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Broadcasting Mar 23

The News Magazine of the Fifth Estate □ Vol. 100 No. 12

Our 50th Year □ 1981

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The First
50
Years Of
Broadcasting

1953

PAGE 101

Reach for The TV Star!

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BOLD! The TV Star takes off on the meteoric success of the Star magazine—the dynamic weekly with a following of 12 million faithful readers every feature-packed issue!

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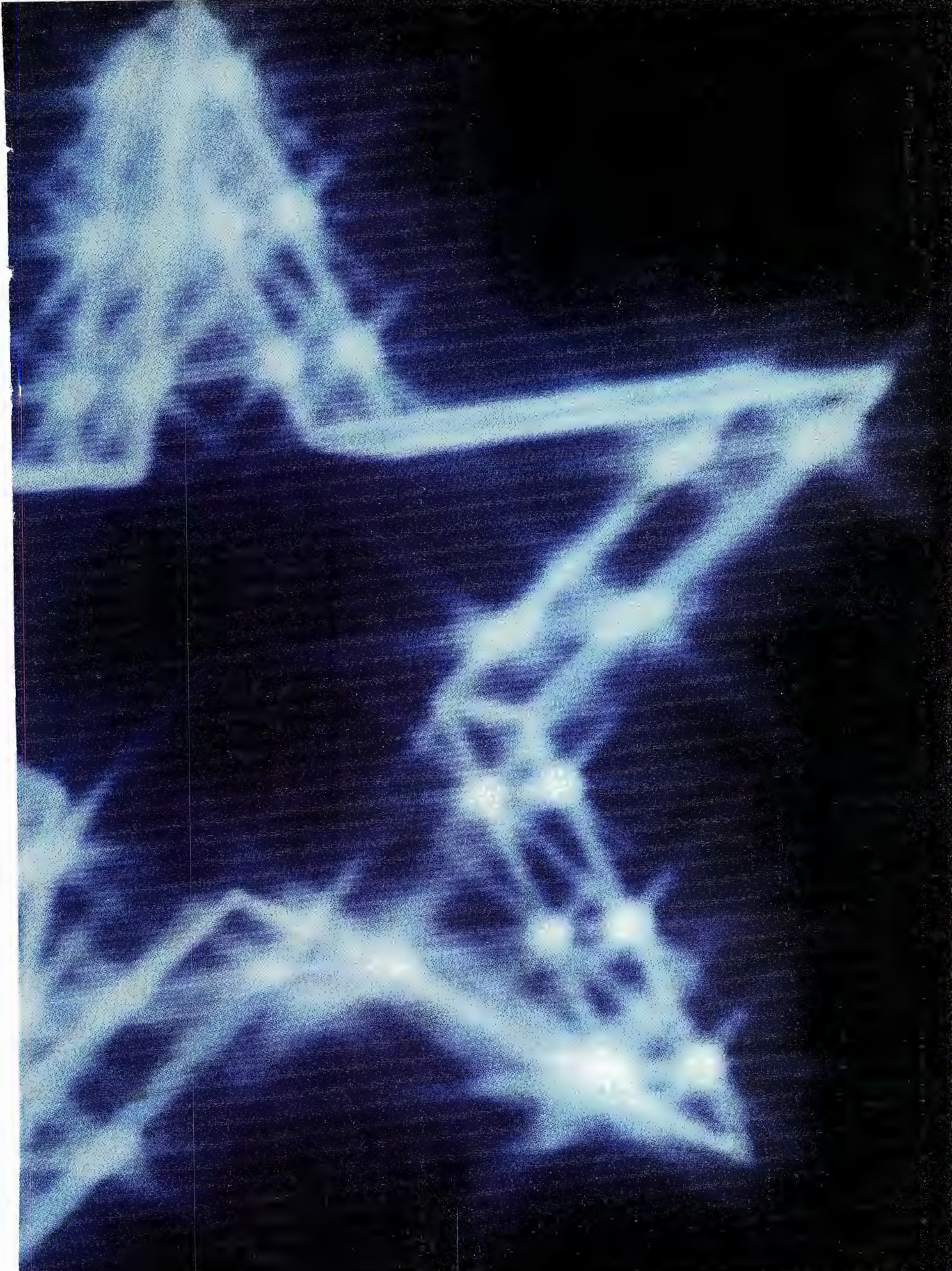
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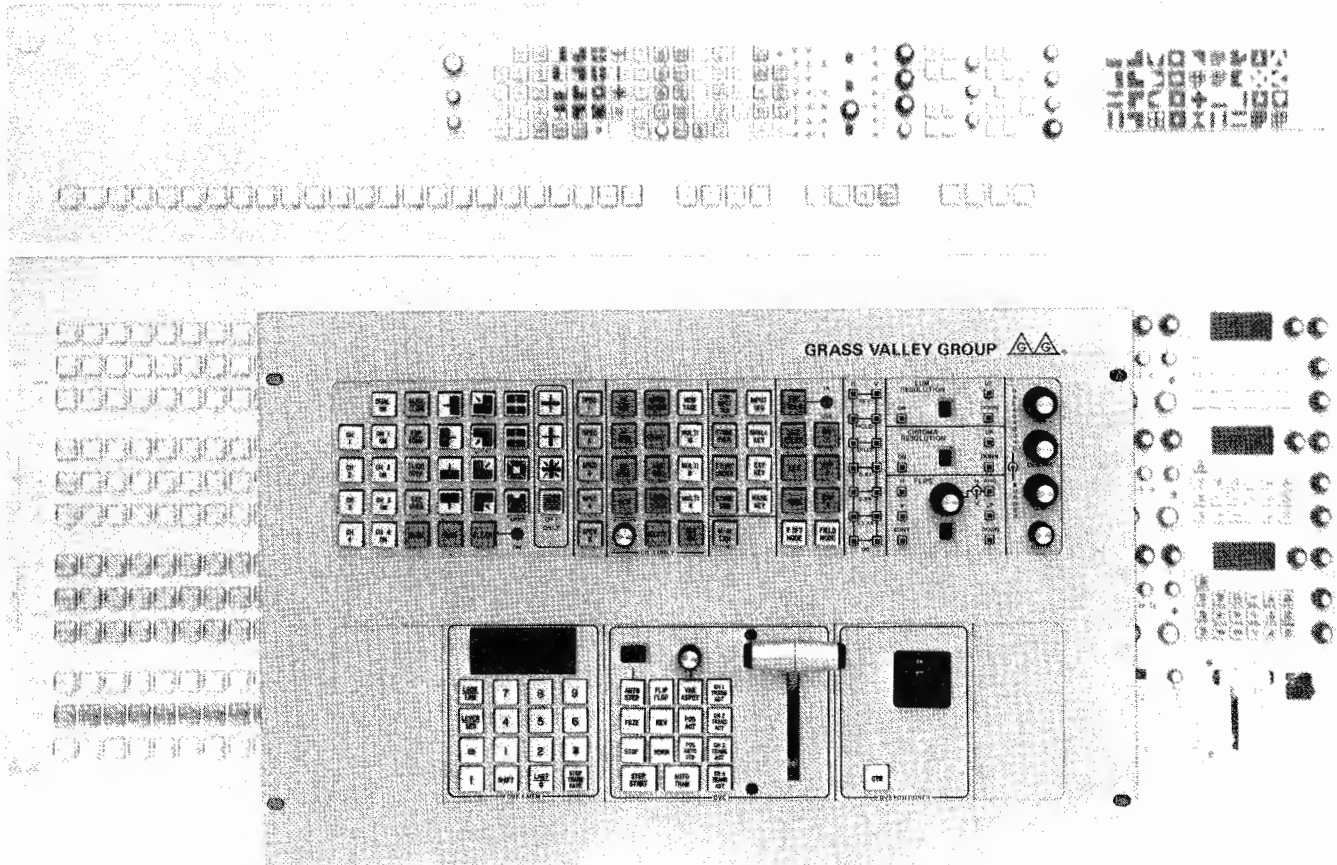
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The MkII Digital Video Effects (DVE) is a second generation digital video manipulation system providing an almost endless variety of live and post production effects, many previously available only from separate digital systems or through costly optical techniques.

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The Week in Brief

TOP OF THE WEEK

NATPE'S EXPANDING UNIVERSE □ For first time at major broadcasting conference, cable television is embraced as full working partner, and international participation is up dramatically. Screening center concept is introduced and draws rave reviews. **PAGE 27.**

HOLD BUTTON FOR ROSSLYN □ FCC votes to wait for Fowler before deciding on move. **PAGE 29.**

DIGGING IN □ FCC begins winnowing out thousands of translator and low-power TV applications. **PAGE 29.**

DIMENSIONS OF A NEW CHAIRMAN □ Mark Fowler is holding his counsel on much of his plans for the FCC, but it is sure to include sea of change and pro-business bent. **PAGE 30.**

VHF STATION SWAP □ Multimedia gets KSDK St. Louis for its wxii Winston-Salem, N.C., and WFBC-TV Greenville, S.C., plus \$8.5 million. **PAGE 32.**

CPB WINS AND LOSES □ Senate Budget Committee declines to go along with budget cut for public broadcasting organization. CPB President Fleming announces retirement. **PAGE 32.**

SPECIAL REPORT

NATPE: GAVEL TO GAVEL □ Keynoter Bennett warns station survival depends on increased local production. **PAGE 33.** Upswing in barter, reality and off-network turns up in marketplace; sales activity reflects softer economy. **PAGE 37.** Conventional TV is put on notice that new media will be offering stiffer competition. **PAGE 40.** Panel of ad agency executives examines such issues as cost, new technologies and censorship. **PAGE 42.** NATPE luncheon session veers from sex and morality to advertiser boycotts; ACT's Charren discloses counter-campaign against Moral Majority. **PAGE 46.** ABC, CBS and NBC affiliate sessions assess programming status and what's in the offing. **PAGE 50, 53 and 54.** Foreign TV distributors told of expanding buying role by U.S. **PAGE 61.** Independents' session concentrates on ways to combat rising costs. **PAGE 62.** PBS affiliates discuss setbacks. **PAGE 62.** NATPE

schooled on low-power TV. **PAGE 68.** Enhancing peace between sales and programming. **PAGE 70.** Seeking harmony between news and programming departments. **PAGE 72.** Accurate head count for pay TV remains elusive. **PAGE 76.** NATPE hands out its Iris awards. **PAGE 80.**

PROGRAMMING

TEMPO UP IN NASHVILLE □ Biggest-ever Country Radio Seminar and influx of programmers prompt organizers to create new group for expanded activity. **PAGE 82.** Delegates are reminded of strength in country radio's numbers. **PAGE 83.** Some financial tips on station acquisition. **PAGE 83.** Some programming tips for daytimers. **PAGE 84.**

BUSINESS

INCENTIVE FOR WYMAN □ CBS proxy statement confirms that president received \$1 million "inducement" to join company last May, in addition to \$656,777 remuneration. **PAGE 87.**

MEDIA

FORT WORTH BRASS RING □ Sammons Communications gets nod for cable franchise that will cost approximately \$50 million. **PAGE 88.**

LAW & REGULATION

FACE LIFT □ Goldwater bill would reshape public broadcasting by weaning stations from CPB funding and by encouraging CPB to experiment in other media. **PAGE 93.**

1953

THE 'BROADCASTING' YEARS □ ABC and United Paramount Theaters merged, and the FCC approved compatible color standards for TV. The commission pumped out nearly 300 new television grants. Also, Pat Weaver became NBC president, and Robert E. Lee joined the FCC. **PAGE 101.**

PROFILE

PEACOCK PRIDE □ Brandon Tartikoff doesn't dwell on his quick ascent up the ladder to the presidency of NBC Entertainment. His greater concern is that he be part of the team that takes NBC-TV to number-one in ratings. **PAGE 127.**

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Home again

With Mark Fowler finally named as President Reagan's choice to serve as chairman of FCC (BROADCASTING, March 16), speculation is centering on staff he will bring in. Reports circulating for weeks have had Steve Sharp, now with Washington office of Schnader, Harrison, Segal & Lewis, Philadelphia-based law firm, returning to FCC as general counsel. Sharp served in FCC general counsel's office in mid-1970's before becoming legal assistant to then-Commissioner Margita White. Fowler says Sharp "would be a splendid general counsel" but that he hasn't offered job to him.

Two, three and four

FCC Commissioner James Quello may be President Reagan's next appointment to FCC. At least, one Quello backer following situation closely reports that announcement on Democratic commissioner, whose term expired on June 30 but who continues to serve as long as no one replaces him, is near. Two other candidates for remaining vacancies whose prospects look increasingly bright are Democrat Henry Rivera, Albuquerque, N.M., lawyer, backed vigorously by Senator Harrison Schmitt (R-N.M.), and Republican Mimi Weyforth Dawson, principal aide to Senator Bob Packwood (R-Ore.), chairman of Senate Commerce Committee, who along with whole top drawer of senators is urging her appointment on White House.

Parlayer par excellence

If broadcaster-banker Joe L. Allbritton succeeds in acquiring operating control (about 35%) of Riggs National Bank, Washington's largest, it will be his second coup in nation's capital. In 1975 he acquired Washington Star Communications Inc., including WJLA-TV Washington (ch. 7); WSET-TV Lynchburg, Va. (ch. 13); WCIV-TV Charleston, S.C. (ch. 4), for \$35 million. He later sold *Washington Star* to Time Inc. for \$20 million.

Last week, during court encounter with Riggs management, Allbritton filed statement of net worth. Of \$208 million aggregate, statement attributed value of \$138 million to "television stations." Knowledgeable broadcasters ascribed value of about \$15 million each to Lynchburg and Charleston VHF's. That would leave \$108 million, net, for Allbritton's ABC-TV outlet in Washington. But \$40 million borrowed by Allbritton two years ago would have to be added to WJLA-TV price for truer market

value. In addition to *Star* sale to Time, Allbritton realized \$16.5 million from sale of WMAL-AM-TV Washington and \$600,000 from WLVA-AM Lynchburg.

Millenium

Atlanta's WTBS-TV (ch. 17) joined National Association of Broadcasters March 17, according to Sidney Pike vice president-operations. It's licensed to Superstation Inc., division of Turner Broadcasting, with R.E. (Ted) Turner III listed as president and general manager.

Swap shops?

Could television network executives at least be thinking about previously unthinkable: barter programing? Sign of times as advertisers move back into program development is "advertiser-supported" proposals understood to have been received by networks.

One world

Worldwide digital TV standard that for first time will establish compatibility in program exchange and studio equipment is coming ever closer. Intense negotiations since San Francisco SMPTE TV conference (BROADCASTING, Feb. 9) have brought international engineering community into virtual agreement on sampling frequency of 13.5 mhz (864 samples per line) and sampling ratio of 4:2:2. Western world would like slightly higher rate based on NTSC subcarrier relationship, but realizes Eastern bloc nations won't go that far.

Among cautious, protocol-conscious engineers, these things take time, and several more meetings (one in Brussels, another in Madeira) must take place before International Telecommunication Union's International Radio Consultative Committee (CCIR) puts final stamp on standard in Geneva in September.

Not us

Did Paula Parkinson, subject of *Playboy* photo spread and of recent stories in Washington papers about sex with members of Congress, ever represent broadcasting interests? Ex-Congressman Lionel Van Deerlin (D-Calif.), in response to question at NATPE news conference last week, said he had impression she once lobbied for longer license terms on behalf of Kansas broadcasters. Not so, say all concerned.

According to Bill Bengston of KOAM-TV Pittsburg, Kan., president of Kansas Association of Broadcasters, PR firm then run by her husband, Hank Parkinson, was

once retained by KAB, but association ended in 1977. At time Parkinson was married to another woman. Vincent T. Wasilewski, National Association of Broadcasters president, says there's been no NAB connection to Parkinsons.

Making the nut

National Association of Television Program Executives' final bill for just-completed 1981 conference (see coverage beginning on page 33) won't be known for while. But expenses—excluding receptions and such sponsored by members—are expected to run to \$700,000-\$750,000. Major increase this year, aside from higher New York prices, was introduction of exhibition-hall format, expected to cost NATPE about \$75,000 for space, security, etc. for first-year experiment. Next year exhibitors will pick up tab. NATPE leaders were understood to have been more than mildly concerned about organizations' post-convention balance sheet but relieved once paid registration showed more participants than anticipated.

Fast starter

Bob Alter, president of new Cabletelevision Advertising Bureau, is out to turn young organization into bustling operation. He's shooting for membership growth that'll build this year on \$400,000 seed money CAB started with and, he expects, reach million-per-year level by start of CAB's second year.

Setting stage

Fred Pierce, executive vice president of ABC Inc. and president of ABC Television, has told close associates that at some point he intends to give up latter post to concentrate full time on former. There's said to be "no immediate timetable." Move would be logical advance toward ABC Inc. presidency, now held by Elton Rule. Chairman Leonard Goldenson has said repeatedly that, though he has no present plan to retire, when he does he will be succeeded by Rule, and Rule by Pierce. Rule's current contract extends to June 30, 1982; Goldenson's—and also Pierce's—to June 30 this year.

Lately there's been another report that Bob Bennett of WCVB-TV Boston has been offered Pierce's jobs, or one of them. As in past, ABC officials deny it. Perhaps significantly, however, in discussing Pierce's plan to give up ABC Television presidency, sources say his successor in that post may come "from inside or outside" ABC.

Business Briefly

TV ONLY

A.J. Foods □ Cresta dinners. Begins this week for five weeks in about 18 West Coast markets. Day, early fringe and fringe times. Agency: Kenyon & Eckhardt Advertising, Chicago. Target: women, 25-54.

Gardsman □ Dust cloth. Begins April 13 for four weeks in Grand Rapids, Mich. Day, fringe and prime times. Agency: Responsive Marketing, Des Plaines, Ill. Target: women, 18-49.

Superior's Brand Meats □ Various products. Begins this week for four weeks in Ohio, Pennsylvania and West Virginia markets. All dayparts. Agency: Marcus Advertising, Cleveland. Target: adults, 25-54.

Colonial Pennsylvania Insurance □ Group health insurance. Begins April 20 for four weeks in 22 markets. Early fringe and prime times. Agency: Ketchum, MacLeod & Grove, Pittsburgh. Target: adults, 50 and over.

Reed Union □ Nu Finish/Nu Vinyl. Begins April 6 for three weeks in 50 markets. Day, fringe and late fringe times. Agency: A. Eicoff & Co., Chicago. Target: women, 25-49.

Food Marketing Inc. □ Lovett's shaved steak. Begins March 30 for seven weeks in six New England markets, plus upper New York markets. Day, fringe and weekend times. Agency: Casey Media, Boston. Target: women, 18-49.

Dime Savings Bank □ Begins this week for six weeks in various New York markets. All dayparts. Agency: Media Basics, New York. Target: adults, 35 and over.

WHAM Enterprises □ Clothing centers. Begins March 30 for second quarter in Dayton, Ohio, and Rochester and Syracuse, both New York. Fringe, prime, prime access and sports times. Agency: Geer DuBois, New York. Target: men, 25-54.

Marc Phillippe □ Jeans. Begins April/May for five weeks in Miami and Los Angeles. Fringe and prime times. Agency: American Media Consultants, Los Angeles. Target: adults, 18-34.

Rejoice □ Women's sportswear. Begins April 6 for two weeks in over 10 markets. Agency: Media Buying Services, New York. Target: women, 18-49.

Denny's □ Fast food restaurants. Begins April 1 for three weeks in 70 markets. Agency: Western International Media, Los Angeles. Target: total adults.

Niagara Adjustable Bed □ Begins April 6 for 12 weeks in 25-30 markets. All dayparts. Agency: Joel Douglas Advertising, Santa Monica, Calif. Target: adults, 35 and over.

Ocean Pacific □ Sunwear. Begins May 14 for two weeks in Phoenix. All dayparts. Agency: Ocean Pacific Advertising, Los Angeles. Target: total teen-agers; men, 18-24.

Sam Solomon □ Department stores. Begins May 5 for one week in Miami; Savannah, Ga., and Greenville and Charleston, both South Carolina. Agency: Aviation Advertising, Charleston, S.C. Target: women, 18-49.

Hyatt Legal Clinic □ Legal services. Begins April 1 for nine weeks in Philadelphia, Pittsburgh, Cleveland and Dayton, Ohio. Day and fringe times.

Rep Report

KOSI-FM Denver: To Radio Advertising Representatives from Torbet Radio.

□ WHAV-AM-FM Haverhill, Mass.: To Kadetsky Broadcast Properties from Queen and Co. (New England only).

□ KCRG-TV Cedar Rapids, Iowa: To Petry Television from Seltel.

□ KFMB-TV San Diego, and WCIA-TV Champaign and WMBD-TV Peoria, both Illinois: To Petry Television from PGW.

□ WVOJ(AM) Jacksonville, Fla.: To Major Market Radio from Blair Radio.

□ WWTG(AM) Minneapolis: To Jack Masla & Co. from Roslin Radio Sales.

□ WRWW(AM) Reading, Pa.: To Jack Masla & Co. from McGavren-Guild.

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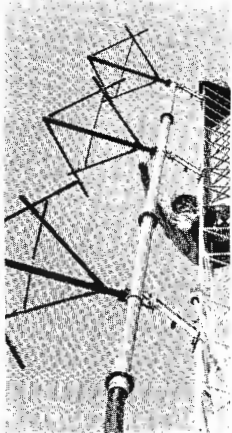
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Advantage

AAF honors. American Advertising Federation will induct three members into its hall of fame Thursday (March 26) during "Advertising Day" as proclaimed by New York mayor Ed Koch: Tom Dillon, retired chairman of BBDO International; Shirley Polykoff, president of Shirley Polykoff Advertising, and late Roy Larsen, past chairman of Time Inc. are inductees. Awards will be presented at luncheon at Waldorf Astoria hotel.

Classic buy. ITT Continental Baking Co. will be main sponsor of *Hostess Family Classics*, group of 26 half-hour family-oriented TV programs that include 12 segments of *The Tales of Robin Hood*, eight of *The Legend of King Arthur* and six of *The Prince and the Pauper*. Programs were co-produced by BBC and Time-Life Television and have been shown on BBC. Series will be distributed in U.S. for stations on barter basis, starting in January 1982 with Vitt Media International, New York, handling syndication for ITT Continental.

Spot TV harvest. Blair Television has added agri-marketing unit to its Market Development Division to develop expanding category of national and regional spot TV revenues in this area. Richard Giltner, account executive for Blair's NBC team in Chicago, has been named director of agri-marketing, based in Chicago. Blair says that agri-marketing spot TV expenditures in 1979 were \$13.3 million and category has potential for growth.

Famous spokesman. Steve Garvey, Los Angeles Dodger all-star first baseman, will be spokesman for Allegretti's Paramount line of lawn and power tools. Garvey is to be featured in three TV spots seen in about 80 markets. Campaign runs from April 1 through May 30, with possible additional flights in June.

Image campaign. J. Walter Thompson's Brouillard Communications has announced major broadcasting and print campaign for client, Credit Union National Associates Inc. Concentrating on network TV, commercials will run on all three networks in both news and sports programming. Theme of campaign is "America's Credit Unions—a family 44 million strong." Advertising will assist member leagues in all 50 states, plus District of Columbia and Puerto Rico.

Agency: Barickman Advertising, Kansas City, Mo. Target: total adults.

Godfather's Investments □ Godfather's pizza. Begins April 27 for 18 weeks in about 115 markets. All dayparts. Agency: Ellis & Guy, Omaha. Target: teenagers, 12-17; adults, 18-34.

Roman Meal □ Bread. Begins March 30 for six weeks in about nine markets. News, late fringe and fringe times. Agency: Haines/Grady & Associates Advertising, Muncie, Ind. Target: women, 25-49.

Herr's □ Potato chips. Begins April 13 for two weeks in four Pennsylvania markets. All day parts. Agency: Elkman Advertising, Bala Cynwyd, Pa. Target: women, 18-49.

Olin □ HTH/Pace pool chemical. Begins April 13 for 20 weeks in over 30 markets. All dayparts. Agency: Vitt Media International, New York. Target: adults, 25-54.

JFC International □ Zact toothpaste. Begins March 30 for four weeks in 16 West Coast markets. Day, early fringe and late fringe. Agency: Allen & Dorward Advertising, San Francisco. Target: women, 18-49; adults, 18-34.

International Shoe Co. □ Various shoes. Begins March 30 for two to three weeks in about 50 markets. Day, fringe and prime times. Agency: Batz-Hodgson-Neuwoehner, St. Louis. Target: women, 18-49; total children.

RADIO ONLY

Andy Granatelli □ Tune-up masters. Begins in April for four to seven weeks in over 10 markets. All dayparts. Agency: National Media, Los Angeles. Target: men, 18-49.

Clover Club Foods □ Potato chips. Begins May 4 for two weeks in Texas markets. Morning drive, middays and afternoon drive times. Agency: Harris and Love Advertising, Salt Lake City. Target: women, 25-49.

Pacific Federal Savings & Loan □ Begins this week for one week in Oregon and Washington markets. Morning drive, middays and afternoon drive times. Agency: John Brown & Partners, Seattle. Target: adults, 25-49.

Bon Marche □ Jantzen promotion. Begins April 6 for one week in under 10 West Coast markets. Agency: Alcon Advertising, Seattle. Target: men, 18-49.

RADIO AND TV

Benjamin Moore □ Paints. TV and radio campaign begins this week for varying flights in 22 markets. New and fringe times for TV. Agency: RDR/Timebuying Services, New York. Target: adults, 25-54.

Chevron Chemical □ Weed 'n' Feed. TV and radio campaigns begin April 13 for three weeks in over 50 markets. Agency: McCann-Erickson-MIS, San Francisco. Target: men, 35-64.

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Datebook

■ Indicates new or revised listing

This week

March 22-24—*International Broadcasters Idea Bank* annual convention. Sebel Town House, Kings Cross, Sydney, Australia.

March 23-24—*Public Service Satellite Consortium* workshop on "How to Teleconference Successfully" Denver.

March 22-29—*INPUT '81*, international public television screening conference, Venice, Italy. U.S. representative: Corporation for Public Broadcasting. For information: David Stewart, CPB, 1111 16th Street, N.W., Washington, (202) 293-6160.

March 23-25—*Radio-Television News Directors Association* management training seminar conducted by Sterling Institute. O'Hare Marriott, Chicago.

March 23-26—*Louisiana Association of Broadcasters* sales seminars. Information: (504) 383-7486.

March 24—*Chicago Addy Awards*, co-sponsored by *Women's Advertising Club of Chicago* and *Chicago*

Advertising Club. Chicago Marriott hotel.

March 24-25—*Ohio Broadcasters* salute to Congress. Hyatt Regency and Four Seasons hotels, Washington.

March 25—*New York Women in Communications* 1981 Matrix Awards luncheon. Keynote speaker: Katharine Graham, board chairman, Washington Post Co. Sheraton Center, New York.

March 26—*Religion In Media's* Angel Awards banquet. Palladium, Los Angeles.

March 26-29—*Alpha Epsilon Rho*, national honorary broadcasting society, annual convention. Opryland hotel, Nashville.

March 27-28—*Society of Professional Journalists, Sigma Delta Chi*, region seven conference. Sheraton Royal hotel, Kansas City, Mo.

March 27-28—*Society of Professional Journalists, Sigma Delta Chi*, region 12 conference. Biloxi Holiday Inn, Biloxi, Miss.

March 27-April 5—11th annual *USA Film Festival* of independent and studio films. Loews Anatole hotel, Dallas. Information: USA Film Festival, P.O. Box 3105,

Major Meetings

April 8-11—*American Association of Advertising Agencies* annual meeting. Boca Raton Hotel and Club, Boca Raton, Fla. Information: Jerry Graniero, AAAA, 200 Park Avenue, New York, 10017, (212) 682-2500.

April 12-15—*National Association of Broadcasters* 59th annual convention. Las Vegas Convention Center. Future conventions: Dallas, April 4-7, 1982; Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984; Las Vegas, April 14-17, 1985; Las Vegas, April 20-23, 1986; Atlanta, April 5-8, 1987; Las Vegas, April 10-13, 1988.

April 24-30—17th annual *MIP-TV* international TV program market. Palais Des Festivals, Cannes, France.

April 27-May 1—*National Public Radio* annual conference. Marriott hotel, Anaheim, Calif. Future conference: Washington, April 18-22, 1982.

May 4-7—*ABC-TV affiliates* annual meeting. Century Plaza, Los Angeles.

May 5-9—30th annual convention, *American Women in Radio and Television*. Sheraton Washington hotel, Washington.

May 10-13—*CBS-TV affiliates* annual meeting. Century Plaza, Los Angeles.

May 17-19—*NBC-TV affiliates* annual meeting. Century Plaza, Los Angeles.

May 29-June 3—*National Cable Television Association* annual convention. Los Angeles Convention Center. Future conventions: May 2-5, 1982, Las Vegas; June 12-15, 1983, Houston; May 20-23, 1984, San Francisco; March 31-April 3, 1985, New Orleans; March 16-19, 1986, Dallas, and May 15-18, 1988, Las Vegas.

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

June 4-6—*Associated Press Broadcasters* annual convention. Washington Hilton, Washington.

June 6-10—*American Advertising Federation* national convention. Hyatt Regency hotel, Washington.

June 10-14—*Broadcasters Promotion Association* 26th annual seminar and *Broadcast Designers Association* third annual seminar. Waldorf-Astoria hotel, New York. Future seminars: June 6-10, 1982, St. Francis hotel, San Francisco; June

1-4, 1983, Fairmont hotel, New Orleans; June 10-14, 1984, Caesars Palace, Las Vegas; 1985, Chicago.

Aug. 18-19—*National Association of Broadcasters* annual radio programming conference. Hyatt Regency, Chicago.

Sept. 10-12—*Radio-Television News Directors Association* international conference. Marriott, New Orleans. Future conventions: Sept. 30-Oct. 2, 1982, Caesars Palace, Las Vegas; Sept. 21-23, 1983, Orlando, Fla., and Dec. 3-5, 1984, San Antonio, Tex.

Sept. 20-23—*National Radio Broadcasters Association* international conference. Diplomat hotel, Hollywood-by-the-Sea, Fla. Future conventions: Sept. 12-15, 1982, Reno; Oct. 2-5, 1983, New Orleans; Sept. 23-26, 1984, Kansas City, Mo.

Sept. 20-23—*Broadcast Financial Management Association* 21st annual conference. Sheraton-Washington hotel, Washington. Future conference: Sept. 12-15, 1982, Riviera hotel, Las Vegas.

Oct. 25-30—*Society of Motion Picture and Television Engineers* 123d technical conference and equipment exhibit. Century Plaza, Los Angeles.

Nov. 1-4—*National Association of Educational Broadcasters* 57th annual convention. Hyatt Regency, New Orleans.

Nov. 9—*Region 2* conference on AM broadcasting begins. Tentatively set to run for six weeks. Rio de Janeiro.

Nov. 9-11—*Television Bureau of Advertising* 27th annual meeting. Fontainebleau Hilton, Miami.

Nov. 11-14—*Society of Professional Journalists, Sigma Delta Chi* national convention. Hyatt Regency, Washington.

Feb. 7-10, 1982—*Association of Independent Television Stations (INTV)* ninth annual convention. Shoreham hotel, Washington. Future convention: Feb. 6-9, 1983, Galleria Plaza hotel, Houston.

Feb. 7-10, 1982—*National Religious Broadcasters* annual convention. Sheraton Washington hotel, Washington.

March 12-17, 1982—*National Association of Television Program Executives* 19th annual conference. Las Vegas Hilton. Future conferences: March 18-23, 1983, Las Vegas Hilton; Feb. 12-16, 1984, San Francisco Hilton and Moscone Center.

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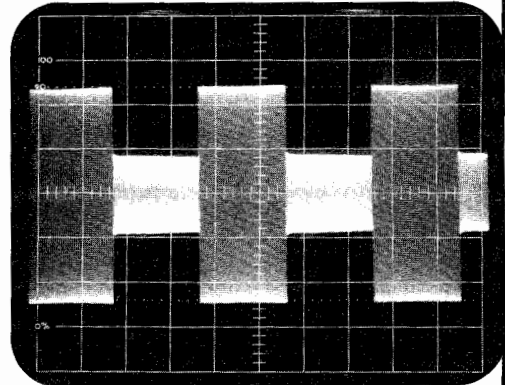
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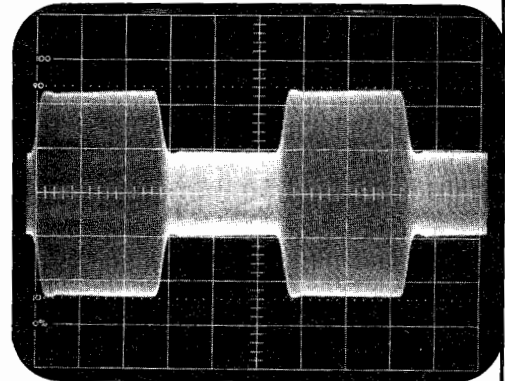
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crease in original programming over last May's. Theatrical and made-for-TV movies, he said, will include *Dracula*, *Bitter Harvest*, *Gilligan's Island with the Globe Trotters* and James Garner in *George Adams's Change of Life*. Mini-series are to include Bette Davis in a four-hour *Family Reunion* and Rock Hudson and Suzanne Pleshette in a four-hour Johnny Carson Productions mini-series, *The Star Maker*, slated to be the first Carson Productions program on the air.

A four-hour mini-series originally scheduled for April but later said to be more likely to appear in May is *Murder in Texas*, based on events chronicled in the best-selling "Blood and Money."

Specials for May were said to include Academy of Country Music Awards, a Bob Hope birthday special, a Dean Martin special, an entry called "Skeezzer, the Dog who Healed" and a tribute to Mother's Day.

Meanwhile, Tartikoff said, specials for late March and April will include production with Bob Hope, another with George Burns, a White House Command Performance and "Dial M for Murder" with Angie Dickinson.

Tartikoff appeared confident that *Saturday Night Live*, which has sagged in the ratings, will regain strength now that Dick Ebersol, who led in development of the series in 1975, is returning as its producer. He replaces Jean Doumanian, who resigned.

The first new *Saturday Night Live* under the new management is scheduled for April 11. Until then, repeats will be used. Three new episodes are scheduled during the May sweeps.

Tartikoff also thanked affiliates for their support of *Hill Street Blues*, the new entry whose ratings have fallen far short of its critical acclaim. He assured them that NBC is "totally" behind the series.

He also said that in addition to introducing the new *Second City* program on Friday nights—it's a successor to the syndicated *Second City* program that has been given the working title of *Network 90*—NBC is talking with David Letterman,

whose daytime variety show never pulled the ratings expected of it, about doing a late-night show.

Tartikoff acknowledged that NBC has special problems in daytime ratings, but he said the game shows have been doing better lately and that two of the dramas, *Days of Our Lives* and *Another World*, have been "trending up." He conceded problems with *The Doctors* and *Texas* but said they're being worked on. "We're dedicating ourselves to turning [daytime] around in spring and summer," he asserted.

Robert Mulholland, NBC-TV president, agreed that NBC daytime "is not a good story," but for the most part he accentuated the positive in his report to the affiliates.

Counting from mid-September, which he said was the true start of the current prime-time season despite the October claims of the other networks, Mulholland said, "we have the tightest horse race in years," with NBC and ABC "in a dead tie for second place." By his count, CBS leads with a 19.1 rating and 30 share while NBC and ABC both have 18.0/29.

Moreover, he said, at this time in last year's first quarter, NBC had four regular series with shares of 30 or better; this year it has eight. In the same span, he said, ABC has gone from 18 30-or-better shares to eight now, while CBS remains even with a year ago at 14.

In addition, Mulholland said, "Carson controls late night, regardless of what you hear about [ABC News's] *Nightline*." *NBC Nightly News* has put ABC's *World News Tonight* "clearly into third place" and *NBC Sportsworld* in January was almost two rating points ahead of *CBS Sports Spectacular* and "is moving in on ABC's *Wide World of Sports*."

Mulholland also read to the affiliates from a letter he was sending to advertisers and agencies asking them to join in resisting pressure groups attempting "once again to force our industry to meet their individual standards" (see page 54).

Bill Small, president of NBC News, reviewed his division's activities, with emphasis on investigative reporting. He

NATPE honors. Seven college students named to receive NATPE's 1980-81 Rosenman and Waller Memorial Scholarships (\$1,500 each) were guests of NATPE at its annual conference last week and were honored at its Tuesday luncheon. Their trips to New York were sponsored by television stations in the cities where they attend school. They were: Carla Barricella, Point Park College, Pittsburgh; Marisol Borromeo, University of Washington, Seattle; Robin McCraw, University of Dayton (Ohio); Donald Panec, University of California, Los Angeles; John Sullivan, Temple University, Philadelphia; Arleen Urquhart, Fordham University, New York, and Diane Williams, Loyola University, New Orleans.

The luncheon meeting also heard Bengteric Nordell, vice president, Swedish Television Co., Stockholm, describe a fellowship program under which two American TV station executives will visit Sweden for a month to study TV operations there.

said the Nigerian embassy had called, threatening to stop the sale of oil to the U.S. if NBC News aired a scheduled report on a Nigerian student showing how to bilk banks. The embassy caller was told, he said, that "we think you've got the wrong number."

Small also said he is "pleased with the way *Today* is shaping up," and that the next *NBC News White Paper*, in April, will deal with President Reagan's first 100 days in office, with Roger Mudd as anchor. In response to a question, he said *NBC Nightly News's* ratings during two weeks with Mudd as anchor had been about the same as with John Chancellor, the regular anchor, and that "I think he [Mudd] will continue to build." But, he told the questioner, Chancellor and Mudd are not co-anchors.

Geoff Mason, executive vice president of NBC Sports, said that NBC Sports has just signed an agreement with the Professional Golfers Association Tour for six events a year in 1983 and 1984; is renegotiating rights for Wimbledon tennis for 1984-85 and will soon be renegotiating its National Football League contract to continue pro football.

He also said NBC Sports has an alternative schedule lined up for use if a baseball strike wipes out weekend baseball games. The substitute schedule, he said, could include highlights of past World Series, live college baseball, Canadian football, auto racing and horse racing.

W. Watts (Buck) Biggers, vice president, advertising and creative services, assured the affiliates that promotional material for the fall season is farther along than ever before. By the time promotion plans are presented in May, Biggers said, print material and animations will be ready, and a week later a complete presentation will be on hand for stations to use locally. Biggers wouldn't reveal the theme but said it



At NBC-TV affiliates meeting. L-r: Robert Mulholland, NBC-TV president; Chuck Larsen, program director, WNBC-TV New York, and Geoff Mason, executive vice president, NBC Sports, watching sports program segment on monitor.

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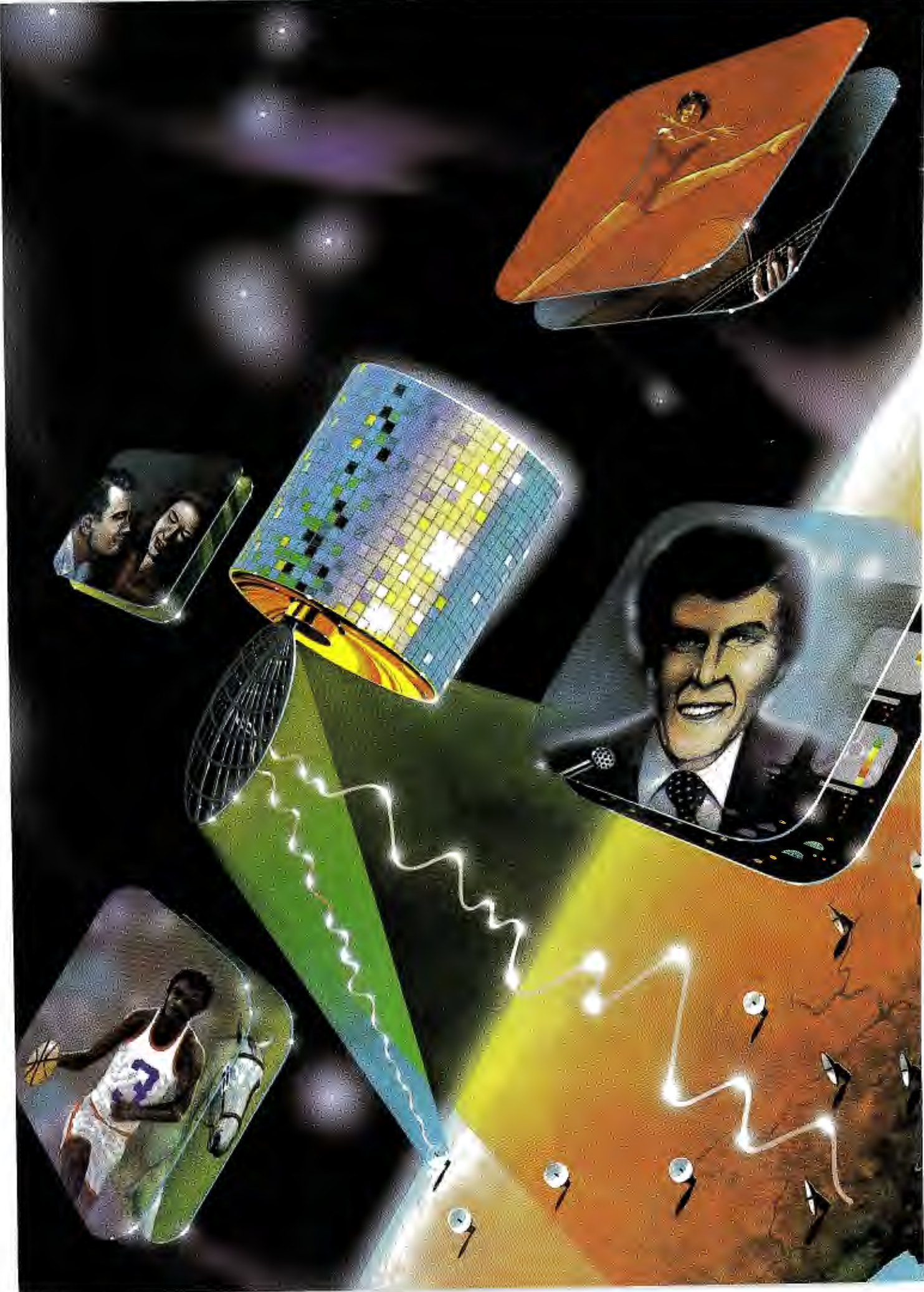
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was one that could be used to promote both network and local programs.

The closest thing to a hostile question came from an affiliate who wanted to know whether NBC Sports hadn't been "bear-trapped" when it lost the National Collegiate Athletic Association basketball finals to CBS for 1982-84.

Mason said he didn't think NBC had been bear-trapped but that he didn't know why NBC lost the games. "It wasn't the money," he insisted. The money reportedly was \$48 million over the three years of the agreement (BROADCASTING, March 9). NBC officials said they hoped to know why the rights went to CBS when they learn more about the CBS contract.

Looking abroad for programing possibilities

From Metromedia to public TV to cable, U.S. has begun to show interest in foreign fare, testify panel members at NATPE

Foreign television distributors heard promising words during NATPE's international session: that the U.S. role as a buyer can only increase, backed by both broadcasting and new-media dollars.

"Americans are acquiring a new appetite" for different types of TV fare, said Richard Ballinger, vice president and director of programing for Metromedia Television. And Ballinger, whose group is a leader in purchasing from abroad, indicated that Britain isn't and won't be the only country to benefit from the increased interest in overseas properties. Now that Mobil has been acquiring more and more attractive British product for syndication, Ballinger said, he'll be looking to other countries as well. Australia already has been a Metromedia source, notably with last year's airing of the mini-series, *Against the Wind*.

Cable also has been showing an interest in foreign fare, according to Don Taffner,

president of D.L. Taffner Ltd. Taffner said he has talked foreign possibilities with the upcoming RCTV service, CBS Cable and ABC cable, as well as cable veterans, Home Box Office and Showtime, among others. He explained that questions such as residuals still have to be worked out but that "the minute we are able to sell," there will be considerable marketplace action.

Public television also intends to stay active in the foreign marketplace, said Tom Madigan, vice president, national program director of WQED(TV) Pittsburgh. Madigan, referring to impending cutbacks in federal funds plus the loss of BBC programing to RCTV, nevertheless stressed that "reports of [public television's] death are greatly exaggerated." Madigan mentioned a new KQED deal for Kennedy Center productions through Shell Oil. And for the BBC programing, he said it has accounted for only 4% of the Public Broadcasting Service schedule.

Metromedia's Ballinger offered a word of warning to foreign sellers seeking a place on U.S. television schedules—that it might be "too difficult" unless they are represented by someone well seasoned in the U.S. marketplace.

Regarding foreign programing itself, Ballinger said, "one of the big misconceptions by Americans is that everything produced abroad is better than that produced here." But he added that there might be a grain of truth in that with some shows, claiming that a foreign producer is more likely to approach television as an "art form" than a producer in the U.S.

Among others expecting increases in international trade were Ave Butensky, senior executive vice president of Ed Libov and Associates, and Willard Block, panel moderator, and president of Viacom Enterprises.

Called up from the audience was Bernard Chevy, the prime mover behind the yearly international MIP-TV marketplace in Cannes, France. In the last five years, Chevy explained (with translation by his U.S. representative, John Nathan), Americans have been going to MIP to buy as well as sell. For next month's fair, he said



International. L-r: Richard Ballinger, Metromedia Television; Ave Butensky, Ed Libov Associates; Willard Block, Viacom; Don Taffner, D.L. Taffner; Tom Madigan, WQED(TV) Pittsburgh.

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30 U.S. buyers already have been registered.

Another at the meeting was a representative of Japan's Fuji Television who said his company was attending NATPE for the first time and had found the message from the international meeting "encouraging."

Combating higher programming costs

NATPE independent session advises joint production, and local origination in face of escalating prices for television shows

Station executives pinpointed the rising costs of programming as the most worrisome item of the 1980's. The concern was expressed in a NATPE session devoted to the independent outlets.

The cost problem was raised initially by Zvi Shoubin, program director of WPHL-TV Philadelphia. He said that in 1981-82, there seems to be a paucity of half-hours and an abundance of hours available for syndication and in his market the hours are priced one and a half to two times that of a half-hour.

"This isn't equitable," Shoubin protested. "We can't obtain sufficient advertising money to cover the costs."

On the other hand, Hal Protter, vice president and general manager, KPLR-TV St. Louis, said in his market the one hour goes for the same price as the half-hour. But he noted that a weakness of the hour format is that programs of that length tend to "wear out" after the second or third run and subsequent cycles are not workable. He suggested that hours be negotiated for only three runs and that the contract have an option for additional plays if the program takes off.

But Protter also was concerned about rising costs. He said that today about 40% to 50% of operating costs of many independents relate to programming and if that trend continues, costs may soar to 70% or 80%.

"We just can't pay that," he insisted.

Peggy Green, senior vice president and associate media director of Dancer Fitzgerald Sample and president of its subsidiary, Program Syndication Services, advised independent stations to consider fashioning their own programs and enlisting advertiser support. PSS has had some success in developing programs with local stations and obtaining an advertising franchise for clients.

Protter countered with the comment that outstanding local shows "just aren't that easy to do." He indicated that a better route would be for the group station operators to develop and produce programming for their stations and for syndication.

"Another way to open up the programming well would be for distributors to offer to stations some of their features on a first-run basis as MCA TV did with 'The Deer Hunter' and 'Sergeant Pepper' before cable or the networks."

Green pointed to Operation Prime Time as a vehicle for moving more first-run programs to independent stations and called it "at least an effort in that direction."

"I don't think OPT is working out that well," Shoubin replied. "In some markets recent OPT programs have been getting low ratings."

Protter endorsed that opinion, saying "some of the deterioration in OPT programs is because of the committee approach." He felt that group station efforts in programming would be more successful.

John von Soosten, vice president and program director of WNEW-TV New York, noted that DFS and Columbia Pictures Television are now offering *The Flintstones* on a barter basis and wondered if stations would want the program on barter after it has been shown on a cash basis.

Shoubin indicated it might be appropriate in some time periods, perhaps in children's time. Protter said that KPLR-TV tries to stay out of barter, except in

daytime, because it means giving up attractive advertising positions. But he conceded that other markets may take a different attitude.

Green raised the issue of sex and violence in programming and said that television networks and agencies are most sensitive to the pressures exerted by some organizations. But she voiced the view that TV stations also should be concerned about sex and violence.

Shoubin replied: "Even if a program is on a 'hit' list but is a ratings getter, we would run it."

Another troublesome sector was pinpointed by von Soosten—the drying up of off-network series. He said there will be 13 in 1981 and projected eight for 1982; seven for 1983, and only four for 1984.

