replies to the question.

"We want to be experts in all areas," he says, "so there will be no surprises."

Kleffman's ambition for his company does not seem to carry over to his personal life, however. He is not consumed by his work, nor does he take it so seriously that he loses sight of the quieter pleasures of home and family. "I'm not a workaholic," he says proudly. And it's a rare night indeed when his office lights are burning. "About five minutes after six—no way. You won't find me. And you won't find me here on the weekend at all." (He is likely to be off bass fishing at his favorite lake two-and-a-half-hours away.) He confesses to taking work home on some weekends, however.

"I've never had a career goal where I wanted to be at a certain point at a certain time. I've never worried about it—never had to worry about it. The door was always open for advancement, even sometimes before I thought I was ready.

Although hardly the consummate corporate man, Kleffman appears comfortable in his role and comfortable with, and proud of, his company. He likes his job, and he likes the people around him—whether they are his customers or his employees.

He also has a notion of excellence—the "ex" in Ampex he calls it. And although he is soft-spoken and retains much of the Midwest in both his speech and his style, he says he can come down hard on his people when they forget his commitment to quality.

And what does he mean by excellence?

"Selling a quality product and having credibility in the marketplace."

All the way

The radio format case that the Supreme Court agreed last week to review could become one of the most important cases in broadcasting's legal history. It could define the First Amendment protection to be accorded broadcast programming. It could limit the authority of the U.S. Court of Appeals to make regulation that is fundamentally the FCC's to make.

The case has arrived at the Supreme Court after repeated confrontations between the commission and the appellate court, which, at the prodding of special-interest groups, has insisted that the FCC intrude in broadcasters' decisions to change formats. The case accepted by the Supreme Court is the appellate court's reversal of a policy statement issued in 1976 by an FCC that was courageous enough to face the showdown that has now come to pass.

The statement was carefully crafted after much study and voluminous comment. It asserted that government intrusion in format selection would discourage innovation, that broadcasters would be unwilling to try new formats unless free to abandon them if they failed. Meddling in format selection was also said to raise First Amendment questions. The statement concluded that the public would be better served if broadcasters were at liberty to program in response to marketplace demands. It was among the more enlightened statements to originate at the FCC in recent memory.

As was to be expected, the familiar gaggle of special-interest groups went honking to the Court of Appeals. As was probably also to be expected, a court majority of seven felt its magisterial supremacy threatened by an upstart FCC, which it proceeded to put down. Dissenting, with another judge, Edward A. Tamm had it right when he said that the court had usurped the FCC's job and had "lost sight of our role as a reviewing court whose proper function is to uphold the agency's reasonable judgment."

No one can foretell how the Supreme Court will come out on this. That the court will hear the case revives hope for reasonableness in regulation and court review. Left unchallenged, the opinion of the Court of Appeals would not only stifle experiments in radio formats but would also lead the FCC deeper and deeper into the programming process in both radio and television. This is one time that the FCC, the broadcasters and the public at large are indisputably on the same side.

At any cost?

The meeting of western hemisphere nations that begins in Buenos Aires this week may be fateful for AM broadcasters. If the American government's official view prevails, many positions for new stations in the U.S. will be created, in an AM service that present occupants believe is already overcrowded. If some other countries' views prevail, there could be a loosening of technical standards, leading to the contraction of service areas of many operating stations.

The prospects are presented in greater detail elsewhere in this issue. They add up to a potential of enormously increased competition in AM radio.

Not that AM broadcasting is the only service that the government has marked for freer entry. The projected attempt in Buenos Aires to compress AM bandwidths from 10 khz to 9 is of a piece with the FCC's rulemaking, issued two weeks ago, to make more FM opportunities (BROADCASTING, March 3). And television broadcasters were reminded just a month ago that the FCC, in the

words of Chairman Charles D. Ferris, "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" (BROADCASTING, Feb. 11). (Ferris was making promises of new grants to blacks and other minorities, a stated objective of all FCC attempts to find places for more radio and television stations.)