"The number of off-networks coming down is decreasing because many of the shows do not last on the network as long as three years," Indelli observed. "Today, among the top 30 shows, about one-half are off-network and one-half, first-run."

PBS: down for the count but not KO'ed

Speakers admit to setbacks but not defeat at NATPE panel session; cuts in federal funding also mean cuts in restrictions; audience gains and success in fund-raising cited

The mood was somber, for the most part, at the PBS affiliates meeting at NATPE, but moderator Nelsa Gidney, manager of program acquisitions, WNET-TV New York, cautioned that although "the press has been predicting our demise, don't set the date for the funeral yet."

Recapping some of the events that led members of the press and others to come to that conclusion, Gidney pointed out that both ABC and CBS Cable "plan to take our programming and sponsors"; the cultural channel, Bravo, may compete seven nights per week, and the BBC has recently signed a deal with RCTV, taking quite a chunk out of PBS's programming. She added that 17% of WNET-TV's prime-time programming comes from the BBC. To make matters worse, President Reagan

plans to cut federal financing for PBS from \$179 million to \$129 million, in addition to slicing the endowment budgets.

Panelist Stuart Sucherman, federal financing consultant for PBS, concerned himself with the budget issue. Sucherman doesn't envision an "Apocalypse Now" for PBS as a result of cuts, but sees, rather, "severe economic dislocation." Some PBS stations may go off the air and might curtail services.

On the brighter side, Sucherman expressed a "good riddance" attitude concerning federal financing, noting that it was "a bum deal from the start," inflicting pressures on stations. Speaking generally, Sucherman said certain stations backed off from some political programs to avoid conflicts. Also, since PBS uses federal funds, it was told provisions for the handicapped had to be met; specifically, captioning on all programs for the hearing impaired, a very costly procedure. Sucherman said with satisfaction: "We finally defeated that."

Bill McCarter, president and general



"PBS Affiliates Meeting." L-r: Stuart Sucherman, consultant in federal financing for PBS; Bill McCarter, WTTW-TV Chicago; moderator Nelsa Gidney, WNET-TV New York; Arnold Huberman, RCTV, New York; Frank Marshall, Reeves Communications.



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manager of WTTW(TV) Chicago, noted optimistically that PBS currently has its largest audience in history and is doing well in the televised fund raising. On the subject of federal funding, McCarter said: "PBS made two serious miscalculations in a penchant for wishful thinking: (1) The federal government would embrace and support PBS and play a central part in their development, and (2) philanthropy would have a significant effect on the network."

McCarter said that the Reagan administration has done nothing jarring to the Public Broadcasting Service. He said: "The only thing worse would be if nothing happens, and we continued on our Yellow Brick Road."

In the future, McCarter believes there will be fewer PBS stations, but stronger and more independent ones grouped around thriving regional production centers. He also sees a day when the name public broadcasting will be dropped, since he feels it is a misleading name carrying the "facade of a do-good institution as opposed to being programers."

McCarter concluded by saying that limited commercial activity on the network might not be a bad idea. He asked which could be more palatable for an audience, a Coke commercial featuring Mean Joe Green or pledge night?

Arnold Huberman, programing consultant for RCTV, made remarks on the agreement between the newly created pay-TV service and the BBC. Attempting to buffer the effect that the RCTV/BBC deal will have on PBS, Huberman said, "we are not going to deny BBC programing to other outfits." Drawing a parallel to Time-Life's pay-TV service HBO which receives first-run movies, Huberman said the practice hasn't hurt the networks showing the same films at a later date. HBO has also been successful with second- and third-run shows, said Huberman. "If it's entertaining, people watch it." If a program is good, then it has a significant life beyond RCTV, he believes.

Offering more hope to PBS stations, Huberman voiced a desire on the part of RCTV to seek out co-production partners. Since there is "a lot of room for non-BBC programing (about 60%)" on the pay-TV service, he sees co-production as a means to fill some of the gap, and some PBS stations would benefit from such a partnership.

Huberman said RCTV will "attract a new audience, one which is turned off by the educational tag." Advertising on the new pay-TV service will fall "in between what is done on PBS and the commercial networks. We will have institutional ads, like the Mobil print ads in the *New York Times*."

Taking another look at PBS programing, Frank Marshall, vice chairman of Reeves Communications, said: "PBS is humorless most of the time," with the exception of BBC shows. Marshall sees programing opportunities that have been overlooked. Sports is another area that Marshall said PBS is lacking, but where it can build a constituency.

Another mouth for NATPE to feed: cable television

Panel views the message of cable through discussion of advertising, specialization and local programing

The fact that cable television was invited, encouraged and included in the NATPE programs for the first time this year puts an end to any question about its potential as a new programing medium. The new question, as expressed by NATPE Executive Director George Back in the title of the Sunday morning workshop he moderated, is "If Cable is the Medium, What is the Message?"

The panelists were involved with cable programing, advertising and, in addition, included "discussants" from a variety of programing services ranging from an X-rated show to a new proposed soap opera network.

Doug Dittrick, chairman of the National Cable Television Association and president of Douglas Communications Corp., started things off with a brief history of cable. There are now more than 3,000 earth stations in the U.S. used to provide cable programing, according to Dittrick. By 1985 he predicted that 30 million homes will receive some form of cable. And as cable homes grow, there will be a shift—a reduction—in the number of broadcast signals carried and an increase in more specialized services. Increasing problems with copyright payments, he said, will push cable operators to program fewer and fewer conventional broadcast signals. "I see nothing but a continuous need for quality programing," Dittrick said.

The importance of advertising to new cable programing efforts was stressed by many of the panelists. One, Dave Bell, president of Dave Bell Associates, whose firm has produced the award-winning *Scared Straight* documentary for conventional TV, told of his new series on health

that will be carried over the USA Network and sponsored by Bristol-Myers. "We're at the beginning of a second television revolution," Bell said. "Cable may put the fun and excitement back into TV."

"If you'd asked me to talk about local programing a few years ago, I could have told you about our 'message wheel,'" said Janet Foster, vice president of programing for Teleprompter Manhattan cable TV. Now there's enough to keep Foster and a staff of 23 busy. In addition to programing, she also must keep up to date on legal matters affecting the system, including FCC distant signal rules, and obscenity questions in addition to preparing for the next wave—nonprogram services such as two-way interactive and other proposals being developed for new franchises Teleprompter is seeking.

Advertising and how cable systems can get more of it are the concerns of Robert Alter, the president of the Cable Television Advertising Bureau. Alter, who was executive vice president of the Radio Advertising Bureau before being recruited to head the new CAB three weeks ago, said: "In the 1980's and 90's, we will see advertiser funding of cable in many, many new ways."

In 1980, Alter said, 98% of cable's revenues were generated from basic and pay fees. About \$45 million came from national advertising and \$15 million from local. By 1990 he sees those figures growing to \$1.6 billion from national and \$575 million from local. This growth will come from the growth in programing—most of it advertiser-supported and aimed at a very specialized audience. "Most of the major magazines are talking to cable to see how they can use their resources" to develop programing, Alter said.

What is needed for systems to take advantage of all this, according to Alter, is to train good local sales staffs. CAB will aid systems in training programs. Another need is the development of a rating system for cable so advertisers will have reliable audience figures. CAB is also working in this area and Nielsen is starting a field test



"Cable/pay cable." L-r: Doug Dittrick, Douglas Communications; Dave Bell, producer/moderator; George Back, NATPE executive director; Janet Foster, Teleprompter's Manhattan system; Robert Alter, Cable Television Advertising Bureau.



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There has always been a first-run Goodson-Todman hit distributed by Viacom.

Richard Dawson hosts Goodson-Todman’s “Family Feud.”

Source: NSI ROSP, 1977-80.



of some CAB-developed suggestions.

Ugly George was easily the most controversial figure at the workshop. The *Ugly George Show* is a one-man production that consists of George walking the streets of New York with a videotape unit on his back convincing women to undress for him. And many do, enough for his show to run on the Teleprompter Manhattan access channel three nights a week. (Manhattan Cable's Foster noted that Teleprompter is not pleased with the arrangement, but is barred by New York City's franchising arrangement from censoring everything on the access channel.) According to George, the question that

should be asked is: "What can people get on cable TV that they can't get on broadcast TV?" The answer, he said, is adult programming.

Using cable to reach a specific demographic—working women—is the aim of the Soap Opera Network. According to the network's Cary Jones, the programming will consist of soaps that have only had one run—in the afternoon—when they can't be seen by women who now make up 42% of the workforce. The network is buying transponder time on Westar 1 and time on WTBS(TV) Atlanta. WTBS was chosen since it is now being included in audience measurements.

NATPE gets schooled on low-power TV

Present and past FCC officials inform executives on ins and outs of low power; Quello estimates rulemaking to be finished, save for court action, by early '82

Some people think the future of television lies with low-power or mini-stations. In any case there's little doubt that LPTV is one of the hottest proposals ever to flood the FCC with applications. NATPE devoted a Tuesday morning workshop to that topic so programmers and distributors could get a glimpse of this future market.

Moderated by NATPE Executive Director George Back, the panel opened with FCC Commissioner James Quello who said that the commission decision to proceed with the inquiry on low-power will help "provide access to minorities and others, and offers an opportunity for narrowcasting. I think we made the right move."

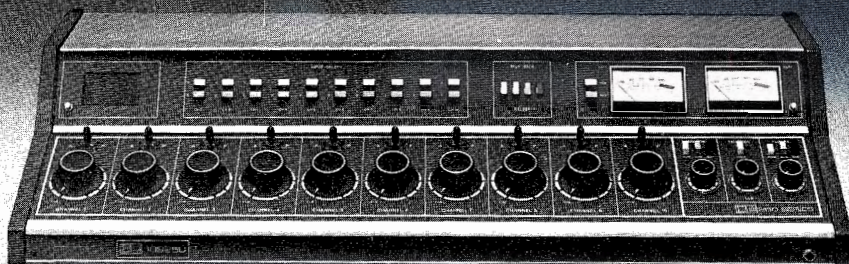
Quello said that there are many questions about the form the new service will finally take and noted that reply comments in the proceeding are due at the FCC by April 13. "I'm interested in what everyone has to say," Quello said, "I have a lot of studying to do." Some of the questions that will have to be answered by the commission, he said, include what, if any, minimum standards will be imposed on hours of operation and whether such stations will be must-carry signals for cable systems. So far, he said, the FCC has received about 3,000 applications.

Keith Larsen, a staff engineer with the FCC's Office of Plans and Policy, gave some background and spoke on some of the technical aspects of the new stations. "Low-power is going to build on the base of the existing translator service," he said. LPTV could run all original programming, rebroadcast another station or use a combination of both. The maximum power for LPTV stations, Larsen said, is 1,000 w, but with the use of a high-gain directional antennas, the effective radiated power can be much higher.

Parry Teasdale, general partner in the Television Center, a Washington consulting firm specializing in low-power stations, operated a low-power station in upstate New York in the 1970's. "LPTV can work in reaching a community." He predicted that there may emerge stations that only operate a few days a week "but still perform a vital service. All the preconceived ideas of the broadcast station will have to be re-evaluated for LPTV. You'll lose your shirt" with an approach based on the past, he said.

The mix of programs, Teasdale said, should be mostly local. If the audience, however small, is interested in the material, it will accept less sophisticated production than that of a regular station. The whole idea will miss, Teasdale said, if

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"The Mini-Stations." L-r: Michael Couzens, The Television Center; William H. Sauro, Neighborhood TV; Parry D. Teasdale, The Television Center; moderator George Back, NATPE executive director; Keith Larsen, FCC; James Quello, FCC commissioner.

operators fail to provide service to the community. LPTV, he thinks, will "play an instrumental role in delivering programming in the future."

One of the larger applicants for low-power stations, Neighborhood TV Inc., was represented on the panel by its chairman, William Sauro. Neighborhood has applied for 141 stations in markets from New York to Cedar Rapids, Iowa. Sauro explained that his firm's applications were really for translators that would rebroadcast Sauro's KUSK(TV) Prescott, Ariz., which is scheduled to go on the air next October with a format Sauro calls "rural American family programming," including shows such as *Great American High School Bands*, *The Best of Grit* and *Humor in America*. "More free TV is needed today," said Sauro, referring to the fact that many of the low-power applicants are proposing some pay programming, while Neighborhood's stations will be entirely advertiser supported.

Michael Couzens, partner with Teasdale in the Television Center and former head of the FCC's low-power TV inquiry staff and author of the recommendations to the commission for the proposed service, said the "existing broadcasting system is compatible and perhaps even complementary to LPTV." He cited examples of conventional stations that have been using translators to extend their coverage. With the new service, the ability to originate programming is an added benefit, he said.

In response to questions on how soon the rulemaking may be finished and a decision reached, Quello estimated January 1982, but added that any decision would be subject to court appeals which could drag out much longer.

The state of affirmative action

Government regulations requiring affirmative action in employment of women and minorities aren't enough. Employers must try harder and so must prospective employees.

Panelists at NATPE's "Affirmative Ac-

tion: Is It Working?" session—sparsely attended by about 50 people—agreed that affirmative action programs at stations and training programs are vital. But also raised were some negative side-effects affecting young people whether from minority groups or not.

Linda Rios Brook, program manager, KENS-TV San Antonio, Tex., said that she is concerned that "we may be raising a generation who think the government will provide a job." She said: "I'm not seeing the Puritan work ethic," among the young people from various backgrounds she interviews.

Dwight Ellis, vice president, minorities and special services for the National Association of Broadcasters, said "the time has passed when women and minorities can depend on government intervention." His concern is that women and minorities establish "power bases" in the industry and if they have been underrepresented, he said it probably is more a function of industry "cronyism" than "racism."

Eleanor Brown, personnel director for WSB-TV Atlanta, said that if stations have problems finding women and minorities to hire, it could be their effort that is inadequate, urging that time be taken to "put a long-range plan together."

When questioned about profitability from affirmative action, Brown said it could save hundreds of thousands of dollars from lawsuits if the station isn't fulfilling its responsibility.

There were those in the audience who claimed difficulty in finding qualified women and minority group members. George Back, NATPE executive director, volunteered the organization's New York office as a clearinghouse. NAB's Ellis, who said his office already offers that service, asked for NATPE's input.

Moderating the session was Tony Brown, host of *Tony Brown's Journal* who read a statement from FCC Commissioner Anne Jones, scheduled for the workshop but unable to attend. Jones's position, through Brown, was that greater participation by women and minorities does not necessarily mean better programming for those groups. Jones wrote that it was a "hope rather than rational expectation." Jones also wrote that if affirmative action rules really are quotas, they ought to be called by that name and treated as such.

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"Program & Sales: Allies or Adversaries?" L-r: Ron Klayman, WSM-TV Nashville; N. Neil Kurvin, WPTF-TV Raleigh, N.C.; Howard Kaufman, WXIA-TV Atlanta; Lloyd A. Werner, Group W Television Sales; Linda DesMarais, WPLG Miami; S. James Coppersmith, WTIC Tampa-St. Petersburg, Fla.

Enhancing peace between sales and programming

Cooperation and communication among ingredients recommended for smoother operation

NATPE's workshop titled "Program & Sales: Allies or Adversaries?" demonstrated widespread agreement that those two departments within a station are indeed adversaries no longer—the emphasis was on cooperation, how its being done and how to enhance it.

Moderator Neil Kurvin, general man-

ager of WPTF-TV Raleigh, N.C., presided over a panel composed of WXIA-TV Atlanta general sales manager Howard Kaufman; Group W Television Sales President Lloyd Werner; program director Linda DesMarais of WPLG(TV) Miami and Jim Coppersmith, general manager of WTOG(TV) Tampa/St. Petersburg, Fla..

Kurvin set the tone of the workshop by saying its function was to discuss "how to make the relationship between sales and programming more proficient and more

profitable."

Kaufman started by presenting the panel with a theory of programming responsibility in which the general manager, program manager and sales manager form a team with varying degrees of input into the decision-making process. For "big picture" programming issues, such as what to do in access programming for the next two to five years, Kaufman apportioned the input on a scale of one to 10 as general manager seven, program manager two, sales manager one. In "little picture" matters, like one-time equity pre-emptions of network "soft spots," his division ran 4/4/2. And "the most important thing" Kaufman said he could tell the workshop was that "it's important that the sales manager and program manager spend 15 minutes a day talking to each other."

Werner, offering a rep's point of view, devoted his comments largely to a condemnation of "large time-banks with leverage" which he associated with "programs with marginal value." He warned that such arrangements "border on reciprocity," with inherent antitrust implications, and said that along with book-keeping headaches, such material has "an enormous effect on the lowest unit cost" when it comes time for political advertising.

Coppersmith would later repeat Werner's point, saying "this business of being forced to take programming is on the rise . . . and its a cancer." Stations have to stop this type of deal, Coppersmith declared "or one day we'll wake up with all our inventory gone."

In her presentation, DesMarais swung back to the allies or adversaries theme, saying sales are "unquestionably our allies," and that "the majority of good programmers are already orienting themselves to sales," while sales people "probably know as much about programming as we do."

The program manager recounted five points she considered essential in developing the sales/programming relationship: Expect and demand sales management to get programming approval for "all those crazy deals out there"; "invest quality time in

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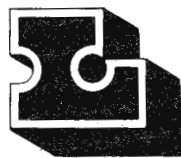
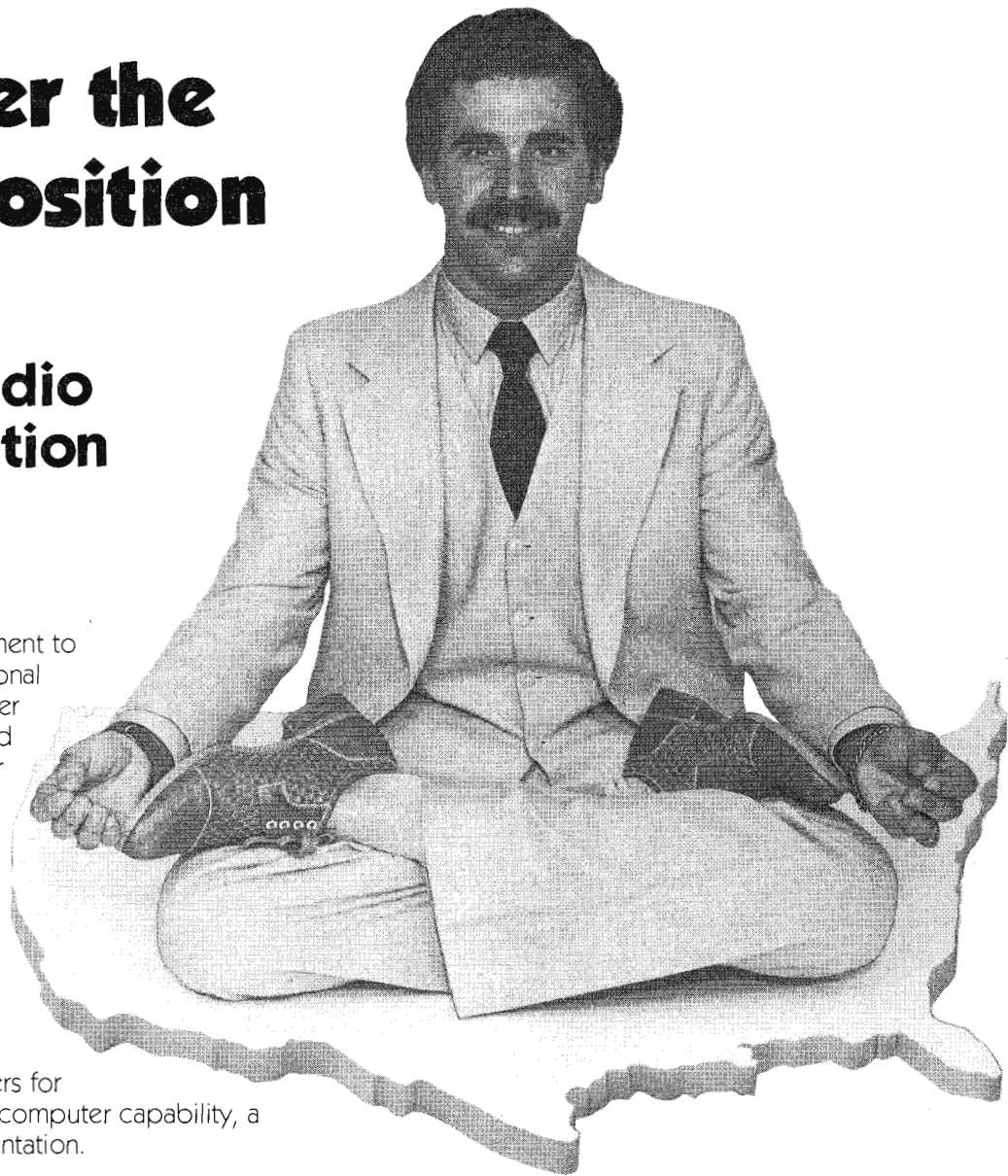
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talking to the sales department"; get the sales department involved in local production, perhaps selling such programming up front; solicit facts from the sales department on the sales potential of programs, and give the sales department program information as quickly as possible.

Coppersmith, in further remarks, noted a shift in career patterns. Although sales once was virtually the sole route to a general manager's position, he asked: "Haven't you noticed how many program directors are becoming general managers?"

Coppersmith also took exception to a remark by Kurvin—that he felt unfairly denigrated by paid-for religious programming—saying that such programs indeed served the needs of a segment of viewers, and weren't simply a revenue vehicle.

The question and answer session at the workshop demonstrated concern at stations over the selling of local programs with commitments to guaranteed ratings, with the panelists assuring the audience that some of the most impressive recent buys they've seen have been on shows without blockbuster ratings. Coppersmith stressed in the discussion that program environment will be one of the "key ingredients" to selling in the 80's.

Also discussed were ways to respond to viewers in the event a station pre-empts network programming to build local inventory, the cost of syndicated product and

the ability of stations to raise their prices in the coming years.

A closing note was provided by one general manager in the audience, who shared his trick to increase cooperation between his sales and program managers—each has to fill in for the other during vacations.

Seeking peace between news and programming departments

With increased cooperation and crossover in efforts, NATPE session looks at ways two can live in harmony under same roof

The title of the workshop was "News & Programming: A New Marriage," and the consensus of the panelists was that the marriage is an accomplished fact but the honeymoon is probably over. If the sometimes spirited discussion among the panelists and the responses from the audience of programmers were any indication, the young couple has some stormy moments ahead.

Chuck Gingold, program director of WABC-TV New York, moderated the session, and his station's news director, James Topping, was one of the panelists. Gary Dreispul, program director of WTAE-TV Pittsburgh added an additional programming perspective, while Irwin Starr, general manager of KREM-TV Spokane, Wash., was on hand to provide an overview from upper management. Providing some of the fireworks was Mark Monsky, news director of WNEW-TV New York.

Monsky led off the workshop by noting that news has moved from what he called an unwelcome position within stations, treated as simply a license obligation, to a spot in the forefront of ratings and programming attention, as witnessed by the success of *60 Minutes* and prime-time news formats. But he suggested that a future "battleground" between programming and news departments will be magazine format programs—and he said that a division of production responsibility between news and programming departments had to be drawn by distinguishing between "programs based on fact and those based on fiction."

Dreispul challenged that assertion, asking Monsky if frictions hadn't resulted from news directors' "sense of territorial imperative."

Monsky's reply started by claiming that fights in the past had developed "over false grounds"—disputes over equipment and other "means of production." He said "programming's problem" has in part been that "when they've gone into nonfiction," programmers were "not so careful as news would be," particularly with regard to facts.

Gingold brought Starr into the discus-

sion at this point, and the Spokane general manager evinced puzzlement over the use of the terms "fight," "conflict" and "territory" in the previous discussions. From his point of view, program directors worry too much about their "territorial prerogatives" when instead, Starr said, they should see their jobs as being responsible for the full broadcast day, and not "the production of individual programs. That's what you hire good production executives for."

"You should be spending your time understanding the full schedule, understanding research," looking for new ways to program against competition including cable, Starr told the program executives.

However, Starr's comments didn't seem to sit well with the moderator (a program director). Gingold asked rhetorically: "Are we just schedulers?" Or "are we going to be able to participate in the localism" that he saw as one of the significant trends suggested by this NATPE convention? Gingold then brought his colleague James Topping into the conversation, to describe the interaction at their station. Topping said that at WABC-TV news equipment and personnel are used to help produce public affairs shows that are the responsibility of the programming department.

Topping also introduced another area of concern, news lead-ins, relating a story on the daily promotional spots for news contained in the station's movie package, and his reaction to Gingold's scheduling a week of Japanese monster movies, included the classic "Mothra," in that time period. The ensuing discussion displayed agreement among the panelists that the news director should have input, or at least, communication with the program director, about news lead-ins. Starr, reiterating his theory of program director responsibility, suggested that the director's sole concern should not simply be winning the preceding time period, but to win news as well—and that consequently inappropriate news lead-ins should be rejected by the program director.

Dreispul and Monsky then engaged in discussion of the responsibility for magazine format programs, with Dreispul asserting "programming people do better documentaries than news people." Monsky maintained that the "programming (department) has a little trouble with facts," such as allowing misstatements by talk show guests to go uncorrected. That drew scattered hisses from the audience, and comments that talk show hosts were often borrowed from news departments. Monsky tempered his argument in a later discussion, saying what was necessary in factual programming was a "discipline of the facts," something he suggested could be currently found at most local stations only in the news department.

Topping moved to steer the conversation away from what he called "old war stories," to a consideration of the marriage between news and programming that he sees as "a reality of 1981." Discussing

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cooperation between departments at WABC-TV, he broke the news that the station is discussing an expansion of its evening news, with both departments involved.

The panel at several points tried to analyze whether magazines were news or entertainment, without a consensus emerging. Gingold reintroduced his idea about program directors wanting to "get into localism," saying "program directors damn well want to be hands on," in the production process. Monsky, from his vantage, suggested that news departments at the same time want to break out of the "strip news" format and into new forms.

Responding to Gingold's inquiry about what each sees for the future, Topping discussed localism as a response to weakening networks, and suggested the future of television might be suggested by the radio of today. Starr's vision of the future also involved more localism, led by whoever at the station seized the opportunity.

Other ideas that emerged from the subsequent discussion was that perhaps individual television magazines, like their print counterparts, might actually fall into different categories, some more appropriately news and others entertainment.

NBC consultant George Heinman, who was overseeing the workshop for NATPE, interjected that, as a former news producer now involved in dramatized versions of factual stories, he feels the fic-

tional format, with its audience appeal, allows him to reach more people with an item of information, so that in the end "I'm doing a better job as a broadcaster." (He said: "I've got a lawyer attached to me" to check facts and actionable material.)

And a final note was injected by Topping, who suggested that in the future, as cable provides new channels of access to narrow audiences, broadcasters might do well to consider producing programming to fill those channels, not "as a license responsibility" but as a syndicator on a local level, "as a business opportunity."

New media, new marketplace

Primarily in feature film, distribution patterns are likely to change; movies will play pay first, concludes NATPE session

The effect that the new media will have on the television marketplace in programming was explored at a NATPE session last Tuesday (March 17) and the consensus seemed to be that there will be repercussions in the pricing of programs and in the availability of product, particularly feature films.

George E. Moynihan, VP, programming, TV Group, Group W, New York, said current projections place cable television penetration in 1990 at 40% to 50% and this places that medium in a strong position. Where TV stations might be most vulnerable, he indicated, is in feature films, with signs that movies first will play on pay cable and networks before moving down to the station pipeline.

Anthony B. Cassara, president, television division, Golden West Broadcasters, Los Angeles, also touched on the feature film distribution pattern when he said: "Up to now, there have been three steps for new movies—theaters, network TV and syndication. Now it's going in the direction of theaters, pay TV, network TV and finally syndication. It is possible a film may have played as many as 50 times—with the repeat practice of pay—before going into syndication."

Jules Haimovitz, vice president, Viacom International, which operates the Showtime pay service, sought to allay fears of local stations by pointing out that the new media don't compete heavily with local TV programs. Only in feature films, he said, may the other media have some impact.

Commercial television, he continued, will continue to be the dominant medium for the next five years. It still delivers a wide range of audience to advertisers, Haimovitz said. He added that some programming "doesn't make sense" for the new media but is appropriate for commercial television.

Gary Lieberthal, senior vice president, TAT/Tandem/PITS, Los Angeles, felt the

"real villain" to stations is not the new media but the advertising agencies. He pointed to a growing number of advertising agencies involved in co-production or obtaining rights to various programs and specials and bartering them.

"Agencies just want to garner gross rating points at a low cost," Lieberthal insisted. "Don't encourage us to sell our shows to advertising agencies."

He also jabbed away at the involvement of some national representatives by saying: "Development of programming is a great risk and perhaps one in a thousand ideas gets on the air. Are the Blairs and the Katzes going to replace the Norman Lears, the Grant Tinkers and the Lee Riches?"

James Patrick Riley, partner in the law firm of Fletcher, Heald & Hildreth, Washington, provided insight on the regulatory scene. He said the FCC is "pulling away" from cable regulation more and more. Similarly, with pay television, he said, the FCC is "getting away from protectionism." He said he foresees that the FCC and Congress are veering toward marketplace regulation.

In reply to a question of pay cable accepting TV commercials, Haimovitz said Showtime has proclaimed in all of its promotional literature that it will not take commercials. To advertisers approaching the company, he added, Viacom keeps saying, "We're not interested."

Management and labor agree on need for respect in negotiations

Panel brings sometime adversaries together to discuss economics, strikes and contract bargaining in world of programming

In what would seem to be an unlikely event for management and labor, both parties came to unanimous agreement, during a NATPE panel discussion, on the practices and techniques needed to negotiate successfully.

The sole management representative on the panel, Jim Sirmons, vice president of industrial relations, CBS-TV, outlined certain rules that he had picked up during his 39 years in broadcasting concerning labor relations.

First on his list of priorities was credibility, Sirmons said. "Go for respect rather than popularity. Union leaders must rely on what you tell them," he said. He added: "Be consistent, let the union know upfront what they can expect from you."

Other helpful hints offered by Sirmons dealt directly with the union leaders. He claimed that it's essential to "get to know the union leader," and to "make yourself available to him." Management should not try to undermine him or catch him off-guard, according to Sirmons.

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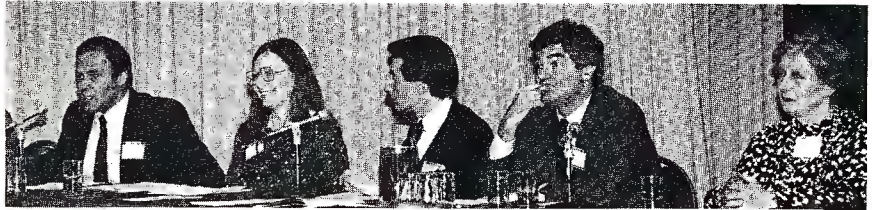
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by Sirmons concerned ways to avoid a strike. He emphasized, "Don't let unresolved grievances pile up" saying "today's grievances are tomorrow's strikes." He followed that by suggesting one way to avoid union member frustration is to "promote from within the union ranks."

On the union side, Sanford (Bud) Wolff, executive secretary of the American Federation of Television and Radio

Artists, said the key in bargaining situations is respect. Alfred Ditola, assistant to the president of the International Alliance of Theatrical Stage Employees, elaborated on that theme. Ditola complained that problems arise when employers fail to deal adequately with craft workers such as cameramen, lighting technicians and make-up artists. Specifically, Ditola referred to a resistance to understand cost-of-living adjustments.



Can they fly? Discussing the new media (l-r): Marvin Mord, ABC-TV; Char Beales, National Cable Television Association; Alan Bennett, Katz Television (moderator); Steven Bell, WLVI-TV Boston, and Isabel Ziegler, Ted Bates & Co.

Elusive search for accurate count on pay TV

NATPE panel examines problems of research with new technologies; advertisers advised to follow slight shift from network to cable to make up for lost audiences

The new media are growing even though there is a paucity of continuous research data to indicate how many people actually are watching cable television or pay cable.

This was the conclusion of a NATPE panel on "The New Media: Are They Measurable, Creditable, Actionable?" which summarized some of the research completed to date and pointed to projects needed in the future.

Marvin Mord, vice president, research services, ABC Television, New York, said a sizable amount of demographic data has been collected but there is a scarcity of research on the cable universe, particularly in pay cable.

Mord said the problems associated with cable research are formidable since both the telephone and diary methods are expensive and respondents have to give information on 20 channels or more. He added that the present low level of advertising on cable militates against substantial investment for research.

Though advertising admittedly is low, Char Beales, vice president, media services, National Cable Television Association, said advertiser investment in cable in 1980 ranged from an estimated \$35 to \$47 million. She indicated the growth factor by mentioning that 46 of the top 100 advertisers are using cable in 1981 and there are now 15 advertiser-supported networks.

She acknowledged research on cable is in its infancy, but strides are being made with the formation of an ad hoc committee that is looking into research methodology.

"But there must be something out there," Beales commented. "Many advertisers are willing to sign for another year and the Television Bureau of Advertising

recently took the trouble to say that cable television is not a threat to conventional television."

A description of some of the research undertaken in the past was provided by Isabel Ziegler, director of spot broadcasting for Ted Bates & Co. She spoke at length on Nielsen's analyses of the audiences of pay cable homes at various times in 1979 and in 1980 which showed there was a siphoning off of prime-time network viewers.

Ziegler estimated that in the latest Nielsen pay cable report prime-time homes ratings were 18% lower in pay cable households, a 1.6% drop in national ratings or almost one rating point. She projected that by 1984 this decline would amount to almost two national network rating points.

For advertisers, according to Ziegler, the message is clear: To make up for the network audiences lost, advertisers should invest in programing services that are delivered to pay households and also on local systems that also carry major pay services.

Despite the inroads of cable and pay cable particularly, Ziegler said that in prime time the three television networks will continue to dominate in pay cable homes. She believes that in the future, pay cable will emerge as the second most powerful force, operating on an average of two channels. In "far third place," she relegates the independents, distant stations and superstations brought in by satellite, trailed by the advertiser-supported cable networks.

The generally upbeat atmosphere of the session was dampened by Steven A. Bell, vice president and general manager of WLVI-TV Boston, who is shortly to become vice president and general manager of KTLA(TV) Los Angeles (BROADCASTING, March 16). He questioned sharply many of the claims made in behalf of cable TV.

"All of the new media's projected au-

diences and expectations are exciting news," Bell said. "We [in conventional TV] are old hat. Estimates of cable's growth are getting bigger and bigger without the substantiation of research."

With advertisers and agencies coming into cable, he added, they will be demanding research. That will be the time, he said, when "in-depth and other studies will collide with all the dreams, and I suspect a lot of the dreams will be shattered."

Representatives of the A.C. Nielsen Co. and of Arbitron, who were seated in the audience, provided some details of their activities in cable research. They both said they are looking into new diary, telephone and metering devices for cable research. The Nielsen official said the firm was hired by an ad hoc committee to come up with methodology to measure local cable.

Focus on features

Despite rising production costs, NATPE panelists advocate film product as valuable item on television station schedule

Wednesday's "Early Bird" session at NATPE examined the prospects for feature films on television, with a panel composed of Sandy Pastoor, program director of WXIX-TV Cincinnati; Film Services Corp. general manager Richard Thriot and Joseph Zaleski, manager of domestic syndication for Viacom. Moderating the discussion was Phil Boyer, vice president, programing, for the ABC owned television stations.

Boyer introduced several topics that were to feature much of the discussion — the rising prices of film product; the concern for program standards, particularly in light of increasing numbers of "R" rated films in the market; and the demographic problems an afternoon film format can create as lead-in to following news programs.

He also detailed advantages he saw in film programing, citing the rating performance of stripped films on ABC-owned stations. Films, Boyer said, "are a great creative challenge for a program director," though he said that a film schedule "requires care and feeding every day."

Pastoor, whose station runs 20 movies a week, was an enthusiastic supporter of film product. She identified what she considered four "strengths" of films: in programing, where they can distinguish a schedule; in sales, where differences in films can enable a station to reach different demographic groups; in promotion, with the producers already having spent "millions" on promotion, and in ratings. Pastoor called the audience appetite for films "insatiable," and she plugged the "long lasting" strength of films.

Viacom's Zaleski called feature films "meat and potatoes" for a television station. He stressed what he saw as the strength of made-for-television product,

saying that networks last year used it for 56% of the 438 titles they ran, and adding made-for-television product averaged the same rating as theatrical product.

Boyer pressed Zaleski on the pricing issue, and the Viacom executive replied that with production costs rising, price increases had to be passed along to stations. Thriot of Film Services, acknowledging the cost increases, reaffirmed his belief that there is a future in feature films. He suggested that some stations were not promoting their film schedules properly, and that stations, if put off by the high cost for more recent releases, should explore older film product, which he claimed maintains its audience appeal over time, and is available at lower cost.

Zaleski added on the price issue that the structure of a film package can make an important difference—saying that if it provides for availabilities of titles over several years, it's actually "a hedge against inflation," allowing the station to buy at today's price for future use.

Later in the discussion Pastoor was to say that amortizing film costs over multiple runs and looking at the schedule on a full-season basis, film product remains a significantly cheaper way to program a given half hour in the schedule than other program forms.

The discussion of standards displayed general agreement that film programing now becoming available is providing increased difficulty for stations, with Pastoor saying that for her Cincinnati market it's even necessary to edit beyond the cuts already made by networks in packaged films. Zaleski, responding to a later question from the audience, noted that some stations, particularly those in larger markets, are asking for uncut prints of films so that they can do their own editing, adapting the editing to their particular market.

Although Zaleski had early in the session made the case for made-for-television product, there was some subsequent disagreement on its lasting value. Thriot, granting that exceptions existed, argued that for the most part while the first run might garner good ratings, "the third, fourth, and fifth run is poor" for made-for-television movies. In contrast, "a Cary Grant film keeps on going," he said.

Expanding horizons for programing

Panelists from five countries offer tips at NATPE session on producing and selling in the international marketplace

The joys and problems of selling television programs in a foreign country were topics discussed by a panel made up of representatives of firms from five countries.

The Monday NATPE session, "Foreign Syndication—It Works," offered a diversity of national backgrounds.

Leading off the discussion was Barrie

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"Foreign Syndication: It Works." L-r: Raimo Lahti, MTV, Finland; Barrie Heads, Granada Television, UK; Osamu Watanabe, Fuji Telecasting, Japan; moderator Michael Garin, Telepictures; Jean Cazes, Antenne 2, France; Norman Horowitz, PolyGram Television; Bert Cohen, Worldvision Enterprises.

Heads of England's Granada Television. He offered the following tips for developing a show that would be saleable in the international market: 1. Study the market you're hoping to sell. Try to offer something compatible to that culture. 2. Concentrate on programs that you're good at (in the case of Great Britain, Heads said, that includes period dramas, docudramas, sitcoms and plays). 3. Use the expertise of the country you hope to sell (this includes both companies and individuals).

Another practice he stressed (as did all

of the other speakers) is co-producing programming with a firm from another country. "We believe it is of major importance because it gets us involved with other broadcasters," Heads said.

Bert Cohen of Worldvision Enterprises noted that "Americans are unaware of the impact of American television overseas." Programs can be very different in makeup and still have great foreign appeal. He cited three examples: *Little House on the Prairie* (seen in 95 countries); *Dallas* (70 countries and seen by more than 225 million people); *Holocaust* (viewed by more than 250 million people). "U.S. programs will continue to serve the entertainment needs of the world."

Finland's MTV Network started marketing its programs overseas in 1970, according to Raimo Lahti. His network is ambitiously seeking co-production deals to help keep production costs down and insure another market for the programming. Countries MTV has worked with include the U.S., France, Japan, Australia, Canada and the USSR. New opportunities Lahti sees opening up in the next few years include cable and direct broadcast satellites.

Japan and its television are not understood by the rest of the world, said Fuji Telecasting's Osamu Watanabe. Two barriers his firm has to contend with in selling shows in the U.S. are the language barrier and the larger one of what he called "the culture gap." Here again co-production is an answer, with shows shot in two languages.

Jean Cazes, of France's Antenne 2 network, is excited about the U.S. market, which he said has opened up for his country's product in the last year. "It's the most exciting market in the world," Cazes said, with "the new technologies [especially cable] making new audiences for our programming." Some of his shows have been sold in the French-speaking areas of Louisiana and Florida in addition to Canada and even Latin America. "Co-production is vital. The shows have to be shot in both languages," Cazes said. "The new technologies are bringing smaller, fragmented audiences," but the production costs are still the same, he said, so it's

important to share costs. "Around 1985 we will have new competition from DBS" so working together will be even more important.

"Foreign" was a word to which Norman Horowitz of PolyGram Television objected. "International" has a much better connotation, he said. "There should be no restrictions on international shows," Horowitz said, referring to countries with quotas on program imports. "I would like to see the marketplace survive. The shows fill a need. When they don't, people will stop buying them."

France's Cazes also noted that he thought a good area for foreign programmers will be the Public Broadcasting Service which, he said, will "need more and more to share production costs."

Speaking from experience

NATPE career workshop features broadcasting executives with advice on how to get that job

Lending advice on how to get the sought-after executive positions at television stations were various experts on the field at last Wednesday's NATPE career workshop.

At the top of the session, Alan Perris, general manager of WPLG(TV) Miami, first explained how he reached his current status after 15 years. Perris said there are three things one needs to be promoted: "talent, luck and timing, not necessarily in that order." Once promoted, Perris warned, certain questions have to be asked such as, "How much are you willing to give up for the job?" and "How much are you willing to put your family through?" With those questions, Perris referred to the added burden of relocation.

Bill Baker, group president at Group W, added to Perris's observation about relocation saying that although it is not for everyone, "I've learned in moving up the ladder that it was essential to make certain changes."

Squire Rushnell, vice president, daytime programming, ABC-TV, addressed the question of how to move up to an executive position by saying, "You must gain visibility. No one will hire you unless they know you're out there." In order to gain visibility, Rushnell suggested taking advantage of affiliates meetings and conventions by talking to prospective employers.

Once granted an interview, Rushnell said, the decision to hire an individual is made 50% on personality, including confidence level and how well the person can articulate, and 50% on achievements.

Bob Pittman, vice president in charge of programming for Warner Amex Satellite Entertainment, believes that a degree in social sciences or some background in research is helpful in getting upper level jobs. He said: "A solid understanding of sociology and consumer research helps,

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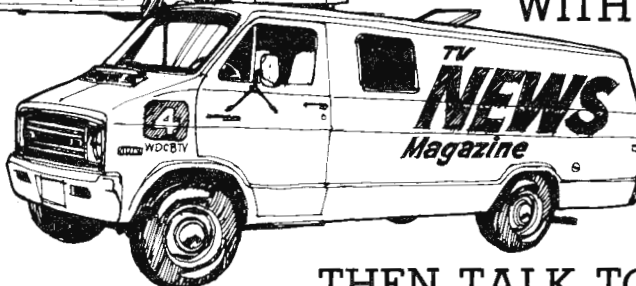
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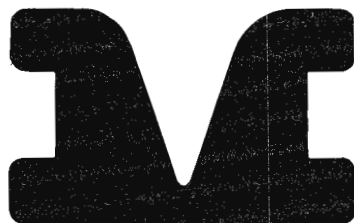
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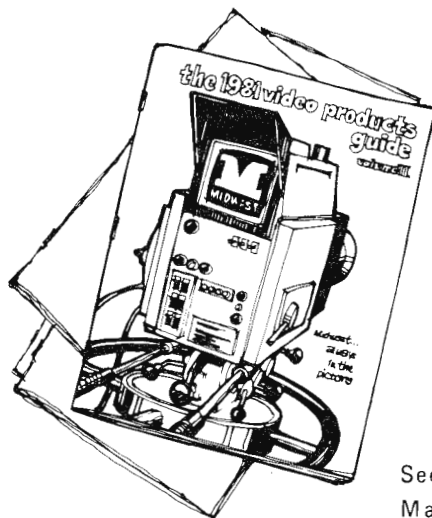
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particularly in programing."

On the other side of the coin, Joe Sullivan, executive recruiter, Sullivan & Associates, shared his knowledge of what employers are looking for in executives. Pointing to the entire panel, Sullivan said, "each one of them has an understanding of the big picture." By this, Sullivan said he means "as a department head you are functioning as a specialist, but you must think as a generalist."

Sullivan enumerated some important rules to follow when looking for a position as general manager. Intelligence is the first necessity, he believes, although some may need an MBA degree. Also, the applicant must be bright and find it easy to adapt to new situations. For those with limited or no college background, Sullivan suggests enrolling in a business writing course to improve the ability to communicate.

Knowing how to get along with people is equally important, according to Sullivan.

Work procedures were also analyzed by Sullivan. "Taking home work as a routine may allow one to be perceived as an eager beaver. On the other hand, it can make the employe appear unorganized," as if he can't get it finished during regular hours.

The final and essential rule is whether the candidate is a leader. Sullivan said: "If he doesn't have leadership qualities, he won't cut it." He feels that looking the part and staying physically fit can help. The proper attitude is also needed. He said "You can't settle for number two."

Moderator Chuck Larsen, program director, WNBC-TV New York, followed by asking the panel, "Is it true that employers look down on a person with a good track record if he's only worked at one station?" Bill Baker addressed that issue and said, "Growing at one station may be better than jumping around. One mistake I've made was to judge a person just on his resume." Baker indicated that one year in each company, although promoted, can mean an applicant has encountered problems. Joe Sullivan interrupted by saying, "If you're 30-to-35 it's OK; if you're 40 and over it's a problem."

Larsen posed another question to the panel: "If you're looking for a good job, should you contact an executive recruiter and send your resume?" Sullivan answered by stating there should be no

hesitation in sending out a resume. At least his agency will look at all of them, he claimed. Bob Pittman said he refers all resumes to the people whose needs would be served by them, and "if it looks good," he said, "I'll call for an interview."

Perris interjected by saying: "I respond to all resumes," and said the "shelf life of a resume is six months to one year," because after that it has to be updated. In a resume, Baker looks for something an individual has done to distinguish himself from the rest.

The workshop concluded with a question concerning whether or not there are substantial differences in job opportunities in broadcasting for men and women. Rushnell was quick to point out that half of his *Good Morning America* staff are women, because, he said, he wanted to surround himself with the best possible people for the job and they happened to be women. Rushnell feels that women have had to strive harder to get the jobs they have, and is concerned by the imbalance. Sullivan says he has noticed that cable is offering women the best opportunities, but unfortunately, he says, it is because women work "cheaper than men." He said he believes this situation is changing, as more and more women are getting prepared for these jobs.

NATPE hands out its Iris awards

KING Seattle, WCVB Boston and WLKY Louisville lead list of winners with two statues each; Donahue receives 'award of the year'

New York's Radio City Music Hall was the glittering setting for one of NATPE's more prestigious affairs—presentation of the annual Iris awards for television programing excellence.

John Davidson was master of ceremonies for the evening which featured performances by Tony Orlando, the Rockettes and the Radio City Music Hall Orchestra and members of the cast of "Spirit of America," the show currently playing at Radio City.

Guest presenters handing out the

awards included Mel Allen, Lucille Ball, Danielle Brisebois, Gary Collins, Tom T. Hall, Jack Lord, Gavin MacLeod, Mary Ann Mobley, Freda Payne, Carl Reiner, Charlie Rose, Ruth Warrick and Chuck Woolery.

Phil Donahue, who was given the association's award of the year for his syndicated show, remarked: "This proves there is life after the overnights"—a reference to the fact that his show originated in Dayton, Ohio.

The rest of the winners follow with the names of the program executives and producers.

WCVB-TV Boston □ *Eli and the Whale*—Bruce Marson, Larry Jordan, Bob Cokkie (children's, markets 1-10).

KOOL-TV Phoenix □ *Chapter 10: Juvenile Justice*—Bob Martin, Bill Lucas, Susan Sain (children's, markets 11-40).

KSL-TV Salt Lake City □ *Concert Kids, Small World Shakespeare, Shim Sham Songster*—Scott Clawson, Ed Yeates (children's, markets 41-214).

WBZ-TV Boston □ *The Tall Ship Lindo*—Richard Kurlander, Gail Levin (all other, markets 1-10).

KING-TV Seattle □ *The Mountain: Rainier*—Keith Lollis, Al Stenson (all other, markets 11-40).

WMTV Madison, Wis. □ *Terminal Madness*—Laurie Leonard, Jeryllyn Goodman (all other, markets 41-214).

KXAS-TV Fort Worth □ *The Hurt That Doesn't Heal*—Russ Thornton, Lee Elsesser (public affairs specials, markets 1-10).

WMC-TV Memphis □ *The Gospel According to Television*—Ron Klayman, Stuart Zanger (public affairs specials, markets 11-40).

KGGM-TV Albuquerque, N.M. □ *Rage in Sante Fe*—Scott Randall, Mary Malloy (public affairs specials, tie for markets 41-214).

WHBF-TV Rock Island, Ill. □ *She Was a Mighty Good Road*—George Kaplow, Paul Meincke (public affairs specials, tie for markets 41-214).

KGO-TV San Francisco □ *The Final Frontier*—Tim Major, Kenneth Ellis (public affairs series, markets 1-10).

KTVI St. Louis □ *Extra*—Vic Skaggs, Carol Williams (public affairs series, markets 11-40).

WLBT Jackson, Miss. □ *Dorothy is Dying*—Hewitt Griffin, Dennis Smith (public affairs series, tie for markets 41-214).

WVEC-TV Hampton, Va. □ *Focus: To a Prince*—Lawrence Klierer, Jane Gardner (public affairs series, tie for markets 41-214).

CKND-TV Winnipeg □ *Children of Gael*—Stan Thomas, Barry Gordon (foreign).

WCVB-TV Boston □ *Lies, Legends and Lunatics*—Bruce Marson, Dick Amaral (sports, markets 1-10).

WTHR Indianapolis □ *Horses of Steel*—Tom Rose, Bob Campbell (sports, markets 11-40).

WLKY-TV Louisville, Ky. □ *The First Annual George Lestrade Invitational Croquet Tourney*—Bob Jones (sports, markets 41-214).

KNXT Los Angeles □ *Down at the Dunbar*—Larry Forsdick, Vincent Di Bona (entertainment, markets 1-10).

KING-TV Seattle □ *A Song for Louisa*—Keith Lollis, Bob Guy (entertainment, markets 11-40).

WLKY-TV Louisville, Ky. □ *The Pleasure of Their Company*—Bob Jones (entertainment, markets 41-214).

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Programing



In country-music country. Following the Country Radio Seminar in Nashville last week, Mac Allen (r) of WQAM(AM) Miami, this year's seminar president, was elected an at-large director of the newly formed



Organization of Country Radio Broadcasters. Don Boyles (l) of WKHK(FM) New York was elected president of the new organization. Perennial radio and TV entertainer Arthur Godfrey was the seminar's guest speaker.

Country radio: a growing future

Not only was the 12th annual Country Radio Seminar the biggest ever, programers were in attendance for the first time; new group of country broadcasters is formed

The 12th annual Country Radio Seminar, held on March 13-14 in Nashville, outgrew itself this year. Although attendance (442 participants) was up only slightly from last year's event (428), signs of growth other than sheer numbers prompted seminar organizers to create the Organization of Country Radio Broadcasters to expand their activities.

Growth signs at this year's seminar included a radio syndication room, where 12 program producers, including D.I.R., Drake-Chenault, Starfleet, Blair and Watermark, demonstrated their wares. This was a first for the seminar, which has traditionally refused to feature exhibitors or hospitality suites, in an effort to maintain a serious atmosphere. "We're a seminar, not a convention," said Biff Collie,

one of the organization's directors.

Although there were no authorized hospitality suites this year, at least two companies, including the Roy Clark Country Starsearch, advertised suites on the hotel's closed circuit TV directory. Representatives from ABC and Bonneville Broadcast Consultants were also on hand, promoting their joint venture in TV campaigns for country radio stations.

The seminar appeared to have attracted its usual complement of large-market broadcasters, with WHN(AM)-WKHK(FM) New York, WCXI(FM) Detroit, WQAM(AM) Miami, KHJ(AM) Los Angeles and KIKK-AM-FM Houston among those sending representatives. A show of hands during one general session indicated that as many as one-fourth of those present attended for the first time this year.

With the theme, "Country Radio, Nobody Does It Better," the seminar offered workshops on management, sales, programing and promotion, as well as sessions on the FCC, career development and a "how-to" on buying a station. Sessions

featured advice from successful broadcasters as well as from a number of consultants, among them John Parikhal, Joint Communications, Toronto, whose presentation, "Country Phenonemon and Lifestyle" drew whistles and cheers from its audience.

Entertainment at this year's seminar began with a reception the night before its official opening with guests that included Dolly Parton, Charlie Pride, Alabama and George Jones and Tammy Wynette. It ended with the seminar's annual "New Faces Show," which this year included performances by Deborah Allen, Sheila Andrews, the Capitols, Terri Gibb, Orion, and Stege Wariner.

Following the seminar, its 11-member board of directors met and elected Don Boyles, general manager of WKHK(FM) New York, president of the newly formed Organization of Country Radio Broadcasters. As president of what was formerly the seminar, he succeeds Mac Allen, WQAM(AM) Miami, who was elected at-large director and chairman of the



How to buy a radio station. L to r: Dick Blackburn, Blackburn & Co.; Lee Masters, KLOZ(FM) El Paso, Tex.; Richard Ferguson, Katz Broadcasting, and Richard Churchill, T/A Associates.



The FCC: what's next? L to r: Robert Heald, senior partner, Fletcher, Heald & H Idreth, Thomas Wall, senior partner, Dow, Lohnes, Albertson & Wall and Don Boyles, general manager WKHK(FM) New York.

organization's publicity committee.

The organization will maintain a permanent office in Nashville with two paid staff members—Frank Mull, vice-president, director, and Sandi Smith, secretary.

Although the organization plans activities in addition to its annual seminar, its initial goal will be to expand that event. "For many of the broadcasters attending the seminar, it is the only industry event they attend all year," said Allen, explaining the decision to expand.

The group does not, at this point, plan to solicit memberships, but it has not ruled out the possibility of doing so. That move would require a change in its by-laws.

Appointed at the board of directors meeting, was next year's seminar agenda chairman, Robert English, vice president, general manager, WUBE-AM-FM Cincinnati. He succeeds this year's agenda chairman, Kim Pyle, sales manager, WKIX(AM) Raleigh, N.C.

In selling country radio, don't sell it short, Leeds tells panel; format should be ranked number one with adults

"Country radio broadcasters are sitting on a keg of dynamite," said Edward Leeds of McGavren-Guild, New York, who dominated the session, "Selling Country Radio from Another Point of View." According to Leeds, too many country broadcasters continue to lower their rates in response to pressures from advertisers who haven't been convinced country is the number-one format for adult listeners.

"Country music is the second-largest seller of records," said Leeds, but because the number-one seller, rock, appeals primarily to the less desirable 12-34-year-old audience, country should rank with MOR, all-news and beautiful music as primary formats for advertisers trying to reach adult listeners.

It doesn't, according to Leeds, because until recently, country listeners have not been considered an upscale audience. "Country listeners have always been in the closet," he said, but the recent explosion in the ratings for country stations indicates those listeners are coming out.

Leeds believes qualitative research on country radio listenership will soon reveal not only a much larger, but much more upscale audience.

He urged stations to hold up their rates to prevent country's being perceived as "the poor boy on the block." Leeds said: "The explosion's already happened in some markets and it's coming in others." Next year, he said, "this seminar will probably meet with the theme of 'How To Handle Success.'"

Good management, says country financial panel, is key to opening doors of lenders

Broadcasters don't have to have a "ton of money in the bank" to buy a radio station. All it takes to secure financing is a proved

MEDIA MONITOR

Advertisement

How the Media Snookered Haig on Foreign Aid

**By Reed Irvine
and
Cliff Kincaid**

With the Reagan Administration coming into office with promises to drastically cut budget expenditures, it was expected that one of the first items they would trim would be foreign aid. For many years the opinion polls have shown that foreign aid is not popular with the taxpayers. The justification for much of the foreign aid expenditures was lost when it ceased to be a way of trying to keep countries from going communist. For several years now, some of the major beneficiaries of our aid dollars have been communist or pro-communist regimes.

This came about several years ago when we began channeling more and more of our foreign aid through international institutions such as the World Bank and the International Development Association, IDA for short. These outfits pride themselves on being non-political, and they are as ready to lend to communist or pro-communist regimes as to anyone else. Communist or pro-communist countries that received loans from the World Bank and IDA in the last fiscal year include Romania, Laos, the People's Democratic Republic of Yemen, the People's Republic of the Congo, Guinea, Tanzania, Algeria, and Nicaragua. Credits approved for these countries totaled \$722 million.

The budget prepared by the outgoing Carter Administration included a large increase in foreign aid. It proposed increasing the authorization for the next fiscal year to \$8 billion. That is \$2 billion more than what they had proposed for the current year. Not surprisingly, Reagan's budget director, David Stockman, took a dim view of this. He proposed changing the budget to reduce, not increase, foreign aid next year. The reduction would be 10 percent below the figure for the current year.

This information was leaked to the Washington Post's correspondent at the State Department. On January 29, The Post had a front-page story saying that Stockman had proposed the biggest cut-back in foreign aid since World War II. It failed to mention that the \$2.6 billion cut that it was discussing was mainly a rejection of Carter's proposed \$2 billion increase. The Post predicted that this would produce a test between Secretary of State Haig and what the reporter described as those on the far right whose approach to foreign affairs was "America First." The story suggested that it would be a disaster if Stockman's cuts were to be carried out. The following night, CBS Evening News made this the lead story, devoting three minutes to it. CBS reported that Secretary of State Haig would not approve the cuts.

On January 31, The Post's lead story was headlined: "Haig and U.S. Allies Thwart Stockman's Planned Aid Slash." It was not until the next day that The Post finally got around to telling its readers that what Stockman had proposed was not the end of foreign aid, or even a very deep cut below present levels. They had worked with holdovers in the bureaucracy to snooker the Secretary of State into a defense of the Carter budget proposals for aid, proposals that Congressional experts said would have met with stiff resistance on Capitol Hill if they were put forward.

MEDIA MONITOR is a 3-minute radio commentary distributed free as a public service by Accuracy in Media. Five programs are provided each week on tape. AIM also distributes a weekly newspaper column, publishes the AIM Report twice a month, and provides speakers and guests for radio and TV talk shows. For a free sample tape of Media Monitor or for information about any AIM service call Bernie Yoh, (202) 783-4406, or write to 1341 G Street, N.W., Washington, D.C. 20005.

ability to manage, according to panelists at a session, "How To Buy a Radio Station," moderated by Lee Masters, vice president, general manager, KLOZ(FM) El Paso.

Seller financing, if available, is most desirable, according to panelist Richard Churchill, T/A Associates, a venture capital firm. "Banks are only looking for blue-chip deals, and they aren't interested in turn-around ventures," he said.

Fewer than 10 venture capital firms actively look at broadcast deals, according to Churchill, and when they invest, "they want a 25% to 40% return on their money." They are not afraid, he said, of financing 100% of a broadcast deal, if it has the right ingredients, and they'll agree to terms allowing a broadcaster to assume full ownership once he's on his feet. "That allows us more liquidity," he said.

Two necessary ingredients are a market with potential for growth and a reasonably good facility, according to Churchill, but far more important than these is a good management team. "We look for someone with a track record, preferably in a turn-around situation," he said. Venture capital firms shy away from backing construction of new facilities and they aren't interested in financing "disk jockeys or program directors with the newest answer to saving rock radio."

According to panelist Richard Ferguson, president of newly formed Katz Broadcasting, "There's more serious money out there looking for good broadcast investments than receivers." Because broadcast-

ing is management rather than capital intensive, the right management team can secure 100% financing from a venture capital firm.

How can a broadcaster build such a team? "Take a hard look at yourself," he said. "Assess your strengths and weaknesses and talk to people in the business who will be honest and offer constructive criticism."

Next, he said, "make career moves to stations where you can learn what you need to know and start to build your team by finding a program director and sales manager with whom you can work." If possible, Ferguson recommends giving the team a dry run at someone else's station, preferably one that needs turning around.

"Once you've established your track record," said Ferguson, "find a venture capital firm and get to know them. If you don't have a station in mind, they may be able to find you one."

For the small-market deals in which venture capital firms may not be interested, Ferguson recommended that a broadcaster "pitch" his local businessmen. "We gave 45% of our company to an investor group," he said, "but they found us \$3 million to start our company."

Daytimers hear ways to compete with full timers: strong morning personalities and promotions, carriage on local cable systems, presence at nighttime events; for change to all-day status, 'write your congressman' for action

How can daytime broadcasters successfully compete with full timers? Other than trying to get a full-time license, there are programming and promotional tactics that can help in the race for ratings, according to nearly 50 daytime broadcasters who gathered for a breakfast session, "Daytime Friends/Nighttime Woes."

Joel Raab, new program director for the full-time WHK(AM) Cleveland but until recently with WEEP(AM) Pittsburgh, a daytimer, opened the discussion with tips for audience recycling, a key programming tool for daytimers. "People won't be waking up with your station," he said, "so you have to give them a reason to switch to you at sign-on." Contests that offer key clues or award prizes just after sign-on are one means of doing so. An outstanding morning personality team or a sign-off that promotes the morning show are others.

"The key to promoting your sign-on," said Bill Robinson, Musicworks Inc., "is to do so without calling it your sign-on." By attracting listeners to specific events, a station can circumvent the problem of having to attract listeners at different times during winter and summer.

When it's time to sign off, a daytimer can "maintain a presence" through the evening by providing a 24-hour call-in concert line or entertainment directory. Its personalities can appear at local events. "You can talk about where you'll be at night, even if it isn't on the air," said one

Rating Roundup

CBS-TV continued on its winning ways, again outrating both ABC-TV and NBC-TV by comfortable margins for the prime-time week ended March 15.

Based on national Nielsens, CBS-TV averaged a 19.7 rating and a 31.3 share for the week, nabbing the top five positions and seven of the top 10. For 20 weeks of the season, starting Oct. 27, CBS-TV has won 16 weeks, ABC, three and one was a tie between CBS-TV and ABC-TV.

For the week ending March 15, ABC earned a 16.6/26.4 and NBC 15.7/24.9.

Dan Rather's first week of anchoring the *CBS Evening News* showed Rather in first place with a 15.1 rating against 13.0 for NBC and 12.5 for ABC.

CBS raced away with four nights of the week—Monday, Thursday, Friday and Saturday—and shared Wednesday with NBC when each had an average rating of 17.8. ABC was the victor on Tuesday and Saturday night.

ABC's comedy bloc on Tuesday of *Laverne and Shirley*, *Happy Days*, *Three's Company*, *Too Close for Comfort* and *Hart to Hart* made creditable showings. Friday night was an ABC disaster with an average 12.4 rating, as the movie, "The Cracker Factory," wound up with an 11.3.

CBS was especially strong Friday when the combination of *Incredible Hulk*, *Dukes of Hazzard* and *Dallas* posted a 27.2 average rating for the night. *Dallas* rang up a 32.3 rating.

NBC's best showing on Wednesday night when it tied with CBS was abetted by the ratings pulled by *Real People* (21) and *Diff'rent Strokes* (18.9). Both were repeat programs.

The First 20

1. <i>Dallas</i>	CBS	32.3/55
2. <i>Dukes of Hazzard</i>	CBS	29.5/47
3. <i>60 Minutes</i>	CBS	26.1/42
4. <i>The Jeffersons</i>	CBS	26.0/39
5. <i>Alice</i>	CBS	25.5/38
6. <i>Love Boat</i>	ABC	24.5/41
7. <i>M*A*S*H</i>	CBS	23.3/34
8. <i>CHiPs</i>	NBC	23.2/34
9. <i>Magnum, P.I.</i>	CBS	23.0/36
10. <i>Little House on the Prairie</i> (rerun)	NBC	21.6/32
11. <i>Three's Company</i>	ABC	21.3/31
12. <i>House Calls</i>	CBS	21.1/31
13. <i>Happy Days</i> (rerun)	ABC	21.0/32
14. <i>Real People</i> (rerun)	NBC	21.0/32
15. <i>Trapper John, M.D.</i>	CBS	20.9/34
16. <i>Fantasy Island</i> (rerun)	ABC	20.7/37
17. <i>Lou Grant</i>	CBS	20.7/35
18. <i>Too Close for Comfort</i> (rerun)	ABC	20.7
19. <i>Archie Bunker's Place</i>	CBS	20.4/31
20. <i>Knots Landing</i>	CBS	20.0/35

The Final Five

65. "Million Dollar Face"	NBC	0.5/17
66. <i>Hill Street Blues</i>	NBC	10.3/19
67. <i>Gangster Chronicles</i>	NBC	0.2/17
68. <i>That's My Line</i>	CBS	9.6/14
69. <i>NBC Magazine</i>	NBC	7.2/12

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participant. Several daytimers sign off by promoting each night's TV lineup. "I'd rather have them watch TV than listen to my competitor," said one broadcaster, "and you can sell time on your TV line up reports."

Bill Figenshu, national program director, Viacom, recommended feeding programming into local cable systems. "You may have to give them a piece of the action to get them to carry you," he said, "but you can generate revenues on cable."

The key to managing a daytimer, according to Ron Scheibly, WHTN(AM) Huntington, W. Va., is convincing ownership not to skimp on the budget because a station is a daytimer. "You can compete if you offer something better than anyone in town, but you can't do that without good talent and promotions," he said.

Before the meeting ended, discussion turned to recruiting listeners to support a station's efforts to secure a full-time license. "We put our message in a three-minute sign-off," said Figenshu. "We tell them, 'Your federal government requires that we sign off now. If you don't like that and would like it changed, call us . . .'" Callers are told how and where to write their congressman on behalf of change in daytimer status.

Pointers on what will and won't change when radio deregulation takes effect in two weeks are discussed at country seminar

With the FCC's radio deregulation set to take effect April 3, broadcasters took careful notes at a session entitled, "The Commission Has Made a Move, What's Next?" Washington attorneys Thomas Wall, senior partner, Dow, Lohnes, Albertson and Wall, and Robert Heald, senior partner, Fletcher, Heald & Hildreth, offered the following tips on complying with deregulation:

- Public files must be kept up to date until deregulation goes into effect, on April 3 unless the U.S. Court of Appeals halts its implementation.

- Political files must still be maintained.

- Nothing changes concerning EEO guidelines except that stations must file compliance forms in January, rather than attached to renewal forms.

- Although formal ascertainment will no longer be necessary, a station must conduct some form of ascertainment and summarize its method at renewal time.

- When trying to decide what kind of records to keep (once logs are no longer required) broadcasters should ask themselves: "What would I need to prove I'm fulfilling my licensed responsibility in the event I am challenged at renewal time?"

- With the FCC staff no longer burdened with reviewing lengthy renewal forms, it must be expected to be more attentive in investigating complaints. Both attorneys warned broadcasters to maintain necessary records to prove their compliance with the law.

Times Mirror to launch pay service for cable

Times Mirror Cable Television Co., the sixth largest cable TV system operator in the nation, will begin offering a "premium movie service" called Spotlight on May 1. In making the announcement, the firm's parent, Times Mirror Co., said the new film service will be fed by satellite to most of its 51 systems as a pay service. Subscribers will be required to pay an unspecified fee for the new service, which will replace existing similar services.

"It's going to be a friendly conversion," said a spokesman for one competitor who expects to be bumped by the move. A Spotlight representative contended that Times Mirror is committed to the concept

of multiple pay TV services, but declined to explain how the company would decide when to offer multiple pay services in a given market.

Spotlight, through the subsidiary Times Mirror Satellite Programming Co., has recently acquired a number of major motion pictures through Hollywood studios, and plans to show other entertainment programming as well. When fully operational, observers speculate, Spotlight could quickly become one of the nation's largest pay TV networks, mostly at the expense of front-runner Home Box Office, which now serves the majority of Times Mirror's 260,000 pay TV subscribers.

Monitor

Sports gets on. Unusual alliance has been forged between Los Angeles public television station KCET(TV) and National Subscription Television, which operates ON TV subscription systems in Los Angeles and Detroit. ON TV outlets recently began airing 14-part half-hour sports documentary series slated to air next fall on public TV. *Numero Uno*, produced by Cappy Productions of New York, premiered in U.S. on ON TV. ON TV will help underwrite and promote series on public TV when it is distributed in return for early acquisition.

New contract. NBC Sports and TVS Television Network have signed new multiyear contract to provide complete regional and national coverage of college basketball. Complete details were not announced, but agreement calls for 10 regional telecasts of games of seven major conferences.

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Stock Index

Exchange and Company	Opening Bid March 15	Closing Bid March 16	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	29 7/8	30	+ 1/8	+ 41	5	836
N Capital Cities	63 1/2	63 1/2	-	-	13	835
N CBS	56 1/2	56 7/8	+ 3/8	+ 55	8	1,575
N Cox	64 1/4	66 1/4	+ 2	+ 301	10	888
A Gross Telecasting	27 1/4	26 1/2	- 3/4	- 283	7	21
D LIN	30 3/4	29 1/4	- 1 1/2	- 512	11	170
N Metromedia	100 1/4	98 1/2	- 1 3/4	- 177	11	448
D Mooney	8 1/2	8 1/2	-	-	13	4
D Scripps-Howard	46	47 1/2	+ 1 1/2	+ 315	7	118
N Storier	34 1/8	32 5/8	- 1 1/2	- 459	11	440
N Tall	28 3/4	27 7/8	- 3/8	- 311	8	281

BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	24 1/4	24 7/8	+ 5/8	+ 251	20	80
A Affiliated Pubs	27 1/8	27 1/2	+ 3/8	+ 136	41	139
N American Family	8 3/8	7 7/8	- 1/2	- 634	4	103
N John Blair	19 7/8	19 5/8	- 1/4	- 127	8	74
N Charter Co.	13 1/2	13 3/4	+ 1/4	+ 181	1	369
N Chris-Craft	37 1/8	37 5/8	+ 1/2	+ 137	16	117
N Coca-Cola New York	9 1/2	9 1/2	-	-	22	167
N Cowles	33 1/8	31 5/8	- 1 1/2	- 474	23	121
N Dun & Bradstreet	64 3/4	63 1/4	- 1 1/2	- 237	30	1,806
N Fairchild Ind.	25 7/8	25 3/8	- 1/2	- 197	8	298
N Fuqua	13 1/2	12 1/2	- 1	- 600	3	174
N Gannett Co.	39 1/2	41 1/8	+ 1 5/8	+ 395	10	2,136
N General Tire	25	24	- 1	- 416	10	602
D Gray Commun.	56 1/2	55	- 1 1/2	- 89	12	27
D Harte-Hanks	30 5/8	30	- 5/8	- 209	14	291
D Heritage Commun.	14 3/4	14 3/4	-	-	7	79
N Insitico Corp.	22	21 1/2	- 1/2	- 235	9	236
N Jefferson-Pilot	26 1/4	26 3/8	+ 1/8	+ 710	8	619
D Marvin Josephson	12 1/2	12 1/2	-	-	8	29
N Knight-Ridder	30 3/4	27 1/2	- 3 1/4	- 1181	11	995
N Lee Enterprises	25 3/8	25 5/8	+ 1/4	+ 97	12	181
N Liberty	15 1/2	14 1/8	- 1 3/8	- 873	6	197
N McGraw-Hill	45 1/8	44 3/8	- 3/4	- 169	14	1,121
A Media General	35	34 5/8	- 5/8	- 138	9	263
N Meredith	53 7/8	51 1/2	- 2 3/8	- 461	8	169
D Multimedia	31 1/2	30 7/4	- 1 1/4	- 413	18	137
A New York Times Co.	30 1/2	30 3/8	+ 1/8	+ 41	9	365
N Outlet Co.	33 5/8	31	- 2 5/8	- 646	43	64
A Post Corp.	28 7/8	28 3/4	+ 1/8	+ 45	13	49
N Rollins	38 3/4	37 1/4	- 1 1/2	- 402	16	528
N San Juan Racing	18 7/8	18 5/8	- 1/4	- 131	21	47
N Schering-Plough	35 7/8	34 3/4	- 1 1/8	- 323	9	1,904
D Stauffer Commun.	46	46	-	-	11	46
A Tech Operations	21	19 1/4	- 1 3/4	- 939	23	22
N Times Mirror Co.	48 1/4	46 3/4	- 1 1/2	- 315	11	1,577
D Turner Bcatg.	20	20	-	-	200	200
A Washington Post	25 5/8	23 5/8	- 2	- 846	10	358
N Wometco	18 1/2	18 7/8	+ 3/8	+ 199	8	245

CABLE						
A Acton Corp.	17 1/4	17 1/2	+ 1/4	+ 142	12	52
N American Express	48 1/8	44 7/8	- 3 1/4	- 723	10	3,430
D Burnup & Sims	13 5/8	14	+ 3/8	+ 267	17	121
D Comcast	30	30 3/4	+ 3/4	+ 243	34	77
D Entron*	5	5	-	-	5	4
N General Instrument	81 1/8	83 1/4	+ 1 3/8	+ 946	16	902
D Rogers CableSystems	10 1/8	10 3/8	+ 1/4	+ 240	19	192
D Tele-Communications	50 1/4	28 7/8	- 21 3/8	- 476	29	720
N Teleprompter	34	33 7/8	- 1/2	- 36	28	575
N Time Inc.	65	61 3/4	- 3 1/4	- 688	13	1,857
D Tocom	14 3/4	13 1/4	- 1 1/2	- 103	48	48
D UA-Columbia Cable	89	69 1/2	- 19 1/2	- 217	51	281
D United Cable TV	27 1/8	26 3/4	- 5/8	- 68	13	265
N Viacom	54 5/8	50 1/8	- 4 1/2	- 837	20	243

Exchange and Company	Opening Bid March 15	Closing Bid March 16	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
TELECOMMUNICATIONS						
D Chuck Barris Prods.	3 1/2	3	- 1/2	- 1685	3	11
N Columbia Pictures	41 3/8	42 1/2	+ 1 1/8	+ 264	12	149
N Disney	58 1/4	58 1/2	+ 1/4	+ 42	15	1,885
N Filmways	6 3/4	6 3/8	- 1/8	- 585	42	42
D Four Star	1 1/2	1 1/2	-	-	15	15
N Getty Oil Corp.	74 1/2	68 1/2	- 6	- 875	8	6,120
N Gulf + Western	16 3/4	15 1/2	- 1 1/4	- 808	4	1,260
N MCA	53 5/8	47 3/4	- 5 7/8	- 1,030	8	1,260
D Medcom	6 5/8	6 3/8	- 1/4	- 382	24	11
N MGM Film	9	6 3/4	- 2 1/4	- 285	8	292
D Reeves Commun.	35 3/4	32 1/2	- 3 1/4	- 1,000	25	129
D Telepictures	5 1/2	6	+ 1/2	+ 838	26	19
N Transamerica	21 5/8	20 1/8	- 1 1/2	- 745	6	1,918
N 20th Century-Fox	83	69 1/2	- 13 1/2	- 1,618	18	888
D Video Corp. of Amer.	16	15 3/4	- 1/4	- 158	23	19
M Warner	41 1/4	41 1/8	- 1/8	- 30	10	2,424
K Wreather	26 3/4	27 1/4	+ 1/2	+ 183	...	61

SERVICE						
D BBDO Inc.	41	41	-	-	9	102
D Compact Video	20 1/2	19 1/2	- 1	- 512	18	80
N Comsat	50	45 1/2	- 4 1/2	- 909	10	403
D Doyle Dane Bernbach	16 3/4	16 1/2	- 1/4	- 645	5	20
N Foote Cone & Belding	31 3/4	30 1/2	- 1 1/4	- 408	8	98
D Gray Advertising	59 1/2	59	- 1/2	- 24	6	35
N Interpublic Group	32 1/8	31 3/4	- 1/4	- 118	7	143
N JWT Group	36	35 1/2	- 1/2	- 140	8	110
D MCI Communications	13 5/8	13 1/8	- 1/4	- 360	68	498
A Movielab	6 1/4	5 1/4	- 1	- 160	5	10
A MPO Videotronics	5 1/2	5 5/8	+ 1/8	+ 222	15	8
D A.C. Nielsen	35 1/8	34 3/4	- 1/4	- 107	15	36
D Ogilvy & Mather	28 3/4	28 3/4	-	-	8	118
D Telemation	2	2	-	-	19	3
D TPC Communications	5 5/8	5 7/8	+ 1/4	+ 425	40	5
N Western Union	22 3/8	22	- 3/8	- 170	...	338

ELECTRONICS/MANUFACTURING						
D AEL Industries	12 7/8	12 1/2	+ 3/8	+ 100	...	21
N Ampex	33 3/4	33 3/4	-	-	16	392
N Arvin Industries	15 3/8	14 7/8	- 1/2	- 336	9	119
A Ceteo	7 1/4	6 1/2	- 3/4	- 153	9	15
D Chyron	12	12	-	-	25	15
A Cohu	8 3/4	8 7/8	+ 1/8	+ 140	12	18
N Conrac	19 3/8	19 3/8	-	-	8	41
N Eastman Kodak	79 5/4	79 1/8	+ 5/8	+ 78	13	10,670
D Elec Missile & Comm.	8 5/8	6 1/8	- 2 3/8	- 816	33	15
N General Electric	67 7/8	67 3/4	- 1/4	- 102	11	15,358
N Harris Corp.	51 3/4	49 3/4	- 2	- 482	19	752
D Intl. Video*	5/8	5/8	-	-	...	1
D Microdyne	23 1/4	19 1/4	- 4	- 17077	17	61
N M/A Com. Inc.	27 7/8	24 7/8	- 3	- 1,085	73	290
N 3M	62	59 3/4	- 2 1/4	- 375	11	7,721
N Motorola	80 7/8	81	+ 1/8	+ 767	13	1,365
D Nippon Electric	73 3/8	67 5/8	- 5 3/4	- 660	16	2,409
N N. American Philips	45 3/4	43	- 2 3/4	- 639	7	550
N Oak Industries	54 5/8	50 1/2	- 4 1/2	- 816	18	297
A Ortek Corp.	8 5/8	8 3/4	+ 1/8	+ 142	25	14
N RCA	27 5/8	28 1/2	+ 3/4	+ 307	7	2,071
N Rockwell Intl.	37 1/4	36 3/4	- 1/2	- 36	10	2,793
A RSC Industries	4 1/2	4 1/2	-	-	11	15
N Scientific-Atlanta	28	27 1/8	- 3/8	- 130	25	598
N Sony Corp.	17 7/8	17 7/8	-	-	29	3,854
N Tektronix	54 1/8	53 5/8	- 1/2	- 93	12	958
A Texaco	29 1/4	29 1/8	- 1/8	- 873	15	41
N Varian Associates	24 1/2	24 1/4	- 1/4	- 103	11	158
M Westinghouse	30 3/4	29 1/2	- 1 1/4	- 492	8	2,613
N Zenith	17	16 3/4	- 1/4	- 188	15	371

Standard & Poor's 400 Industrial Average 151.92 MAR 02 + 4.00

Notes: A-American Stock Exchange; B-Boston; M-Midwest; N-New York; P-Pacific; D-over the counter (bid price shown, supplied by Shearson Loeb Rhoades, Washington). P/E ratios are based on earnings per share for previous 12 months as published by Standard & Poor's or as obtained by Broadcastweek research.

Earnings figures are exclusive of extraordinary (net) 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 2 for 1. + Stock traded at less than 1/32 cents.



A good seven months for Thomas Wyman

CBS proxy shows president was given \$1 million to join; his 1980 pay was \$656,772; Paley earned \$928,877; Jankowski made \$620,198

CBS Inc. has sent out its annual report and proxy statements, each of which contains a variety of financial tidbits for network watchers. The proxy, for example, confirms previous reports that CBS paid its president, Thomas Wyman, a \$1-million "inducement" to join the company back in May, following John Backe's hasty exit (BROADCASTING, May 26, 1980).

Exclusive of that inducement, Wyman received \$656,772 in total remuneration from CBS in 1980 for seven months work. Former President Backe received \$773,939 for the full year of 1979. (One thing the proxy lacks is any mention of the settlement Backe received on leaving the company.)

Detailing Wyman's contract, the proxy notes the president was guaranteed an annual base salary of not less than \$350,000 for the June 1, 1980, to Dec. 31, 1981, period, and that during that time his aggregate pay (incentives included) would not be less than an annual rate of \$750,000. (That's slightly off from the \$800,000 annual salary mentioned in previous reports.) If CBS terminates Wyman's service "without cause," he's guaranteed three times his base salary at the time of termination.

Company Chairman William S. Paley received total remuneration of \$928,877 for 1980. That's up from \$816,040 the year earlier.

And on a percentage basis, Broadcast Group President Gene Jankowski surpassed the chairman's 13.3% increase. Jankowski made \$620,198 from CBS last year, up 44.7% from 1979's \$421,638. Recent cuts in incentive awards at CBS (BROADCASTING, Mar. 16), resulting from the company's earnings downturn, will only show up in next year's totals.

Followers of insider stock sales will be interested to know that Chairman Paley, as of Feb. 1, 1981, held 15,595 fewer shares of CBS stock than he did the year earlier. (That's not counting some 2,400 shares sold by trusts over which he has power of disposition.) The total shares beneficially owned by Paley were reported as 1,953,291, or 6.96% of the company's common

stock outstanding, down from 7.079%.

Turning to the annual report, while the company had already provided line of business breakdowns for 1980 sales and earnings, (BROADCASTING, Feb. 16), there were some nuggets of information to be found in the latest figure of the CBS balance sheet. Perhaps most significant, CBS's reported increase in program rights costs was minuscule compared to the year earlier. CBS increased its funds used for program rights by a scant \$9.1 million; that's compared with a cost increase of \$82.5 million in 1979, \$64.5 million in 1978. Program rights listed as a current asset (meaning rights costs for programs that are to be broadcast within one year) totaled \$277,530,000 in 1980, \$268.4 million in 1979, \$185.8 million in 1978.

Broadcast Group capital expenditures were down to \$27.2 million in 1980, from \$30.2 million the year earlier. The identifiable assets of the Broadcast Group now total \$641.8 million.

Time Inc.'s annual accounting: both the good news and the bad

Video Group looks good while Time-Life Films sags

Time Inc.'s release of its annual report provides line-of-business breakdowns that, while documenting the substantial growth of its Video Group (which includes MSO American Television & Communications and cable network HBO), also show a major negative impact on the group from the operations of Time-Life Films that the company is looking to sell.

Against a background of corporate sales and earnings totals of \$2.9 billion and \$130.3 million that Time reported earlier (BROADCASTING, Feb. 16), the Video Group had revenues of \$427.9 million and operating profit of \$72.5 million. While Time President J. Richard Munro said in a letter to shareholders that Video "approached parity with Publishing and Forest Products" as a profit contributor, the group failed by a wide margin to achieve the \$100 million in 1980 profits that industry analysts had thought it could hit when making projections early in 1980. Moreover, Publishing's 1980 income was \$96.8 million, Forest Product's \$87.3 million, differences of \$24.3 million and \$14.8 million, respectively, with Video income that would seem to strain the definition of "approaching parity."

The Video revenues for 1980 were

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CINCINNATI
WKRC-TV

ORLANDO
WDBO-TV

SALT LAKE CITY
KUTV

GREENSBORO-
WINSTON
SALEM
WFMY-TV

RENO
KTVN

GROUP W
PRODUCTIONS
WESTINGHOUSE BROADCASTING COMPANY

42.9% higher than the year earlier; however, Video income was ahead only 5.8%. A major impact was the \$9-million after-tax loss Time attributed to those units of Time-Life Films it is selling—with the pre-tax effect on Video earnings no doubt substantially higher. Indeed, Time noted that the Film units' losses "largely offset the improvements" of the other portions of the Video Group.

When the report went to press, Time had reached an agreement with 20th Century-Fox for the purchase of "certain" of the film units' operations. That deal, however, fell through, and Time announced subsequently that it has commenced discussions with Columbia Pictures for that company's acquisition of "most of the assets of the television and motion picture divisions" of Time-Life Films.

BottomLine

Buyback. Chris-Craft Industries, owner of 22% of 20th Century-Fox stock, announced it reached agreement with Reliance Group, which in turn owns 9.6% of Chris-Craft, regarding purchase of that Reliance holding. Under deal, Chris-Craft has paid Reliance \$10 per each of 300,100 Chris-Craft shares it owns for right to buy them at \$40 per share by Sept. 17. Additionally, if Chris-Craft sells its Fox shares, or Fox acquisition occurs, company is obligated to buy out Reliance holding. Reliance has various broadcast investments including 14% of San Juan Racing and 7% of New York Times Co., and Chris-Craft claims new agreement will facilitate Fox merger offer made by Denver oilman Marvin Davis.

More transit for Eller. Karl Eller has made his first move as president of Columbia Pictures Communications—striking agreement to purchase Winston Network Inc., transit advertising firm, for undisclosed price. CPC already owns New York Subways Advertising, purchased from Eller when he joined CPC, and five radio stations.

TheMedia

A Texas-sized franchise for Sammons

It wins right to wire Fort Worth's 160,000 homes with 61 channels

For Sammons Communications, losing the cable franchise for its hometown of Dallas last October doesn't hurt so badly any more. A Sammons subsidiary last week was awarded the franchise for nearby Fort Worth and with it the right to provide cable services to the city's 160,000 homes.

Sammons has promised to build a 1,430-mile, 61-channel (440 mhz) cable network to serve those homes and a 358-mile institutional loop to interconnect

many of the city's educational, municipal and public buildings. Alongside the home network cable, Sammons will install a "shadow cable" that will be activated when the need for more services than the primary cable can accommodate arises. The system will cost approximately \$50 million, and, according to the bid, take three-and-a-half years to build.

The cable services will be marketed in four tiers, ranging in price from \$3.95 to \$10.95 per month, excluding the price of optional pay services. At its highest level of service, subscribers will also have the option of taking a number of interactive services.

Shortly after winning the award—by a 6-3 vote last Tuesday—Bill Strange, Sammons's vice president of development, summed it up: "We are tremendously excited and pleased."

Although the Sammons system is tech-

nically sophisticated, it may have been the subsidiary's 40% local ownership that gave it the edge it needed to beat out Storer Cable Communications, the first runnerup. That ownership is held by 14 individuals, including Cliff Overcash, a former city mayor; Taylor Gandy, a former councilman; Charles Tindall, vice president and treasurer of Tandy Corp., and Lee Goodman, a business partner of Overcash. According to Strange, the local partners put up \$1.9 million in cash and assigned tax benefits valued at \$2 million to Sammons for their substantial share.

The losing bidders: Fort Worth Cable Co., a subsidiary of Canada's McLean-Hunter; Panther City MetroVision, a subsidiary of MetroVision; Tele-Communications Inc.; United Cable, and Citizen's Cable Co., a local concern. The only companies without local partners were Storer and United Cable.

In its original report, the city's consultant, the Cable Television Information Center, effectively narrowed the field from seven to four. Although it did not rank the bidders, its analysis of them set apart the bids of Storer, Sammons, Fort Worth Cable and Panther City as clearly superior.

Representatives of CTIC met with city staff and the city council's three-member cable committee in Fort Worth the day before the vote to discuss CTIC's response to specific questions councilmen had about its original report and to come up with a recommendation of a single company that the cable committee would take before the full council.

The recommendation of a single company, however, proved to be impossible. According to Ruth Ann McKinney, the city staffer charged with cable franchising,

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at the Monday meeting CTIC was reluctant to narrow the field any further than it had, but, under pressure from the cable committee, finally determined that Storer's and Sammons's bids were the strongest. The Fort Worth Cable's bid was rejected because it offered no timetable for introducing interactive services. McKinney felt, and Panther City's was eliminated because it proposed only a single-cable system. Sammons and Storer promised dual-cable, interactive systems.

The inability of CTIC to make a single recommendation resulted in the cable committee making a dual recommendation. Committee members Bob Bolen and Jeff Davis recommended Storer, while Bert Williams indicated his preference for Sammons.

After receiving the recommendations and hearing from representatives of some of the cable companies and other interested parties, the council quickly passed, by a 6-3 vote, a motion of councilman Clark Martin to make the award to Sammons. Councilman Richard Newkirk, a proponent of Fort Worth Cable, voted with Bolen and Davis against Sammons. Mayor Woodie Woods voted with the majority.

According to McKinney, the final vote was no surprise. In fact, the Sammons bid was voted on first, she said, because the council was aware that Sammons had the majority of votes. In her view, it was the local ownership that did the trick for Sammons.

After the award of any franchise there is always the possibility that one or more of the losing applicants will challenge it. McKinney said she expects the "usual amount" of sour grapes, "but I don't anticipate any lawsuits."

After Dallas awarded its franchise to Warner Amex Cable Communications last fall, dissatisfied citizens collected 500 names on a petition, enough to place the award on the April 4 ballot for referendum. A negative vote could force the city to start the franchising process all over again. There have been suggestions that the campaign to slate the franchise for referendum was instigated by Sammons.)

The same tactic will not be as readily employed by anti-Sammons persons or groups in Fort Worth. Concerned by the Dallas experience, Fort Worth helped push through the state legislature an amendment to the 1913 law regarding public utility referendums. According to a city spokesman, the amendment signed into law early this month, requires that 70% of the registered voters—not 500—sign the petition for referendum. Since Fort Worth has approximately 180,000 registered voters, 18,000 names would have to be collected on a petition. Unfortunately for Warner Amex, the amendment is not retroactive; its Dallas franchise must still face the voters next month.

Sammons, a top-10 MSO, serves some 17,000 subscribers in 21 states. In addition to their real estate firm, Sammons's local partners, Overcash and Goodman, own WATV(AM) Birmingham, Ala.

Broadcasters blast proposed audio rate increase by AT&T

ABC, CBS, NBC and other major radio networks as well as the National Association of Broadcasters have filed oppositions with the FCC regarding AT&T's proposed 16.4% rate increase for domestic private line services including audio transmissions.

Associated Press (AP) and United Press International (UPI), the two major wire services, also filed, along with the American Newspaper Publishers Association (ANPA) and Dow Jones & Co. They said AT&T has failed to justify the rate increase and that in any event, audio transmission rates should be treated separately from other private line services as mandated by the commission's cost allocation decision, released earlier this year. The rate increase would cost radio transmission service users an additional \$4.5 million. Users presently pay \$28 million annually.

Even if an across-the-board rate increase were permissible, the networks said, the proposed increase should be rejected because AT&T "simply dumps more than \$1.2 billion" onto the costs born by all private line services and does not "even attempt to explain and justify the basis for selection of this figure and attributing it to the private line category." They said the shift in those costs had "nothing to do with any change in actual facilities assignment or usage patterns," and caused the earnings ratio for the private line category to fall from 9.5% in 1978 to 3.5% in 1979.

The networks said that AT&T, in lumping all the private line services together, simply could not determine whether the audio service, or any other particular service, was meeting its required rate of return (with a ceiling of 10.5%).

Despite 13 volumes of "allegedly supporting documentation," there is no separate cost or market analysis submitted relative to the audio program service, said the networks.

NAB said the proposed tariff revisions could not be readily absorbed by many subscribing radio stations.

It also cited the big drops in profits that the radio industry suffered in 1979, submitting that "it is incumbent upon the commission to fully investigate the negative effects of the rate revisions and to determine that there exists adequate justification to support" the increases, given the added burden they would place on the industry.

UPI estimates that the proposed increase would raise its domestic annual leased line bill from AT&T by approximately \$1.6 million to a total nearing \$11.6 million a year. Added to other recent AT&T tariff hikes, UPI said its rates will have increased by 61% over the last three and one-half years.

For AP the increase would mean it would have to pay an additional \$1.9 million a year bringing its total bill for private line services to almost \$14 million.

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KSAT-TV

BEAUMONT
KFDM-TV

MINNEAPOLIS
WCCO-TV

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WISH-TV

KANSAS CITY
KMBC-TV

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WESTINGHOUSE BROADCASTING COMPANY

SOURCE: ARB NOV. 1980

Audience figures are estimates subject to limitations of the techniques and procedures used by the service rating.

ATC stakes claim to top cable position

This month, company says, will find its 1.4 million subs surpassing Teleprompter's total

American Television and Communications Chairman Monroe Rifkin called a press conference last week in Denver, headquarters of his Time Inc. subsidiary, to lay claim for ATC to "the number-one position in the cable television industry."

ATC, according to Rifkin, will in March top 1.4-million basic subscribers, edging out Teleprompter, long considered the industry leader, with 1,377,000 subscribers at latest count. The 2-million level will be reached in 1982, Rifkin pledged.

In pay services, ATC expects to close the month with more than a million pay units (a subscriber buying two pay services counts as two pay units). According to Rifkin, that will be double the number of pay units at the start of 1980. The percentage of basic subscribers taking pay services was put at 64%, with pay subscribers representing 34% of homes passed.

Rifkin delineated several other areas in which he said ATC leads the industry. The company's construction division in its first year of operation has built 3,500 miles of plant, and the company is slated to build 8,000 miles of plant this year, which it calls a new record for ATC and the industry.

Changing Hands

PROPOSED

■ **WTOK-TV Meridian, Miss.:** Sold by Southern Television Corp. to Channel Two Television, Houston, for approximately \$11 million. Seller is principally owned by Robert F. Wright, president (23%); William B. Crooks, vice president-commercial manager (16.5%); Robert Ward, vice president-assistant general manager (5.5%), and Cecil Germany, chief engineer (4%). Buyer is under common ownership with *Houston Post*, KPRC-AM-TV Houston, and WTVF(TV) Nashville. William B. Hobby Jr., lieutenant governor of Texas, is Channel Two chairman; Jack Harris, president. W TOK-TV is ABC-TV affiliate on channel 11 with 316 kw visual, 47.9 kw aural, and antenna 536 feet above average terrain. Broker: R. C. Crisler & Co., Cincinnati.

■ **KIOY(FM) Hanford, Calif.:** Sold by Willson Broadcasting Co. to Western Sun Communications for \$2 million. Seller is owned by Gary E. Willson, who has no other broadcast interests. Buyer is owned by Bertram Cohen; wife, Nina; Adelaide O. Lazarus, and 13 minority stockholders. Bertram Cohen is president of chemical

company in Fitchburg, Mass. Nina Cohen and Lazarus are housewives. They are limited partners in KGSW-TV Albuquerque, N.M.; KTEE(AM) Idaho Falls, Idaho, and KADQ(FM) Rexburg, Idaho. KIOY is on 103.7 mhz with 50 kw and antenna 500 feet above average terrain.

■ **WFTC(AM)-WRNS(FM) Kinston, N.C.:** Sold by HGR Broadcasting Co. to Alexander Communications Inc. for \$1.6 million. Seller is owned by Wilbur J. Rider and J.B. Ham (50% each). They have no other broadcast interests. Buyer is owned by William M. Alexander, Richard V. Ozan and David H. Fullen (20% each); last's father, Roy Fullen, Austin Lane, Sol B. Kennedy and Clayton I. Duncan (10% each). Alexander is former sales manager of WFMV-TV Greensboro, N.C. Ozan is business manager of WFMV-TV. David Fullen is account executive at WFMV-TV. Roy Fullen is former vice president, engineering, Capital Cities Communications Inc., New York-based station group. Lane is retired Greensboro businessman. Kennedy owns Greensboro-based sugar brokerage. Duncan is vice president, Carolina Securities, Raleigh, N.C., investment firm. They have no other current broadcast interests but group has announced intention to acquire full complement of radio properties concentrating in Southeast. WFTC is on 960 khz with 5 kw day and 1 kw night. WRNS is on 95.1 mhz with 100 kw and antenna 265 feet above average terrain.

■ **WTIG(AM) Massillon, Ohio:** Sold by Miller Broadcasting to West Stark Broadcasting Co. for \$399,000. Seller is owned by Richard H. Miller, who also owns WLEC(AM)-WCPX(FM) Sandusky, Ohio. Buyer is owned by Virgil L. Musser Daniel N. Larusso, Lawrence Chivaroli Amalio Colangelo and M.K. Kamel (20% each). Musser is attorney, Larusso and Kamel are physicians, Chivaroli is general manager at automobile dealership, and Colangelo is tailor, all in Massillon. They have no other broadcast interests. WTIG is on 990 khz with 250 w day.

■ **KEYL(AM) Long Prairie, Minn.:** Sold by Dairyland Broadcasters Inc. to RadioWay Corp. for \$350,000. Seller is owned by Ken Eidenschink, who has no other broadcast interests. Buyer is owned by Raymond Voit and Jerome A. Van Kempen (50% each). Voit is restaurant and real estate owner in Alexandria Minn. Van Kempen owns direct mail business and motorcycle dealerships in Alexandria, Willmar and Austin, all Minnesota. They have no other broadcast interests. KEYL is on 1400 khz with 1 kw day and 250 w night.

■ **KOLJ(AM) [and FM CP] Quanah, Tex.:** Sold by Joy Radio Broadcasting Inc. to Crippen Communications Inc. fo

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3/23/81

\$205,000. Seller is owned by Charles E. Maddux, Robert Rashuig, Joe E. Willis, Martin Maddoux and E. F. Abercrombie Jr. (20% each). Willis owns 20%, and Maddux, Raschuig, and Abercrombie own 16% each of KERC(AM) Eastland, Tex. Buyer is owned by Larry Crippen, who is Gainesville, Tex.-based financial investor and former morning drive personality and program director of KUBA(AM)-KHFX(FM) Yuba City, Calif. He has no other broadcast interests. KOLJ is on 1150 khz with 500 w day. FM CP is on 100.9 mhz with 3 kw and antenna 220 feet above average terrain.