However desirable it may be, from a social point of view, to enlarge accommodations in the broadcast services, it is at least an open question whether the government is rushing to do so without adequate consideration of the physical consequences. First-rank engineers say that the narrowing of AM bandwidths is certain to create adjacent-channel interference. Similarly, the loosening of criteria for FM station separations, now proposed by the FCC, would create new interference in that service. The constriction of television station patterns that would result from the procedures Ferris talked about has been repeatedly documented by engineering studies that go back 20 years or more.

With only minor reservations, the FCC has decided that the interference to be created by a compression of AM channels from 10 khz to 9 would be a tolerable trade-off for the benefits of increased competition. Unless other countries at the Buenos Aires conference disagree, broadcasters may as well prepare themselves for the introduction of new AM stations.

The FM rulemaking is only that, and there is still a chance for more serious engineering calculation than went into the decision to take the 9 khz proposal to Buenos Aires. As to television, the FCC staff has been stewing for a year and a half over the draft of an order to drop in four VHF stations, but there is at least a hint in Ferris's recent talk of an expansion of that proceeding. If so, there will presumably be an opportunity for study of technological cause and effect.

The FCC's principal responsibility is to set and police technical standards that guarantee listenable and viewable service to a maximum audience. It remains to be seen whether that responsibility will be realized in whatever comes out of Buenos Aires in the next three weeks. In future proceedings, however, broadcasters and the public are entitled to demand that technical standards will prevail against uneducated attempts to pry open new holes in FM and TV allocations.



Drawn for BROADCASTING by Jack Schmidt

"It doesn't help the programs, but it sure makes pretty pictures."

NPPA WINNERS

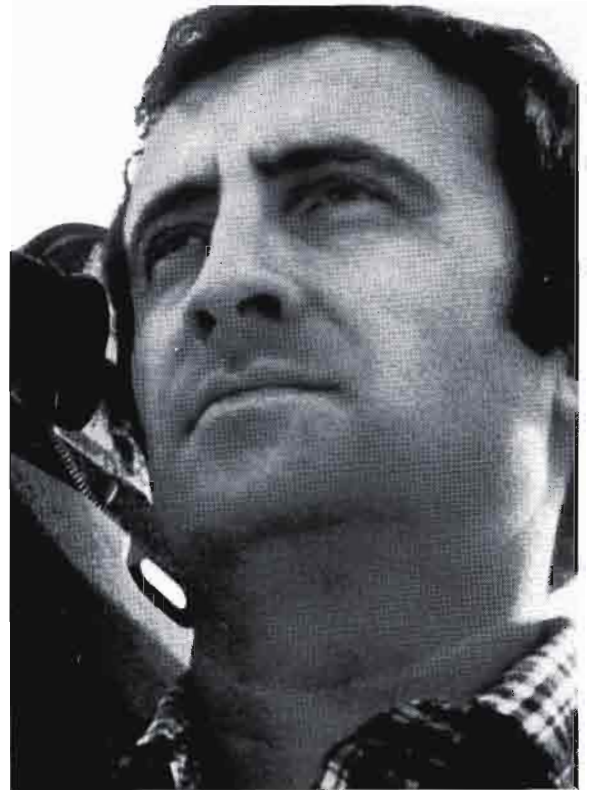
Meet Ken Swartz, winner of the Kodak Ernie Crisp Award as News Photographer of the Year.

Ken's approach is innovative and daring. By working close to the action, he brings the viewer closer to the sense of the story. It isn't always easy to be different. For example, there were many fire stories entered. But Ken, now with WHAS-TV in Louisville, treated his assignment in a new and "up-close" manner that won him high marks.

KING-TV, Seattle, News Photography Station of the Year, won for sheer professionalism. Their films displayed clean, sharp images; meaningful editing; no extraneous material. What's more, the work was consistently good, although the entries represented the work of many members of the KING-TV staff.

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