■ Other proposed ownership changes include: WWFL(AM) Clermont, Fla.; KANY(FM) Ankeny, Iowa; WBCE(AM) Wickliffe, Ky.; WTTR-AM-FM Westminster, Md.; KPCG(FM) Joplin, Mo.; KVCM(AM) Montgomery City, Mo.; WKNY(AM) Kingston, N.Y.; WSHB(AM) Raeford, N.C.; WYPT(FM) Jersey Shore, Pa.; WPPC(AM) Penuelas, P.R.; WNOR-AM-FM Norfolk, Va.; KYAC(AM) Seattle, Wash. (See "For the Record," page 106.)

APPROVED

■ KGA(AM)-KDRK(FM) Spokane, Wash.: Sold by Liddie Broadcasting Co. to Community Pacific Broadcasting Co. for \$3.6 million. Seller is owned by Wesley L. Monroe (25%), Steve D. Bertholf (14%), father, Delbert Bertholf (12%), and more than 10 others. They have no other broadcast interests. Buyer is owned by David J. Benjamin (34%), brother, Bert (2.8%), Charles W. Banta (34%) and Bert Lyon & Co. (29.2%). They also own KRDR(AM) Gresham, and KEED(AM) Eugene, both Oregon, and KGAA(AM) Kirkland, Wash. David Benjamin is chairman of buyer group. Bert Benjamin is Kansas City, Mo., attorney and president of Bert Lyon & Co., Kansas City investment company. Banta is president of buyer group. KGA is on 1510 khz with 50 kw full time. KDRK is on 93.7 mhz with 56 kw and antenna 2,380 feet above average terrain.

■ WAIV-AM-FM Jacksonville, Fla.: Sold by Rounsaville of Jacksonville Inc. to Affiliated Publications Inc. for \$3 million. Seller is owned by Robert W. Rounsaville who also owns WBJW(AM)-WLOF(FM) Orlando, Fla. Buyer is Boston-based, publicly traded publisher of *Boston Globe* and owner of five AM's and five FM's. John I. Taylor is president. Jay Berkson is president of broadcasting subsidiary. WAIV is on 600 khz with 5 kw full time. WAIV-FM is on 96.9 mhz with 100 kw and antenna 230 feet above average terrain.

■ WTKO(AM) Ithaca, N.Y.: Sold by Ivy Broadcasting Co. to VVF Communications Corp. for \$3 million (\$1,550,000 cash, 55% of common voting stock and 1,350,000 shares of preferred stock of buying corporation). Seller is owned by Phebe Erdman and family, who will retain control (55%) of station. Remaining 45% will be owned equally by Thomas Wincek, Robert A. Sniffen and Francis X. Boyle. They are officers of Washington-based Vietnam Veterans Foundation, organization that assists veterans in establishing

new businesses. They have no other broadcast interests but have announced intention to acquire additional broadcast properties. WTKO is on 1470 1 khz with 1 kw day, 500 w night.

■ WSAU(AM)-WIFC(FM) Wausau, Wis.: Sold by Forward Communications Corp. to Dave Raven (55%) and Manson Insurance Inc. (45%) for \$2.75 million. Seller is closely held group owner of six AM's, six FM's and six TV's. It has sold WTRF(FM) Wheeling, W. Va. (BROADCASTING, Nov. 17, 1980). Raven is president and general manager of WSAU-WIFC and less than 1% stockholder in Forward Communications Corp. Manson insurance agency, based in Wausau, is controlled by David R. and Charles Scholfield, brothers. They have no other broadcast interests. WSAU is on 550 khz with 5 kw full time. WIFC is on 95.5 mhz with 98 kw and antenna 1,080 feet above average terrain.

■ KEYY(AM)-KRMQ(FM) Provo, Utah: Sold by Mid-Utah Broadcasting Inc. to Utah Valley Institute Inc. for \$1.29 million. Seller is principally owned by David S. Grow and brother, Steven. They have no other broadcast interests. Buyer is owned by Bruce E. Rhoads, 100% owner of common stock. His father, D. Dean Rhoades, owns all of issued preferred stock. Bruce Rhoads owns Fort Lauderdale, Fla., radio consulting firm. D. Dean Rhoads is president of Worldmark Corp., Palm Beach, Fla., investment firm. Buyers each own 50% of applicant for new FM in Port Sulfur, La.

KEYY is on 1450 khz with 1 kw day and 250 w night. KRMQ is on 94.9 mhz with 50 kw and antenna 2,730 feet above average terrain.

■ KCMX(AM)-KKIC(FM) Ashland, Ore.: Sold by Rogue Radio Corp. to Pacific Northwest Broadcasting Corp. for \$1 million. Seller is owned by Kilibro Broadcasting Corp. (33%), Arthur B. Hogan and John D. Feldmann (31% each) and Arnold Sias (5%). Kilibro is owned principally by Robert Fenton. Group also owns KMYC(AM)-KRFD(FM) Marysville, Calif., and has purchased, subject to FCC approval, KHSN(AM) Coos Bay, Ore. (BROADCASTING, Oct. 27, 1980). In addition, Kilibro owns KFIV-AM-FM Modesto; KPLS(AM) Santa Rosa, and 51% of KTOM(AM)-KWYT(FM) Salinas, all California. Hogan and Feldmann are principal owners of KOWN-AM-FM Escondido, KRKC(AM) King City and KNJO(FM) Thousand Oaks, all California, and own Encino, Calif.-based station brokerage firm. Buyer is owned by Charles H. Wilson (50.77%) and sister, Sally K. Bang (33.48%), and 10 others. They own and operate KPNW-AM-FM Eugene, Ore. KCMX is on 580 khz with 1 kw full time. KKIC is on 101.7 mhz with 3 kw and antenna 310 feet below average terrain.

■ WSEV-AM-FM Sevierville, Tenn.: Sold by Tennessee Valley Broadcasting to Mooney Broadcasting Corp. for \$950,000. Seller is owned by Hobart L. Townsend Jr. (49%), Frank A. Woods (30%) and wife, Jayne

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Intermedia

Gannett goes after low-power. Gannett Co., newspaper publisher and group broadcaster based in Rochester, N.Y., has announced plans to apply for up to 70 low-power television stations in locations where it currently has newspaper operations (and possibly where it has broadcast operations as well). In addition it may apply for "clusters" of LPTV stations (in locations yet to be determined) within relatively close proximity of one another for purposes of establishing regional or state networks. Programming will be news and information—supplementing newspaper operations. Company spokesman said idea behind plan is to utilize LPTV for news and reporting efforts that never get into papers. He said first applications will be submitted to FCC "soon."

What's not liked. Results of Gallup Organization poll show that major complaints against advertising involve advertising that is inaccurate or untruthful, promotes feminine hygiene products, emphasizes sex, and insults intelligence of consumers. Study was released last week by consultative panel of National Advertising Review Board, which commissioned it. Panel suggested that major advertising associations organize to identify advertising that insults intelligence of consumers, develop more effective ways to screen out inaccurate or untruthful advertising and conduct consumer education program to reduce complaints by explaining why some advertising cannot be changed. Panel also recommended that NARB repeat Gallup survey every other year.

VHD in '82. Worldwide timetable for introduction of VHD videodisk home video system has been announced by partners in three-nation manufacturing and marketing effort, which includes General Electric. Video high density disk system will first be available in Japan this October, with opening library of about 100 titles. U.S. introduction is slated for January 1982, under GE, JVC, Panasonic and Quasar brand names. United Kingdom will receive its first shipments of VHD units in June of 1982.

(21%). They also own WBRY(AM) Woodbury and WTBP(AM) Parsons, both Tennessee. Buyer is owned by publicly traded group owner based in Knoxville, Tenn. George P. Mooney is president and 19.78% owner. Stations in buyer's portfolio in-

clude WUNO(AM) San Juan, P.R., and WMAK(AM) Nashville-WBYQ(FM) Henderson, Tenn. WSEV is on 930 khz with 5 kw day. WSEV-FM is on 102.1 mhz with 100 kw and antenna 1,090 feet above average terrain.

■ WFAU-AM-FM Augusta, Me.: Sold by Capitol Communications Corp. to Tanist Broadcasting Corp. of Boston for \$600,000. Seller is owned by Harold Vigue (57.5%), Norman Gallant (24%) and Joseph Roy (18.5%). Vigue also owns 50.8% of WKRD-AM-FM Rockland, Me. Gallant and Roy have no other broadcast interests. Buyer is owned by T. Barton Carter (97%) and C. B. Wismar (3%). Carter is Boston University professor of communications. Wismar is associated with Washington religious film production company. They have no other broadcast interests. WFAU is on 1340 khz with 1 kw day and 250 w night. WFAU-FM is on 101.3 mhz with 4.8 kw and antenna 315 feet above average terrain.

■ WQQT(AM) Savannah, Ga.: Sold by WQQT Inc. to Kar-Whel Enterprises Inc. for \$500,000. Seller is owned by Robert A. Powers (51%), Leonard A. Morton (39%) and John W. Collins (10%). They have no other broadcast interests. Buyer is owned by Dale L. Karacostas, Hugh J. Wheeler and James H. Nettles, one-third each. Karacostas and Wheeler also own WDLG(AM) Douglasville, Ga. Nettles is Savannah businessman with interests in steel fabrication and heavy equipment rental. He has no other broadcast interests. WQQT is on 1450 khz with 1 kw day and 250 w night.

■ Other approved ownership changes include: WVLB(AM) Valdosta, Ga.; WKXA-AM-FM Brunswick, Me.; KATR(AM) Eugene, Ore.; KBUH-AM-FM Brigham City, Utah (see "For the Record," page 106).

CABLE

■ Cable systems serving Independence, Raytown, Blue Springs, Sugar Creek, Take Tapwingo, Lees Summit, all Missouri, and Olathe, Kan.: Sold by Jackson County Cable Systems Inc. to Landmark Cablevision Associates for more than \$20 million. Seller is principally owned by Lu Vaughan and J. R. Stewart. They have no other cable interests. Buyer is New York-based MSO with 13 systems in Ohio and Texas serving 19,000 basic subscribers. William Ingram and Cathy M. Brienza are principal owners. Jackson County system serves 21,000 basic subscribers and passes 66,000 homes.

■ Cable system serving Clarksville, Tenn.: Sold by Queen City Telecommunications Inc. to Belo Broadcasting Corp. for approximately \$5.5 million. Seller is owned by Levi Simpson, president, John Bailey, Charles Malone (10% each) and seven others. Bailey and Malone also own WJZM(AM) Clarksville. Others have no broadcast interests. Buyer is wholly owned subsidiary of A.H. Belo Corp.; James M. Moroney Jr. is president of parent corp. and Mike Shapiro is president of broadcasting subsidiary. It also owns WFAA(AM)-KZEW(FM) and WFAA-TV, all Dallas, KFDM-TV Beaumont, Tex., and WTVC(TV) Chattanooga, and publishes *Dallas Morning News*. Clarksville system, Belo's first cable acquisition, serves 7,000 basic subscribers and when completed will serve between 10,000 and 12,000.



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Jan. 1981

Changing the face of public broadcasting

Bill seen as keeping CPB alive but cutting federal funding; big stations see trouble ahead; bars would be lowered on advertising

The debate over funding for public broadcasting intensified last week when Senator Barry Goldwater (R-Ariz.) introduced a bill that would substantially change the way the Corporation for Public Broadcasting distributes funds to stations. Although the bill's elimination of CPB support for station operations drew vehement protests from some stations, its emphasis on program funding and its endorsement of multiyear authorizations and advance funding drew statements of support from CPB and National Public Radio.

The bill, S. 720, would authorize funds for CPB totalling \$110 million for FY 1984, \$100 million for FY 1985 and \$100 million for FY 1986. The last CPB authorization bill, passed in 1978, set ceilings of \$180 million for 1981, \$200 million for 1982 and \$220 million for 1983. Actual appropriations for 1981, '82 and '83 have been \$162 million, \$172 million and \$172 million.

In one of its most controversial provisions, the Public Telecommunications Act of 1981 would limit direct grants to stations to \$1 million each. Presently, direct grants to stations are awarded in amounts proportional to income raised by stations from other sources. This means large-market stations capable of raising millions annually in grants from other sources, receive the lion's share of matching funds from CPB. As provided in Goldwater's bill, stations would receive funds based on need, rather than their ability to raise other income.

Large-market stations such as WNET(TV) New York and WGBH-TV Boston face substantial reductions in direct grants if the bill becomes law. Commenting on this in introducing the bill, Goldwater said it "recognizes that one of the most significant rationales for the match no longer exists; the federal government has not been, and will not be, in a position to make funds available under the ceilings proposed in the '78 act. Community and other forms of nonfederal support have outdistanced the federal commitment."

To compensate for the cutback in direct grants, the bill would "strongly encourage" the FCC to re-examine its rules and regulations regarding on-air sponsorship identifications. "Perhaps the time has come," said Goldwater, "for some form of limited advertising for public broadcast-

ing."

Although the bill endorses limited advertising, and encourages the lifting of "most existing restraints on a noncommercial broadcaster's commercial activities," it would deduct from a station's direct grant an amount equal to any profits realized from unrelated business activities. "This meets some concerns," said Goldwater, "that the federal government not subsidize blatant commercial activities."

Democratic members of the Commerce Committee disagreed with this provision, saying it does not go far enough in encouraging stations to generate their own income. They refused to sponsor the bill because of this provision, but, according to John Smith, minority chief counsel, they favor its other provisions. Senators Bob Packwood (R-Ore.), Harrison Schmitt (R-N.M.), Larry Pressler (R-S.D.) co-sponsored the bill.

Schmitt is considered a key supporter of the legislation, because he chairs the Senate Appropriations Subcommittee responsible for allocating funds to CPB. The Goldwater bill, and proposals by Representative Timothy Wirth (D-Colo.), chairman, Telecommunications Subcommittee, aim to circumvent proposals by the Reagan administration to rescind funding already appropriated to CPB for 1982 and 1983. Many public broadcasting supporters believe such rescissions would destroy CPB's insulation from government manipulation.

Commenting on the bill's million dollar-cap on direct grants and its deduction from that of profits from other businesses, John Iselin, president, WNET(TV) New York, said the provision provides a "substantial disincentive" to stations' generating other sources of income. He also said the provision contradicts the bill's initial purpose of encouraging stations to find other sources of support.

A second controversial provision in the bill would eliminate CPB funding for interconnection, a system established in 1967 to distribute programs to local stations. It would also restrict CPB's direct support of stations to the "production or acquisition of local or national programs." Since 1977, the proportion of CPB funds spent has increased from 17% to 60%, while the proportion spent on programming has decreased from 46% to 24%. Goldwater's bill attempts to establish a national program fund amounting to more than 90% of total CPB appropriations.

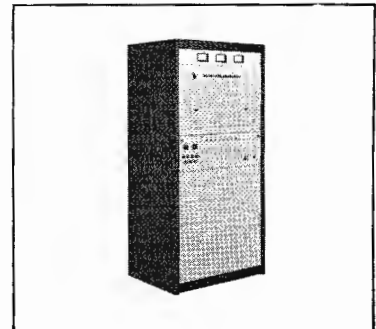
Presently, public stations collectively bear 50% of the cost of supporting the

Public Broadcasting Service, which operates the interconnection. By forcing stations to support it and their own operations from nonfederal sources, Goldwater argues his bill will promote "more local support and increase the opportunity for greater community/local input into station operations."

Goldwater's primary argument for eliminating funding for interconnection is that the system is in place and operating with excess capacity. "New technologies are providing other forms of program delivery (e.g., cable, videocassettes, videodisks, videotapes, multipoint distribution systems, teletext) . . . The problem is that public broadcasting's supply of programs has been outpaced by the technology. There are delivery alternatives, but not enough programs to deliver."

As provided by Goldwater's bill, CPB could spend 50% of its total appropriations on direct support to stations for program

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production and acquisition. It could use another 45% to "promote the production of programs for national, local, regional or special audience distribution." The bill uses the word "stations" only once, and aims to encourage CPB to fund other media.

Although CPB board members meeting in Washington last week (see "In Brief"), were pleased by the bill, the National Association of Public Television Stations strongly opposed its shift of the purse strings from stations to CPB. David Carley, president, NAPTS, said the bill would "strongly centralize the authority for public broadcasting in Washington."

According to Richard Russell, president, WCNY-FM Syracuse, N.Y., the bill is "contrary to Reaganomics" in that it would remove decision-making about programming from local stations to a group far removed from the local scene. Stations, he said, should be able to decide cooperatively through PBS which programs they would like to buy.

Concerns voiced by Iselin, NAPTS and Russell did not go unaddressed in Washington last week. Representative James Collins (R-Tex.), ranking minority member on the House Telecommunications Subcommittee, circulated a memo to all subcommittee members stating that CPB funds should be spent in direct, unrestricted grants to stations. Collins supports the Reagan administration's plan to rescind 1983 appropriations to public broadcasting. His formula for implement-

ing that plan would result in no reduction in community service grants to stations in 1983, but would virtually eliminate the national program fund.

According to Bernard Wunder, chief minority counsel of the House Telecommunications Subcommittee, Collins is drafting a bill that would increase the percentage of funds CPB awards in community service grant from its present 50% to 80%. Collins's bill will parallel Goldwater's in many of its other provisions, according to Wunder.

In addition to its highly controversial treatment of funding, Goldwater's bill contains five less controversial provisions. It would maintain, at decreasing levels, the facilities program through which the National Telecommunications and Information Administration subsidizes stations' purchase of equipment.

It would also reduce from 15 to seven the number of CPB board members. Six members would be appointed by the President, with no more than four of the same political party. The seventh director would be elected by its members.

In another cost-saving measure, the bill would eliminate CPB's mandate to empanel an advisory board to evaluate its program decisions.

Finally, the bill would end the requirement that public broadcasters retain tapes of broadcasts on issues of public importance, and it would allow public broadcasters who receive no federal funds to editorialize and make political endorse-

ments.

The subcommittee has scheduled hearings on the bill for April 6 and 8.

RTNDA makes push for broadcasters' emancipation

Association sends message to Congress, targeting fairness doctrine and equal opportunity obligations for repeal

The Radio-Television News Directors Association has greeted the still-young 97th Congress with a major effort to persuade the lawmakers that the time has come to accord broadcast journalists the same First Amendment rights as those enjoyed by their colleagues in print.

RTNDA is urging Congress to abolish the fairness doctrine and to eliminate the equal opportunity requirements of Section 315 of the Communications Act, at least as they apply to journalistic programming.

RTNDA expressed its arguments in a 29-page statement filed with the chairmen of the committees and subcommittees that have jurisdiction over the issue—Senator Bob Packwood (R-Ore.), chairman of the Senate Commerce Committee; Senator Barry Goldwater (R-Ariz.), chairman of the Senate Communications Subcommittee; Representative John Dingell (D-Mich.), chairman of the House Commerce Committee, and Representative Timothy E. Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee.

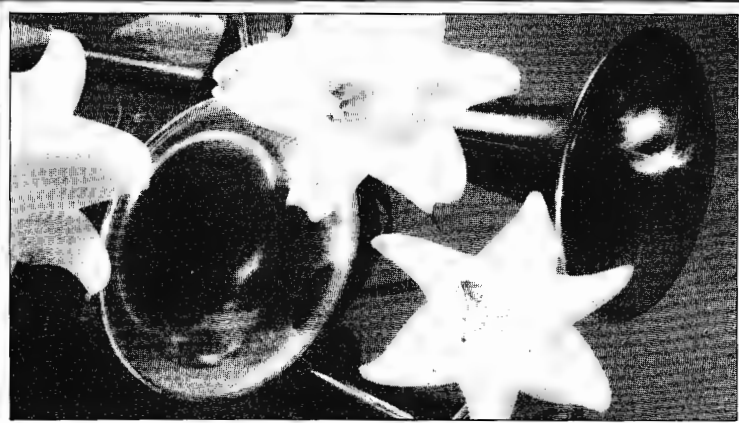
The statement constitutes a response to an FCC report on political broadcasting that was submitted to the Senate Communications Subcommittee last month (BROADCASTING, Feb. 16). That report recommended limiting the equal time requirement "to 'paid programming' produced by a candidate" or the candidate's supporters.

And the statement is relevant to a study on political broadcasting on which a member of the Senate Commerce Committee staff is completing work. William Bebout—a journalist from Oregon working for the committee on temporary assignment—is expected to file his report, recommending legislative action, on Wednesday.

RTNDA, in covering letters to Dingell and Wirth, asked that the arguments in the statement be considered in connection with the subcommittee's hearings on proposed revisions of the Communications Act.

The RTNDA's goal is not a new one. But, as J. Laurent Scharff, counsel for RTNDA, put it, "with a new Congress and a new administration, and a new deregulatory spirit aboard, some people recognize the faults of the [political broadcasting] regulation." He also noted that Packwood and Goldwater have indicated

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an interest in reviewing the fairness doctrine and aspects of the equal-opportunity law.

The statement maintains that the FCC over the years has "involved itself in the selection of the content of broadcast news and public affairs programing" through the administration of the fairness doctrine—and its subsidiary personal attack and political editorial rules—and the "equal opportunity" requirements. Newspapers are free of such intrusion, RTNDA said, adding, "The time has come to eliminate different treatment for the electronic media."

The statement marshals many of the arguments broadcasters have made over the years in support of such equal treatment.

It notes that technological developments have served to blur distinctions between different branches of the press; it cites "the growth of cable television and other nonbroadcast services, such as teletext and facsimile, which permit the distribution of newspapers electronically."

It says the scarcity argument no longer holds, that increasing numbers of media "voices" insure that the public will be exposed to a variety of viewpoints and that "marketplace forces more than ever encourage the production of news and public affairs programing." The report notes that there were 2,915 broadcast stations on the air in 1949, when the fairness doctrine was adopted. Now there are 10,016 (BROADCASTING, March 16).

And it says the reasons for different treatment of the electronic and print media "are vanishing," along with the ability to establish a clear line of demarcation between regulated and nonregulated activities. The report says extension of the fairness doctrine and other content regulation to teletext, videotext and services like them "would vastly expand the role of government in news dissemination and totally undercut the protections for even the traditional print press..." Yet if the regulation does not apply to the new electronic media, the report adds, "it will be increasingly difficult to determine which programs are subject to control..."

The report also says the regulations impose substantial costs on the FCC, the courts and on broadcasters—and all for what the RTNDA considers little if any benefit.

The principle effect of the fairness doctrine and the equal-opportunities requirement, RTNDA maintains, is to persuade broadcasters to avoid political coverage.

RTNDA asks that the fairness doctrine and the personal attack and political editorial rules be eliminated. It also asks that the equal-opportunity requirement be abolished or limited to paid advertising and programs of candidates and their supporters. RTNDA suggests a fall-back position on equal opportunities. At a minimum, it says, Congress should broaden the current news exemptions allowed under Section 315 "to permit wider range of journalistic discretion free from regulatory obligations." The statement is only the first shot

in what will be a continuing campaign for legislative action. RTNDA members will contact the committee and subcommittee chairmen personally, and the effort is expected to be backed by other organizations—the National Association of Broadcasters and Sigma Delta Chi, the society of professional journalists, among them. Newspaper groups may also express support.

Stockman takes the stand on FTC budget cuts

OMB director, testifying before House subcommittee, says agency hasn't used common sense in dealing with advertising matters

David Stockman, director of the Office of Management and Budget, defended the administration's proposals to cut back the Federal Trade Commission's budget last week, noting that the proposed cuts aren't intended solely to reduce the size of the federal budget but also to "redirect regulatory policy in order to reduce the burdens that misguided efforts have imposed upon the American economy."

Testifying before a House Commerce subcommittee, Stockman said the recommended cuts—which would require the FTC to trim its budget by 5% this year, 11% next year, close its 10 regional offices and cut back its workforce 20% by 1982—are intended to warn the FTC that it has "embarked on activities inconsistent with sound economic principles and with plain common sense. Our budget proposals constitute an effort to get (the FTC) back on the right track."

Stockman said the FTC's consumer protection efforts have "faltered, primarily because the agency has failed to ground its approach on sound law and sound economics." He said much of the FTC's work in consumer protection has been "wide of the mark, wide of sensible regulation and congressional intent."

Stockman noted, for instance, that the FTC had set aside "common sense" in dealing with advertising. The FTC, he said, has viewed advertising that would "fool only a small number of gullible people" as deceptive, thereby reducing the "amount of useful information that companies made available to consumers."

Also, he said, in the past decade the FTC has relied increasingly on a new doctrine of "substantiation" in regulating advertising. Under that doctrine, he said, "to be safe from FTC prosecution an advertiser must have evidence in advance to substantiate the truth of each interpretation that might be placed on the claim. As a result of the substantiation doctrine, many firms are forced to prepare costly 'reasonable basis' reports, even for claims that are known to be true without prior substantiation. The costs of such reports, of course, are ultimately borne by consumers."

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Mind meeting. L-r: Chris Coursen, Senate Communications Subcommittee staff; Arthur Henrichsen, Greater Washington Educational Telecommunications Association board of trustees; Donald Jansky, National Telecommunications and Information Administration associate

administrator; congressman Doug Walgren (D-Pa.); Erwin Krasnow, NAB senior vice president-general counsel; Victor Ferrall, attorney; Henry Geller, former head of NTIA; Louis Frey, former House Communications Subcommittee member; Thomas Wheeler, NCTA president.

Past and present fifth estate leaders ponder its future

Lee questions how to do more with less; Walgren says Congress is too preoccupied with budget to concern itself with legislation on communications; Hatfield calls for Hill rewrite; Lilley and Jansky speak at odds over DBS while Geller and Wheeler battle over cable copyright payments—all at university workshop

The workshop was entitled "Challenges in Telecommunications and Information Handling for the New Administration." And not surprisingly, the one-day workshop, sponsored by George Washington University's Center for Telecommunications Studies, turned up plenty of challenges, some of them conflicting: Deregulation is the way to go, but not too fast or too far, and maybe not if it's going to harm the public and a particular industry or a segment of one. And if, as many participants said, Congress and the FCC face their own serious challenges in shaping telecommunications policy at a time of a continuing technological revolution, there is cause for wonder whether they were up to the job.

FCC Acting Chairman Robert E. Lee, in remarks prepared for delivery at the luncheon break, cited the budget cuts being suffered by the FCC along with most other agencies and departments of government, and said "the great challenge" before the commission is how it can allocate its resources "to do what has to be done in the public interest... No longer will the commission be able to do all it has

in the past." Nor can government, he added, "protect all special interests." He was not specific.

(Neither was he present. He was delayed at a House Public Works Subcommittee hearing on the commission's proposed move to Rosslyn, Va., a move Lee contends would save the government money but which some in Congress oppose, nonetheless [see "Top of the Week"]. The speech was read for him by his legal assistant, Frank Young.)

If the FCC was not prepared to play a vigorous role, what about Congress? Chris Coursen, a member of the staff of the Senate Communications Subcommittee, noted that the subcommittee is considering four bills amending the Communications Act, and said that "more are in the works." And Erwin Krasnow, the National Association of Broadcasters' senior VP and general counsel, in introducing one of the panels, said Congress provides the commission with guidance on policy matters. But a congressional member of the panel, Representative Doug Walgren (D-Pa.), who serves on the Science and Technology Committee, said the commission frequently gets ahead of Congress, which, he said, "is an unwieldy body." Besides, he said, it is distracted with budget matters. "There will have to be blood on the floor" before Congress will pay attention to anything else, including telecommunications matters, he said.

But hasn't the commission already done a great deal to dismantle the regulatory framework that had been constructed over the years? Yes, said Dale Hatfield,

acting director of the National Telecommunications and Information Administration, but much more remains to be done. And that will require legislation.

Most participants agreed that the need for deregulation—and the substitution of competition—had not yet been exhausted. But former FCC Chairman Richard E. Wiley offered a word of caution: "The structure of the industry will require regulatory oversight to insure that competition thrives where it now exists and to insure reasonable rates and practices where there is no competition."

For instance, William Lilley III, CBS Washington vice president, had talked of broadcasters'—particularly networks'—problems in being part of "a regulatory structure that's dissonant with the business structure." He said broadcasting is regulated as it was in 1970, when the industry was stable and the cost of entry high. Now, he said, consumers are being offered programming by an abundance of services—cable television, MDS, pay television, among them—yet it's only the broadcaster who is burdened with regulations and restrictions. "Why can't CBS deliver two channels, like HBO?" he asked.

But Lilley's appeal for free competition among the media raised the question of CBS's opposition to the proposal of Satellite Television Corp., a subsidiary of Communications Satellite Corp., for authorization to operate a direct broadcast satellite that would provide pay television service. CBS says use of the 12 ghz band for DBS will block development of what it

claims will be the television system of the future—one that offers high definition pictures. And Wiley, who represents Comsat in the matter and who was on the panel at which Lilley made his comment, said: "The world's moving on DBS... If we don't launch an experimental satellite [soon], we may lose the window of opportunity." Lilley said the government's concern should be with "getting the best possible use out of the spectrum," not with who owns the satellite.

But Donald M. Jansky, who heads NTIA's federal spectrum and systems management division, was blunt, in discussing the matter at another panel session. He called talk of technical difficulties with the DBS proposal "a red herring," and said the problems are "manageable."

Then, there was cable copyright.

Thomas E. Wheeler, president of the National Cable Television Association, made cable's customary argument that "government should act to limit its activities to fostering an environment in which there is as much competition as possible and stay away from attempts to manage the market."

To which Henry Geller, former head of NTIA and an old adversary of Wheeler's on the issue, said: "I don't think Wheeler recognizes the marketplace." He said the cable industry has sought government regulation in arguing for the fixed copyright fee it pays rather than pay full copyright liability for programming it transmits. "If that's the marketplace, I'm Mahatma Gandhi."

But out of the welter of questions and conflict, a couple of papers emerged that looked ahead to a day when broadcasting, as now known, is a thing of the past. There are many issues to be resolved on the way to the "wired nation," discussed by Philip A. Rubin, chief scientist and director of the office of science and technology for the Corporation for Public Broadcasting. Among other things, he cited the issue of whether cable should be modeled on broadcasting, on a print publication, or on a common carrier. And Victor A. Ferrall Jr., a communications lawyer, said that the country's homes may "shortly" be linked by a "fiber optic umbilical cord" capable of delivering more programs and services than anyone thought necessary. And if the "virtually unlimited capacity of 'the wire' is locked into every household," he said, "the marginal cost of distributing over it an additional entertainment program containing commercial messages will become zero." Paraphrasing Pogo, he said, "Broadcasting will soon meet common carriage and discover they are us."

The discussion on the George Washington campus was not entirely limited to the demands of the law and the imperatives of economics. Sam Simon, executive director of the National Citizens Committee for Broadcasting, at one point said that more was involved "than an economic marketplace. In a democracy, the question of who speaks, or who decides who speaks [over the electronic media] can't be left to an economic marketplace, if it exists." But, in the setting, he seemed to be posing a question out of the 1960's, not the '80's.

Cable wins skirmish with AT&T in court

Cable television systems girding for possible competition with AT&T have reason to cheer. A U.S. district court in Rapid City, S.D., has ruled that AT&T and a subsidiary violated the Sherman Antitrust Act by refusing to permit a second cable television system to string its cable on the Bell System Co.'s poles.

At issue is the 12-year-old case in which TV Signal Co. of Aberdeen, a company no longer in business, is suing AT&T and Northwestern Bell Telephone Co. because of AT&T's "one-per-pole" policy. Under it, TV Signal was forced to build most of its system underground at a cost of \$5,000 per mile instead of the \$3,650 per mile it would have cost to hang cable from the poles. About 15 miles of the 63-mile system were built above ground after the company changed its policy.

The case is of interest to the cable industry generally because of AT&T's efforts—at the FCC, in Congress and in the antitrust case the Justice Department has brought against the company—to free itself of a 1956 consent decree barring it from competing in other than common carrier telecommunication services. Cable operators fear that success on that front might enable AT&T to return to the television signal distribution business, at a time when cable operators themselves are building systems capable of competing with AT&T in the delivery of other broadband services. The district court's ruling, according to an analysis by TV Signal's attorneys, Cole, Raywid & Braverman, of Washington, "would at least require" that Bell not "take advantage of its monopoly power" over ducts and facilities in markets where cable systems were building systems.

Before winning that ruling, TV of Aberdeen twice had to appeal decisions of the district court; in one, the court had dismissed the complaint; and in the other, the court had found in favor of the defendants. Both times the U.S. Court of Appeals for the Eighth Circuit reversed and sent the case back to the district court.

In that court's last decision, on March 13, Chief Judge Andrew M. Bogue said the one-per-pole policy—which he held NWB had adopted and enforced—"was suffused with anticompetitive intent." As a result, he added, "common ownership and the corporate affiliation will not provide a defense against the Sherman Act."

Bogue also held that the defendants' policy would unreasonably affect competition by allowing AT&T and NWB "to confer a competitive advantage on one CATV company." And that, he added, would adversely affect the public's interest in free competition. "Additionally," he said, "the policy may effectively allow the defendants to try to select their own competition for CATV signal transmissions and broadband services."

The case is said to be the first in which a judge has held that AT&T has violated the Sherman Antitrust Act.

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CPB finds another ally: Tim Wirth

In testimony before House colleagues, he proposes deferring cuts until unallocated budgets of 1984 and beyond

The Corporation for Public Broadcasting was afforded yet another congressional forum for addressing President Reagan's proposed cuts of its budget last week — this time before a House Appropriations subcommittee, which was holding hearings

on CPB's 1984 appropriation.

Although CPB President Robben Fleming didn't shed much more light on CPB's position than he did at a Senate Appropriations subcommittee hearing the week before (BROADCASTING, March 16), an influential congressman raised his voice against the proposed rescission of CPB funds for 1982 and 1983: Representative Timothy Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, which will oversight hearings on CPB next week.

Wirth testified that though he was committed to fiscal restraint—he thought public broadcasting should bear “its shape

of the burden in the effort to reduce federal expenditures”—he said Congress shouldn't rescind CPB's funds for 1982 and 1983. At stake, he said, was the integrity of CPB's advance-funding mechanism, which he said was put in place to “insulate public broadcasting from political domination and manipulation.” Moreover, Wirth noted that the advance-funding mechanism has served three purposes: It has prevented the government from directly reviewing programming decisions (preventing political retaliation); enabled public broadcasting to make long-term financial commitments, and given public broadcasters a “measure of fiscal stability and predictability.”

Wirth said he didn't think Reagan's proposed rescissions were “politically motivated,” but he thought it would “set the precedent for further compromises of public broadcasting's independence in the future—no matter what the motivation.”

As a result, Wirth recommended deferring budget cuts for CPB in 1982 and 1983, by adopting “a firm commitment to reductions in federal funding for CPB in (fiscal 1984) and beyond.” And Wirth recommended adopting new legislation that would “distribute equitably these reductions throughout the system, and to enable public television and radio stations to engage in outside activities to increase other sources of income.”

Wirth said the House Commerce Committee would report a new authorization for CPB for fiscal years 1984-1986 by May 15 and said that bill would contain “definitive proposals for implementing” the alternatives he mentioned.

Also testifying at the hearings was CPB board member Sharon Rockefeller, daughter of Senator Charles Percy (R-Ill.) and wife of West Virginia Governor Jay Rockefeller.

Rockefeller told the subcommittee that the smaller public stations, which depend more upon federal funding than the larger public broadcasters, would be hardest hit by the proposed cuts. And she said that although food stamps for the poor and black lung benefits for miners may be cut back, she didn't think that public broadcasting should be considered a “luxury or frill.”

For his part, Fleming noted that, contrary to popular opinion, Walter Annenberg's gift of \$150 million would not take up the slack created by the proposed cuts. That, Fleming said, is because the Annenberg money is a “designated gift” for producing college-level courses and can't be used for other purposes.

Fleming also said that the \$293 million CPB has requested for 1984—which would amount to \$179 million more than the administration has recommended—had only been offered to show how much federal money the public broadcasting system could match under the authorizing legislation's two-for-one matching mechanism (where the federal government appropriates \$1 for every \$2 received from private funding).

“We recognize that (\$293 million) would be unrealistic,” he said.

Washington Watch

WARC fallout. U.S. Department of Defense “made the greatest sacrifices” as result of World Administrative Radio Conference, said Senator Barry Goldwater (R-Ariz.) addressing Armed Forces Communications and Electronics Association. Citing preliminary results of evaluation by Congressional Office of Technology Assessment, Goldwater said 92% of U.S. delegates and nondelegates surveyed believe Third World influence at WARC has increased since 1975; 71% believe U.S. influence has declined and 48% believe U.S. influence will continue to decline. Goldwater urged greater involvement by Defense Department in planning for future international telecommunications conferences.

News from the top. White House press office staffer who is heading radio broadcast actuality project said service to be made available to stations “won't deceive anyone” as to source. Bill Hart, who also is in charge of White House daily news summary, said aim is to make service available in manner useful to stations. Last week, Hart said announcer Lee Troxler will identify himself as being “the White House press office.”

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1953

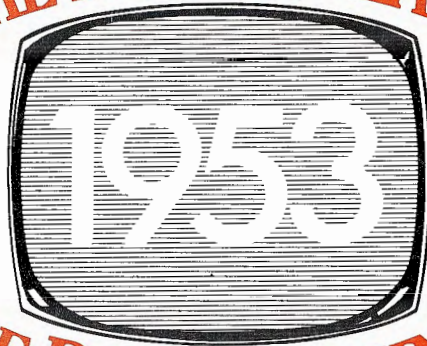
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THE FIRST 50 YEARS



OF BROADCASTING

Having lifted its television freeze in 1952, the FCC pumped out television station grants in 1953. BROADCASTING noted: "Growth years have been the rule rather than the exception in the broadcasting business, but none has seen more dynamic growth than 1953."

Between Jan. 1 and the end of that year:

TV stations increased from 273 authorized (129 on the air) to 567 authorized (356 on the air).

AM's ranks grew from 2,524 authorized (2,391 on the air) to 2,636 authorized (2,521 on the air).

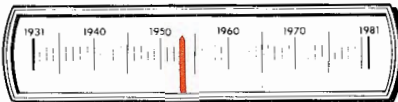
Only FM's number dwindled, dropping from about 600 authorized and on-the-air to 580 authorized (560 on the air).

These numbers were reflected in TV sales of \$384.6 million in 1953, up 35.9% from 1952. In radio, despite FM's retraction, time sales in 1953 were \$477.2 million, 1% above the preceding year.

A concomitant of this growth included the ABC-UPT merger and FCC approval of the National Television Systems Committee's compatible color standards. The first provided an infusion of ABC's competition with the other major television networks. The second provided a working peace among RCA, CBS and set manufacturers and provided a basis for color television's future dominance of black-and-white.

The FCC approved the merger of ABC and United Paramount Theaters in February in a 5-2 decision. Commissioner Frieda B. Hennock vigorously dissented. Commissioner E.M. Webster asked for further study of UPT's qualifications.

"The extensive financial resources of the other networks," the FCC majority opinion stated, "enable them to make greater program risks and to erect and staff more elaborate facilities. The lack of adequate and diversified resources has been the principal obstacle which has precluded ABC in the past from providing the vigorous competition which might have been expected from the establishment of ABC as an independent competitive network. Because of the necessity of investing its limited funds in physical improvements, ABC has been without the other funds needed for the development of a program service equal to that of its competitors..."



Joseph Stalin died March 5 and Georgy Malenkov became prime minister of the Soviet Union. But in just weeks, Malenkov was forced to yield his top party post to Nikita Khrushchev. Other turmoil in the USSR saw the July 10 dismissal of Lavrenty Beria as chief of the Soviet secret police; he was executed Dec. 23 in a purge that also took the lives of six of his former aides. In Asia, Mount Everest was finally conquered May 29 by Sir Edmund Hillary of New Zealand and Tensing Norgay of Nepal. In Cuba, Fidel Castro failed in his "July 26 Movement" to take over the government and was jailed. In the U.S., major league baseball broke a structure that had existed for half a century when the National League Boston Braves switched to Milwaukee. In 1953, Van Heusen advertised its Century shirt for just \$3.95; print ads extolled the virtues of the nonwrinkling collar with a five-panel demonstration by Universal International star Ronald Reagan. And in BROADCASTING...

ABC planned to use the \$25 million it acquired in the merger to seek new talent, affiliates and programs. Leonard Goldenson, AB-PT president, pledged that "with this approval comes a great responsibility. The American public is looking to a strengthened ABC for new and more varied programming on both radio and television. More entertaining, interesting and informative programs—these are the goals. It will, of course, take time, but we shall do our utmost in the coming years to keep faith with the public and the many radio and television station affiliates, stockholders, and employees who see in this merger an opportunity to build a vigorous, public minded and profitable broadcasting operation."

Hennock, the dissenting FCC commissioner, feared that instead of serving the public interest, the merger "portends harmful future consequences" for broadcasting by creating the potential for a monopoly. She reasoned that since television and motion picture theaters compete, there was a "substantial risk" that the merged company might engage in restrictive practices against TV, "particularly so when the company's greater investment in theaters may be an especially vulnerable or precarious position. . . . It is simply too much to expect full, vigorous, and unrestricted competition between the separate arms of one company at the expense of consequent disadvantage and loss to the company's total operations." Nonetheless, American Broadcasting-Paramount Theatres Inc. existed with Leonard H. Goldenson as president and Robert E. Kintner as president of ABC in its new capacity as a division of AB-PT. Kintner was the choice of Edward J. Noble, board chairman of ABC and owner of 57% of its premerger stock, who became chairman of the new company's financial committee.

The FCC in December approved compatible color TV standards, which immediately affected RCA-NBC and CBS more than the newly rejuvenated ABC. The new FCC edict rescinded an earlier approval of the CBS system and endorsed the RCA-backed system supported by the National Television Systems Committee. While CBS had already learned that it could not persuade manufacturers to produce color sets they



FOUR top award winners at the Radio-Television News Directors Assn. convention accepted Medill School of Journalism station trophies (l to r): Ralph A. Renick, WTVJ (TV) Miami; Godfrey Hudson, CFQC Saskatoon, Sask.; Paul W. White, KFMB San Diego, and James A. Byron, WBAP-TV Fort Worth.

Broadcasting, Nov. 2

didn't want to produce, RCA, after the FCC approval, promised the public 14-inch color sets, in the \$800-to-\$1,000 range, in six months. The Nov. 22 broadcast of *The Colgate Comedy Hour* became the first color telecast of an NBC program. "The day on which the FCC approved standards for the commercial broadcasting for compatible color television," RCA's David Sarnoff declared, "will be remembered in the annals of communications. . . . Color television opens a new era in electronic communications and adds a new dimension to the entertainment arts."

The conquest of such frontiers did not come inexpensively; by the end of 1953, RCA's investment in color television totaled more than \$40 million, with \$25 million for research and development, and \$15 million to establish commercial color television.

Despite such sums and FCC approval,



BRIG. GEN. David Sarnoff, chairman of the boards of RCA and NBC (l), receives the plaque and key symbolizing the first annual Keynote Award of NARTB from NARTB President Harold E. Fellows at the opening session of the convention in Los Angeles. (See story page 40).

Broadcasting, May 4

some in broadcasting remained skeptical of color TV's impact. Ted Bergmann, general manager of the DuMont TV network and director-designate of the broadcasting division of the Allen B. DuMont Labs, cautioned that color television would not "amount to much for several years" because of the relatively high cost of color sets, programming and advertising and the relatively low number of color viewers. "The reason for this reluctance," said Bergmann, "is simply the lack of a color audience in the foreseeable future. The best information that I can get persuades me that there will be only about 500 color sets by the end of 1953 in all the U.S., and the figure probably won't be over 100,000 at the end of 1954." Bergmann cited other costs of color programming. "Even to tie a local identification into a network program or to run a color film locally would call for an additional outlay of \$75,000 to \$100,000. . . . If a station were a little more ambitious and wanted to originate a live program in color it could easily sink \$500,000 to \$600,000 in equipping just one studio for such a purpose. In this connection, just let me make it clear that the equipping of one studio for live color would cost more than to put an entire station on the air with black and white.

With color yet to be exploited, black and white was being seen by increasing audiences. The popularity of CBS-TV's almost consistently number-one rated domestic comedy, *I Love Lucy*, created a trend. NBC in 1953 resurrected DuMont's *The Life of Riley*, casting William Bendix as Chester Riley, the rambunctious riveter, and Marjorie Reynolds as Peggy, his understanding wife, and NBC aired the Arbuckle domestic saga of *Ethel and Albert*, played by Peg Lynch and Alan Buncie. ABC presented *Make Room For Daddy*, the life and times of a fictional Danny Williams, star of the *Copa Club*, his wife, Marjorie, and their children, Ter-

ry and Rusty. Danny Thomas played the lead along with Jean Hagen.

New quiz shows included a short-lived run for Fred Allen as the host of *Judge for Yourself* (NBC), in which three studio contestants tried to match the ratings given by three professionals in judging undiscovered talent. *Name That Tune* (NBC), a musical quiz, debuted with Red Benson as host. Other shows with musical formats included DuMont's *The Music Show*, a musical variety with host Robert Trendler and regulars Mike Douglas and Elena Warner, and ABC's sustaining program, *Opera Versus Jazz*, a musical symposium with Don Cornell as the jazz specialist and Jan Peerce and Robert Merrill as the opera specialists.

In 1953 CBS inaugurated the historical dramatizations of *You Are There* with Walter Cronkite as host, as well as the celebrity interview show, *Person to Person*, with Edward R. Murrow.

During 1953 television presented a rich selection of serious drama that included *Kraft Television Theater* (NBC and ABC), *Studio One* (CBS), *Robert Montgomery Presents* (NBC), *U.S. Steel Hour* (CBS), *Revlon Theater* (NBC), *Medallion Theater* (CBS), *Omnibus* (CBS), *Crown Theater with Gloria Swanson* (syndicated), and *The Goodyear Television Playhouse* (NBC).

Eddie Albert appeared in a *Studio One* show of 1953, "The Trial of John Peter Zenger," based on the real-life libel trial won by the colonial printer. Eva Marie Saint and Frances Barclay appeared in *U.S. Steel's* "Wish On The Moon." Henry Fonda starred in the premiere broadcast of *Medallion Theater* on July 11 in an adaptation of Sinclair Lewis's novel, "The Decision of Arrowsmith." Other well-known *Medallion* stars included Ronald Reagan, Jack Lemmon, Claude Rains, Robert Preston, Martha Scott and Jan Sterling. Gary Merrill, Richard Kiley and Brian Keith starred in the premiere broadcast of the *U.S. Steel Hour*, "P.O.W." Rod Steiger's portrayal of "Marty" in the Paddy Chayefsky play of the same name for *Goodyear Television Playhouse* catapulted



MUTUAL Affiliates Advisory Committee's new officers for 1953-54, elected at MAAC's quarterly session Wednesday in New York, are (l to r): Bob McRaney, WCBI Columbus, Miss., secretary; Victor C. Diehm, WAZL Hazleton, Pa., chairman, and Rex Howell, KFXJ Grand Junction, Colo., vice chairman.

Broadcasting, Nov. 9

Steiger to fame.

Special programming became more commonplace. Both CBS and NBC telecast a two-hour Ford 50th anniversary program starring Ethel Merman and Mary Martin. ABC, NBC and CBS provided coverage of the atomic bomb blasts at Yucca Flats, Nev., in *Operation Doorstep*. ABC's Chet Huntley, CBS's Walter Cronkite and NBC's Morgan Beatty reported on the tests from a spot seven miles from the bomb site. The Civil Defense Administration, which had built two houses in the target area, attempting to promote "preparedness," asked viewers to imagine that they were inhabiting one of the houses.

The coronation of Queen Elizabeth in June caused a trans-Atlantic race between NBC and CBS for the first U.S. telecast of the films. Both networks hired special planes to fly films of the event from London to Canada and then to Boston for showing in the U.S. ABC, which stayed out of the race, won by minutes by accepting a feed from the Canadian Broadcasting Corp. and sharing it with NBC.

Many viewers regularly watched either the NBC-TV *Camel News Caravan* with John Cameron Swayze or the CBS-TV *Television News* with Douglas Edwards, both 15-minute programs.

Two televised news events were indicators of the beginning of resistance to excesses of anti-Communism of the earlier fifties. In October Edward Murrow and Fred Friendly devoted one of their *See It Now* episodes to "The Case Against Milo Radulovich, A0589839." In November President Eisenhower accepted the B'nai B'rith Anti-Defamation League's Democracy League Award for his contribution to civil rights. The Murrow and Friendly broadcast explored the guilt-by-association case of Radulovich, an Air Force Reserve lieutenant whom the Air Force asked to resign because his sister and father had been accused by nameless attackers of reading subversive newspapers and engaging in "questionable" activities. No Air Force personnel accepted Murrow's offer to participate in the broadcast, and CBS did not promote the telecast because of its incendiary nature. Murrow and Friendly paid \$1,500 on their own to advertise the show in newspapers. After the telecast a vast majority of letters and calls congratulated the two for speaking out.

The Eisenhower award quickly turned into a media event. To provide entertainment for the televised proceedings, called "Dinner With the President," B'nai B'rith relied on Richard Rodgers and Oscar Hammerstein. Other well-known participants included Lucille Ball, Eddie Fisher, Rex Harrison, Helen Hayes, Ethel Merman, Lilli Palmer and Jackie Robinson. CBS-TV covered the event live, while NBC-TV, ABC-TV and DuMont aired a kinescope later that same evening. NBC and MBS radio also broadcast part of the event. The audience was estimated at 38 million television viewers and 20 million radio listeners. In a surprise move, Eisenhower rejected his prepared speech to



JUDGE Stephens administers the oath to new FCC Comr. Lee as Comr. Bartley holds the Bible.

EISENHOWER SURPRISES FCC, NAMES LEE AS COMMISSIONER

Months-long speculation over who would get the last vacancy came to a rapid finish last Tuesday with the appointment of darkhorse Robert E. Lee. The former FBI agent and auditor nosed out Robert Dean of KOTA for the job.

COMR. ROBERT E. LEE, an Irish Catholic with a Confederate name, goes to work full time today (Monday) as the newest member of the FCC, bringing its membership up to seven for the first time since June 30.

Comr. Lee was sworn in Tuesday noon as a recess appointee three hours after President Eisenhower had signed his commission. He will work without pay until the Senate can confirm a formal nomination when it meets again in January. Restoration of back pay would come with confirmation.

Appointment of Mr. Lee, director of surveys and investigations for the House Committee on Appropriations, is for a seven-year term. He succeeds Comr. Paul A. Walker, who left the commission last June after

to his House office for the day. He took part in the Commission meeting Wednesday morning but spent most of the remaining time last week clearing up his committee work, reporting on an inspection trip in Europe and aiding in selection of a successor.

Comr. Lee told **B•T** he "knows a lot about the FCC but not much about the industries it regulates." His familiarity with the Commission arises from work at the Appropriations Committee, where intensive investigations are made into the budgets for all federal agencies.

"I'll be doing a lot of homework for the next few months," he added. He refused to answer questions about his views on regulation of radio and tv, indicating he wants to become more familiar with the industry. *Broadcasting, Oct. 12*

speaking on what made America great. Though some considered the speech mild, it criticized character assassination and was considered one of the first public stances against the smear tactics of McCarthyism.

In the midst of general prosperity for television, UHF was struggling. With less signal range than VHF's and fewer sets with UHF reception capacity, the U's found the going tough, especially against VHF competition. In search of a solution, four UHF permittees—WDHN(TV) New Brunswick, N.J.; WIP-TV Philadelphia; WELI-TV New Haven, Conn., and the Stamford-Norwalk Television Corp. of Stamford, Conn.—in August asked the FCC without further delay to authorize subscription TV, arguing that it was their only viable recourse. (Zenith Radio Corp.'s petition for subscription TV had been before the FCC since early 1952). The UHF petitioners warned that "an extremely serious economic problem faces many existing and prospective UHF

broadcasters in areas currently receiving service from VHF stations, which seriously threatens the future development of the UHF band. . . ." They said that "after very careful study of the problem, the only solution . . . lies in the new sources of programs and revenues which would be available through subscription television."

UHF owners in October formed the Ultra High Frequency Association, designed to promote UHF possibilities and attract big business. As one organizer put it, "Unless we sell networks, advertisers, agencies and the public on the worth of UHF, we'll all be just a bunch of 250-watt-ers."

Educational television stations had struggles of their own. While educational proponents requested and received an extension of their June 2 deadline of exclusive rights to file for certain station reservations, the growth of educational stations had been slow. As **BROADCASTING** noted: "Since the lifting of the television

freeze last April there have been only 42 applications filed by educational institutions, as against 242 'reserved' assignments. Of these, 14 have been granted (12 UHF, two VHF) and most of these on wholly inadequate financial showings." Even though groups such as the Ford Foundation, Emerson Radio Corp., and the National Appliance and Radio-TV Dealers Association donated money to raise the public's ETV consciousness and to defray station operating costs, educational television developed slowly.

As an aid to television development, the FCC in November, over Commissioner Hennock's objections, proposed extending the TV license term from one year to three years, and in December the commission proposed amending the multiple ownership rules to permit common ownership of seven TV stations provided that at least two were UHF.

To the relief of radio and television programmers, a federal court in New York ruled, in a 2-1 decision, that the FCC's giveaway rules, adopted in 1949, misconstrued the lottery law and also represented a type of censorship prohibited by the First Amendment. Judge Vincent L. Leibell, author of the majority opinion, wrote that "the act of listening to a broadcast of a 'giveaway' program, or viewing it on television, does not constitute a 'price' or 'valuable consideration,' which is an essential element of a lottery. It is not the value of the listening



"FIVE-FOOT-SHELF" of National Television System Committee color documents filed with FCC Tuesday by Dr. W. R. G. Baker, General Electric Co., chairman of NTSC, in office of FCC Chairman Rosel Hyde. (r).

Broadcasting, Sept. 14

participants to the station or sponsor that is the valuable consideration contemplated by the lottery statute. It is the value to the participant of what he gives that must be weighed."

While both radio and television networks employed giveaways, specials and big-name talent to attract audiences, radio by 1953 had lost some of its power to television. Even though radio sets were in the most homes ever, 44.8 million, the average radio home listened 17 minutes

less per day than in 1952. In 1946 the average radio home had tuned to radio for four hours and 13 minutes a day, but by 1953 that figure dropped to two hours and 53 minutes.

In 1953, radio followed the pattern established in 1948: National network sales decreased, but spot and local sales increased.

The tension between radio networks and affiliates intensified. At an NBC Radio affiliates meeting in September, Brigadier General David Sarnoff pledged a "rehabilitation" of NBC Radio that would wage war on radio's three problems of "ratings, raidings and rebates." "The massive campaign of rehabilitation . . . should be proof enough that we regard the problem as one requiring not minor patching, but major revision. . . . I believe, however, that the field will remain large enough to support those networks which possess basic strength, a true sense of their obligations to the public, and a capacity to adapt themselves to the new facts of life."

More new facts of life surfaced for broadcasters when the FCC—at the urging of its new Republican member, John C. Doerfer—began hearings in October to determine the qualification of a group station owner with liberal leanings who had been tagged as a Communist sympathizer. Target of the probe was Edward Lamb and his stations, WTOD(AM) Toledo, Ohio; WIKK(AM)-WICU(TV) Erie, Pa.; WMAC(TV) Massillon, Ohio; WHOO(AM) Orlando, Fla., and Lamb's proposed purchase of WTVQ(TV) Pittsburgh. The wrath of McCarthy plagued Lamb because he had refused to let his stations carry McCarthy's speeches, because Lamb had been a Republican turned prominent Democrat, because Lamb had visited the Soviet Union and written a treatise on its economic system, and because Lamb's name appeared on certain lists of subversive groups.

Lamb, who expressed pride in his anti-Communist record, defended himself, saying he "never knowingly belonged to any Communist-front organization. I . . . never belonged to the Communist Party, I never registered or voted for a Communist. . . . Indeed, over the years, I developed a violent hatred for Communists and their tactics." Lamb also told the FCC that the delay in approval of his licenses, "unwarranted by any fact or responsible charge known to your petitioners," had caused two of his stations great financial loss. The hearings went into 1954.

The technological search for means of making high-quality recordings of television programs continued. Both Bing Crosby Enterprises and RCA developed and improved the use of tape to record live television performances. Crosby's video tape recorder system, first developed in 1952, showed marked improvements in recording fidelity at one-fourth the cost of motion-picture film. Crosby Enterprises claimed that VTR, which would be commercially available by early 1954, could



WHEN Sigma Delta Chi, professional journalistic fraternity, last Monday honored the "GI Reporter," Ernie Pyle, by dedicating a plaque to his memory at Indiana U., broadcaster-members of the fraternity were on hand at Bloomington. L to r, J. Leonard Reinsch, managing director, James M. Cox stations, who chairmanned the radio-television committee; Lee Hills, executive editor of the *Detroit Free Press* and *Miami Herald* (WQAM), national president of SDX, who presided; Robert K. Richards, administrative vice president of NARTB, publicity committee; Gen. Omar N. Bradley, Ernie's "GI General," principal speaker; and Captain Harry C. Butcher, KIST and KEYT (TV) Santa Barbara, who also spoke, telling of his experiences with Ernie while Naval Aide to Gen. Eisenhower. President Eisenhower participated through film transcription made by NBC for the event.

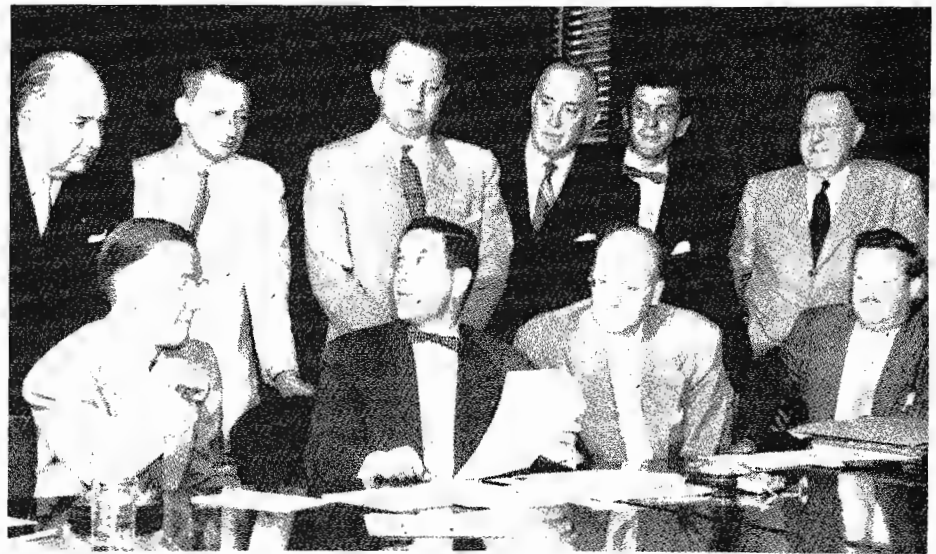
Broadcasting, Oct. 12

simultaneously reproduce sight and sound with 100% fidelity in one-100th of a second following live action for both black and white and color programs.

RCA made similar claims for its system, which would be commercially available in two to three years. "In my life time I have witnessed many advances in radio, television, and electronics," said General Sarnoff, "but few have stirred my imagination more in recent years than color television and videotape recording. . . . Here is an electronic development endowed with a far wider horizon than its immediate purpose in TV broadcasting. It is a method that records and produces pictures in motion in black and white and in color with no intermediate steps such as film processing. The pictures can be viewed the instant they are taken."

While technology created new possibilities, some old problems remained, particularly the American Society of Composers, Authors and Publishers' uneasy peace with broadcasters. In May, ASCAP finally acceded to radio broadcasters' demands that network co-op programs should pay the local rate of 2 1/4% rather than the network rate of 2 3/4%. BROADCASTING commented, "Settlement of the more 10-ten-year-old dispute between radio broadcasters and ASCAP over the co-op programs is more than a victory of one side over the other. . . . It is an outstanding example of reason triumphing where table-thumping oratory had notably failed. It is the best possible omen that could be asked for an equally happy outcome of negotiations now under way between TV broadcasters and ASCAP for a renewal of blanket licenses." Such reason, however, did not prevail. ASCAP requested that television stations renew their licenses at the old formula of approximately 10% above radio network rates, but broadcasters felt that the actual money involved remained too high.

While ASCAP and the National Association of Radio and Television Broadcasters negotiated, a splinter group of 33 ASCAP members, the Songwriters of America, filed a \$150-million damage suit against NARTB and Broadcast Music Inc. It asked for the dissolution of NARTB and divorce-ment of BMI from its broadcast ownership, charging that NARTB and BMI conspired to keep all but BMI music off the



GATHERED around the AP conference table, discussing ways of improving news programming, are these members of the AP programming committee: (top row, l to r) Howard Pill, WSFA Montgomery, Ala.; Burl Ely, administrative assistant, AP New York; Lester Lindow, WFDF Flint; Oliver Gramling, assistant general manager, AP New York; Charles Crabtree, KWIK Pocatello, Idaho, and Donald D. Davis, WHB Kansas City. Seated (l to r): Les Mawhinney, KHJ Los Angeles; Dan Kops, WAVZ New Haven, Conn.; Jack Kreuger, WTMJ Milwaukee, and John A. Aspinwall, AP general radio news editor, New York. The meeting was held last week in New York.

Broadcasting, Aug. 17

air. "The defendants," the suit charged, "have depressed the price of performance fees and have deprived the plaintiffs and other writers similarly situated of income . . . at the rate of not less than \$5 million per year."

"The fact is" BROADCASTING countered, "that despite the steady growth of BMI, most music on the air today bears the ASCAP label. Payments of radio and TV stations and networks to ASCAP amount to more than \$13 million a year, well over 80% of ASCAP's total revenue from all sources. True, those payments would be much larger were it not for BMI, which not only admits but proudly proclaims that the combined broadcaster payments to ASCAP and BMI total less than the amount asked by ASCAP alone in 1939, a demand that led to the formation of BMI and eventually to the Department of Justice action that brought about

the reorganization of ASCAP on a less monopolistic and more business-like basis."

Stay Tuned

1. What was the name of the Murrow-Friendly program that offered an expose of McCarthy tactics.
2. How did CBS respond to McCarthy's demand for time to reply?
3. What happened in the FCC's attempt to salvage its proposed giveaway regulations?
4. Who were the two senators who conducted separate but related investigations of broadcasting?
5. Why did the New York welfare department clash with *Strike It Rich*?

The answers next week, in "1954"



These top network executives got new jobs in 1953. (L to r) Sylvester L. (Pat) Weaver Jr. became president of NBC and Robert W. Sarnoff executive vice president. Leonard Goldenson was named president of AB-PT resulting from merger of ABC and United Paramount

Theatres, and Robert E. Kintner was named president of ABC division. Chris J. Witting left the DuMont network to become president of Westinghouse Broadcasting Co., and Ted Bergmann succeeded him as DuMont managing director.

Broadcasting, Dec. 28

For the Record

As compiled by BROADCASTING March 9 through March 13 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aural.—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—presurprise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New Stations

Applications

- Kellogg, Idaho—George S. Flinn Jr. seeks 104.3 mhz, 40 kw, HAAT: 2615 ft. Address: 25 Wychewood, Memphis, Tenn. Estimated construction cost: \$194,000; first year operating cost: \$50,000; revenue: \$65,000. Format: general interest. Principal: Flinn is also applicant for new AM in Arlington, Tenn., and new commercial TV in Memphis, Tenn.
- *State College, Pa.—Pennsylvania State University seeks 820 khz, 5 kw-D, 50 w-N. Address: c/o D.L. Phillips, 303 Wagner Building, University Park, 16802. Estimated construction costs: \$448,000; first quarter operating cost \$45,000. Format: educational. Principal: non-profit institution; David L. Phillips, director of broadcasting and general manager; Grove A. Searly Jr., coordinator of contracts and business services. Ann. Feb. 27.
- Mexia, Tex.—BI-Stone Radio Inc. seeks 104.9 mhz, 3 kw, HAAT: 300 ft. Address: PO. Box 165 Mexia 76667. Estimated construction costs: \$11,900; first-quarter operating cost: \$20,300 first year revenue \$150,000. Format: CW/contemporary. Principal: Norma L. Routt and her son, Alan G. (45% each) and Kendall A. Minter (10%). Normal Routt and Minter each own 35% and 5%, respectively, of new FM applicant for Malakoff, Tex. Alan Routt is account representative for Data Documents Inc., Dallas. He has no other broadcast interests.

Actions

- Chelan, Wash.—The Northcentral Broadcasting Co. Granted CP for new FM station on 93.5 mhz; ch. 228, ERP .165 kw (H&V), antenna height 1040 (BPH-800910AN). Action Feb. 20.
- Whitehall Wis.—International Communications Corp. granted 102.3 mhz, 3 kw, HAAT: 300 ft. Address: 599 Cardigan Rd., Box 43013 St. Paul, Minn. 55164. Estimated construction cost: \$104,700; first quarter operating cost: \$20,135; revenue: \$135,000. Format: Contemporary. Principals: R. L. Heneley (50%), W. K. Drake (13.33%) and six others. Heneley is sales manager for WDUX(AM) Waupaca, Wis. Drake is chairman and president of Minnetonka, Minn., business machine manufacturer. None of principals has other broadcast interests. Action March 4.
- *Blythe, Calif.—Escuela de la Roza Unida granted 88.5 mhz, .01 kw, HAAT: N/A ft. Address: P.O. 910 Blythe 9225. Estimated construction cost \$7,300; first year operating cost \$5,500; revenue \$12,000. Format: educational. Principal: Applicant runs elementary and secondary school in Blythe. Alfredo Figueroa is president. Action March 6.
- Troy, Pa.—Joel Clawson granted 1310 khz, 500 w-D. Address: 816 Windsor Ave., Elmira, N.Y. 14905. Estimated construction costs \$44,862; first quarter operating cost \$12,250; revenue \$100,000. Principal: Joel Clawson (100%) who is general manager of Cehmung County Radio Broadcasting (WIQT) and 50% partner

in Professional Associates, advertising agency. He has no other broadcast interests. Action March 4.

- Brentwood, Tenn.—Brentwood Broadcasting Corp., granted 560 khz, 500 w-D. P.O. address: 150 Windsor Dr., Nashville 37205. Estimated construction cost \$142,487; first-year operating cost \$78,140; revenue \$128,000. Format: None given. Principals: Richard H. Chilton, J.M. Grissim (33.33% each). Royce and Emily Richards (16.6% each). Richards have realty interests. Mr. Chilton has machinery interests. Mr. Grissim is attorney. Action March 4.

Ownership Changes

Applications

- KHIG(FM) Paragould, Ark. (FM: 104.9 mhz, 3 kw)—Seeks transfer of control of Progressive Broadcasting Inc. from George Collier, Jr. (100% before; none after) to Hammon Broadcasting Inc. (none before; 100% after). Consideration: \$575,000. Principals: Collier is 51% owner of licensee and desires to sell his interest in corp. Buyer: Gerald Hammon (100%). Hammon Broadcasting Inc. owns 49% of stock in Progressive Broadcasters of Arkansas Inc. Hammon is network maintenance manager for Southwestern Bell Telephone Co.
- KIOY(FM) Hanford, Calif. (FM: 103.7 mhz, 50 kw)—Seeks assignment of license from Willson Broadcasting Co. to Western Sun Communications for \$2 million. Seller is owned by Gary E. Willson, who has no other broadcast interests. Buyer: Bertram and Nina Cohen and Adelaide O. Lazarus are majority principals. Bertram Cohen is president of Chemical company in Fitchburg, Mass. Nina Cohen and Lazarus are homemakers. They are also limited partners in KGSW-TV Albuquerque, KTEE(AM) Idaho Falls, Ind. and KADQ(FM) Rexburg, Idaho. Ann. Feb. 25.
- WWFL(AM) Clermont, Fla. (AM: 1340 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from WWFL Inc. to D.J. Chionchio and J.E. Kolesar for \$250,000. Seller: Leisure Time Communications Inc. owns 90% of WWFL Inc.; Henry A. Berliner, Jr., president, and Richard M. Messina, vice president, are also principals. They vote Leisure Time's shares, and have no other broadcast interests. Buyer: Donald Chionchio and John E. Kolesar (50% each). Chionchio is Kingman, Ohio, dentist; Kolesar is Mentor, Ohio, stockbroker. They have no other broadcast interests. Ann. Feb. 27.
- KANY(FM) Ankeny, Iowa (FM: 106.3 mhz, 3 kw)—Seeks transfer of control of Ankeny Broadcasting Corp. from Paul D. Lunde (100% before; none after) to Great Bay Broadcasting Co. (none before; 100% after). Consideration: \$197,500. Principals: Seller is owned Paul D. Lunde (60%) and his wife, Barbara (40%). They have no other broadcast interests. Buyer: Robert F. Fuller, president, Joseph N. Jeffrey Jr., vice president, and Edward F. Bock (33% each). They also own WOKQ(FM) Dover, N.H., and 22% each of KCCY(AM) Pueblo, Colo.; Fuller and Jeffrey each own 33%, and Bock 17%, of WBLM(FM) Lewiston, Me. Bock also owns 20% of WCCI(FM) Savanna, Ill., 10% of KCHE-AM-FM Cherokee, Iowa, and 33% of KCOG(AM)-KMGO(FM) Centerville, Iowa. Ann. Feb. 27.
- WBCE(AM)[CP] Wickliffe, Ky.—Seeks assignment of license from Ballard-Carlisle Broadcasting Co. to WBCE Inc. for \$3,000. Seller: Robert W. Gallaher and Charles R. Gereden. Gallaher is principal of WUCR(AM) Sparta, Tenn., which is pending assignment of license (Broadcasting, March 9). He also owns 20% of WKXN(FM) Greenville, Ala. Buyer: Charles R. Gereden (100%) seeks to assume his partner's interest. He has no other broadcast interests. Ann. Feb. 12.
- WTRR-AM-FM Westminster, Md. (AM: 1470 khz, 1 kw-D; FM: 100.7 mhz, 50 kw, ant. 350 ft.)—Seeks assignment of license from Carrol County Broadcasters Corp. to Shamrock Communications Inc. for \$1,742,510 (BROADCASTING, Feb. 2). Seller is principally owned by Russel Morgan and his wife, Kathryn. They have no other broadcast interests. Buyer is owned by William R. Edward J., and George V. Lynett, brothers;

and Mrs. James J. Haggerty, their sister. They own KDIZ(FM) Orlando, Fla.; WEJL(AM)-WEZX(FM) Scranton, Pa., and WQFM(FM) Milwaukee. Lynett family also owns Scranton (Pa.) Times and The Towanda (Pa.) Daily Review. Ann. March 6.

- KEYL(AM) Long Prairie, Minn. (AM: 1400 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Dairyland Broadcasters Inc. to RadioWay Corp. for \$350,000. Seller: Ken Eidenschink (100%), who has no other broadcast interests. Buyer: Raymond Voit, president; Jerome A. Van Kempen, secretary-treasurer (50% each). Voit owns restaurant franchises and real estate ventures in Alexandria, Minn., area. Van Kempen owns direct mail company and motorcycle dealerships in Alexandria, Willmar and Austin, all Minnesota. They have no other broadcast interests. Ann. March 6.

- KPCG(FM) Joplin, Mo. (FM: 102.5 mhz, 100 kw, ant. 440 ft.)—Seeks assignment of license from Pentecostal Church of God to Command Communications Inc. for \$575,000 (BROADCASTING, Oct. 27, 1980). Seller: Religious, non-profit, non-stock corporation. Roy M. Chappell is general superintendent. They have no other broadcast interests. Buyer: Leroy P. Demaree (80%), Norman D. McChristian and Reba P. Demaree, Levon's wife (10% each). They also own, KKEG(FM) Fayetteville, Ark. Leroy Demaree owns 44% and McChristian 5% of KFAY(AM) Fayetteville. Demaree also owns 50% of KRBB-AM-FM Sallisaw, Okla. Ann. Feb. 27.

- KVCM(FM) Montgomery City, Mo. (FM: 103.9 mhz, 3 kw, ant. 300 ft.)—Seeks assignment of license from Montgomery County Broadcasting Co. to Montgomery Media Inc. for \$160,000. Seller: Vincent C. Myles, Robert A. Bowling, Theodore R. Hoffman and Richard L. Arens (25% each). They have no other broadcast interests. Buyer: Dalton C. Wright, James N. Myers and Robert E. Newton (33.33% each). Wright is owner and publisher of Lebanon [Mo.] Tribune, and partner with Myers in Myers Wright Investments, which holds 15% of the stock of KLDN(FM) Eldon, Mo. They also own 27.5% each of KLPN(AM). Newton is general manager of KLDN(FM). He has no other broadcast interests. Ann. Feb. 27.

- WKNY(AM) Kingston, N.Y. (AM: 1490 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Kingston Broadcasters Inc. to Sawmill Broadcasters Inc. for \$510,000 (BROADCASTING, March 16.). Seller: Dorothy Martin Moore (88.5%), Phyllis Bernstein (9.7%) and Moore's father, Alistair B. Martin (1.8%). Moore owns 14% of WMGW(AM)-WXPR(FM) Meadville, Pa.; 35% each of WGRD-AM-FM Grand Rapids and WTRU(AM) Muskegon, Mich. and 1% of WAAL(FM) Binghamton, N.Y. Martin owns 50% of WTRW(FM) Whitehall, Mich., 43% of WAAL(FM), 1% of WMGW(AM)-WZPR(FM) and 50% of WRMF-AM-FM Titusville, Fla. Bernstein is 15% owner of WTRW(FM); 18% of WAAL(FM), and 12.7% common and 10.2% preferred of WBZA(AM)-WNIQ(FM) Glens Falls, N.Y. Buyer: Richard Landy (63.97%) and David R. Klemm (33.6%); also, Richard Landy as custodian for his sons, Douglas and John (1.35% each). Landy is president and owns 28% of Madison Communications, operator of cable systems in Vermont, New Jersey, Maryland, Virginia, North Carolina and South Carolina; and 33% owner of Oxford Communications, cable systems in Palm Beach County, Fla. Klemm is vice president of John H. Blair & Co., New York radio representative. They have no other broadcast interests. Ann. Feb. 27.

- WSHB(AM) Raeford, N.C. (AM: 1400 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Friendly Broadcasting Inc. to B. B. & D. Broadcast Media Inc. for \$165,000. Seller: W. S. Wellons Sr. and family, Robert Morrice and Ealter Guy are majority principals. They have no other broadcast interests. Buyer: Daniel E. Brittain, Carl M. Barrier, Jr. and Merrill L. Davis (33.33% each). Brittain is vice president of sales at Amtex Inc., Cleveland, Tenn., textile manufacturer. Barrier is research development manager for textile firm in Morganton, N.C. Davis is announcer at WMNC(AM)-WQXX(FM) Morganton, N.C. They have no other broadcast interests. Ann. March 6.

- WTIG(AM) Massillon, Ohio (AM: 990 khz, 250 w-D)—Seeks assignment of license from Miller Broad-

casting Co. to West Stark Broadcasting Co. for \$399,000. Seller: Richard H. Miller, president (100%). He also owns WLEC(AM)-WCPX(FM) Sandusky, Ohio. Buyer: Virgil L. Musser, Daniel N. Larusso, Lawrence Chiraroli, Amalio Colangelo, M.K. Kamel (20% each). Musser is Massillon attorney. Larusso and Kamel are physicians. Chiraroli is general manager at auto dealership and Colangelo is tailor, both Massillon. Ann. Feb. 27.

■ WYBT(FM) Jersey Shore, Pa. (FM: 97.7 mhz, 3 kw, ant: 300 ft.)—Seeks assignment of license from Jersey Shore Broadcasting Co. to Audiophase Broadcasting Inc. for \$175,000. Seller: Jeffrey O. Schlesinger is president and owner. He has no other broadcast interests. Buyer: Curt Van Loon (52.05%), Frank Bell (23.47%), Timothy Menowsky (16.33%), Dave Wollett and Jill Uskurait (4.08% each). Loon is sales manager at WEJL(AM)-WEZX(FM) Scranton-Wilkes Barre, Pa. Bell and Menowsky are regional managers at National Association of Broadcasters. Uskurait is former news reporter and public affairs director at WLYC(AM)-WILQ-FM Williamsport, Pa. They have no other ownership interests. Ann. Feb. 27.

■ WPCC(AM) Penuelas, PR. (AM: 1570 khz, 1 kw-D)—Seeks assignment of license from Penuelas Broadcasting Corp. to Ponce Gospel Broadcasting Corp. for \$125,000. Seller: Lucas P. Valdivieso (32.50%), Eric A. Gonzalez (48.75%) and Vincente Pierantoni (18.75%). They have no other broadcast interests. Buyer: Jose Irizarry-Carballo, president (40%); Jose Hernandez-Santiago, vice president, and Felix Medina-Sierra, Secretary-treasurer (30% each). Irizarry is baker; Hernandez is cabinet maker and Medina radio and television producer, all Ponce, Puerto Rico. They have no other ownership interests. Ann. March 6.

■ KOLJ(AM) [FM CP] Quana, Tex. (AM: 1150 khz, 500 w-D; FM 100.9 mhz, 3 kw, ant. 220 ft.)—Seeks assignment of license from Joy Radio Broadcasting Inc. to Crippen Communications Inc. for \$205,500. Seller: Charles E. Maddux, Robert Rachugu, Joe E. Willis, Martin Maddoux and E.F. Abercrombie Jr. (20% each). Willis owns 20% and Maddoux, Rachugu, and Abercrombie each own 16% of KERC(AM) Eastland, Tex. Buyer: Larry Crippen (100%). He is Gainesville, Texas-based financial investor and former morning drive personality and program director at KUBA(AM)-KHEX-FM Yuba City, Calif. He has no other broadcast interests. Ann. March 6.

■ WNOR-AM-FM Norfolk, Va. (AM: 1 kw-D, 250 w-N; FM: 98.7 mhz, 46 kw, ant. 520 ft.)—Seeks assignment of license from Commonwealth Broadcasting Co. to Marvin Josephson Associates (MJA) for \$2.6 million (BROADCASTING, Dec. 10, 1980). Seller is owned by Arnold Malkan and family who also owns KEYS(AM)-KZFM(FM) Corpus Christi, Tex.; WDJX(FM) Xenia, Ohio, and WKSX(FM) Columbia City, Ind. Buyer is publicly traded. New York-based international talent agency. It also produces *Captain Kangaroo* children's television program. It owns WNIC-AM-FM Dearborn, Mich. (Detroit).

■ KISW(FM) Seattle, Wash. (FM: 99.9 mhz, 100 kw)—Seeks assignment of license from Kaye-Smith Enterprises to Alexander Broadcasting Co. for \$2.25 million. Seller: Joint venture, owned 80% by Dena Pictures and 20% by Alexander Broadcasting Corp. Dena pictures is owned by actor Danny Kaye and wife, Sylvia. Lester Smith is president and owner of Alexander Broadcasting. They also own KXL-AM-FM Portland, Ore., and Smith recently bought from Kaye KJRB(AM)-KEZE(FM) Spokane, Was. (BROADCASTING, Feb. 23). Buyer: Smith also owns 20% of Audio Electronics Corp. (Muzak Franchise for Cincinnati area) and is limited partner in Seattle Mariners, American League baseball team. Ann. Feb. 27.

■ KYAC(AM) Seattle, Wash. (AM: 1250 khz; 5 kw-U)—Seeks assignment of license from estate of Carl Deck Jr through U.S. bankruptcy court to Northstar Broadcasting Inc. for \$1.6 million (BROADCASTING, Jan. 19). Seller has no other broadcast interests. Buyer is owned by Lloyd Edwards, president of First Enterprise Bank, Oakland, Calif. He owns 30% of KMPX(FM) San Francisco.

Actions

■ WAIV-AM-FM Jacksonville, Fla.: (AM: 600 khz, 5 kw-U; FM: 96.9 mhz, 100 kw, ant. 230 ft.)—Granted assignment of license from Rounsaville of Jacksonville Inc. to Affiliated Publications Inc. for \$3 million. Seller is owned by Robert W. Rounsaville who also owns WBJW(AM)-WLOF(FM) Orlando, Fla. Buyer is Boston-based publicly traded publisher of *Boston Globe* and owner of five AM's and five FM's. John I. Taylor is president. Jay Berkson is president of broadcasting subsidiary. Action Feb. 24.

■ WVLD(AM) Valdosta, Ga. (AM: 1450 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Evco Broadcasters Inc. to Basic Communications Inc. for \$340,000. Seller: Al H. Evans, Sr., who recently was granted assignment of license of WLGA-FM Valdosta, Ga. (Broadcasting, March 16). Buyer: Alvin H. Evans Jr., president (90%) and brother, Lynn C. (10%), both sons of Alvin Sr. Alvin Jr. is general manager at WVLD and Lynn is Athletic director at local high school. Prior to assignment of license, they each owned 10% of WVLD. Action Feb. 17.

■ WQQT(AM) Savannah, Ga. (1450 khz; 1 kw-D, 250 w-N)—Granted transfer of assignment of license from WQQT Inc. to Kar-Whel Enterprises Inc. for \$500,000. Seller is owned by Robert A. Powers (51%), Leonard A. Morton (39%) and John W. Collins (10%). They have no other broadcast interests. Buyer is owned by Dale L. Karacostas, Hugh J. Wheeler and James H. Nettles, each one third. Karacostas and Wheeler jointly own WDGL(AM) Douglasville, Ga. Nettles is Savannah businessman with interests in steel fabrication and heavy equipment rental. He has no other broadcast interest. Action Feb. 23.

■ WFAU-AM-FM Augusta, Me. (AM: 1340 khz, 1 kw-D, 250 w-N; FM: 101.3 mhz, 4.8 kw, ant. 315 ft.)—Granted assignment of license from Capitol Communications Corp. to Tanist Broadcasting Corp. of Boston for \$600,000. Seller is owned by Harold Vigue (57.5%), Norman Gallant (25%) and Joseph Roy (18.5%). Vigue also owns 50.8% of WKRD-AM-FM Rockland, Me. Gallant and Roy have no other broadcast interests. Buyer is owned by T. Barton Carter (97%) and C. B. Wismar (3%). Carter is Boston University professor of communications. Wismar is associated with Washington religious film production company. They have no other broadcast interests. Action Feb. 26.

■ WKXA(AM)-WKXA-FM, Brunswick, ME., Amcom Corp. Granted transfer of control of licensee corporation from John Michael Ferring and Martha Ferring to AMCOM Corp.; consideration \$210,000 (BTC-810216GM, BTCH-710216GN). Action Feb. 25.

■ KJPB(AM)-KYSD(FM) Waynesville, Mo., Pulaski County Broadcasters, Inc. Granted transfer of control from Leo N. King, James R. Dodds and Helen J. Dodds (Joint Tenants) to Clay S. Howlett and Mildred C. Howlett; consideration \$79,515.80; condition (BTC-801219HW, BTCH-801219HX). Action Feb. 24.

■ WSEV-AM-FM Sevierville, Tenn. (AM: 930 khz, 5 kw-D; FM: 102.1 mhz, 22 kw)—Granted assignment of license from Tennessee Valley Broadcasting to Mooney Broadcasting Corp. for \$1.3 million. Seller: Hobart L. Townsend Jr. (49%), Frank A. Woods (30%) and wife Jayne (21%). They also own WBRV(AM) Woodbury, and WTBP(AM) Parsons, both Tennessee. Buyer: Publicly traded group owner based in Knoxville, Tenn. George P. Mooney is president and 19.78% owner. Stations in buyer portfolio include: WUNO(AM) San Juan, P.R.; WERC(AM)-WKXX(FM) Birmingham, Ala.; WMAK(AM) Nashville, and WBYQ(FM) Henderson, Tenn. Action March 4.

■ KCMX(AM)-KKIC(FM) Ashland, Ore. (AM: 5980 khz, 1 kw-U; FM: 101.7 mhz, 3 kw)—Granted transfer of control of Rogue Radio Corp. from stockholders (100% before; none after) to Pacific Northwest Broadcasting Corp. (none before; 100%

after). Consideration: \$1 million. Principals: Kilibro Broadcasting Corp. (33%), Arthur B. Hogan and John D. Feldmann (31% each) and Arnold Sias (5%). Kilibro is owned principally by Robert Fenton. They also own KMYC(AM)-KRFD(FM) Marysville, Calif. In addition, Kilibro owns KFIV-AM-FM Modesto; KPLS(AM) Santa Rosa, and 51% of KTOM(AM)-KWYT(FM) Salinas, all California. Hogan and Feldmann are principal owners of KOWN-AM-FM Escondido, KRKC(AM) King City and KNJO(FM) Thousand Oaks, all California. Seller group has purchased, subject to FCC approval, KHSN(AM) Coos Bay, Ore. (Broadcasting, Oct. 27, 1980). Buyer: Charles H. Wilson (50-77%); Sally K. Bang (33.48%) and ten others. They own and operate KPNW-AM-FM Eugene, Ore. Action Feb. 23.

■ KATR(AM) Eugene, Ore. (AM: 1320 khz, 1 kw-D)—Granted assignment of license from KATR Communications Corp. to Spring Gene Radio Inc., wholly owned subsidiary of Empire Broadcasting Corp. for \$355,400. Seller is owned by Elmer G. Haskin Jr. (85%) and Paul Larsen (15%). They have no other broadcast interests. Buyer is owned by Robert Kieve (16%) and 26 others. Kieve is president and general manager of buyer which also owns KLIV(AM) San Jose, KARA(FM) Santa Clara and KAH(AM)-KHYL(FM) Auburn, all California. Action Feb. 23.

■ KBUH-AM-FM Brigham City, Utah, (AM: 800 khz, 500 w-D; FM: 107.1 mhz, 3 kw)—Granted transfer of control of Brigham City Broadcasting Co. from Royce E. Willis (51% before; none after) to Skyline Broadcasting (49% before; 100% after). Consideration: \$109,650. Principals: Willis has no other broadcast interests. Buyer: Gary Yantes (51%), wife Vernetta (34%), Craig Olson (10%) and Tom McCrary (5%). Yantes is president and principal owner of KGHM(AM) Brookfield, Mo. Vernetta is bookkeeper of KGHM. Olson and McCrary are employed with KBUH. Buyers presently hold 49% total interest in KBUH-AM-FM. Action March 5.

■ KEYY(AM)-KRMQ(FM) Provo, Utah (AM: 1450 khz, 1 kw-D, 250 w-N; FM: 94.9 mhz, 50 kw, ant. 2730 ft.)—Granted transfer of control from Mid-Utah Broadcasting Inc. and Equivox Inc. to Utah Valley Institute Inc. for \$2.88 million. Seller is principally owned by David S. Grow and brother, Steven. They have no other broadcast interests. Buyer is owned by Bruce E. Rhoads, 100% owner of common stock. His father, D. Dean, owns all of issued preferred stock. Bruce Rhoads owns Ft. Lauderdale, Fla., radio consulting firm. D. Dean Rhoads is president of Worldmark Corp., a Palm Beach, Fla., investment firm. Buyers each own 50% of applicant for new FM in Port Sulfur, La. Action March 5.

■ KGA(AM)-KDRK(FM) Spokane, Wash. (AM: 1510 khz, 50 kw-U; FM: 93.7 mhz, 56 kw)—Granted assignment of license from Liddie Broadcasting Co. to Community Pacific Broadcasting Co. for \$3.6 million. Seller: Wesley L. Monroe (25%), Steve D. Bertholf (14%), father, Delbert (12%) and more than 10 others. They have no other broadcast interests. Buyer: David J. Benjamin (34%), brother, Bert (2.8%), Charles W. Banta (34%), Bert Lyon & Co. (29.2%). They also own KRDR(AM) Gresham and KEED(AM) Eugene, both Oregon and KGAA(AM) Kirkland, Wash. David Benjamin of Oregon Broadcasters Association. Bert Benjamin is Kansas City, Mo., attorney and president of Bert Lyon Co., Kansas City investment company. Ban-

Summary of broadcasting

FCC tabulations as of Feb. 28, 1981

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,594	3	2	4,599	113	4,712
Commercial FM	3,301	2	9	3,312	144	3,456
Educational FM	1,095	0	1	1,096	70	1,166
Total Radio	8,990	5	12	9,007	327	9,334
Commercial TV						
VHF	519	1	0	520	8	528
UHF	237	0	0	237	96	333
Educational TV						
VHF	102	1	3	106	7	113
UHF	156	2	4	162	16	178
Total TV	1,014	4	7	1,025	127	1,152
FM Translators	354	0	0	0	212	566
TV Translators						
UHF	2,595	0	0	2,595	238	2,833
VHF	1,395	0	0	1,395	491	1,886

*Special temporary authorization

**Includes off-air licenses

ta is president and treasurer of Community Pacific. Action March 4.

■ WSAU(AM)-WIFC(FM) Wausau, Wis. (AM: 550 khz, 5 k2-U; FM: 95.5 mhz, 19 kw, ant: 1,080 ft.)—Granted transfer of control from Forward Communications Corp. to Dave Raven (55%) and Manson Insurance Inc. (45%) for \$2.75 million. Seller is closely held group owner of six AM's, six FM's and six TV's. It has sold WTRF(FM) Wheeling, W. Va. (BROADCASTING, Nov. 17, 1980). Raven is president and general manager of WSAU-WIFC and less than 1% stockholder in Forward Communications Corp. Manson insurance agency, based in Wausau, is controlled by David R. and Charles Scholfield, brothers. They have no other broadcast interests. Action March 9.

Facility changes

Applications

■ WZZK(FM) Birmingham, Ala.—Seeks CP to make changes in ant. sys.; change TL; change SL & RC; change type trans.; change type ant.; increase HAAT: 1130 ft. (H&V) & change TPO. Ann. March 6.

■ WPYK(AM) Dora, Ala.—Seeks mod. of CP to change TL & SL to: just off US highway 78 west of Dora. Ann. March 6.

■ WTTO(TV) Homewood, Ala.—Seeks mod. of CP to change ERP to vis. 1042 kw, aur. 104.2 kw; change HAAT to 1343 ft.; TL to top of Red Mountain, Birmingham, Ala.; SL to 2021 Golden Crest Drive, Birmingham.; type trans. and type ant. Ann. March 5.

■ KSTK(FM) Wrangell, Alaska—Seeks CP to make changes in ant. sys.; change TL & SL to: Cemetery Point, one mile south of downtown Wrangell; decrease HAAT: -183 ft. (H&V) and change TPO. Ann. March 5.

■ KZZP-FM Mesa, Ariz.—Seeks CP to install aux. ant. at main ant. location, to be operated on ERP: 19.3 kw (H&V); HAAT: 1485 ft. (H&V) and change TPO (for aux. purposes only). Ann. March 12.

■ Greenwood, Ark., DBA Robin Communications—Seeks mod. of CP for 106.3 mhz to change TL to: Bell Park, off North Main Street, Greenwood; change type ant. (H&V); increase HAAT: 434 ft. (H&B) and change TPO. Ann. March 5.

■ KLRE-FM Little Rock, Ark.—Seeks CP to make changes in ant. sys.; change type trans.; change type ant.; increase ERP: 40 kw (H&V) and change TPO. Ann. March 12.

■ KUDE(AM) Oceanside, Calif.—Seeks CP to change frequency from 132 khz to 830 khz; increase D power to 2.5 kw; increase N power to 1 kw; install DA, change TL: North River Road and Murray Road, Oceanside, Calif., and make changes in ant. sys. Ann. March 9.

Actions

■ *KSKA(FM) Anchorage, Alaska—Granted CP to make changes in ant. sys.; change TL 32nd near Spenard Road, Anchorage, change type trans.; decrease ant. height 135 ft. (H&V), and change TPO (BPED-800722AH). Action Feb. 12.

■ KHFO(FM) Osceola, Ark.—Granted CP to change TL to 1 mile S of Highway 6, Osceola; change SL & RC to 507 S Walnut Street, Osceola; decrease ERP 48 kw (H&V); increase ant. height 350 ft. (H&V); conditions (BPH-800929AX). Action March 5.

■ KAFY(AM) Bakersfield, Calif.—Granted CP to change TL to Fairfax Road, .8 mile S. of Highway 184, Bakersfield; conditions (BP-800902AP). Action Feb. 20.

■ WAPG(AM) Arcadia, Fla.—Granted CP to make changes in ant. sys.; conditions (BP-80122AD). Action March 4.

■ WOWW(FM) Pensacola, Fla.—Granted CP to make changes in ant. sys.; change TL 1 mile S of Molino, FL.; change type ant.; increase ant. height 470 ft. (H&V), and change TPO (BPH-800716AD). Action March 6.

■ *WPIO(FM) Titusville, Fl.—Granted CP to change frequency to 89.1 mhz, CH-206, make changes in ant. sys.; change type trans. and ant.; increase ERP 3 kw (H&V); antenna height 300 ft. (H&V), and change TPO; conditions (BPED-791126AL). Action Feb. 24.

■ KBOI(AM) Boise, Idaho—Granted CP to increase N power to 50 kw; conditions (BP-800522AA). Action Feb. 19.

■ KLOH(FM) Pipestone, Minn.—Granted mod. of SCA to make changes in equipment & programing (BMSCA-810123AS). Action March 5.

■ *KQAL(FM) Winona, Minn.—Granted CP to increase ERP 1.32 kw (H&V), ant. height -150 ft. (H&V) (BPED-791226DB). Action March 10.

■ WNSL(FM) Laurel, Miss.—Granted CP to change TL to 2.5 miles of Moselle, Miss.; increase ERP 30 kw (H&V), ant. height 400 ft. (H&V) and make changes in ant. sys. (BPH-800910AD). Action March 10.

■ KNEV(FM) Reno, Nev.—Granted CP to change TL to Summit of McClellan Peak, 17 miles SSE of Reno; studio and SL & RC to 1500 E Prater, Sparks, Nev.; increase ERP 59 kw (60 kw max) (H&V); ant. height 2270 ft. (H&V), change type trans. and make changes in ant. sys. (BPH-800923AC). Action March 4.

In Contest

Decisions

■ FCC asked for comments from parties to proceeding involving applications of Julie P. Miner and Albert L. Crain for new AM station at St. George, Utah, regarding disposition of case. Last December, U.S. Court of Appeals for District of Columbia Circuit reversed Commission's decision to deny Miner's application and remanded case for further proceedings. In decision released July 19, 1976, FCC Review Board granted Crain's application for new AM station on 890 khz at St. George, and denied Miner's request to change the frequency of her AM station KDXU from 1450 khz to 890 khz and to increase power. Commission affirmed decision in 1978. In seeking comment in case, FCC said it was necessary to have views of both applicants and Broadcast Bureau as to what will happen to stations depending who is licensed to operate more desirable one; what impact should be accorded to Miner's ownership of KDXU-FM, St. George, Utah, in resolving standard comparative issue; and whether further evidentiary hearings are required. Action Feb. 25.

■ New South Media Corp. has asked U.S. Court of Appeals for the District of Columbia Circuit to review FCC decision denying its petition asking that WHBQ-TV Memphis, Tenn., show cause why its license should not be revoked. Last September 30, FCC designated the license renewals of WHBQ-TV and 12 radio stations licensed to RKO General Inc. for delayed hearing. It emphasized it would take no final action regarding 13 stations until completion of judicial review of its decision to deny RKO's renewal applications for TV stations in Boston, Los Angeles and New York City. The Commission had denied the renewals in light of RKO's corporate-wide misconduct. New South Media is seeking to acquire WHBQ-TV. Action March 6.

■ Coral Television Corp., licensee of Miami VHF station WCIX-TV (Channel 6), has appealed FCC's dismissal of its application for satellite UHF station on Channel 33 in Miami to U.S. Court of Appeals for District of Columbia Circuit. FCC dismissed Coral's application July 31, 1980, and granted application of Miami STV, Inc., for channel. It denied Coral's request for reconsideration December 18 and simultaneously set aside grant to Miami STV on grounds that its earlier finding that Miami STV was financially qualified was made in error. It returned Miami STV's application to pending status, enabling firm to file further financial information. Coral has filed petition to deny Miami STV's application. Action March 6.

■ Hutton Broadcasting Inc., has appealed to U.S. Court of Appeals for District of Columbia Circuit FCC decision granting application of Santa Monica, Calif., to change its TL, power and ant. height. FCC decision also denied petition to deny and petition for reconsideration by Hutton, in which contended that KSRF's new operation would cause objectionable interference to its station KOCM(FM) Newport Beach, Calif. FCC denied Hutton's petitions on grounds that Hutton had not established basis for rejecting earlier Commission conclusion that modification in KSRF's facilities could slightly reduce interference to KOCM rather than increase it. Action March 2.

■ FCC Review Board granted CP application for Radio Wheeling Inc., for new FM station at Bethlehem, W. Va., and dismissed with prejudice competing application of Jacobsburg Bible Church Inc., for new FM at Key, Ohio. On January 30, Radio Wheeling presented oral argument to Review Board on its exceptions to August 1980 initial decision of ALJ Frederic J. Coufal,

who determined Radio Wheeling's proposal for new FM 105.5 mhz at Bethlehem would not realistically provide local transmission service for that town, but for another larger community—Wheeling, W. Va. Since Wheeling may not be considered a city to which Channel 288 could be assigned under FCC rules, Judge Coufal concluded Radio Wheeling's application must be denied. Judge also denied Jacobsburg's application for new FM at Key, Ohio, finding that Key is not city, town, political subdivision or community to which FM may be licensed under FCC rules. Action Feb. 19.

■ ABM denied. FCC has denied petition of watchdog group, Alaskans for Better Media, for reconsideration of August 1980 commission decision denying ABM access to 1979 financial reports of five broadcast stations licensed to Anchorage-based Northern Television Inc. ABM has filed petitions to deny against five Northern stations. Commission said annual station financial data is exempt from Freedom of Information Act requests except when party to hearing places its own financial condition at issue. Commission ruled Northern had not done so.

■ ALJ Edward Luton granted application by Beck Enterprises Inc., for new FM radio station at Sparks, Nev., resolving several issues in its favor. In August 1979, FCC designated for hearing competing applications of Donald Beck and E.H. "Pepper" Schultz. Schultz's application was dismissed last August with prejudice. Issues specified against Beck included whether Beck, head of Beck Enterprises and/or business partner gained unauthorized control of station KWRL(AM) Sparks; facts surrounding 1975 newspaper ad Beck placed offering for sale both FM and AM station; whether Beck Enterprises made misrepresentations to FCC about its community ascertainment; whether community leaders were interviewed by high-level principals or employees of Beck, how required random-selection public survey was done and when consultations with general public were done; whether firm is financially qualified to build and operate as proposed; exact location of Beck's transmitter-antenna site and whether antenna tower jeopardized air navigation. Judge Luton found Beck qualified to be licensed and granted its application for CP. Initial Decision will become effective 50 days after its public release unless it is appealed within 30 days. Action March 11.

■ ALJ Joseph Stirmer granted application of New Life Evangelistic Center Inc. for new TV station on Channel 24 at St. Louis, Mo. Judge Stirmer approved New Life's motion for summary decision, purpose of which is to avoid useless hearing where no issues requiring resolution remain in proceeding. Judge Stirmer noted that during pendency of this proceeding FCC modified financial qualifications standards for parties applying for new TV stations. New standard, he pointed out, requires applicants to demonstrate that they have sufficient capital to construct station and then operate for 90 days without advertising or other broadcast revenue. The Commission expressly stated that this new standard was to be applied to all pending applications for new television stations. He pointed out that New Life has estimated that it will need \$894,739 to build its proposed station and to operate for 90 days and has demonstrated that it has net resources of \$993,679 available to meet those costs. Judge Stirmer said New Life has financial cushion of nearly \$100,000 to meet any reasonably anticipated developments such as increase in interest rates, and thus financial qualifications issue designated against it will be resolved in New Life's favor. Also during pendency of hearing, FCC announced that strict compliance with its Primer on Ascertainment of Community Problems by Broadcast Applicants would no longer be criterion for resolving issue concerning adequacy of applicant's ascertainment showing. Judge Stirmer noted. He added that FCC held substantial compliance with primer would be sufficient. Summary Decision becomes effective in 50 days unless there is appeal by one of parties within 30 days or FCC reviews decision on its own motion during that time. Action March 2.

Designated for Hearing

■ Applications of Crosby Family Telecasters Inc., Comark Television Inc., and Greater Portland Telecasting, Inc., for new commercial television station to operate on Channel 51 at Portland, Maine, to determine whether Crosby is financially qualified; Crosby's ascertainment efforts, whether Greater Portland's proposed tower height and location would constitute hazard to air navigation; which of proposals would, on comparative basis, best serve the public interest, and which of applications should be granted (BC Doc. 81-115-117). Act. Feb. 25.

Cable

- The FCC has reported the following cable service registrations:
- Tower Communications Inc. for Fresno, Ohio (OH0294) new signal.
- Cablecom-General Inc. for Coconino, Ariz. (AZ0086) new signal.
- Citizens Cable of Allen County Inc. for Fort Wayne, Ind. (IN0239) new signal.
- Tillamook TV Inc. for Tillamook, Ore. (OR0136) add signal.
- Community Tele-Communications Inc. for Monroe City, Mo. (MO0252) new signal.
- Community Tele-Communications Inc. for Monroe City, Mo. (MO0253) new signal.
- Monticello Cable Communications for Bement, Cerro Gordo, Tolono, all Illinois (IL0425, 6, 7) new signal.
- G. S. Communications Inc. for Carrol, Md. (MD0139) new signal.
- Citizens Cable for Perry and Washington, both Indiana (IN0235, 6) new signal.
- Lamar Cablepartners Nineteen Eighty for Copish, Crystal Springs, Hazlehurst, all Mississippi (MS0166, 7, 8) new signal.
- Lamar Cablesystems Inc. for Franklin, Fla. (FL0511) new signal.
- MBS Cable TV Inc. for Amsterdam, Scio, Carrollton, Salineville, Wilkshire Hills, Bolivar, Harmon, Beach City, Justus, Wilmot, all Ohio (OH0146, 534, 148, 149, 613, 627, 259, 256, 258, 257) add signal.
- Montanna Cablevision Inc. for Sidney, Mont. (MT0016) add signal.
- Tower Communications Inc. for Caldwell, Ohio (OH0115) add signal.
- Tower Communications Inc. for Belle Valley, Ohio (OH0114) add signal.
- Plano Cable TV Inc. for Plano, Ill. (IL0299) add signal.
- The Ohio Valley Cable Corp. for Philo and Duncan Falls, both Ohio (OH0096, 360) add signal.
- Webster TV Cable Corp. for Cowen, W. Va. (WV0190) add signal.
- Jones Intercable Cable TV Fund for Glenrock, Wyo. (WY0037) add signal.
- Jones Intercable Cable TV Fund for Du Quoin, Ill. (IL0232) add signal.
- Jones Intercable Cable TV Fund for Wellington, Fla. (FL0420) add signal.
- Jones Intercable Cable TV Fund for Red Springs, Pembroke, Fairmont, all North Carolina (NC0100, 207, 218) add signal.
- Rutherford Cable TV for Forrest City, N.C. (NC0218, 142) add signal.
- Rutherford Cable TV for Spindale, Rutherfordton, Sandy Must, Alexander Mills, Forrest City, all North Carolina (NC0143, 141, 237, 8, 9) add signal.
- Tele-Media Co. of Homestead Inc. for Homestead A.F.B., Fla. (FL0306) add signal.
- Citizens Cable for Tipton, Ind. (IN0211) new signal.
- Rock Cablevision et al for Gilboa, Zela, Beckwith, Mossey, Drennen, Tipton, Poe, all West Virginia (WV672, 3, 4, 5, 6, 7, 8) new signal.
- Teleprompter of Mohawk Valley Inc. for Morrisville, N.Y. (NY0907) new signal.
- South-Western Cable TV Inc. for Highland, Ill. (IL0429) new signal.
- Carolina's Cable Inc. for Jamestown, N.C. (NC0242) new signal.
- Sandhills Community Antenna Corp. for Pinebluff, N.C. (NC0245) new signal.
- Cablevision Inc. for Helena, Adamsville, Graysville, all Alaska (AL0206) new signal.
- Cable Systems Inc. for Cherryville, N.C. (NC0240) new signal.
- Cable Systems Inc. for Cherryville (unic. outside), N.C. (NC0241) new signal.
- Cable Systems Inc. for Ranlo (incor. town), N.C.

(NC0243) new signal.

- Cable Systems Inc. for Ranlo (unic. outside), N.C. (NC0244) new signal.
- Kinnelo Television Systems for Altadena, Calif. (CA0826) new signal.
- Storer Cable of Carolina Inc. for Marine Corps Air Station, S.C. (SC0177) new signal.
- Storer Cable Communications of Prince Georges County Inc. for Hyattsville, Md. (MD0140) new signal.
- MBS Cable TV Inc. for Craig Beach, Hiram, Mantua, Warren, all Ohio (OH0843, 4, 5, 6) new signal.
- Nodak Cablevision et al for Linton, N.D. (ND0081) new signal.
- Beaver Valley Cable TV et al for Dix, N.Y. (NY0909) new signal.
- Coaxial Communications of the Suncoast Inc. for Hillsborough, Fla. (FL0513) new signal.
- Niall Muscoda Cable for Miscoda, Wis. (WI0239) new signal.
- Cass Community Antenna for Mt. Sterling and Rushville, both Illinois (IL0431, 2) new signal.
- Alpine Cablevision Inc. for Taylorsville, N.C. (NC0247) new signal.
- Alpine Cablevision Inc. for Taylorsville (unic. outside), N.C. (NC0248) new signal.
- Tele-Media Co. for Allegheny, Pa. (PA1957) new signal.
- Cable Video Inc. for Waunakee, Wis. (WI0238) new signal.
- Omnicom Cablevision of Illinois Inc. for Highwood, Ill. (IL0430) new signal.
- Cablevision Service Inc. for Newfields, N.H. (NH0086) new signal.
- First Michigan Cablevision for Cass City, Mich. (MI0174) add signal.
- National Cable Co. of the Sawanee Ltd. for Madison, Jasper, Quitman, all Florida (FL0393, 78, 65) add signal.
- Tele-Media Co. of Addil for Senecaville and Richland, both Ohio (OH0401, 651) add signal.
- Betterview Cablevision of Oregon Inc. for Green District and Winston, both Oregon (OR0179, 78) add signal.
- Blie Ridge Cable of Central Pa Inc. for Dushore, Ore. (PA1881) add signal.
- Wasatch Community TV Inc. for Sunset City, Bountiful, Kaysville, North Salt Lake, Layton, all Utah (UT0026, 25, 24, 22, 23, 27, 28) add signal.
- Service Electric Cable TV Inc. for Union, Pa. (PA1926) add signal.
- Greater W-D Cablevision Inc. for Millbury, Ma. (MA0121) new signal.
- American Cablevision of Carolina Inc. for Matthews, N.C. (NC0246) new signal.
- Niall Muscoda Cable for Muscoda, Wis. (WI0237) new signal.
- Cass CATV for Pittsfield, Ill. (IL0433) new signal.
- Cass CATV for Palmyra, Mo. (MO0254) new signal.
- Walton Cable Inc. for Loganville, Social Circle, Between, Good Hope, Jersey, Walnut Grove, Walton, all Georgia (GA0310, 1, 2, 3, 4, 5, 6) new signal.
- Multivision Northeast Inc. for Alto, Lula, Vannell, Tunnel Hill, Cohutta, Whitfield, all Georgia (GA0322, 18, 19, 20, 17) new signal.
- Caspian Community TV Corp. for Gaastra, Stambaugh, both Michigan (MI0475, 6) new signal.
- Scottsboro TV Cable Inc. for Rainsville, Section, Fyffe, Rogersville, all Alabama (AL0210, 11, 12, 13) new signal.
- C&E TV for Toler, Narrows Brach, Goody, Leckeville, all Kentucky (KY0477, 8, 9, 480) new signal.
- Relms Corp. for Ernest, Pa. (PA1958) new signal.
- Springdale Cable TV for Springdale, Ark. (AR0219) new signal.
- Ozark Cable Television Inc. for Horseshoe, Ark. (AR0103) add signal.
- Landmark Cablevision for Littlefield, Texas (TX0221) add signal.

Other

- WEVD appeal. FCC's approval of the \$1.1-million sale of Forward Association Inc.'s WEVD(AM) New York to Slaem Media Corp. has been appealed by local group concerned with proposed change in format. Coalition to Save WEVD, whose appeal has been filed at U.S. Court of Appeals in Washington, had claimed station's Jewish-oriented programming would be lost under new owner (BROADCASTING, Feb. 2).
- Test of Emergency Broadcast System (EBS) has been scheduled during the week of March 23, 1981. Only ABC, MBS, NPR, AP Radio, CBS, IMN, NBC, and UPI Audio Radio network affiliates will receive Test Program for Closed Circuit Test. AP and UPI wire service clients will receive activation and termination messages of the Closed Circuit Test. Television networks are not participating in Test. Network and press wire service affiliates will be notified of test procedures via their network approximately 30 to 45 minutes prior to test. This is a closed circuit test and will not be broadcast over the air.

Call Letters

Applications

Call	Sought by
	New AM's
KBAS	River Bend Broadcasting Inc., Bullhead City, Ariz.
WGSF	Dr. George Flinn, Jr., Arlington, Tenn.
WVNR	Vermont-New York Broadcasting Corp., Pultney, Vt.
	New FM's
WSHD	Shead Memorial High School, Eastport, Me.
KZMC-FM	Jerrell Eugene Kautz, McCook, Neb.
KRND	Moab Broadcasting and Television Corp., Moab, Utah
	New TV's
WLHT	Central Television Inc., Hattiesburg, Miss.
KECH	Greater Willamette Vision Ltd., Salem, Ore.
	Existing AM's
KWBO	Hernreich Community Broadcasting Stations Inc., Hot Springs, Ark.
WKGR	Kent Communications Inc., Gainesville, Fla.
WTSJ	Jaco Broadcasting of Southwestern Ohio Inc., Cincinnati, Ohio.
WBCV	Sunshine Broadcasting Inc., Bristol, Tenn.
KVAN	KGAR Inc., Vancouver, Wash.
	Existing FM's
KRTZ	Rex K. Jensen, Cortez, Colo.
WTCO	Radio Communications Group Limited, Arlington Heights, Ill.

Grants

Call	Assigned to
	New AM's
KDRW	Longhorn Communications Inc., Silverton, Colo.
KFAM	General Broadcasting Inc., Bountiful, Utah.
	New FM's
WQBZ	Fox Valley Broadcasting Corp., Fort Valley, Ga.
KRPT-FM	Anadarko Broadcasting Inc., Anadarko, Okla.
	New TV
WTLW	American Christian Television Services Inc., Lima, Ohio.
	Existing AM
WRPT	University Media Services Inc., Peterborough, N.M.
	Existing FM's
KLPX	Arizona Lotus Corp., Tucson, Ariz.
WBYC-FM	Hoy Communications Corp., Biddeford, Me.
WLXX	Chippewa Broadcasting Corp., Sault Ste. Marie, Mich.
KLAN	H-Z Corp., Glasgow, Mont.
WMDK	University Media Services Inc., Peterborough, N.H.
kiXK	KDDC Radio Inc., Denton, Texas
WPSK-FM	Clayton Lake Broadcasting Corp., Pulaski, Va.
	Existing TV
KSEE	San Joaquin Communications Corp., Fresno, Calif.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

New owners of small-market station in Ohio taking applications for general manager. Must be sales oriented and have excellent references. Salary + incentives. Send resumes and salary history to Box C-17.

Sales Manager. Rapidly growing suburban New York communications group with aggressive, demanding management needs similar person to head sales team at their most powerful radio station. Potential for success in this position is virtually unlimited, as is potential for advancement. You must have the energy and personality to make things happen for you, for your staff and for us. Compensation is salary plus. Benefits are excellent. Reply to Box C-111. EOE.

Wanted: Station Manager—5000 Watts AM non-directional with prospect of 100,000 Watts FM soon with the opportunity to buy in. St. Ignace, MI. Call nights 517—321-1763.

Business Manager Wanted. Take-charge person with supervisory experience; accounting degree or equivalent required. Must have working knowledge of accounting principles and payroll. Send resume including salary history to Broadcasting, Box C-206. An Equal Opportunity Employer.

Station Manager for successful 100 kw FM near Rocky Mountain West. Heavy background in sales with a successful track record a must. Also need a solid background in all phases of industry. Send resume, salary requirements and references first reply. Box C-210.

Operations Manager for automated 100 kw CHR FM. Must have knowledge of sales promotions, programming, production and equipment. 1st phone desired, but not a necessity. Please send resume, salary requirements and references in first reply. Box C-211.

Young, growth-oriented, company seeks General Sales Manager for East Coast AM-FM billing over \$2 million. Candidate must have local and national sales management experience, leadership and motivational abilities, organizational and administrative skills, and a documented track record. Outstanding compensation plan and opportunity to join young, aggressive, management team. EOE/MF. Box C-228.

Terrific Number 1 Salesperson sought for sales manager of first class AOR FM in medium market city. Looking for person that has longevity in past situations. Opportunity for No. 1 biller who now wants management and a guaranteed future with a company that rewards success. Unusually good programming and promotion! This is much more than just another job, but we need a hard, hard worker! Investigate by letter and resume to General Manager, KQDS, PO. Box 6167, Duluth, Minnesota 55806.

Beautiful Oregon—Heads up individual to provide sales training and leadership to top rated contemporary AM/FM radio station. Strong on leadership and motivation abilities. A challenging opportunity with great benefits. Send resume to: Manager, KBOY Radio, 413 E. Main, Medford, Oregon 97501. E.O.E.

Sales Manager for fastest growing market in the country. Beautiful southwest Florida. Opportunity to make high five figure income and live in paradise. Contact Steve Turner, Dwyer Broadcasting, 3858 College Pkwy, Fort Myers, FL 33907 813—481-0001. Immediate opening.

Sales Manager for our radio client in top-75 Ohio market. Excellent growth potential for a leader with organizational skills, a motivator with direct and agency selling ability. Salary plus liberal percentage, automobile, and other incentive compensations. Send confidential resume, with references, to David Joseph, Vice-President, American Radio Associates, 274 East 214th Street, Cleveland, OH 44123.

FM Station Manager—KQED-FM (San Francisco PBS) seeks experienced, service-oriented Manager to direct broadcast and production activities. Send resume with salary history to Personnel Dept., KQED, 500 Eighth Street, San Francisco, Ca. 94103. EOE.

University Radio Station General Manager University owned public radio station seeks general manager. Responsible for administrative supervision of professional staff, campus and community volunteers including students. Duties include on-the-air fundraising and development; programming direction, and community relations. Experience in radio station administration and programming essential; experience dealing with University community desirable. Position reports directly to Office of the President and Board of Directors of University Foundation. Duties also include contacts with community groups, regulatory agencies, and professional organizations. Emphasis on increasing public affairs and local programming, but format eclectic. Salary at or better than market scale, depending on experience and training. Good benefits program and stimulating university climate in very pleasant location by the sea in thriving metropolitan community. Mail application letter and credentials, references, exhibits to E. L. Asher, Executive Director, University Radio/Television, Office of the President, California State University, Long Beach, CA 90840. Projected start date is May 1, 1981. Position will remain open until filled.

Sales Manager—group owned AM-FM in upstate New York must be strong leader for sales staff of six, plus handle key local and regional agency accounts. Stable position with great growth potential in growing broadcast group. Experienced preferred, but we will consider all top billers looking for management position. Excellent salary, bonus and benefits package for the right person. Contact Larry Rosmilso, General Manager, WDOS WSRK, Oneonta, NY 607—432-1500. E.O.E.

College Station Manager needed for non-commercial FM station increasing power to 1.4 KW from 10 W. Excellent Opportunity for person with management and programming skills. Must be able to work in multi-ethnic environment. An Equal Opportunity Employer. Send resume to: Dr. William Kearney, Chairman, Department of Mass Media Arts, Hampton Institute, Hampton, VA 23668.

HELP WANTED SALES

Immediate opening in a college oriented dynamic market, for an aggressive, creative salesperson. Station under new local ownership offers good base against 18% commission. The station is firmly established and going forward. The weather and living conditions are great. Come grow with us. Send resume to KNOR, Box 500, Norman, OK 73070 or call Frank Sims, 405—321-1400.

Panama City Florida's top rated pair, WPFM and 3WQ have sales openings. Top guarantee, good fringe benefits, and paid expenses. Service existing accounts and live on the "worlds most beautiful beaches" call or write: Jim Broadus, Vice President/General, Manager, Mediasouth Inc. PO Box 1430, Panama City FL 32401. 904—234-8858. Jim Broadus.

Minnesota is a good place to sell radio. If you are familiar with "The Sales Impact Plan", Consult and Sell" and would like to reach your full potential in Radio Sales Contact Ron Wohlenhaus, KRWC Radio, Buffalo, Minnesota 612—682-4444.

Retail Sales Pro needed for California's wealthiest county. Could you sell an AM/FM combo against only one other local signal? This is a suburban San Francisco Bay Area market in excess of 750,000 people. If you're an experienced retail sales pro, please forward your resume to General Sales Manager, PO. Box 5728, Concord, CA 94520.

Radio sales for a major market with track record managing now or capable top opportunity unique situation. Base plus. Box C-187.

Aggressive, hard working sales person needed immediately for beautiful, small market New England AM/FM. Box C-162.

Enjoy making money selling radio... lets talk. We're in a three station market, we have the two hottest properties... need a heavy hitter with at least two years experience... no resumes... sell me include references. Midwest Box C-165.

Money making career. Isn't it time you had one? Successful fulltimer has opening for "on the street" sales manager. Contact A. Roberts or R. Vaughan WARE 90 South St., Ware MA 01082.

We're ready if you are. FM contemporary in top 100. Midwest Market wants experienced A/E to inherit an existing list and make it grow. EOE. Send resume and billing record to Box C-202.

Are you interested in working in Ski Country U.S.A.? Need Salespersons for new AM/FM in Southwestern Colorado. Send resume. c/o Longhorn Communications Inc. 29 North Slope, U.G.V. Clinton, New Jersey 08809. EOE.

Spring Opening—We are looking for a knowledgeable, articulate, sports personality that can handle play by play; both high school and major college, local sportscasts and sports talk show. In addition, this individual must be able to sell, not only the sports broadcasts but at the agency level as well. The individual we are looking for should expect to work hard for the compensation package that has a \$20,000 to \$25,000 potential. Send complete resume, sales track record, and current earnings to: Manager, Box C-95, c/o Broadcasting. EOE/MF

Sales Manager for 100 kw CHR FM. Take command of sales department with potential for station management. A career opportunity in a great area. Salary history, desired compensation, references and resume requested. Box C-212.

Account Executive. Superb opportunity at Central Pennsylvania Combo Operation. Full-time, 5000 watt AM and Top Rated Adult Contemporary FM. Retail Sales and Agency Experience a must. College Degree preferred. Contact Christine Strobel, WCMB/WFSM. 717—763-7020. An Equal Opportunity Employer.

PA NJ Powerhouse Pair, WKXW, 50,000 W-FM, 5 KW-AM. New owners committed to success. Grow with KX. Your sales experience could put you on ground floor of great career opportunity. Let's put a money making deal together for you. Call Bill Musser collect 609—882-8471. EOE/MF.

Experienced salesperson who wants to sell and grow with outstanding organization. Excellent dollars, benefits and living! Send resume and requirements to Bob Taylor, PO. Box 584, Danville IL 61832.

Outstanding career opportunity. WFEC 14 AM in Harrisburg, PA is looking for an aggressive, experienced salesmanager or salesman who wants to be salesmanager. Excellent salary, override and medical. Possible manager position if you work out. Contact Mitchell Scott at 717—238-5122. EOE.

New Hampshire's Golden Triangle. Fastest growing area in the Northeast. 30 Minutes to Boston, an hour to ocean or mountains. Town voters just approved a sports complex to house the Boston Bruins. We are growing too and need experienced salespeople. Only local station to 60,000 people. Excellent pay and incentives. No sales tax. No state income tax. Contact Dick Lange, WVNH, Box 1110, Salem, NH 03079. 603—893-5768.

Penna.—2 Station market. Salesman or Sales Manager to grow with group owned successful operation. Must be experienced and interested in long term association. Manager beginning 30th year. Box C-229.

Experienced Salesperson Ohio AM/FM combo. Must be community oriented, self-starter, creative. Established list with guarantee, commission, travel. EOE. Phone J. Hill 513—773-3513.

HELP WANTED SALES CONTINUED

Religious radio station located in West Suburban area of Chicago is looking for an experienced Sales Manager. Must be aggressive and able to motivate and train sales staff. Excellent opportunity for advancement. Pay commensurate with experience. Send resume to WCRM 700 Willow Lane Suite 8 Dundee, IL 60118.

HELP WANTED ANNOUNCERS

Q 107/Charleston has 7 til midnight available immediately for self-motivated person who can make it happen. Must be self starter with dazzling production and ability to blend their energy with strong CHR format. Q 107 is the low country's 100,000 kw powerhouse with limitless future. Tapes and resumes to Tracy Mitchell, Box 903-904, St. George, S.C. 29477.

WOKX is looking for a talented morning drive announcer with good production skills. A great opportunity to join a dynamic chain. Send tape & resume to Greg Allen, Box 2808, High Point, N.C. 27261. EOE/MF

Morning drive personality wanted for WAFL AM & FM, Milford, Delaware. Experience in country music and production required. Good benefits, good salary for right person. Call 302-422-7575. EOE.

All-classical 105,000-watt WNED-FM seeks experienced announcer. Thorough knowledge of serious music and recordings and professional delivery required. Programming and production experience helpful. Non-returnable tape and resume, including references, to Peter Goldsmith, Program Director, WNED-FM, 23 North Street, Buffalo, New York 14202. WNED-FM is an equal opportunity employer.

News Director/Sports play-by-play needed now at competitive market leader. Beautiful outdoor Rocky Mountain area. Experienced preferred. EOE/MF. Send resume and salary requirements to Box C-231.

Nights for Northeast Powerhouse personality MOR. Possible step to daytime. If you can make the listener feel comfortable, rap on the phone without overdoing it, are informed and intelligent, send your tape, detailed background. Prestige Organization. An Equal Opportunity Employer. Box C-227.

WWBA is currently searching for a dependable experienced announcer. If you feel you are qualified to work at one of America's highest rated beautiful music stations, rush a tape and resume to David McKay, Operations Manager, WWBA Radio, PO. Box 22000, St. Petersburg, FL 33742. An EEO Employer.

Radio Announcer Full time. Must have audition tape and resume plus 2 years experience in beautiful music format. Send demo tape and resume to Greg Kulka, Program Director, WAYL, 215 Old Hwy. 8, New Brighton, MN 55112. Equal Opportunity Employer.

Afternoon Personality for very successful adult-contemporary. Metro market of 125,000 between Chicago and Milwaukee. Solid number one in Arbitron (we even show respectable in Chicago ADI.) Must be smooth and creative with good voice and dazzling production ability. \$260 per week and good fringe. Send tape and resume to Dex Card, GM, WLIP, PO Box 659, Kenosha, WI 53131, EOE.

Versatile? Need person to handle air shift-sales-copy. Play-by-play a must. Send tape, resume, picture to KUTA, Box 790, Blanding, Utah 84511.

Production Director Copywriter. Creative person to live in beautiful Florida. Good money to right person. Box C-234.

HELP WANTED TECHNICAL

Number one FM radio station, Houston, Texas needs Assistant Chief Engineer. Studio/Transmitter maintenance. Send resume with salary requirements to: KMJQ, PO. Box 22900, Houston, TX 77027. 713-527-9549. EOE/MF.

Chief Engineer for Milwaukee AM-FM combo. Top pay and benefits for the right person. Preference will be given to applicants with a strong background in broadcast engineering. Send resume and salary requirements to Box C-54.

Chief Engineer for AM & FM Louisiana. Thorough knowledge of automation and directional antenna. Good maintenance a must. Send resume to Box C-38. EOE.

Ready to move up? If you are a hard-working, take-charge, qualified engineer, this is the opportunity for you. We are a major Radio broadcast group and we need top-notch engineers. If you are ready for broader challenges, send your letter of application and resume to Box C-21. An Equal Opportunity Employer.

Chief Engineer for local AM/FM operation with some automation. Announcing ability a plus. South Louisiana Market. EOE. Box C-93.

Chief Engineer AM/FM—Good equipment, excellent caring staff. Western Pennsylvania. \$14,000 Salary. Box C-94.

Asst. Mgr. Engineering, Radio, Exp. AM Directional and FM. Digital Knowledge mandatory. Send resume to: J. D. Weigand, Eng. Mrg. KFMB TV, AM-FM. PO. Box 80888, San Diego, CA 92138. An Equal Opportunity Employer M/F.

CHILR Engineer—announcer. Well-established AM-only Great Plains station. All ages and applications welcomed. EOE. Excellent equipment. Name hours and salary preferred. KHAS—Box 726, Hastings, NE.

News/Public Affairs Director. B.A. degree in journalism or broadcast journalism. Minimum two (2) years of broadcasting experience. Full responsibilities for daily creation, production, and scheduling of news and public affairs shows. On-air anchoring, reporting, moderating, and hosting. Ability to work with student reporters/readers. Generate material for NPR submissions. Salary range of \$11,500 to 13,000. Send air-check of news, an investigative story, and three references to Richard Terry, Station Manager, KUOP-FM, University of The Pacific, Stockton, Calif., 95211. Deadline for applications is March 30, 1981. The University is an Equal Opportunity Employer.

Experienced Chief Engineer for 5000 Watt AM/3000 Watt FM in South Arkansas. Top pay and benefits for the right responsible person. Good maintenance a must. Good working conditions, excellent facilities. Send resume to Jeff Murphree, PO. Box 1565, El Dorado, AR 71730, or call 501-863-5121.

Engineer wanted for network and all news flagship station. New England. We want someone willing. Capable to build engineering staff. Challenge, with salary to match. Send resume to Maine Information Radio Network, 269 Commercial Street, Portland, ME 04101.

A Sun Belt Opportunity. KGAK/KQNM, Gallup, N.M. wants the best medium market Chief in the west. Should know FCC Regs: AM directional; FM, STL and automation. Good references paramount. Call General Manager for full details. 505-863-4444. EOE.

HELP WANTED NEWS

Experienced News personnel needed for immediate opening. Mail tapes and resume to: Program Director, PO. Box 8085, Nashville, TN 37207 EOE.

News Director to organize and manage tight ship at New England AM-FM. Equal Opportunity Employer. Immediate Opening. Replies Box C-161 Broadcasting.

News opportunity at New England AM/FM. Organize efficient department. M/F EOE. Box C-186.

News Director needed for established University public radio station serving Western New York. Leadership/production/arts knowledge required. Send resume and tape to General Manager, FM88/WBFO, 3435 Main Street, Buffalo, New York 14214. AA/EOE.

50,000w AM, 100,000w FM, ARB-rated No. 1 stations have immediate opening for newscaster/reporter. Four-member news department. Phone Doug Fellows, 919-864-0094 or send tapes/resumes to PO Box 35297, Fayetteville, N.C., 28303. EOE, M/F encouraged.

Are you interested in working in Ski Country U.S.A.? Need Newscaster for a new AM/FM in Southwestern Colorado. Send Resume and tape to Longhorn Communications Inc., 29 North Slope, U.G.V. Clinton, New Jersey 08809 EOE.

Immediate opening for experienced newscaster. Cover and broadcast local news. H. Borwick, WVOS 914-794-6543. E.O.E.

Western Penna. station looking for aggressive news person to lead small news staff. Station is C.H.R. & well known. The best of 10 local signals. Experienced only apply. Send resume to Box C-232.

Dedicated, Motivated, dependable news personality. Send tape, resume—ND J. Tyson—KLZ 2149 S. Holly Street—Denver, CO 80222. An Equal Opportunity Employer.

Morning Newscaster—2 years experience in aggressive News Department. Excellent delivery—style—judgment, writing skills a must. No beginners. No phone calls. Equal Opportunity Employer. Aircheck—Resume to: Ira Bitner, News Director, WIRL Radio, PO. Box 3335, Peoria, IL 61614.

KOBO is looking for a super-investigative reporter with an on-air delivery to match. Only hard-hitting, local diggers need apply. Some jock work, too. Send tape and resume to Jason W. Fine, PO. Box 1056, Yuba City, CA., 95991.

Award-winning WDFI/Marion, Ohio has an immediate opening for a top-notch reporter who can handle anchor and general assignment reporting. If you are experienced, and have a tape and resume to prove it, rush them to: Bob Bender, ND, WDFI, Box 10,000, Marion, OH 43302 EOE/MF.

Reporter-Anchor: For northwest Ohio's most respected news operation. Seeking ambitious, well versed reporter who excels in writing, presentation and in dealing with people. Experience important. Tape and resume to Steve Stewart, News Director, WSPD, 125 S. Superior Street, Toledo, OH 43602 EOE M/F.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Production Manager: Billboard Station of the Year wants creative imagineer who can write, direct, and produce. Join us at our new million dollar facility. Send resume and tape to Damon Sheridan, WDFI, Box 10,000, Marion, OH 43302. EOE.

Are you a programmer looking for a station to call home? We're a small market FM with great people and facilities, fair pay and good benefits. A nice place to live, work and raise a family. Call WLCC Luray, VA 703-743-5167 EOE.

Southeast, Class "C", FM Rock, Country AM both automated, need first class production voice. E.O.E. Box C-163.

Sports Director needed immediately reporting and play by play as well as music shift tapes and resumes to Program Director KLMR PO Box 890. Lamar Colorado 81052. Russ Baldwin, KLMR, Lamar Colorado.

Public Radio Station Operations Director wanted—University 100,000 watt FM station seeks full-time Operations Director/1/4 time lecturer. Salary range \$13,800-\$14,100 dependent upon qualifications. Masters degree preferred plus appropriate professional experience. For full description send application letter, resume, audition tape, and three references postmarked by April 10, 1981, to Craig Beeby, Manager, KOSU-FM, Oklahoma State University, Still water, OK 74078. An Affirmative Action, Equal Opportunities Employer.

Northeast Major Market Black Contemporary—AM planning Expansion. Seeks tapes & resumes for announcers, news production, traffic & sales personnel. Experienced pros only. EOE: Reply PO. Box 600, Holbrook, L.I., N.Y. 11741.

Are you interested in working in Ski Country U.S.A.? Need, Program-Director for a new AM/FM in Southwestern Colorado. Send resume and tape to, Longhorn Communications Inc. 29 North Slope, U.G.V. Clinton, New Jersey 08809. EOE.

Experienced, imaginative, creative Programme Director for Number One FM in South Arkansas. Top 40, Contemporary Format. Smooth on air personality with good voice and strong Production a must. Excellent staff, management and great facilities. Good salary with fringe benefits. Send unedited Air Check and resume to Jeff Murphree, KLBQ-FM, PO. Box 1565, El Dorado, AR 71730.

**HELP WANTED PROGRAMING,
PRODUCTION, OTHERS CONTINUED**

WSVS AM/FM, Crewe, Virginia provides equal employment opportunities to all qualified or qualifiable persons regardless of race, sex, color, national origin or religion in all terms and conditions of employment. We are seeking to develop a pool of qualified or qualifiable minority and female applicants for future employment opportunities at WSVS. If you are a minority or female and would like to be considered for future job openings, send resume to WSVS, Department BG, 800 Melody Lane, Crewe, Virginia 23930. All resumes received will remain active for six months.

Production Director Copywriter. Creative person to live in beautiful Florida. Good money for right person. Box C-234.

SITUATIONS WANTED MANAGEMENT

Save the address. When you're ready for a knowledgeable, imaginative Manager with programming and sales background, write: Manager, 19 Greenhill Lane, Huntington, NY 11743.

Station owners/group owners. Take note: General Manager totally armed with 18 years experience winning the battles of sales and profits in all size markets both AM & FM. Skills include heavy sales and sales promotions, strong leader and motivator. Looking for new battles to win. Best credentials. Box B-177.

General Manager—20 years experience all phases—management, sales, announcing, engineering. Presently Chief Engineer large market automated AM, powerful top rated stereo FM. Prefer medium market Southeast. Minimum salary \$35,000. No hurry but let's start talking now. Box C-51.

Radio General Manager with major and media market experience. Wants to re-locate. Proven sales, ratings, bottom line and results oriented. Broadcasting, PO Box C-167.

Station manager of WJMI-FM, Jackson desires General Manager position. My record speaks for itself. Strong programming, sales, FCC, and administration. Let me take your station to the top. Carl Haynes 160 Somerset Dr. Jackson, Ms. 39206. 601-981-4245.

Station Manager desires GM position. Strong sales, programming, FCC and administration. My record speaks for itself. Let me take your station to success. Top 100 markets preferred. Consider buying stock in company. Box C-221.

Wanted: An Opportunity and challenge with a progressive and expanding organization. Your reward, an experienced general manager with 17 years as a successful professional broadcaster. Skills include heavy sales & promotions. Strong leadership and motivator. Managed AM & FM all markets excellent credentials. Box C-203.

GM Small Market background, bottom-line oriented, over 20 years experience. Presently employed. Prefer West or Midwest, but, location not as important as future. Box C-204.

General Manager. Excellent major market station management track record. Proven strength in administration, motivation, sales management, sales development, programming, promotion and profit. Total knowledge FCC. Top references. Box C-224.

Christian Format Stations: Seeking Management, Operations, or Programming position. Five plus years On-Air, Production, Programming, and Engineering. Degree; 1st Phone; Interested in Sales for a committed organization. Major Market experience, but want the right position at any dedicated station. Tom Tompkins 713-295-7539 or See you at NAB.

SITUATIONS WANTED SALES

Do you have important sales territory requiring experienced sales representative? I guarantee tender, loving care for your medium or small market account list. Five years at present station in Wisconsin. Box C-222.

Male, White, 47 Aggressive Sales or management Non-Jew Polish. Please no rock or teen stations. Retarded etc. Frank E. Zabielski, 4608 So. Spaulding, Chicago, 60632 312-254-2251.

**SITUATIONS WANTED
ANNOUNCER**

If you Rock, I'll Roll. I am a young creative hard working A.O.R. jock. For tape and resume call Andy Fiducia at 815-399-3187 or write 1912 Greenfield Lane, Rockford, ILL 61107.

I Love Radio. Looking for chance to be creative. Will work hard to do the job right. Available for any shift. Tape and resume available from Lady L., telephone number: 312-863-3354, mailing address: 2116 South 47th Avenue, Cicero, IL 60650.

On your radio Dedicated, dependable person with good pipes wants to bring personality and higher ratings to your station. Call Tom Nolfi at 312-455-4904-5 for tape and resume.

Experienced announcer. First phone. Master's Degree in English. Ready to relocate. Box B-179.

Cooking Top 40 Personality! Creative, Dependable, Hardworking. Afternoon or nights. Prefers Midwest or Sunbelt but will relocate anywhere immediately! Call now—Jon Conlon 312-381-2916. 264 Sharon Dr. Barrington, Ill. 60010.

Money—May I Help you make it? Smooth Rock announcer. Tape available. Handle news and copywrite. George Quasti—312-348-3314. 1952 N. Seminary Chicago, IL 60614.

Attention—Northeastern U.S., Texas Gulf Stations; Available Now! Experienced afternoon drive personality. Call 414-769-6966.

Announcer, 4 years experience. Prefer the west but will consider all areas. Available now. B.J. Reader 801-255-6017.

3-year pro. 3rd, pleasant voice, good production seeks medium market. Interested in learning to work phones. Tape & resume available. Box C-155.

Presently working lite contemporary format. Interested in album rock or up tempo. Some production experience. Married. Will relocate. Tape and resume on request. Box C-166.

Enthusiastic and dependable D.J. Looking for a station. Will relocate immediately. Give me a call—Mike Sullivan, 312-830-4153.

Looking for an outstanding new personality? I'm the man you want—I know music—do good production—have great pipes—I'm a top notch performer and I can prove all claims. Call 312-395-2605 after 5 p.m. or send for tape and resume, Steve Pieper, Rte. 1-Box 200, Antioch, IL 60002.

Dedicated, conscientious individual with 20 months' board/production experience and good voice, seeks good sunbelt announcing/production opportunity. Write: Rick Mamches, 621 Lenox Avenue, Miami Beach, FL 33139, or call 305-672-4890.

Look at me look at you we're both looking. I'm a hard worker creative and, know what is happening musically 312-525-4614. Ask for Johnny and end our looking.

8 year pro looking for professional station. Very tight and dependable. 1-904-255-6950 or write Mike Hon, 373 Williams Ave., Daytona Beach, FL 32018.

Play-by-play football and basketball (last 4 years college) and full sales load. Mature and personable. South. Box C-205.

Not just another run-of-the-mill boring jock. Am creative, bright, LOVE radio, love music, let's roll! 312-728-5312 after 7 pm Rick Canton.

New York metro area—six years experience. Part time. P. McKenna. Day 212-664-2610. Night 201-844-1925.

Over 7 years experience announcing, programming, operations. Now employed. Know automation, news, production. Have license and degree. Seeking Beautiful Music, Classical, or other adult formatted station. Professional working atmosphere required! Reply Box C-237.

Male, 34, married, C/W announcer, with production skills, news, etc... Must relocate, prefer Southeast. Three years experience, excellent references. Call Andy 205-682-4677.

Money—May I Help you make it? Experienced Rock announcer. Tape available. Handle news and copywrite. George Quasti—312-348-3314. 1952 N. Seminary Chicago, IL 60614.

Experienced Announcer in Country and Oldies format seeks position with medium market operation in central or southern California. 32 years old married and hold valid first class license. Have programmed country station in northern California, written and produced commercial copy, done many live remotes, been news director and have had light technical experience. AM/FM and automation experience. Prefer AM/FM combo operation. Apply to Box C-239.

Announcer with year experience, looking for contemporary format. Will relocate in Rocky Western Coast Area. 505-538-9992 or 505-538-2951. Ask for Eric.

Look no further. Have Top-40 talent will travel! Music expert—I believe in "good" radio. Don't miss the boat—send for my tape and resume. Steve Michaels, 661 Volbrecht Rd., Crete, IL 60417 312-758-3850.

News-caster—D.J. salesman, writer, production. Trained by major market pros. Prefer small market where work includes days, nights, weekends, holidays. Just Joey 212-679-8839.

'78 grad., U. of Ia., with B.A. 15 mo. experience small market radio; announcing, production, sports play by play. Hard worker, enthusiastic personality. Wanting to learn more. Write: Patrick Snyder 2811 Warford Apt. 8 Perry, IA. 50220 or call after 6:00 pm 515-465-2726.

Currently working for coastal easy listening station, but very eager to move to different format. Will go anywhere for adult contemporary or Top 40, non-automated please. Possess college degree. Call Bruce, 512-992-4566 or 512-452-6536.

SITUATIONS WANTED TECHNICAL

Assistant chief engineer at AM facility in San Jose, California area. Willing, ready, experienced in most things technical. Resume available. Reply to Box C-226.

SITUATIONS WANTED NEWS

Have Good Pipes will travel, creative, dependable, determined loves radio, tape & resume available, Justin Shay 8140 S. Maryland Chgo., IL 60619 312-874-7111 after 6.

Sportscaster—dedicated, motivated, versatile, college graduate, professionally experience; excellent voice, delivery, language skills and reportorial ability. Widespread knowledge, production background, totally committed. Seeking sports-minded station for complete coverage. Can combine with news, sales. Bob 516-741-1298.

5 years experience, would like medium market or better. Anchor, street, or both. Call before 1 p.m. Doug Cummings 312-446-1326 or 913-272-5765.

Whiz kid. Versatile, dedicated, and innovative. Now working as an Anchor/Reporter in a Top Five market. Seeks News Director position in a medium size market. Box C-168.

Experienced West Coast Sportscaster seeks college football play by play position for the fall. Write Box C-220 or call 206-538-0336.

General Managers—need a morning news anchor/director? Four and a half years experience writing, gathering, anchoring. All serious inquiries answered with biographics-audio tape. Write Box C-223.

Network Anchor with N.Y. all-news reporting and news director's background, seeks network or top-10 market broadcast or management assignment. Specialties—business and political reporting. Robert Cohen, 212-377-6542. 1375 Ocean Ave., Brooklyn, N.Y. 11230.

Creative, Experienced, dependable female reporter/DJ seeking position in medium market. Over 2½ years experience. Can relocate immediately. Box C-241.

Aggressive newsmen seeks medium or small market position. Excellent reporting, interviews. Has worked Top 30 market. Call Jim 614-436-6133.

SITUATIONS WANTED NEWS CONTINUED

Looking for a medium small market sports position with possible P-B-P Excellent reporting, interviewing, have called master college sports and sportstalk. Call Jim 614-436-6133.

Ambitious, reliable Junior, exp. college Radio/ Newspaper (news, features, sports), excellent voice, seeks June-Sept. position R/TV station, newspaper. Mr. C. Krishnan, 357 Quincy St., Brooklyn, NY 11216.

Newsman with more than 2 yrs. experience looking for reporter spot with a strong local news station. Plenty of actualities and long hours are what I provide. Call Gregory Bresiger 717-828-7187.

Give me a break! Black female newscaster reporter, news writer seeks 1st on-air break-Radio/TV. Journalism degree, internship. Experience in NYC-WNBC-TV WNEW-TV, WNYC-Radio; also trained in performance and bus. skills. Small or medium market. Willing to relocate. Graduate at Announcer Training Studios, NYC. Call Kathie—Days 212-287-9272. Evngs. 212-941-1263.

Sports Anchor, Reporter, PBP, Color. References Substantiate: I'm the one. Rian Danz 408-356-7307.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Profit Oriented: Programming specialist with documented performance in ratings/sales. Strong business background projecting fiscal/annual budgets in programming, personal, promotions. Aggressive market research countering competitors weaknesses and reflecting needs of TSA/MSA. Heavy operations responsibility with incentives a must. Group owners only. Box C-53.

Program Director seeks challenging position with responsible facility. Fifteen year pro; seven of previous eight years with one station. Strong on community involvement, promotion, staff motivation, sales, dedication, EOE/AA, FCC, engineering, budgeting, research. All markets considered. Box C-173.

Behind the scenes worker needs a break. Can write, program your music, and wants to learn to do traffic. College educated. Call Alan Katovich 313-939-8063 or write 34788 Fargo, Sterling Hts., MI 48077. Midwest preferred.

Major Market Pro! Dependable, experienced Black Personality, with 11 years of Radio expertise in programming, music research, public affairs, production skills and consulting, seeking MD or PD. position with station looking to become No. 1. Currently working in New York, but willing to relocate to bigger and better things. Tape and prev. kit with resume available. Box C-225.

Attention Station Owners/Networks/Cable Owners! I challenge you to offer me growth and opportunity! 21 years in Radio, Creator and Producer-Host of own interview talk shows for seven years country music PD., and M.O.R., copy, Top Production, Management, and ten years of Street Fighter Sales with excellent billing. Good credentials. Tape & resume on request. Will consider all. Box C-230.

TELEVISION

HELP WANTED MANAGEMENT

Assistant Controller: Central New York network affiliate offers challenging opportunity for career minded individual with accounting degree and 2-3 years public and/or private experience. Knowledge and experience in the broadcasting industry a definite plus. Successful candidate must be a self starter with supervisory experience and good written and oral communication skills. Duties include preparation of monthly financial statements and reports to parent company and regulatory agencies, budget and forecast preparation and other general accounting functions. Position reports directly to Controller/Treasurer and interfaces with local and corporate management. Excellent salary/benefits package and working environment. All interested candidates should send resume and salary requirements to Box C-5. An Equal Opportunity Employer.

New ABC affiliate in growing market seeking creative, experienced managers for key department positions. Sales manager with primary responsibility in local sales and back-up capability in national sales. Chief engineer with first class to manage experienced staff and state-of-art operation. Promotion manager to handle all promotion: on-air, outside media, creative, sales promotion. Traffic supervisor for manual traffic system with eventual move into computer. Great opportunity to join dynamic staff at independantly owned station where you can develop your own potential. Send resume with references to Bill Mallery, Vice President, General Manager, WMDT-TV, Box 321, Salisbury, MD 21801. EOE/MF/Vets.

Executive Director of Production Fund; responsible for packaging and marketing independent television productions for broadcast, cable and cassette distribution. Contact: Ted William Theodore, The Center For New Television, 11 E. Hubbard, Chicago, ILL 60611 312-565-1787.

HELP WANTED SALES

National Sales Manager: Strong, sizzling VHF Independent seeking National Sales Manager. Previous management and/or national sales experience necessary for this position within an aggressive, growing organization in the top 20 markets. Send detailed resume of qualifications to Box C-3.

Television National Sales Manager for leading group station in Northeast. National sales experience required. Prefer additional station sales background. Thorough knowledge of research. Well organized and free to travel. Send resume to Box C-7. An Equal Opportunity Employer.

Account Executive: We are looking for a qualified Account Executive to sell a strong independent station in a top Texas market. Must have 2-5 years experience. Good draw against excellent commissions. Major Group broadcaster. Excellent benefit package. Send resume to P.O. Box 22810, Houston, Texas 77027. Metromedia Television. No phone calls. We are an Equal Opportunity Employer. Box C-215.

National Sales Manager—Group owned independent in top 15 Northeast market seeking a professional salesperson with minimum 2-3 years national/rep TV sales experience. An Equal Opportunity Employer. Contact Box C-218.

HELP WANTED ANNOUNCERS

WPVI-TV Philadelphia seeks an experienced television personality to co-host a morning Monday through Friday talk/variety show. Must be able to co-produce and provide program input for features field assignments etc. If qualified and interested forward a video tape with resume and salary requirements to Charles R. Bradley, Care WPVI 4100 City Line Ave., Philadelphia Pa. 19131. An equal opportunity employer/affirmative action employer.

HELP WANTED TECHNICAL

We're in the market for a qualified maintenance engineer with aspirations to become assistant chief. Needs background in studio and transmitter. Offering good salary and benefits package and the Monterey Peninsula to live. Send resume to Ken Warren, Chief Engineer, KMST-TV, 46 Garden Court, P.O. Box 1938, Monterey, California 93940. A Retlaw Broadcasting station. EOE.

Chief Engineer for Chicago U.H.F. Experienced with administration, maintenance, and design background. E.O.E. Submit resume, references and salary history to: Personnel, WCFC-TV, Christian Communications, Inc., 201 North Wacker Drive, Chicago, IL 60606.

Assistant Chief Engineer with growth potential for established VHF in South Texas. Box C-49.

Opportunity for snow-birds to fly south! VHF in sunny Texas looking for qualified Chief Engineer. Box C-47.

Television Maintenance Engineer: Prime Sunbelt location. First phone required with minimum of 5 years experience in studio maintenance. Maintain TCR-100, TK-46's ampex quad, one inch, and Harris transmitter. We appreciate our engineers. EOE. Contact Earle Conors, KBMT-TV, Beaumont, TX 713-833-7512.

Florida needs a chief the only thing we shoveled this year was the gardener we're asking for a hands on maintenance knowledge of RCA package and Sony ENG. If you're a hard working chief or assistant ready to move to the sun and to a small but sound UHF affiliate in the capitol of Florida write or call, Jim Matthews, WECA Television, PO Box 13327, Tallahassee, FL 32303 904-893-3127.

Video Production Engineer for growing North-eastern production house, 3/4" and 1". Maintenance and location experience required. Send resume to Box C-134.

Production Engineer with solid knowledge studio engineering and creative ability for South Texas station. Box C-136.

Assistant Chief—Immediate opening on the beautiful California Central Coast. Modern, well equipped VHF network affiliate seeks a fully qualified working engineer, cable of supervising maintenance operation. Self starter with minimum 5 years maintenance experience; maintenance supervisor background preferred. Electronics school graduate or equivalent technical education, including digital technology and experience with: ACR-25; 3/4 and type "C" 1 inch; Ampex & RCA Quad; Grass 1600; TK-28 and TK-46. Excellent salary and company paid benefits, including pension plan. All replies in confidence to Box C-98. EOE, M/F.

Experienced ENG maintenance engineer, familiar with RCA TK-76 Sony BVU, and Microwave Associate equipment. North Carolina's most extensive ENG/microwave station needs first phone maintenance person. Contact Larry White, Engineering Manager, WFMV-TV, Greensboro, N.C. 27420, 919-379-9369. EOE Employer.

Engineering Supervisor: PBS TV station in Florida wants experienced supervisor for broadcast operations. Send resume and salary history to WEDU Personnel Office, 1300 North Boulevard, Tampa, FL 33607. Equal Opportunity Employer.

Television Engineers—immediate opening for experienced maintenance engineers in fully equipped northern California VHF facility. Candidates should possess a valid FCC 1st class license and have a background in studio maintenance. Electronics school or equivalent technical training required, including digital technology. For prompt consideration contact: Personnel Department, KNTV, Inc., 645 Park Avenue, San Jose, CA 95110. EOE, M/F.

Chief Electronics Technician for a University-based public TV production center. Responsible for maintenance of all production/engineering equipment and supervision of maintenance/operation personnel. 1" and 2" formats. Requirements include an FCC 1st Class license with a thorough knowledge of studio operation, electronics theory, methods and emphasis will be placed on maintenance and "trouble shooting" experience. For further information call Joe Stuckey, 205-348-6210. Closing date: April 1, 1981.

Expanding major post production facility in Chicago has an immediate opening for a maintenance engineer with experience in 2-inch, 1-inch type-C, TK-28, Chyron, CMX computer editing systems, color cameras, and other related equipment. Send resume with salary requirements to: Post Office Box 11533, Chicago, ILL 60611.

Maintenance Engineer for rapidly growing south Florida market with rebuilding program at transmitter and studio. Need a person with good background in ENG equipment maintenance and experience with control room and studio equipment from cameras to video tape recorders. New transmitter complex to be installed soon. Control room remodeling imminent. XMTR experience helpful but not required. Please contact Howard Hoffman or Robert Cleveland, WBBH-TV, 3719 Central Avenue, Fort Myers, FL 33901 813-939-2020.

Maintenance Technician: Immediate opening at Upstate N.Y. independent UHF. Must be a self-starter with strong maintenance background. Advancement opportunities within growing broadcast group; company paid benefits. Send resume to: Chief Engineer, WUHF-TV, 360 East Avenue, Rochester, N.Y. 14604. An Equal Opportunity Employer.

HELP WANTED TECHNICAL CONTINUED

Chief Engineer for upper midwest U.H.F. Experienced with Administration, maintenance, and design. Competitive salary and excellent benefits for the right applicant. Send resume to Box C-246. EOE M/F.

Performs maintenance on all monochrome and color television equipment. Responsibility includes a multi camera color production studio with related equipment, several black and white portable cameras with 1/2" recorders, and an extensive system of 3/4" video cassette players and monitors. Is generally responsible for technical operations and maintenance of all college instructional television equipment on and off campus. Competitive salary and excellent benefits. Send resume and cover letter to: Personnel Services, College of DuPage, 22nd and Lambert Road, Glen Ellyn, IL 60137. Equal Opportunity Employer.

TV Maintenance Technician—Must have working knowledge of color TV and solid state logic. First Class FCC Radio Telephone License and experience in maintaining broadcast equipment required. Send resume to Chief Engineer, WHBQ-TV, Box 11407, Memphis, TN 38111. Equal Opportunity Employer M/F/HA.

Chief Engineer: Must have 5 years as Chief. Production facility in Melbourne, Fla. needs someone that has a love for clean video. State of Art Equipment like: all Tektronix test gear, 1", Quad, 4 channel squeezezoom, 3 M/E switcher, lki cams and lots of sunshine. Don't Call! Just send the facts to: Director of Engineering, TV-1, Inc., 1002 East New Haven Avenue, Melbourne, FL 32901.

Experienced ENG Maintenance technician wanted for 4-station UHF Network. Sony videotape and RCA camera experience preferred. Salary \$16,298-\$18,743 depending upon experience. Send resume to: John Appleton, NJPTV, 980 Broad St., Newark, N.J. 07102. (EEO).

Remote Vehicle Supervisor experienced in remote operations to oversee construction on 43 ft state-of-the-art vehicle and take charge of same upon completion. Heavy field experience, ability to maintain and control operations of vehicle and certain public contact required. Ability to meet uncompromising technical standards under difficult conditions. Salary commensurate. Position available immediately. Contact: Director of Finance, WYES-TV, Box 24026, New Orleans, LA 70184. WYES-TV is an equal opportunity employer.

Chief Engineer for new 2.4 megawatt public TV station on channel 28 in major Michigan city. Must be experienced in transmitter, microwave and remote operation. Minimum technical administration experience of 3 years, preferably in public television. Responsibilities will include staff selection and supervision, construction of facilities, operation and maintenance of station. Excellent fringe benefits. The University of Michigan is an affirmative action. Equal Opportunity Employer. Send resume to: Gordon Lawrence, WFUM-TV, University of Michigan-Flint, Flint, MI 48503.

TV Broadcast Technician. Experienced, good technical background. First phone for studio operation and maintenance. Send resume to Richard Westlund, Chief Engineer, WGR-TV, 259 Delaware Ave., Buffalo, N.Y. 14202. EEO.

Immediate Openings for Master Control operators with 1st Class License & Technical Background. Contact Jim Boslough c/o WFTI-TV, Box 549, Poughkeepsie, NY 12602 EOE 914-454-3030.

Transmitter supervisor. Must have broadcast VHF, UHF transmitter maintenance experience. Also, familiar with studio equipment maintenance helpful. Call KTXA-TV, Ed Reid, C/E, 817-265-2100.

TV Broadcasting Technicians. Established public television station with new studio building. West Virginia University and WWVU-TV has vacancies for persons experienced in master control operations, and maintenance including all phases of transmitter and/or microwave transmitting/receiving maintenance. FCC 1st Class License required. Send resume of qualifications and salary history to: Jack Podaszwa, Personnel Officer, West Virginia University, Morgantown, WV 26506. An Equal Opportunity/Affirmative Action Employer M/F.

Georgia's TV Station of the Year needs an experienced operating engineer for late night. Excellent working conditions, good salary and benefits. An Equal Opportunity Employer. Resumes c/o LaVaughn Thompson or Neal Neumann, P.O. Box 8086, Savannah, Ga. 31412. EEO A.A. M/F. 912-232-0127.

TV Engineer: Independent Houston UHF Station has an opening for a full-time licensed maintenance engineer. Duties include technical maintenance and alignment of all studio equipment, other duties as required. Send resume and salary requirements to KRIV-TV, 3935 Westheimer, Houston Texas 77027. We are an equal opportunity employer.

TV Technician/Maintenance Engineer. Requires FCC first class license. Two years broadcasting experience with RCA equipment: TCR100, TR600, TR50, TK27, TK760, CEI. Send resume to Doug Johnson, WXON-TV, 27777 Franklin Road, Southfield, MI 48034.

Broadcast Engineering Technician needed for FM and TV station to maintain studio equipment. Require First Phone License and experience as a Broadcast Technician. Closing date March 31, 1981. Write to David Walstad, KUAC, University of Alaska, Fairbanks, AK 99701 for complete details and application.

Studio Maintenance Tech. Responsible for maintenance of TV Broadcast equipment for 4 station UHF State TV network. Regmts. BS in electrical engineering plus two years experience in maintenance of TV equipment. Experience may be substituted for educational requirements. First Class FCC license. Send resume to: John Appleton, 980 Broad Street, Newark, NJ 07102.

HELP WANTED NEWS

News Director needed at group station in eastern medium market. Position must be filled quickly. Offers opportunity to grow with station climbing rapidly in ratings. Equal Opportunity Employer. Send resume to Box C-125.

Medium size midwest network affiliate seeks co-anchor/reporter. Must have at least one year on-air experience and journalism degree or equivalent. Send resume and salary requirements to Box C-108. E.O.E.

Anchor/Reporter needed to co-host noon news talk show and report. Looking for someone with an "ALIVE" personality. Degreed with experience only. Mild weather and Southern Hospitality awaits you. Send resume to Box C-154.

Weathercaster, preferably meteorologist, to be second person in the department responsible for weather presentations on TV and radio. Competitive Midwest market. Duties include weekend TV weathercasts. Tools include weather wire, fax, color radar. Must have on-air TV weathercasting experience. Equal Opportunity Employer, Affirmative Action. Send letter and resume to Box C-153.

Sports reporter/anchor for all-ENG station, with staff of 12. Must be willing to do own shooting and develop local sports features. \$9500. EOE. Box C-152.

Co-anchor. Dominant station in sunbelt growth market. Large, state-of-the-art news department. Position offers opportunity for lots of reporting and live remote anchoring. Two years television anchor experience required. Box C-178. E.O.E.

Managing Editor to join aggressive medium market news dept. on East Coast. Produce 6 PM M/F and supervise other producers. Responsible for newscast content and style. Opportunity for promotion with group-owned station. Box C-209.

Creative Feature Reporter. West Coast network affiliate wants someone with energy, and an overactive imagination to put that special touch on our top-rated newscast. We're looking for someone who's not afraid to use emotion—and humor—to make their stories memorable. If you're the best, we can afford you. Send a resume, and script samples to Box C-248. We'll contact you for a tape. This is an outstanding opportunity for someone with outstanding ability. We are an equal opportunity Employer.

Experienced TV Reporter, for national network, self-starter with hustle a must. Prefer network or top ten experience. No radio only. Box C-216.

Meteorologist to forecast own weather. You will work with the latest electronic equipment, including "Unifax" that provides maps, satellite pictures and weather data, plus high speed National Weather "Service 'C' and Ra-wark wires. Color radar at your disposal. Looking for scientist who makes own forecasts. Salary negotiable. Send resume to Box C-247. EEO/MF/Vets.

Wanted: Experienced news cameraperson with working knowledge of ENG shooting and editing by well-equipped network affiliate in the Northeast. Experience with TK-76 and Sony editing equipment preferred. Excellent fringe benefits. Send resume and salary requirements to Box C-217. An Equal Opportunity Employer.

News Director: We're committed to Number One News. We have top anchor people, all ENG, Live Eye, Live helicopter, heavy promotion. Ownership with commitment makes you part of the management team. Fast growing market. Never snows—February 10th was 79°. Great place for a family. Call or send resume to Bill Moore, KBMT-TV, Beaumont, TX 713-833-7512.

Anchor to join aggressive medium market news team. Station is part of a growing communications company. Florida-style living with salary and fringe benefits above average. Experienced broadcasters only need apply. No phone calls. Tape and resume to Tom Sanders, WTLV, P.O. Box TV-12, Jacksonville, Fla. 32231 EOE.

Producer for Number One Newscast in Very Competitive Medium Market. Person must have Excellent News Sense and Organizational Ability. Experience Necessary. Send resume to Box C-249. Equal Opportunity Employer.

Number 2 Sports Anchor/Reporter who would be Committed to Keeping Us No. 1. Must be Experienced in all Facets of Packaging, Reading and Live Sports Reporting to handle the responsibilities in this competitive medium market. Please send resume to Box C-250. Equal Opportunity Employer.

News Photographer. Applicants must have a working knowledge of 16mm film and ENG equipment with editing experience on both. Requires a desire to work hard, irregular hours and must take directions well. Requires: High School Diploma or equivalent and one year's experience. Send resume and tape to: Bill Merickel, P.O. Box 14159, Oklahoma City, OK 73113. EOE/M/F.

Equal Opportunity Employer seeks experienced able street reporter for top station in market. Seven-day 24 hour news operation for hard workers only. Good writing ability, ENG photo, and editing are musts! Send vcr, resume to: Doug Weathers, WTOG-TV, P.O. Box 8086, Savannah, GA 31412. 1-912-232-0127. EOE/AA M/F.

Money Reporter/Co-Anchor. Midwest group station looking for creative reporter to do people oriented money stories and co-anchor on weekends. Box C-207.

Economics Reporter. Must be creative and able to produce stories that are meaningful to "Billie Blue Collar." Send tape and resume to Roger Ball, WPTA-TV, 3401 Butler Road, Fort Wayne, IN 46808. 219-483-0584. Gannett Group. EOE.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Promotion Director: Central New York NBC Affiliate accepting applications for Promotion Director with experience and ambition. Strong creative ability a must. Working knowledge of television technical requirements necessary to insure continuing, strong on-air promotion campaigns. Budget, management skills, and broad background of promotion, including print layout and writing ability, important. Excellent opportunity for individual with ideas and enthusiasm. Send resume and salary requirements to Box C-6. An Equal Opportunity Employer.

Senior Producer for public affairs requires 5 years broadcast journalism experience, including management. Will formulate and implement station's public affairs commitment. Responsible for content development, budgeting and must have strong production experience, both studio and field. Apply to Director of Finance, WYES-TV, P.O. Box 24026, New Orleans, LA 70184. WYES is an equal opportunity employer.

**HELP WANTED PROGRAMING,
PRODUCTION, OTHERS CONTINUED**

Producer-Director: Looking for a top Producer-Director with heavy experience in directing news and producing public affairs programs. Must know all aspects of studio lighting and producing. EOE. Resumes only—no calls. Executive Producer, KDKA-TV, One Gateway Center, Pittsburgh, PA 15222.

Graphics Designer. Major top-20 independent has an immediate opening for a creative, experienced graphics designer with a full-range background in ad layout, sales promotion pieces, and on-air materials. Some electronic graphics knowledge preferred. Send resume and examples, in confidence, to Box C-219. An equal opportunity employer.

Producer. We are adding two newscasts and need creative writer/producer type. Box C-208.

Tired of the cold and snow? If you are a creative services director or program manager interested in a position in the sunbelt, send your resume to: Director of Personnel, WPEC Channel 12, Fairfield Drive, West Palm Beach, FL 33407.

Producer/Announcer/Writer: We're seeking a producer with experience, talent, and enthusiasm. Someone skilled in location and studio tape production, and quality talented on-camera. Whatever it takes to produce a selling commercial from concept to completion, you'll have the freedom to fly! Join our staff of award-winning producers in a unique Southeast medium market. EOE. Box C-251.

PM Magazine co-host to work with female co-host already on staff. Good story production background a must, and must be a good communicator with at least three years news, public affairs, programing background in television. Also must be able to handle show producing duties. Immediate opening. Call or write and send tape to: George Hulcher, WHAS-TV, Box 1084, Louisville, KY, 40201. 502—582-7840. EOE.

King TV Seattle has opening for Commercial Writer/Producer. Two years experience in station commercial production required. Sturges Dorrance 206—343-3911. The King Broadcasting Company is an Equal Opportunity Employer.

Experienced small station production person. Must be solid in 3/4" format. Good voice, creativity and good work habits required. Send resume and demo to WSVI-TV, P.O. Box 8 ABC, Christiansted, St. Croix 00820.

SITUATIONS WANTED MANAGEMENT

General Manager—Experienced, with proven track record. Willing to locate in southwest area. Complete resume and references on request. Box 3054, McAllen, TX 78501.

SITUATIONS WANTED SALES

Senior Local Account Executive with regional and national account experience is ready for national sales manager's slot. Strong with numbers and inventory management. Let's get top dollar for your inventory. Reply Box C-104.

SITUATIONS WANTED ANNOUNCERS

Break in position, sought by energetic individual currently working as radio announcer, experienced in, ENG camera operations, control track editing, lighting, switching and audio, minority, first class license. Contact mornings afternoons 209—465-7739.

SITUATIONS WANTED TECHNICAL

B.A. in Broadcasting, First phone, seeking entry-level position in engineering or production. Will relocate. Bob 213—462-0605.

TV-FM-AM-Field Engineering Service. Established 1976. 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.

First Phone—Seek job in AM FM TV or? Electronic background. Ambitious 21 yr old willing to relocate. Available now. Call John Jarecki, 805—526-8750.

TV-FM-AM Field Engineering Service. Established 1976. 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—866-2989.

SITUATIONS WANTED NEWS

Meteorologist: Currently medium market. Seeks solid news commitment and professional weather-casting. 617—632-3687.

ENG Shooter/Editor, ten years in la market looking for station with heavy news commitment. Award winner willing to relocate, has network news, doc., magazine credits. Box C-157.

Aggressive, Emerson College grad., 4 years broadcast news exp., PBP sports exp., seeking T.V. News reporting job. Write Box C-150 or call 617—222-4962.

Award-winning documentary producer seeks creative position producing docs, magazines, investigative news reports. Available now. Box C-201.

Small Market Sports director seeking sports or sports-news combo position with larger market ... PBP experience. 713—484-3977.

Top Pro News Director seeks new challenges. Excellent news background. Aggressive staff motivator and proven competition beater. Boosted ratings at current station from three to one. Seek long term association. Box C-214.

Solid Reporter who tells the story with visual flair wants to work for you. Box C-213.

Sports Reporter/Anchor—TV/Radio—Looking for entry level position. Solid Radio Sports background, willing to relocate. B.A. Communications. Call Jon 617—252-3056.

Sports Reporter with 2 years experience major newspaper and 6 months production work with major market TV sports looking for sports anchor or reporting position in small or medium market. Energetic, personable with strong writing ability. Tape available. 301—254-3238.

**SITUATION WANTED PROGRAMING,
PRODUCTION, OTHERS**

Producer-Director. Experienced director of a varied schedule of local productions would like to move to a middle or large market as a Producer-Director. Used to long hours, responsibility and hard work. Have B.A. Patricia Strausse 907—279-4279.

Attorney, with past experience in television news reporting, documentary production and FCC regulation and author of media related and other published legal articles, exploring opportunities for combining my professional backgrounds. 202—332-2150, after 6 pm EST.

Creative! Northern Virginian, with past experience including assistant director for a nationally syndicated program, seeking challenging position in TV production/programming. Will relocate. Call Bryce 703—361-2505.

Young experienced broadcaster looking for new challenge in public affairs programing and promotion. Has experience in large and small markets with affiliate and independent stations. Excellent background in promotion and sales. Hardworker, good administrator, mature and responsible. Available immediately. Contact Cliff 612—941-4835 or write 7432 Landaucurve, Bloomington, MN 55438.

HELP WANTED TECHNICAL

Maintenance Engineer. Responsible for the maintenance of local origination channel to include TBC, film chain, 3/4" VCRs, studio cameras, etc. Future holds promise and excellent benefits with Cox Cable San Diego. Contact Bill Gruber, 714—562-1180.

CABLE

SITUATIONS WANTED MANAGEMENT

Attention New York, Connecticut, New Jersey: 10 years large system experience—all phases. Background also includes heavy Film/Tape production for top corporations. Box C-180.

ALLIED FIELDS

HELP WANTED SALES

Experience sales manager. Broadcast equipment. Philadelphia area. Please submit brief resume. Box B-191 or phone 215—539-5300.

Business oriented, successful salesperson with good credit and character. This a straight commission opportunity involving substantial dollar amounts. We'll train in business brokerage. John Emery, Chapman Company, Inc., 1835 Savoy Drive, Atlanta, GA 30341.

HELP WANTED TECHNICAL

Television Electronics Engineer: Major corporate teleproduction facility seeks Television Electronics Engineer. Major responsibilities include maintenance of TR600, UPR2B and UPR20 VTR's; EPIC computer editing system; TK45 and HL79A cameras; Fernseh Compositor and Grass Valley 1600 switches. Candidates should have hands-on electronic background. Digital broadcast and/or major teleproduction facility background is also desirable. Interested applicants send resume and salary history in confidence to: Bank of America, Instructional Media Services No. 3630, Barry Joseph, Box 37000, San Francisco, CA 94137. Equal Opportunity Employer M/F/H.

Transmission Supervisor: Available immediately; \$15,295 minimum, to supervise 2 UHF PTV and AM/FM transmitters, related microwave systems and translators. Call Jerry Carmean, 614—594-5374, Ohio University, Athens, OH.

**HELP WANTED PROGRAMING,
PRODUCTION AND OTHERS**

Television and Audiovisual Services Hampshire College seeks applicants for Assistant or Associate Director of the Library Center for Communication Services. Responsibilities include production of broadcast quality educational video programs; consultation with and instruction of faculty and students; supervision of a staff of six and management of an annual budget of \$130,000. The position requires Masters level training in communications, experience in studio and field production, and administrative experience. Salary \$14,000+ depending on qualifications; excellent fringe benefits. Application deadline 10 April, 1981. Director, Library Center, Hampshire College, Amherst, MA 01002. An Affirmative Action/Equal Opportunity Employer.

HELP WANTED INSTRUCTION

Broadcasting Faculty: Instructor/Assistant Professor in Communication Arts. Three year contract renewable annually with possible conversion to tenure track. \$12,000-\$14,000 for nine months. Masters or Ph.D. Some professional broadcast experience. Teach undergraduate broadcasting courses. Some teaching possible in related areas. Starting date: August 16, 1981. Submit application, resume, and three references before April 30, 1981 to: Dr. Don B. Morlan, Chairperson; Department of Communication Arts; University of Dayton; Dayton, OH 45469. An Equal Opportunity/Affirmative Action Employer.

Position Reopened by accredited School of Journalism and Broadcasting seeking assistant professor. Tenure track position, 10 month contract, renewable; begins 9-1-81. Approximately 700 media students and total campus enrollment of 22,000. Minimum qualifications: master's degree and 3 to 5 years professional experience; some teaching experience helpful. Major responsibilities teaching print and broadcast news courses. Salary range \$1,500 to \$2,100 monthly, depending upon qualifications; summer employment not guaranteed. Earlier applicants will be considered and need not reapply. New deadline for applications is April 15. Send resume and three recent references to Harry Heath, Director, School of Journalism and Broadcasting, Oklahoma State University, Stillwater, OK 74078. An equal opportunity employer.

Assistant Professor to teach television production, print and broadcast newswriting and reporting, mass communication law and regulation. Tenure track, August 15, 1981. \$15,000 minimum, 9 months. MA with media experience and significant publications required. PHD preferred. Apply by April 15 to Voncile Smith, Department of Communications, Florida Atlantic University, Boca Raton, Florida 33431. Affirmative Action, Equal Opportunity Employer.

HELP WANTED INSTRUCTION CONTINUED

Radio/Television Position, Assistant Professor, R/TV sequence, starting August 1981. Ph.D. (or ABD), tenure track, to teach writing for radio or TV, small format video, media theory and criticism, share in teaching of broadcast level production courses, other areas according to strength of applicant. Salary approx. \$18,500 based on qualifications. Applications needed prior to interviewing at NAB convention; deadline end of April. Send resumes to Dr. Richard Gentry, Chair, JB&F Search Committee, Trinity University, 715 Stadium Dr., San Antonio, TX 78284. Equal Opportunity/Affirmative Action Employer.

Two Faculty Openings: Tenure Broadcasting positions available August in growing, well-regarded program. Seek persons with teaching abilities at the undergraduate/graduate levels and supervision of student in professional broadcasting work on KRNU(FM) in conjunction with course work. Master's required plus significant professional broadcasting experience. Ph.D. preferred. University teaching experience desirable. Rank will be determined by one's qualifications, but no lower than at the Assistant level. Apply by April 10 to: Dr. Larry J. Walklin, Chairman, Department of Broadcasting, 203A Avery Hall, The University of Nebraska-Lincoln, Lincoln, Nebraska 68588. Affirmative Action/Equal Opportunity Employer.

Brooklyn College. Asst. Assoc. or Full Professor (Depending on Qualifications) Teach undergraduate and/or graduate TV. Production classes and other classes selected from Mass Media. Introduction to Broadcasting, Broadcast Criticism, etc. Phd and teaching experience or very extensive broadcast experience required. Resumes: Dr. Robert C. Williams, Chairman, Department of Television & Radio, Brooklyn College, Brooklyn, N.Y. 11210. AA/EEO.

Television Radio Film Division seeks two faculty members with at least a Master's degree to begin in August, 1981, at a fundamental, Christian liberal arts college with motivated students, good facilities and an exciting curriculum. Send resume to Dr. Glenn Sumrall, Liberty Baptist College, Lynchburg, VA 24506.

Graduated Assistantships available in radio-television. One-third time position for MA candidate offers \$2550 for 9 months (1980-81 scale). Undergraduate broadcasting degree or professional experience necessary. Begins fall term. Write: Mass Communication Department, Central Missouri State University, Warrensburg, MO 64093. Equal Opportunity Affirmative Action Employer.

University of Nebraska at Omaha seeks instructor or assistant professor to teach broadcast journalism, TV production and other mass communication courses, depending on qualifications. Ph.D. and broadcasting experience preferred, master's degree and substantial broadcasting experience required. Tenure-track position, minimum \$15,000 with good possibility of summer teaching at 18% of nine-month salary. Application deadline April 15, 1981; starting date August 17. Send resume to Dr. Hugh Cowdin, Chairperson, Department of Communication, University of Nebraska at Omaha, Omaha, Nebraska 68182. UNO is Affirmative Action/Equal Opportunity employer; minorities, women, handicapped and Vietnam-Era veterans are encouraged to apply.

Speech-Radio: Fine Arts Division in midwestern liberal arts college seeks a fulltime faculty member for August, 1981. Nine-month contract in tenure track for teaching load of 12 hours per semester, including classes in Speech, Communication and Theory, Debate, Discussion, Radio Production, and advising 100 watt campus station where background in technical production, promotion, operations, and academics is needed. Future plans include development of Forensics Program. Rank and salary open and competitive. Application deadline April 1. Send vitae and credentials to W. J. McBride, V.P. for Academic Affairs, Findlay College, Findlay, OH 45840. Equal Opportunity Employer.

Assistant Professor to teach television production, print and broadcast news writing and reporting, mass communication law and regulation. Tenure track, August 15, 1981. \$15,000 minimum, 9 months. MA with media experience and significant publications required. PHD preferred. Apply by April 15 to Voncile Smith, Department of Communication, Florida Atlantic University, Boca Raton, FL 33431. Affirmative Action, Equal Opportunity Employer.

Broadcast news position—Virginia Commonwealth University is seeking a faculty person to teach radio and television news in the Department of Mass Communications to begin in the 1981 Fall semester. Solid professional experience, especially in radio news, is a requirement. Preference will be given to candidates with a Ph.D. Previous record of excellence in teaching at the college or university level is highly desirable. Salary and rank are open and competitive. Virginia Commonwealth University is an affirmative action, equal opportunity employer. Applicants should write to George T. Crutchfield, Chairman, Department of Mass Communications, VCU, 817 West Franklin Street, Richmond, VA 23284, prior to April 1, 1981.

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 needed transmitters, antennas, towers, cameras, VTRs, color studio equipment. Call toll free 800-241-7878. Bill Kitchen, Quality Media Corporation (In Georgia call 404-324-1271.)

Wanted six to twelve bay FM antenna to be tuned to 94.5 ... call 916-233-2713.

Need Moseley Model SCS-2 14 Channel Status/Control System. Please call Al Best at WCNY-TV 315-457-0440.

Antique Microphones, Etc.—Interested in purchasing old microphones and early radio and TV equipment suitable for museums. Please supply description and price. Box C-120.

Wanted used tower to support FM antenna. Must be at least 1200. Contact Ben Weiss, 816-531-3400.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

Satellite Television Equipment. Antennas, receivers, Low noise amplifiers. In stock. Immediate delivery. Delstar Systems, 713-776-0542.

10 KW FM RCA 10D w/exc. & ster. gen., exc. condition, spares. M. Cooper 215-379-6585.

GE TT 57 30 kw UHF transmitter. \$65,000.
GE TT-25 UHF-TV Transmitter, 2 ea \$35,000.
RCA TT-10AL VHF Transmitter—\$5,000.
RCA TT-35CC VHF Transmitter—\$12,000.
RCA TT-50AH VHF Transmitter—\$12,000.
Complete film island—GE-Eastman—\$28,000.
TR-22 RCA Hi-Band VTR—\$12,000.
IVC 500A Color Cameras—ea. \$7,500.
GE PE-350 Color Cameras—ea. \$4,000.
GE PE-240 Film Camera—\$7,000.
CVS 520 Time Base Corrector—\$8,500.
CVS 504B Time Base Corrector—\$5,500.
CDL VSE-741 Switcher—\$2,500.
RCA TK-27A Film Camera—\$12,000.
RCA TP-6 Projectors—\$1,000.
New Garrard Turntables, \$100.
UHF Antennas—Various Models and Prices.
New 1000 foot TV Towers—best prices.
Leader Test Equipment—Fast Delivery.

30 Brands of new equipment. Special prices. We will buy your used TV equipment. To buy or sell, call toll free 800-241-7878. In GA call 404-324-1271. Bill Kitchen, Quality Media Corporation, Box 7008; Columbus, GA 31908.

Remote Production Cruiser: Beautiful condition, full air-conditioning, camera platform on top, new diesel engine and drive train. Equipment includes: (3) GE PE-350 cameras (can upgrade), minicam, motorized cable reels, full monitoring, full audio and video switching. Quad VTR and 3/4" editing system. \$145,000 takes it all. Call Bill Kitchen, Quality Media Corporation 800-241-7878 (in GA. call 404-324-1271) for further details.

Grass Valley 1400-12 switcher in excellent condition with manuals price \$5000 contact Dick Rex, 404-394-8241.

IGM-500-2 Scully 270.3 Carousels, Time announce and extras. In three IGM racks. Good working condition. Only \$2975.00 Steve Dinkel 816-279-6346.

IVC 9000 Ser No. 163 with 3 heads (2 never used) spare supply/take up motor, head stack, tension modulator, and preamp board. TR 600 Ser No. 1054, spare 5 mil head (new). CMX interface boards for both. Low hours. Contact: Frank Romeo, Chief Engineer, Rochester Institute of Technology, Rochester, NY 14623, 716-475-6436.

Audio Console Bargains! Blank recording tapes. Write for catalog. Box 213, Dunkirk, MD 20754.

Best offer, liquidation. Two 3M-D2000 character generators, four each, 3M-210 sync generators, electrohome nine inch B/W video monitors. Edward White, 118 South Royal, Alexandria, VA 22314.

RCA-5 10 kw usable for parts. Easily accessible for truck shipment. Assumed to be 10-B circa 1948. Will accept reasonable offer. Call Broadcast Consultants Corp. 703-777-8660.

Collins Stereo Generator new 786-VI for only \$1,498.50. Was originally \$1,665.00. Call Art Reed at Broadcast Consultants Corp. 703-777-8660.

New 5 KW Hi-Band VHF transmitter—Never used, in factory crates. Standard electronics model No's AH653, TH652, TH613. Tuned to channel 10, can be tuned to any hi-band channel. \$65,000. Call 800-241-7878, Bill Kitchen, Quality Media Corporation. (In GA call 404-324-1271).

For Sale: Two (2) Thompson-CSF Model 8010 Image Enhancers. Unused, mint condition, \$4800/New, available for \$7500 for the pair or \$4000 each. Contact Fred Osler, CVP, Inc. 502-583-5732.

1 kw FM transmitter. Gates FM-1B, excellent condition with exciter & stereo generator. 10 kw isocoupler. \$5500. 208-743-2282.

COMEDY

Guaranteed Funnier! Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

Free Sample of radio's most popular humor service! (Request on station letterhead) O'Liners, 1448-C West San Bruno, Fresno, CA 93711.

The Dongman Report—Outrageous! Topical! WEEKLY! Two samples, \$3.00. Seastar, RD 1, Box 24, Rehoboth, DE 19971.

Dallas Comedian seeks radio opening. Short comic sermonettes called Early Morning Inspirations. Dave Brady, 909 Red Bud, De Soto, TX 75115.

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.

Call letter items—Jewelry, mike plates, banners, car plates, bumper strips, decals, audience building promotions. Broadcast Promotion Service, Box 774, Fort Payne, AL 35967.

Low power TV and FM frequency searches from \$200. Larry D. Ellis, PE. Box 22835, Denver, CO 80222.

Low Power Television—Have a question? Free brochure. "Inside Reports-LPTV", TRA, Inc., 2900 N. Dixie Highway, Fort Lauderdale, FL 33334.

Let us make a complete programming analysis of your station. We have systems to aid you in 'sales' and programming. Call for more details today 1-216-861-8511.

Radio Promotion—Dial-A-Door Vaults with changeable 7 digit push button locks for sale, \$200.00 each, complete with storage carton and promotion instructions. Ran as a leased promotion in 485 markets in the 70's. Vaults never before sold. Eli Jenkins, 813-522-6896, Drawer 84, St. Petersburg, FL 33731.

Wanted—Short, interesting, recorded items, 30 to 90 seconds only. Send details to FM 94, Box 282, Southfield, MI 48034.

**MISCELLANEOUS
CONTINUED**

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or grade ... better! For fantastic deal write or phone: Television & Radio Features, Inc., Newberry Plaza, 1030 N. State, Suite 40-E, Chicago, ILL 60610.

Radio Promotion—Dial-A-Door Vaults with changeable 7 digit push button locks for sale, \$200.00 each, complete with storage carton and promotion instructions. Ran as a leased promotion in 485 markets in the 70's. Vaults never before sold. Eli Jenkins, (813) 522-6896, Drawer 84 St. Petersburg, FL 33731.

RADIO PROGRAMING

Bill's Car Care, 260 2-minute shows of car repair on the air. Exclusive. For audition write or call Fuller, 68 N. Dover, LaGrange, IL 60525. 312—579-9578.

Broadcast news operations audits. Guaranteed exclusive. "No frills" packages. MJO News Associates, Box 11043, St. Louis, MO 63135 314—522-6325.

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Radio Jobs!!! Placement!!! "Anywhere in the U.S.A." Guarantee; Write: NYMO Consultants, Box 852, Saco, ME 04072.

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.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin April 20 and June 15. P.O. Box 2808, Sarasota, FL 33578. 813—955-6922.

FCC "Tests-Answers" manual! Free information: Command, Box 26348-B, San Francisco 94126.

BUSINESS OPPORTUNITY

Dedicated, Aggressive Broadcast Management Team seeking to operate a small to medium market radio station in Michigan, Ohio or Indiana. Together, we offer nearly 30 years commercial radio experience, including: sales, promotions, station operations, programming, music, talk, production, news, sports and public affairs. Write immediately to Box C-233.

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Broadcast Technical Consultants offer help for what ails you. Physical plant evaluation for owners, prospective buyers, sellers; audio processing, physical plant construction advice, construction supervision; audio, antenna proof of performance. We make you sound like you knew you should. Want to really compete? Call us now: 615—646-0088. Nashville, TN.

MJO News Associates. For information on our broadcast news consulting services, please write or call us at Box 11043, St. Louis, MO 63135. 314—522-6325.

RADIO

Help Wanted Management

**RADIO ADVERTISING BUREAU
REGIONAL MANAGER**

Sales management person now working in the mid-central region to headquarter in that area and to cover regional cities such as Cincinnati, Cleveland, Pittsburgh, Indianapolis and other key cities as regional manager for the Radio Advertising Bureau. Fascinating range of assignments. Develop and maintain membership for RAB, selling radio as a medium to regional and national accounts in your area of responsibility and coordinating this vital activity with the individual efforts of radio broadcasters. You favorably influence the future (and present) of radio. Able to sell, teach and organize. Platform speaking and presentation skills essential. Opportunity for continuing growth and exposure to all facets and total range of radio. Salary open, depending on experience and qualification. Write to Joe Vincent, Sr. Vice President, Radio Advertising Bureau, 485 Lexington Avenue, New York, NY 10017. No phone calls please.

Help Wanted Announcers

Ever hear of a radio station placing two consecutive ads in Broadcasting Magazine, and not getting "The Right Personality" for our morning position? We have received many tapes, but so far no one has met our professional requirements. So, we are placing this ad for an exceptional talent who wants to wake up 350,000 residents of beautiful ocean county. If you are an experienced morning personality, who can communicate with the largest radio news department in New Jersey, our award winning sports editor, and our own meteorologists, send a tape and resume. Salary commensurate with ability. If you are good enough, you've got a terrific job. Bud Wilson, Program Director, WOBN, P.O. Box 927, Toms River, NJ, 08753; 201—269-0927. M/F/EOE.

Help Wanted News

**Radio-Television
News
Directors
Association**

seeks applicants for managing director of its Washington office. Make all inquiries by mail to Curtis Beckmann, Chairman, RTNDA Search Committee, WCCO-Radio, 625 Second Ave. S., Minneapolis, MN 55402.

**Help Wanted Programing,
Production, Others**

WCKY CINCINNATI

Is searching for a production expert. Must be able to develop client ideas into spots that sell. Tape editing. Sel-Sync and image enhancement experience necessary. If you can create and deliver high impact production for our adult audience, please send resume and tape to Bruce Still, WCKY, 501 Carew Tower, Cincinnati, Ohio 45202. Replies confidential, no calls please. EOE.

**Situations Wanted
Management**

16 Yrs Management between just 2 stations qualifies me to offer you experience and stability as the head of your small mkt. operation. Prefer Ind, Ill., Ohio or Ky. some money to invest. Call R.A. Kincaid at 812—663-5486.

**TELEVISION
Help Wanted News**

SPORTS ANCHOR

WJXT, North Florida's news leader, is looking for a sports journalist to produce and present sports at 6 & 11 weeknights. Also will supervise sports assignments and sports specials. We want more than just ball scores and sound bites. If you have 3 years live studio and remote experience, have mastered contemporary production techniques and approach sports as a journalist, not a jock ... send your resume and tape to: Steve Wasserman, News Director, WJXT, Box 5270, Jacksonville, FL 32207.

WJXT IS A POST-NEWSWEEK STATION. AN EQUAL OPPORTUNITY EMPLOYER.

Anchor/Journalist to produce and anchor 10:00 PM Monday-Friday newscast on WKBT-TV, a CBS affiliate, La Crosse, WI. An outstanding mid-western community. Send resume to Steve Waller, News Director, WKBT, 141 S. 6th Street, La Crosse, WI 54601. EOE.

ACC

WRAL-TV, Raleigh, N.C. is looking for a Sports Director to fill one of the most exciting sports jobs in the country! We are the dominant station in the Raleigh-Durham market — the heart of the Atlantic Coast Conference.

Excellent on-air and reporting skills essential. Minimum three years' television anchor experience required. Send tape and resume to:

Steve Grissom
News & Communications Manager
WRAL-TV
P.O. Box 12000 Raleigh, N.C. 27605



Attractive co-host for PM Show needed by WFMY-TV, Greensboro, N.C. Excellent staff, top-rated station in market, top-rated cosmopolitan city. Good compensation and benefits. On-Air Television experience requisite. Send resume and tape to David Baxter, P.O. Box TV 2, Greensboro 27420.

Top-rated CBS affiliate in Southeast is seeking experienced weather broadcaster. Excellent market, well-equipped facility, sound management, lovely city. Station offers good compensation and fringe benefits. Send complete resume and tape to Box B-194.

News Anchor/Reporter

Great opportunity in the 72nd market, in a news program that consistently hits the 40 shares. Applicant must have anchor experience and a strong background in reporting. Send tape and resume to Tom Butler, Box 1197, Paducah, Kentucky 42001.

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We used to have the best News Director but he's been transferred to our sister station, KPRC TV in Houston. So now we're looking for a solid journalist who is also a 'people person', the kind of person who respects talent and can work with our outstanding staff in maintaining our leadership position in news. We have 43 people in our news department, modern ENG, microwave, helicopter, full weather services including color radar for our meteorologist and his staff, and a well-rounded sports department. In short, we're committed. If you think you have the ability to bring creative leadership to what is already an outstanding news operation I want to see your tape and resume. No telephone calls. Send material to:

Chris Clark
Vice President, Director of News
WTVF TV
Nashville, TN 37219



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EXECUTIVE PRODUCER - PROGRAMMING

The executive producer is responsible for developing, executing and overseeing the content and production of entertainment, public affairs, children's, informational, instructional and religious programming as well as special projects in an excellent "hands on" working environment.

If you're familiar with state-of-the-art production techniques and modern program formats, have an active interest in contemporary issues, a proven track record of at least three years in program production, the ability to motivate others and a college degree, send your resume and cassette of your programs to: Barry Barth, Program Manager, WJXT, 1851 Southhampton Road, Jacksonville, Florida 32207

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Expanding Post-Production Facility

for advanced consumer entertainment and industrial video disc programming has the need for:

**MAINTENANCE ENGINEERS,
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Excellent salary and benefits. Send resume to: D. Leverette.

DISCOVISION
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Costa Mesa, CA 92626
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Help Wanted Announcers

Warner Amex Satellite Entertainment Company "VJ's"

Warner Amex Satellite Entertainment Company is looking 5 "VJ's" (Video DJ's) to host MTV: The Music Channel, WASEC's innovative new 24 hour a day network that features "video records", live concerts, music news, interviews and more. Seeking radio personalities, actors and actresses with a good knowledge of popular music and a contemporary look. Resumes, 3/4" video cassette, audio tape and picture to:

MTV Auditions
Warner Amex Satellite Entertainment
Company
1211 Avenue of the Americas
New York, NY 10036

No calls. Material must be postmarked by April 1 to be considered. Personal auditions for those qualified in New York, Chicago and Los Angeles during April. WASEC is an EEO employer.

WHMM TV • Washington, D.C. HOWARD UNIVERSITY



Due to an increase in broadcast activities and expansion of ENG/EFP production, WHMM-TV requires additional engineering and operational staff. Openings include positions in the following areas:

Competitive salaries and benefits program. If interested, send resume (including salary requirements) to:

Mr. Jim Brown
Director
Staff/Student Affairs
WHMM-TV
Howard University
PO Box 1162
Washington, D.C. 20059

- Chief Engineer
- Maintenance Engineers (VTR, XMTR, Audio, General)
- Managerial Assistant — Technical Operations
- Studio Supervisors

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**Help Wanted Technical
Continued**

**TELEVISION
TECHNICIAN**

Major market station seeking TV technician. Must have FCC 1st class license and technical school background.

Direct all inquiries to:

Nancy Fields
Personnel Mgr.
WMAR-TV
6400 York Rd.
Baltimore, MD. 21212
E.O.E. M/F

**Help Wanted Programing,
Production, Others**

REPORTER

Top 20 market station seeking experienced general assignment reporter. Journalism degree preferred. Salary & fringe benefits above average. We have all the latest state-of-the-art equipment, including live helicopter. We are an aggressive news operation with all the necessary equipment for you to succeed. What we need is the right person! Please send resume to Box C-242. EEOE, M/F.



America's No. 1 Syndicated Show seeks the best in the country to work in the National Office in San Francisco. This skilled communicator will advise member stations on all aspects of the show and will help screen and select material for national syndication. Prior PM/EVENING MAGAZINE experience a must. Qualified applicants should send resume to Box C-188. An Equal Opportunity Employer.

WNAC-TV Boston, CBS affiliate, has an immediate opening for a

TRAFFIC SUPERVISOR

This individual will supervise the sales service operation of the Traffic Department. Duties will include knowledge and understanding of all agencies (reps. and TWX), ability to apply the information to BIAS computer system and maintain updates on programing for booking orders on all day parts, weekend sports and PRIME. At least 2 years TV traffic experience with supervisory background desired. Computer experience also required.

For prompt consideration, send resume and salary requirements, to Diane Puglisi, Division Personnel Manager, RKO General, Inc., RKO General Building, Government Center, Boston, MA 02114.



WNAC-TV BOSTON
A CBS AFFILIATE

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M/F/H/Vets

**Help Wanted Programing,
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Continued**

Top rated station in South Florida has the following openings:

**ANCHOR/
JOURNALIST**

Must be experienced in Anchoring and Producing TV newscasts. ENG experience required.

NEWS REPORTER

Minimum 3 years TV reporting experience. Good on "live" cut-ins.

Excellent benefits package. Send resume with salary history and tape to: Employment Manager, P.O. Box 010787, Miami, FL 33101

An Equal Opportunity
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PM Magazine

Now accepting applications for chief producer. PM to premiere Sept. 1 in nation's 72nd market. Call or write John Williams, WPSD-TV, Box 1197, Paducah, Kentucky 42001.



Looking for hands-on, innovative producer for PM Magazine in the nation's top market. Must have full production experience and good track record producing magazine shows, and must be highly skilled in managing people, ideas and resources. Send resume and cassette (no telephone calls, please) to:

John von Soosten
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205 East 67th St.
N.Y., N.Y. 10021

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21 year success story... outstanding record in sales and sales management plus national agency AE and production experience. 38 year old pro with strong co-op, retail and management skills. Excellent references + unbelievable but documented numbers. Seeking relocation in South or West. Box C-245.

**Situations Wanted Programing,
Production, Others**

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HOME BOX OFFICE, a division of Time Inc., is the nation's leading pay TV service. We serve over 220 cable TV affiliates in 50 states. The PR/Media Relations Department in New York is currently looking for the following professionals.

**Senior Publicist,
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We require an entertainment and/or broadcast publicist with extensive experience in developing and executing national program publicity and public relations campaigns. All candidates must have at least five years solid background as an entertainment publicity specialist, preferably in a broadcast public relations department. Exceptional news and feature writing skills, extensive knowledge of press contact work, placement techniques and the entertainment industry are also prerequisites. Ref HBO/S

Copywriter

We require an entertainment publicity copywriter/editor with extensive journalism experience in news and feature story writing as well as copyediting. All candidates must have at least a three to five years solid background as an entertainment writer at a magazine and/or newspaper or in a broadcast public relations department, in addition to a good working knowledge of the entertainment industry and all phases of programming. Exceptional writing and editing skills necessary. Ref HBO/C

An attractive salary and the full Time Inc. benefits package are offered.

Please send resume with salary history, quoting the reference, to Lynne Breger, Personnel Department, Room 22-48, Time Inc., Time & Life Building, Rockefeller Center, New York, NY 10020.

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ENGINEERS COMMUNICATIONS

If you want a new environment offering a technical challenge and a chance to make a meaningful contribution, you will be interested in an engineering opportunity at T-CAS.

T-CAS, an expanding telecommunications organization, is looking for two professionals to join our engineering staff in our corporate headquarters in Falls Church. These opportunities are in:

TV SYSTEMS- An engineer with minimum five years diversified experience in design, specification, engineering and performance testing of RF and baseband distribution for CCTV and CATV systems using NTSC, PAL and SECAM standards, master controls, color television studios for broadcast, industrial and educational applications. Experience in security system design for surveillance and intrusion detection desirable. BSEE preferred.

TELECOMMUNICATIONS SYSTEMS- An engineer with minimum three years experience in radio system design (line-of-sight, diffraction, troposcatter) using computer-assisted methods. Programming capability in BASIC and/or FORTRAN would be a definite advantage. BSEE required, MSEE preferred.

We offer excellent salary, benefits and relocation assistance. U.S. citizenship required for both positions.

T-CAS If you are interested in these opportunities, send your resume to Joe Robbins, Personnel Manager, or call Joe collect at 703/534-8500.

7115 Leesburg Pike, Suite 222
Falls Church, VA 22043

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career opportunities ...at audiotekniques

Continuing expansion has created immediate openings in our New York City office for the positions that are described below. Please reply by letter only, enclosing a resume of your experience and qualifications.

BROADCAST SALES ENGINEER

For our new broadcast sales department we will hire a technically qualified person with at least three years broadcast engineering experience in AM/FM. TV and/or sales experience also helpful. Some travel thru Northeast to demonstrate MCI tape recorders and other equipment to broadcast users may be required.

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Our Audiotekniques Rentals division requires a technician with several years maintenance experience in recording studios or radio stations. Ability to check out, trouble shoot and make minor repairs on various pieces of audio equipment is required. This job would be attractive to someone in Radio-TV repair desiring to move into professional audio.

Reply by letter only to Hamilton Brosious, President.

audiotekniques

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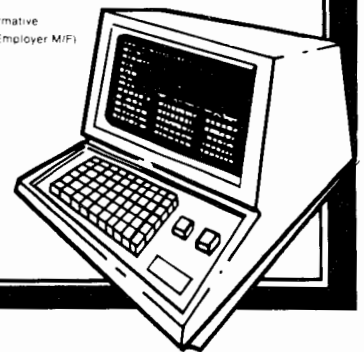
You will interact on a consultive basis with top management to measure needs and sell solutions. Professional sales skills and an understanding of CATV business operations is important.

We offer exceptional compensation with incentives plus generous and comprehensive fringe benefits. To explore this fine opportunity, send your resume with salary history in confidence to:

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Public Notice

PUBLIC NOTICE

The Village of Asharoken, in Suffolk County, New York, invites applications for a cable television franchise. Applications shall be prepared and submitted in accordance with a "Request for Proposals" available from the undersigned. Applications will be accepted until June 1, 1981 and all applications received will be available for public inspection during normal business hours at 355 Asharoken Avenue, Northport, NY 11768. Eleanor R. Berg, Clerk-Treasurer, 355 Asharoken Avenue, Northport, NY 11768. 516-261-7098.

Public Broadcasting Service will hold the following committee meetings at the PBS offices, 475 L'Enfant Plaza, S.W., Washington, D.C. Date, meeting time, and agenda items include:

March 27, 1981, Transponder Allocation Committee: organization and function of the committee; guidelines/policies on transponder allocations, relinquished time; quarterly report; EEN transponder proposal. 9:00 a.m.

April 1-3, 1981, Finance Committee: FY 1981 six month report and year-end estimate; FY 1982 budget; status of accounts receivable; collections policies; new members. April 1, 8:30 p.m., Channel Inn, 650 Water Street, S.W. April 2 and 3, 9:00 a.m., PBS offices.

April 6, 1981, PTV-3 Program Service Committee: Annenberg grant; program plans/priorities; departmental reports; Public Subscriber Network, FY 1982 budget; underwriting guidelines. 9:00 a.m.

April 10, 1981, PTV-1 Program Service Committee: program plans/priorities; Public Subscriber Network; FY 1982 budget; current affairs policies regarding scheduling and program review; underwriting guidelines. 9:30 a.m.

April 16, 1981, PTV-2 Program Service Committee: program plans/priorities; Public Subscriber Network, FY 1982 budget; current affairs policies; underwriting guidelines. 9:30 a.m.

Consultants

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- Fulltimer. Powerful big city in Ark. \$980,000. Terms.
- FM. N.W. Missouri billing about \$100,000. Good real estate. \$195,000.
- Ethnic daytimer in Cleveland metro area. \$490,000.
- Daytimer. N.E. Texas city. \$600,000.
- Daytimer and weekly newspaper in greater Charlotte. N.C. area. \$580,000. Terms.
- E. Ky. 1000 watt daytimer. \$280,000.
- FM in Texas. \$250,000. Terms.
- Spanish speaking S.C. California. \$520,000.
- South Carolina. SE daytimer. \$220,000. C.P. for fulltime.
- 1000 watt daytimer. SE KY. \$300,000.
- 5,000 watt daytimer. E. Tenn. \$340,000. \$40,000 down.
- Fulltimer. West Virginia. \$275,000.
- Daytimer. Middle Tenn. Medium size town. \$290,000.
- Daytimer. Fort Worth powerhouse.
- AM/FM Eastern Kentucky. \$360,000.
- Daytimer, N.C. Missouri. \$380,000.
- Fulltimer near Charlotte, NC. \$600,000. Terms.
- Daytimer. Good dial position. Central Florida. \$280,000.
- NW Florida. C.P. — \$100,000 at cost.
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- 3,000 watt FM. S. Arkansas. \$380,000.
- 250 watt daytimer. NE La. \$250,000.
- Cable TV Southern Alaska. Small. \$110,000. Terms.
- AM/FM. N.E. Louisiana. Single Station market reduced to \$200,000 cash.
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- VA. Coastal. Attractive. \$650,000.
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For Sale Stations Continued

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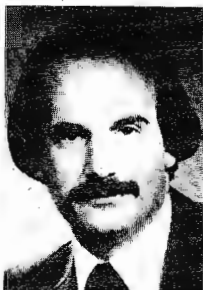
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Media

Crawford Rice, executive VP-general manager of Gaylord Broadcasting's WTVT(TV) Tampa, Fla., named executive VP to head Gaylord's seven TV stations, one AM and two FM's at its headquarters in Dallas. **Harry Apel**, assistant general manager and general sales manager for WTVT, succeeds Rice as general manager and will be named VP. **William Diaz**, local sales manager, WTVT, succeeds Apel as general sales manager.



Rice



Barresi

Vincent Barresi, general sales manager of Field Communications' WFLD-TV Chicago, named general manager of co-owned WKBS-TV Philadelphia. He succeeds **Kenneth MacDonald**, also VP of station (see page 124).

Frank Brosseau, executive VP-general manager of Fort Lauderdale, Fla.-based Amarturo Group's NTV Network, based in Kearney, Neb., named president of network, which comprises KHGI-TV Kearney; KCNA-TV Norfolk; KWNB-TV Hayes Center, and KSNB-TV Superior, all Nebraska.



Trigony

Nicholas Trigony, VP-general manager, WPLJ(FM) New York, joins KIKK(AM) Pasadena, Tex., and co-owned KIKK-FM Houston as general manager.

Edward Boyd, president and general manager, KPRZ(AM)-KUIS-FM Los Angeles, joins Columbia Pictures division, based in Phoenix,

as president of its radio group, which includes three AM's and two FM's.

Raymond Watson, VP-general manager, KERO-TV Bakersfield, Calif., assumes same post at co-owned KMGH-TV Denver.

Robert Goodwin, director of governmental affairs for group owner, Meredith Corp., based in Des Moines, Iowa, named staff VP-corporate relations, based in Washington.

Harry Strader, station manager, KTSB(TV) Topeka, Kan., named VP-general manager.

Ray Alexander, operations, production and program manager, WBRZ(TV) Baton Rouge, joins KRGV-TV Weslaco, Tex., as general manager.

Gil Rozzo, general manager, WSAI-AM-FM Cincinnati, joins WMZQ(FM) Washington, in same capacity.

Pat Brady, station manager, WJKW-TV Cleveland, joins WCLQ-TV there, which recently went on the air, as general manager.

Herb Lefkowitz, general manager, WSNL-TV Smithtown, N.Y., joins co-owned WWHT(TV) Newark, N.J., as VP-general manager.

Curt Whipple, sales manager, KYMS(FM) Santa Ana, Calif., joins WCBW(FM) St. Louis as general manager.

Thomas Glade, assistant station manager-local sales manager, KSL(AM) Salt Lake City, named VP-station manager and general sales manager.

Andy Willoughby, general manager, KUSN(AM) St. Joseph, Mo., joins KCNW(AM) Fairway, Kan., in same capacity.

Jack Alix, VP-station manager, WGOE(AM) Richmond, Va., joins WDOQ(FM) Daytona Beach, Fla., as VP-general manager.

Diane Sutter, station manager, WWSW-AM-FM Pittsburgh, named VP of station licensee, WWSW Radio Inc.

William J. Lamb, senior VP-chief operating officer of noncommercial KCET(TV) Los Angeles, joins noncommercial WNET(TV) New York and NET Enterprises, wholly owned subsidiary of WNET, as VP and senior VP, respectively. Lamb will direct West Coast operations of NET Enterprises, WNET's programming arm.

Joseph Lewin, general sales manager, WLWT(TV) Cincinnati, named station manager.

Len Smith, general manager, KWIN(FM) Lodi, Calif., joins KWG(AM) Stockton, Calif., and co-owned KSRT(FM) Tracy, Calif., as manager.

Donald Schrack, from KXRX(AM) San Jose, Calif., named general manager of co-owned KASH(AM)-KSND(FM) Eugene, Ore.

Roger Blaemire, VP-director of marketing for National Sports Marketing, Chicago, representative of professional sports groups and personalities, joins American Educational Television Network, Irvine, Calif., as Midwestern regional manager, based in Chicago.

Brocks Leffler, director of planning and evaluation, Public Telecommunications Facilities Program, National Telecommunications and Information Administration, Washington, joins Corporation for Public Broadcasting there as associate director of broadcast services.

Advertising

Philip Slott, senior VP-creative director, BBDO, New York, named executive VP.

Gail Foster and **Thomas Jonas**, account supervisors, D'Arcy-MacManus & Masius, St. Louis, named VP's **E. Jean Hall**, VP-broadcast manager, Advanswers Advertising, St. Louis, Mo., joins DM&M there as supervisor for agency's corporate spot buying group. **Gary Tit-**

terington, media director, Monsanto Co., Chicago, joins DM&M, St. Louis, as group planning manager. **Dr. Steven Yarnell**, director of special projects, Needham, Harper & Steers, Chicago, joins DM&M, St. Louis, as associate research director.

Dave Platt, VP, media and marketing operations, Chiat/Day, Los Angeles, named VP-media director for agency's New York office.

Marty Wenzell, from C/D, Los Angeles, named account supervisor in New York office.

John Salvati, from C/D, Seattle, named copywriter in New York, and **Geoffrey Roche**, from Lord, Geller, Federico, Einstein, New York, joins C/D there as art director.

Rebecca Grimm, media buyer, Metzdorf Advertising, Houston, joins W.B. Doner there in same capacity.

Kris Kohlman, assistant media director, Goldberg/Marchesano & Associates, Washington, named VP-media director.

Dean Plaia, media supervisor, Henderson Advertising, Greenville, S.C., joins Mike Sloan, Miami advertising firm, as VP-media director.

Steven Felt, media supervisor, Needham, Harper & Steers/Chicago, named associate media director.

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Judith Stein, creative supervisor, Grey Advertising, New York, joins Kenyon & Eckhardt there as copywriter.

Donald Tomaska, account executive, Brand Advertising, Chicago, joins Tatham-Laird & Kudner Advertising there in same capacity.

Mark Bonner, broadcast production director, Videodex Productions, New Orleans, joins Bauerlein Advertising there as broadcast producer.

Dennis Haley, associate creative director, Fahlgren & Ferriss/Cincinnati, joins Carmichael-Lynch, Minneapolis, as writer.

Mike Gettino, creative director, Miller Friendt Ludemann, Lincoln, Neb., advertising firm, joins Barickman Advertising, Kansas City, Mo., as copy supervisor. **Jim McQuile**, media buyer, CPI Advertising, St. Louis, joins Barickman Advertising, in same capacity. **Pat Ruble**, from Valentine-Radford, Kansas City, Mo., and **Pat Arrighi**, from Brewer Advertising, Kansas City, join Barickman, as account executives.

Stan Harris, director of audiovisual activities for Bernstein, Rein & Boasberg, Kansas City, Mo., named senior account executive of agency's Spokane, Wash., office.

Jonathan Tepper, account executive, Poller & Jordan Advertising, Miami, joins Hume Smith Mickelberry Advertising there in same capacity.

Beth Flynn, senior writer, Lane & Huff Advertising, San Diego, joins Kaufman-Lansky-Baker Advertising there as account executive.

Lou Mahacek, senior VP, Torbet Radio, New York, named to direct company office in Atlan-

ta. **Don Young**, group sales director, Torbet Radio, New York, named manager. **Alan Harrison**, account executive, New York, named group sales director. **Nancy Barnett**, local account executive, WXLO(FM) New York, joins Torbet there in same capacity.

Eric Land, account executive, TeleRep, Chicago, joins Seltel there as assistant sales manager for its Apollo sales team.

Donald E. Larson, account executive, KWOW(AM) Pomona, Calif., joins Independent TV Sales, Los Angeles affiliate of Katz Agency, as account executive.

Suzanne Barnett, sales manager, HR/Stone, Los Angeles, joins CBS Radio Spot Sales there as account executive.

Alfred Smith, director of daytime sales, ABC Television Network, named VP-director of daytime sales.

Joe Willix, VP-account supervisor of new business development, Doyle Dane Bernbach, New York, joins CBS Television Stations Marketing Department there as director of national marketing, responsible for development of new-to-television advertisers.

Larry Divney, VP-station manager, WLS-AM-FM Chicago, joins Warner Amex Satellite Entertainment, Co., New York, as VP, advertising-sales, with responsibility to develop national sales organization for company's new MTV, The Music Channel. (BROADCASTING, March 9).

Kenneth MacDonald, VP-general manager of Field Communications's WKBS-TV Philadelphia, named VP of marketing for Field, based in New York.

Edward Kearns Jr., assistant general sales manager-local sales, WGN(AM) Chicago, named assistant general sales manager-special projects manager.

David Pearlman, sales manager, KFVB(AM) Los Angeles, named general sales manager of co-owned KJQY(FM) San Diego. **Ross Allie**, local sales manager, KJQY, named sales manager.

Gary Brandt, from sales department of WKYC-TV Cleveland, joins WCLQ-TV, newly on the air there, as general sales manager.

Ric Libby, senior account executive, KENR(AM) Houston, named sales manager for co-owned KRBE(FM) there.

Donald Barney, local sales manager, WIS(AM) Columbia, S.C., named general sales manager. **Lynda Taylor**, account executive, WIS, succeeds Barney. **Kenneth Moorman**, director of advertising, marketing and promotion, WHIO-AM-FM Dayton, Ohio, joins WIS as account executive.

Thomas Comerford, account executive, Peters, Griffin & Woodward, New York, joins WCKT(TV) Miami as national sales manager.

Lee Hubby, account executive, KELI(AM) Tulsa, Okla., named sales manager.

Eddie Esserman, account executive, WKLS-AM-FM Atlanta, named local sales manager. **Chris Mueller**, from KNUS(FM) Dallas, **Maribeth Doran**, from WLPX(FM) Milwaukee, and **Carol Schneider**, business manager, WKLS-AM-FM, named account executives for WKLS-AM-FM.

Norm Hankoff, VP-general manager, KTHO(AM)-KZFR(FM) South Lake Tahoe, Calif.,

joins KTXL(TV) Sacramento, Calif., with responsibility for station's northern California local sales.

Frank Hutson III, account executive, WDRB-TV Louisville, Ky., named local sales manager.

Michael Murkely, production manager, Kalish & Rice Advertising, Philadelphia, joins WPHL-TV there as merchandising assistant.

Pete Wysocki, former Washington Redskins linebacker, joins WMAL(AM) Washington as account executive.

Stan Vogin, account executive, WFLN-FM Philadelphia, joins KYW(AM) there in same capacity.

Barbara Kirchner, account executive, WGR(AM) Buffalo, N.Y., joins WKBW-TV there in same capacity.

Programing

Robert Doudell, assistant executive production manager, Warner Bros. feature division, Burbank, Calif., named VP-executive production manager for Warner Bros. Television there. **Steve Papazian**, VP of production services, The Burbank Studios, Burbank, joins Warner Bros. Television there as production supervisor.

Herb Moelis, executive VP, Don Kirshner Entertainment Corp., New York, named president-chief operating officer of company which produces cable and home video programing.

Dimitri Skouras, president, Calaga Management Co., Los Angeles-based owner and operator of drive-in theaters, joins Chronicle Publishing Co.'s Wescom Productions, Los Angeles, as president. **Stephen Levin**, VP-operations Chronicle's KRON-TV San Francisco, joins Wescom, as VP in charge of sales and syndication. **Lilli Purcell**, from Universal Studios, Los Angeles, joins Wescom, as manager of operations.

Glen Hagen, Eastern division sales manager, Group W Productions, New York, joins Post-Newsweek Distribution there as national sales manager. PND is Post-Newsweek Productions's syndication sales division.

Christopher Chesser, director of motion pictures for Marble Arch Productions, Los Angeles, joins Filmways there as VP-production.

George Berntsen, director, feature films and late-night programing, CBS Entertainment, Los Angeles, named VP, feature films and late-night entertainment. **George F. Schweitzer**, VP, communications, CBS Sports, New York, named VP, communications and operations, assuming additional responsibilities for production and technical operations and long-range operational planning.

John Huddy, senior segment producer of *Tomorrow Coast-to-Coast* for NBC-TV, Los Angeles, named producer of program. **Richard Lacher**, manager of financial administration department, NBC Entertainment, West Coast, Los Angeles, named director. **Dick Ebersol**, producer, NBC-TV's *The Midnight Special*, New York, named producer of NBC-TV's *Saturday Night Live*. Ebersol had been program executive in charge of development of *Saturday Night Live* in 1975. **Robert Wogan**, **Steven Epstein**, and **Gerry Green**, regional managers for NBC Radio network's affiliate relations department, based in New York, Los

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Angeles, and New York, respectively, named regional directors.

Charlotte Merelli, from KCOP(TV)'s production facility, Chris Craft Teleproductions, Los Angeles, joins Times Mirror Satellite Programming Co., Times Mirror Cable Television's programming arm, as operations manager at its Laguna Niguel, Calif., engineering facility. **Joan Estes**, research analyst, Times Mirror Cable Television, Los Angeles, named traffic manager for TMSPC. **Allen Early**, from Paramount Pictures, Los Angeles, joins TMSPC there as director of business affairs. **Stephen Fields**, with Times Mirror Cable Television, named business manager for TMSPC, which will introduce Spotlight, premium movie service, on May 1, available to Times Mirror Cable Television subscribers.

Tony Zuravel, sales representative, Panasonic, Los Angeles, joins Walt Disney's home video division there as national sales manager. **Don Escen**, with Walt Disney Productions, Burbank, Calif., named treasurer. **Don Tucker**, with Walt Disney, named assistant treasurer.

Richard Bencivengo, producer-director, WHY-TV Philadelphia, joins Warner Amex Satellite Entertainment Co., New York, as coordinating producer for music development. **Rita Merenyi**, operations coordinator, WASEC, named manager of operations. Named production managers for WASEC, New York: **John Fisher**, assistant manager of operations from noncommercial WNET(TV) New York; **John Micale**, supervising unit manager, from NBC-TV network, New York; **Diane Fristachi**, freelance producer, based in New York, and **Herbert Peck**, production manager, from non-commercial WNET.

New staff named to Viacom Enterprises's marketing strategy department, New York: **Jean Farkas**, syndication manager, from Ogilvy & Mather, New York, named sales strategy specialist for new product; **Gerard Farrell**, assistant director of programming, from Katz Television, New York, named marketing specialist and sales strategy specialist, series product; **Dianne Brand**, manager of network programming information, from Peters, Griffin, Woodward, New York, named assistant sales strategy specialist, and **Marian Leary**, research analyst, Viacom, named project specialist.

Jim Zrake, Western states producer for USA Network, based in Los Angeles, named to newly created post of executive producer-sports, based at USA headquarters in Glen Rock, N.J., where he will be responsible for network's on-air sports presentation.

Mort Marcus, director of pay-TV and non-theatrical sales, Gold Key Entertainment, Los Angeles, joins Samuel Goldwyn Co. there as sales representative for firm's pay-TV market.

Thomas Papini, business manager, ABC Sports worldwide sales and marketing, named director of finance, 1984 Olympics, ABC Sports.

Corinne Baldassano, program director, WSAI-FM Cincinnati, joins ABC Contemporary Network, New York, as director of programming.

Jeff Popenoe, executive recruiter for Nelson, Watson, Ball & Associates, Denver communications recruitment firm, joins Rainbow Programming Services there as affiliate relations manager for Northeast region.

Ed Sarmento, post production supervisor for One Pass, San Francisco-based production com-

pany, named operations manager. **Jeff Yuen**, from Public Broadcasting Service, San Francisco, succeeds Sarmento.

Dr. John Hamilton, president of Del Rey Communications, South Pasadena, Calif.-based advertising and media production firm, joins Christian Reform Churches Television, Chicago, as executive producer.

Tom Kratochvil, producer of *Wink Martindale Show* on KMPC(AM) Los Angeles, joins Gold Key Media there as account executive.

Steve Cotov, music director, commercial division of Peters Productions, San Diego, named account executive, responsible for marketing of custom and syndicated music and commercials.

Bill Ford, former program director of WCXI(AM) Detroit, named program director of WKHK(FM) New York.

Jeff Mazzei, assistant program director, WABC(AM) New York, joins WYNY(FM) New York in same capacity.

Judy Law, promotion director, WFSB-TV Hartford, joins KIRO-TV Seattle as director of programming.

Chuck DuCoty, air personality, WIYY(FM) Baltimore, named program director.

Gary Scott, air personality, WORC(AM) Worcester, Mass., named program director.

Doug Wilson, program director, KIDN(AM) Pueblo, Colo., joins WAPE(AM) Jacksonville, Fla., in same capacity.

Bob Elliott and **Ray Goulding**, known professionally as Bob & Ray, will receive 1981 annual Broadcast Pioneers Award for excellence in broadcasting. They will receive award during breakfast of organization on April 14 at National Association of Broadcasters convention in Las Vegas.

News and Public Affairs



Osborne

Steve Osborne, acting news director, WOR-TV New York, named news director.

Rick Brown, assistant manager, CBS News bureau, Chicago, named manager, succeeding Jack Smith, now CBS News Washington Bureau chief (BROADCASTING, Feb. 2).

Douglas McKnight, executive producer of special projects, KGO-TV San Francisco, joins KGSC-TV San Jose, Calif., as news director.

Alex Sullivan, reporter, KNX(AM) Los Angeles, named political editor.

David Pearce, news director, WPRI-TV Providence, R.I., joins WDMV-TV Washington as executive news producer.

Ron Swoboda, sports director-anchor, WISN-TV Milwaukee, joins WVUE-TV New Orleans in same capacity. **Dana Waddell**, anchor-general assignment reporter, WGR-TV Buffalo, N.Y., joins WVUE-TV as reporter.

Bill Teegens, sports director, KAMR-TV Amarillo, Tex., joins KOTV(TV) Tulsa, Okla., in same capacity.

David Foulk, news director, WSB(AM) Atlanta, joins Continental Radio, Portsmouth, Va.-based satellite radio network and subsidiary of Christian Broadcasting Network, in same capacity.

Chuck Schmitt, assistant controller, Gannett Co., Rochester, N.Y., joins Gansat, Washington, Gannett's new satellite information network, as VP-finance.

John McKnight, co-producer and anchor of weekday evening news, WSB-TV South Bend, Ind., joins WSB-TV Atlanta, as anchor for 6 and 11 p.m. weekend newscasts.

Rico Petrocelli, former Boston Red Sox shortstop and team's play-by-play color announcer for its radio network, joins WLN(TV) Providence, R.I., as sports anchor-reporter.

Larry Matthews Jr., managing editor-anchor, KSD(AM) St. Louis, joins WMAL(AM) Washington as reporter-anchor.

Mike Hogewood, sports director-anchor, WBBH-TV Fort Myers, Fla., joins WBRC-TV Birmingham, Ala., in same capacity. **Scott Richards**, co-anchor, WLKY-TV Louisville, Ky., joins WBRC-TV as anchor.

News staff named at KTVX(TV) Salt Lake City: **Steve Tuttle**, San Francisco-based communications consultant, named executive producer; **Laura Blumenthal**, producer, WFMY-TV Greensboro, N.C., assumes same responsibilities; **Jenny Hoffman**, recent graduate, University of Utah, Salt Lake City, named news production assistant, and **Gary Lumpkin**, from University of Utah football coaching staff, named feature reporter.

Bob Compton, executive news producer, WTSP-TV St. Petersburg, Fla., joins WMAR-TV Baltimore as producer.

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Jan Winkler, producer, writer and host of *13 Magazine* for KOVR(TV) Sacramento, Calif., joins noncommercial KNME-TV Albuquerque, N.M., as staff producer for station's news and public affairs program, *The Illustrated Daily*.

Roy Saplin Jr., field producer-cameraman, *PM Magazine*, WTEN(TV) Albany, N.Y., joins non-commercial WMHT(TV) Schenectady, N.Y., as director of *Inside Albany*, weekly news program.

Laura Dean, anchor-producer, WOC(AM) Davenport, Iowa, joins KRNA(FM) Iowa City as news producer.

Chris Havlik, reporter-anchor, WSJM(AM)-WIRX(FM) St. Joseph, Mich., joins WVIC-AM-FM East Lansing, Mich., as anchor.

Terry Lafferty, anchor-reporter, WING(AM) Dayton, Ohio, joins WHIO(AM) there as anchor.

Athel Micka, senior reporter-weekend anchor, WTTV(TV) Indianapolis, joins WISH-TV there as reporter, anchor and producer.

Stephanie Fowler, reporter, KGW-TV Portland, Ore., joins KOIN-TV there in same capacity.

Lesley Nickel, consumer reporter-anchor, KNTV(TV) San Jose, Calif., joins KXAS-TV Fort Worth as consumer reporter.

Scott Sobel, reporter, WFLA-TV Tampa, Fla., joins WTVT(TV) there in same capacity.

John Carr, sports director and general assignment reporter, KOTI(TV) Klamath Falls, Ore., joins KHSL-TV Chico, Calif., as general assignment reporter.

Technology

William Kusack, engineering manager of Field Communications' WFLD-TV Chicago, named engineering projects manager for Field's five TV stations.

Ed Gordon, from engineering department of KCOP(TV) Los Angeles, joins Times Mirror Satellite Programming Co., Los Angeles, as VP-engineering and operations at its engineering facility in Laguna Niguel, Calif. TMSPC is programming arm of Times Mirror Cable Television, which will provide premium movie service, Spotlight, to its subscribers beginning May 1.

Edward Boschetti, division VP, materials and components management, for RCA's distributor and special products division, Deptford, N.J., named division VP of marketing.

Doug Smith, national sales manager for MSO accounts of Gardiner Communications, Houston-based manufacturer of satellite earth station antennas and related electronics, named general sales manager for entire firm. **Gary Morley**, national sales manager, CATV division, Gardiner, named to new post of national sales manager, Eastern United States.

Andy Rector, executive VP of marketing, Tapetronics Corp., Bloomington, Ind., named executive VP of manufacturing. **Larry Cutchens**, sales manager, Tapetronics, named marketing manager.

Burnie Wayner, assistant chief engineer, WCPO-TV Cincinnati, named chief engineer.

Phil Little, production engineer, KRLA(AM) Pasadena, Calif., named production supervisor. **Chris Hayes**, maintenance engineer, KRLA, named supervisor-alternate chief operator.

John Demshock, chief engineer, WANE-TV Fort

Wayne, Ind., assumes same post at co-owned WISH-TV Indianapolis.

Andrew Coleman, graduate of American Academy of Broadcasting, Philadelphia, joins WVOW-AM-FM Logan, W. Va., as engineer.

Promotion and PR

James Johnson, VP-general manager of Plough Broadcasting's WQXM(FM) Tampa Fla., named to newly established position of national promotion director for Plough's six AM's and six FM's.

Donna Lawrence, from Times Mirror Corp., Los Angeles, named creative services director for Times Mirror Satellite Programming, Los Angeles-based programming arm of Times Mirror Cable Television, which will provide premium movie service, Spotlight, to subscribers, beginning May 1.

Anne Luken Hall, who directed acquisition of Dallas franchise for Warner Amex Cable Communications, named VP-public affairs, responsible for public relations, community and government relations, based in Dallas.

Jay Newell, former programming assistant, Time-Life Television, New York, joins Warner Amex Satellite Entertainment Co. there as producer of on-air promotion for WASEC's The Music Channel.

Daura Gutierrez, media director, Publinta, Guatemala City, Guatemala, advertising firm, joins Viacom Cablevision of Long Island, Central Islip, N.Y., as marketing coordinator, responsible for analysis of direct sales and promotional results, market research and coordination of system's publicity.

Gracelyn Brown, from Jordan Associates, Oklahoma City advertising firm, joins WJZ-TV Baltimore as on-air promotion manager.

Diane Bentz, promotion director, WWIV(AM) New Orleans, joins WVUE-TV there as promotion assistant.

J. Jude Schlager, assistant national sales manager, WGAL-TV Lancaster, Pa., named promotion manager. He succeeds **Paul Woodland**, who retires after 27 years with station.

Robbin Streicher, account executive, Alias Smith & Jones, Cincinnati public relations firm, joins WXIX-TV there as promotion coordinator.

Marla Milheim, program assistant, WYFF(FM) Baltimore, named promotion manager.

Joe Hastreiter, account executive, Hill & Knowlton, Chicago, named VP. **Richard Nelson**, assistant press secretary to former President Jimmy Carter, Washington, joins Hill & Knowlton, Chicago, as account executive.

John Poimiroo, marketing manager of tour, travel and sales programs for Marriott Corp.'s Santa Clara, Calif., theme park, joins Hoefler-Amidei Public Relations, San Francisco, as account executive.

Linda Hunt, senior producer of *30 Minutes*, WIC-TV Pittsburgh's news magazine, joins Ketchum MacLeod & Grove Public Relations there as account supervisor.

Allied Fields

Rick Neustadt, on President Carter's

domestic policy staff, with responsibilities in communications matters, will join Kirkland & Ellis, communications law firm in Washington, as associate, in May.

Sue Blumenfeld, former special assistant to chief of FCC Common Carrier Bureau, Washington, joins Pierson, Ball & Dowd, communications law firm there, as associate.

William Garrison Jr., director of congressional and public affairs, National Telecommunications and Information Administration, Washington, joins newly formed communications consulting firm there as consultant.

Marilyn Tallman, from Watermark Inc., Los Angeles, joins Jeff Pollack Communications, Los Angeles consulting firm, as operations coordinator.

Lori Sliverman, research supervisor, RKO Television Representatives, New York, joins Arbitron advertiser/agency television sales there as client services representative. **Howard Fischgrund**, media supervisor-planner, Ace Hardware Corp., Oak Brook, Ill., joins Arbitron Midwest advertiser/agency sales, Chicago, as account executive.

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

New officers, Washington-Baltimore local of American Federation of Television and Radio Artists: **Gordon Peterson**, anchor, WDMV-TV Washington, president, succeeding **Jerry Clark**, air personality, WASH(AM) Washington; **Martha Manning**, freelance actress, based in Washington, VP; **Johnny Dark**, from WCAO(AM) Baltimore, second VP; **Ray Michael**, freelance announcer, based in Washington, treasurer, and **Terri Moller**, freelance performer, based in Washington, recording secretary.

Deaths

Paolo Grassi, 62, former general manager of Italy's state operated RAI, TV-radio network, died in London March 14 after undergoing coronary bypass surgery four days earlier. Grassi joined RAI in 1977 and was noted for his contributions to network for showing live broadcasts that were aired throughout Europe, of La Scala opera company, which he was also former director. He left RAI in 1980. Grassi is survived by his wife, Nina Vinchi.

Eleanor Perry, 66 screenwriter who received Emmy Awards for two TV plays, died March 14 in New York of cancer. Perry, who also won Academy Award nomination for her 1962 screenplay "David and Lisa," won the Emmy's for *Christmas Memory* and *House Without a Christmas Tree*. She collaborated with director and former husband Frank Perry on several productions including *Trilogy* based on three short stories by Truman Capote, and *Ladybug, Ladybug*. She is survived by son and daughter.

John Christopher Halden, 34, former news director, WMZQ(FM) Washington, died March 7 of heart attack in Cleveland. Halden was in Cleveland where he planned to join WERE(AM) as morning drive anchor. He had served also as news director for WFEA(AM) Manchester, N.H. Halden is survived by his parents.

NBC's Tartikoff: 'Creative troubleshooter' sets sights on first place

For most of his adult life, Brandon Tartikoff has been leaping and bounding up the corporate ladder of success in network television. By age 29 he had become the youngest vice president in NBC history. Less than two years later, in January of 1980, he arrived at the president's chair at NBC Entertainment.

"When I got to the top," says Tartikoff, "I kept expecting life to get easier and the hours shorter. It hasn't happened. Just when you think you can never work harder, they pile something more on."

The reality may be that the executive suite looks more inviting on the grueling way up than when the panting up-and-comer settles in. More important, in Tartikoff's case, is the matter of being a programming chief for the network that has trailed in the overall ratings for three consecutive years. And finally, there is the drive that comes from within. "I'd like to have my Super Bowl ring," the 32-year-old confides. "I'd like to be part of the team that took NBC to number one."

For the Long Island native, the quick trip to the top has been the product of an intense dedication manifested early on. "About midway through college," the Yale graduate recalls, "I realized two things. That television programming was what I really wanted to do, and that I was probably going to the wrong school for that kind of career."

Tartikoff, an English major, couldn't find a single course at Yale on television, so he began writing scripts and studying the industry on his own. Soon after his graduation in 1970, Tartikoff moved to New York to write and produce television commercials. But within a few months he returned to New Haven as promotion director for a local TV station, WTNH-TV. "I went to WTNH-TV for all the wrong reasons," Tartikoff believes now. "Mostly I thought I'd eventually get noticed and picked off by one of the networks. It doesn't work that way."

Nevertheless, Tartikoff labels his two years at WTNH-TV "the best education" he had received. Besides promotion, he volunteered to sit on the newsroom assignment desk and to help out in the sales department. He compiled an audition reel made up of station productions he'd directed and edited.

"I used to head for California on my vacations," Tartikoff remembers, "which were carefully synchronized with all the major conventions and trade shows. I looked for a job at every major TV station in California."



Brandon Rick Tartikoff—president, NBC Entertainment Division; b. Jan. 13, 1949, Long Island, N.Y.; BA (with honors), Yale University, New Haven, Conn., 1970; 1970, advertising copywriter/producer, New York; director of promotion, WTNH-TV New Haven, Conn., 1971-73; director of advertising and promotion, writer/producer, WLS-TV Chicago, 1973-76; manager, dramatic development, ABC-TV, 1976; program executive, current dramatic programming, ABC-TV, 1977; director, comedy programs, NBC-TV, 1977-78; vice president, West Coast programs, NBC-TV, 1978-80; present position since 1980; unmarried.

During one of these trips, in 1973, the 23-year-old Tartikoff learned of an opening at ABC-owned WLS-TV Chicago. He was hired as director of advertising and promotion, a post he held until 1976.

"I was very driven to get to California. I considered that to be where the action was. I gave myself a year and a half to get out of Chicago after I arrived," he continues.

Tartikoff was able to complete his promotional duties in about 60% of the time allotted, managing to pump up a sagging afternoon movie series and expand the local news audience with innovative advertising campaigns.

Between trips to California with his growing audition reel, Tartikoff managed to write comedy for the WLS morning show, write and produce for *Graffiti* (a late night comedy/variety show similar in concept to *Saturday Night Live*), co-produce several TV specials and contribute feature articles to magazines.

On a 1976 trip to New York to visit a college classmate, now working for *Saturday Night Live*, Tartikoff managed to spend part of a day with Fred Silverman, then with ABC-TV.

"We hit it off well," recalls Tartikoff. "Fred asked me to critique some of the shows they were doing. I did, and he liked what I came up with." Soon after their meeting, Silverman helped Tartikoff be-

come manager of dramatic development in ABC's Los Angeles office. Among his other activities, Tartikoff took charge of such hit series as *Family*, *Eight is Enough*, and *The Hardy Boys and Nancy Drew Mysteries*.

Tartikoff advanced to a program executive position at ABC in 1977, when he was persuaded to join NBC as director of comedy programming. NBC was impressed by his comedy work at WLS and praised the 12 pilots he developed for the network in the ensuing year. To the young executive's frustration, none was produced.

The paths of Silverman and Tartikoff crossed again in 1978, when Silverman moved to NBC as network president. Within a few months, Silverman promoted Tartikoff to vice president, West Coast programming. Two days after Tartikoff's 31st birthday, on Jan. 15, 1980, Tartikoff was named president of NBC Entertainment. In making the announcement, Silverman called Tartikoff "dynamic and aggressive . . . [with] a thorough knowledge of what it takes to make prime time work."

Tartikoff says he's gratified by the wide range of shows NBC has tried, acknowledging that many were rating failures that were eventually canceled. He's also confident that the network is still attracting the best Hollywood talent, despite its third-string image:

"My job is to make NBC a place where the creative talents in the production community want to come to do their shows, because they will be treated right, scheduled in the best possible manner, marketed properly, and given an atmosphere where they can do their best work."

Convinced that creative innovation is central to the success of any programming, this self-described "creative troubleshooter" sees himself "writing and producing" television and feature programs eventually. Tartikoff abandoned the "five-year plans" he once set out to follow while in Chicago, where a close friend suddenly died. Soon after that loss Tartikoff discovered he had Hodgkin's Disease, a form of lymph cancer. The disease was discovered early enough to be cured.

"I was a little cocky in my younger days," Tartikoff says, looking back on those brushes with mortality. "Having that happen made me stronger and a better person. I don't think I'd be where I am today without that happening."

An admitted "child of television," Tartikoff spends the end of most of his long working days watching NBC and its competitors. He tries to go to the theater "at least once a week" and enjoys tennis and swimming. A bachelor, Tartikoff maintains an apartment and office in Los Angeles in addition to New York, where he is based.

Major restructuring of CBS-TV daytime schedule, effective Sept. 28, will include **addition of half-hour to daily "Morning with Charles Kuralt"** newscast and shift in time for program from 7-8 a.m. to 7:30-9 a.m.; **reduction by half-hour of daily "Captain Kangaroo"** and move to 7-7:30 a.m. slot, and **appointment of Robert Keeshan, Kangaroo host, to additional duties with CBS News's new daily information series set for 4-4:30 p.m.** (see page 53). Keeshan told news conference he felt change was worthwhile and said half-hour *Kangaroo* program has larger budget than current hour and format will be broadened to include children of school age as well as pre-schoolers. In afternoon segment, Keeshan will be participant, dealing with family issues relevant to adults and children.

Representative James Collins (R-Tex.), ranking minority member on House Telecommunications Subcommittee, **has told Radio-Television News Directors Association he agrees with its call for "abolition" of fairness doctrine** (see page 94). Collins, in letter to RTNDA on Friday, said doctrine has placed "limitations on in-depth reporting." However, he does not agree on call for repeal of equal-time law. He said he has not heard "much objection" to that obligation and expressed view it provides mechanism for handling "sensitive area." Subcommittee plans hearings on fairness doctrine in May. . . . Meanwhile, three major networks are taking established positions in response to Senator Barry Goldwater's (R-Ariz.) request for comments on FCC's report on political broadcasting. CBS and NBC favor repeal of fairness doctrine and equal time; ABC would retain fairness and permanently suspend equal-time requirement for presidential and vice presidential candidates, and suspend it on trial basis for all other candidates.

David Clanton, acting chairman of Federal Trade Commission, **announced last week that FTC's two top consumer watchdogs are being replaced.** Clanton said both **Albert Kramer**, director of Bureau of Competition, and **Tracy Westen**, deputy director of bureau, will be moved to newly created positions within agency. Kramer will become special adviser on consumer protection matters and Westen will become special deputy director at FTC Office of Policy Planning. **New director of Bureau of Competition** will be **James Sneed**, now FTC general counsel; **Linda Dorian**, bureau's assistant for energy and product information, will replace Westen as acting deputy director. Appointments will become effective April 1. Sources say Clanton's move is to show he's taking charge of agency, replacing personnel associated with former Chairman Michael Pertschuk "regime." Move is also said to allow Kramer and Westen more time to look for employment outside agency. Clanton and Pertschuk exchanged offices Saturday, March 14.

Cosmos Broadcasting Corp. and Orion Broadcasting Inc. have announced agreement to **sell Orion's WAVE(AM)** Louisville, Ky., to **Louisville-based Henson Broadcasting** for \$4-5 million. **Station is last of four to be spun off from Orion broadcast properties so that its merger with Cosmos** (BROADCASTING, June 16, 1980) will be in compliance with FCC multiple ownership rules. Net value of merger (after spin-offs) is \$73 million. Henson is family-owned group broadcaster which owns **WLRS(FM)** Louisville; **WXVW(AM)** Jeffersonville and **WORX-AM-FM** Madison, both Indiana, and **KISO(AM)-KLOZ(FM)** El Paso, Tex. It has announced intention to spin off Jeffersonville and Madison AM's to local groups headed by current station managers. It has also been announced that Senator Walter Huddleston (D-Ky.) will acquire interest in Henson subsidiary set up to buy WAVE.

"Saturday Night Live," NBC's ever-changing late-night fare, **will undergo further reconstruction** when it returns in April, after month's hiatus due to poor ratings. Show's new producer, **Dick Ebersol**, who replaced **Jean Doumanian**, made following changes late last week: actors **Charles Rocket**, **Gil Gottfried** and

Ann Risley, plus writers **Larry Arnstein**, **John DeBellis**, **Ferris Butler** and **David Horowitz** were all dropped from program. (Rocket's firing came in wake of his using obscenity on air and causing Coalition for Better TV to double score group assigns to advertisers of programming it objects to.) NBC spokeswoman announced that no more dismissals were planned, and additions to *SNL* staff could be made next month. **Another NBC comedy show, *Second City Television***, moves from Saturday night to Fridays under new name, ***Network 90***, beginning May 8. Show will be direct competitor to ABC's *Fridays*.

Testimony on S. 601, bill that would extend TV license terms from three to five years and change FCC procedures for awarding and renewing licenses, will be heard before Senate Communications Subcommittee today (March 23) and next Monday. **Testifying on bill today are:** FCC Acting Chairman **Robert E. Lee**; **Dale Hatfield**, acting director, National Telecommunications and Information Administration; **Vincent Wasilewski**, president, National Association of Broadcasters; **Thomas Dargan**, **KATU(TV)** Portland, Ore.; **Gene Mater**, senior vice president, policy, CBS/Broadcast Group; **Pluria Marshall**, chairman, National Black Media Coalition, and **Howard Symons**, Congress Watch. **Scheduled to testify next Monday are:** **Corydon Dunham**, executive vice president, general counsel, NBC; **Everett Erlick**, senior vice president, general counsel, ABC; **Francis Martin**, vice president, Chronicle Broadcasting, San Francisco; **Henry Geller**, former NTIA director who will testify as a private citizen; **Donald Matthews**, consultant to U.S. Catholic Conference; **Everett Parker**, director of communication, United Church of Christ; **Samuel Simon**, executive director, National Citizens Committee for Broadcasting; **Deborah Costlow**, Media Access Project; **Antonio Guernica**, executive vice president, National Association of Spanish Broadcasters, and **Mark Smith**, vice president, general manager, **KLAS-TV**, Las Vegas.

Christian Enterprises Inc., nonprofit religious corporation and licensee of **WIVE-FM** Ashland, Va., headed by **Rev. James N. Birkitt Jr.**, **has filed for total of 14 low-power TV and translator stations** in Virginia, North Carolina and South Carolina. Project will cost close to \$1 million. System will be satellite interconnected and will receive up to 14 hours per day of programming from National Christian Network, based in Cocoa Beach, Fla. Some local programming is also planned. Also on low-power front, **Joe Allbritton**, owner of **WJLA-TV** Washington, has filed for **LPTV ch. 42** in Washington.

Johnny Carson's on-air blast at "National Enquirer" last Tuesday night **had repercussions in Carol Burnett's \$10-million libel suit** against weekly newspaper. Judge and attorneys in case questioned jurors in judge's chambers to learn whether they had heard attack. Two were dismissed; one saw show, other heard remarks. Jurors were questioned individually at request of *Enquirer's* lawyers, who thought Carson's remarks could affect judgment of jurors if they heard them. Carson, on *Tonight* show, denounced publication as "scurrilous" for story it printed saying his third marriage was breaking up. He said he had no plans to sue but made point of calling those responsible for story "liars," and invited them to sue him for slander.

While process of negotiating sale of Time-Life Films to Columbia Pictures is continuing, Time Inc. unit last Thursday **fired approximately 100 employees.** Time's group VP, Video, **Gerald Levin**, says company "deeply regrets" move, and that it doesn't reflect on employees. Company won't put number on those who remain, but admits it's "not large." T-L Film's President **Austir Furst** is one of survivors, "spearheading" negotiations with Columbia. Those dismissed are said to be receiving "substantial" severance terms, claimed to be normal procedure at Time Inc. With staff decimated, what's left to sell to Columbia? Rights to product inventory.

Gannett Radio's Washington news bureau began operations, feeding stories to 13 stations, including Gannett's KSDO(AM) San Diego, KIIS(AM) Los Angeles, WVON(AM) Chicago, KSD(AM)



St. Louis and wwWE(AM) Cleveland. News director Mike Anthony is shown at controls of Washington bureau.

Further evidence of **waning confidence in Premiere's future** is departure of President Chris Derick announced last week. He has joined Comcast Cable Communications as president and chief operating officer. Now on vacation, Derick will take on new post in mid-April. Prior to joining Premiere last year, Derick was president of Viacom Communications. **That leaves only two persons** in Premiere executive suite: Chairman Burt Harris and Vice President Ron Castell. Asked to comment on his future with company, Castell joked: "I'm confident justice will be served and Premiere will be in business, i.e., I haven't found another job yet."

House Government Operations Committee has scheduled **hearings on International Communications Reorganization Act** (H.R. 1957) on March 31 and April 2. Bill would establish executive council to oversee all decisions involving international communications matters by policymaking bodies in federal government, including FCC, NTIA and State Department. Introduced by Representative Glen English (D-Okla.), it is identical to one he introduced late last year.

Viacom's annual report provides **business segment breakdowns** for company's previously reported 1980 sales and earnings: Revenues from program distribution were \$41.3 million, up 24%; from cable television, \$66.3 million, up 21%; and broadcasting \$55.9 million, up 15%. Operating earnings for three respective segments were \$18.6 million, up 20%; \$14.8 million, up 14% and \$3.3 million, up 412%. (1980 broadcasting creases include Sonderling properties and Viacom interest in rowtime.) Proxy accompanying annual provides following **salary information**: Chairman **Ralph Baruch** earned total of **\$815,200** last year; President **Terrence Elkes**, **\$659,955**; Entertainment Group President **Kenneth Gorman**, **\$465,424**; and Enterprises Division President **Willard Block**, **\$193,423**.

NC engineers have developed **new piece of evidence** for consideration by consulting engineers skeptical of FCC contentions at **reduction of AM channel spacing from 10 khz to 9** would use only "slight" interference. Evidence consists of large map which are plotted service areas of 60 stations now operating regional channel 1470 khz along with service areas of stations on adjoining frequencies—1460 khz and 1480 khz. Results have not been subjected to detailed analysis, but commission engineers say at most map indicates one-third of stations would suffer even "slight" interference. Private engineers will have

opportunity for their say this week.

UNESCO and world press freedom will be prime subject when **Secretary of State Alexander Haig meets with leading news executives** April 24 during annual convention of American Society of Newspaper Editors which begins April 20 in Washington. In group to meet with Haig: Bill Leonard, CBS News president, and Arch Madsen, president of Bonneville International, for National Association of Broadcasters; various newspaper and magazine executives, and Leonard H. Marks, Washington attorney and secretary-treasurer of World Press Freedom Committee.

Public Broadcasting Service President Lawrence Grossman is slated to meet with managers of top 12 public television stations on March 30 in Chicago to discuss Public Subscriber Network. Some public broadcasters say Grossman's failure to consult with top station managers before he announced plan spurred negative reaction from larger stations (BROADCASTING, March 16). Meeting was scheduled to lay plan out in detail for top station managers. PBS spokesman says cooperation from top stations is crucial. Bigger stations will be needed to produce programs for proposed network, and Grossman has maintained that network will require almost unanimous station approval to work.

Representative Allan Swift (D-Wash.) plans to begin circulating draft of "**Broadcasting Public Responsibility and Deregulation Act**" among members of Telecommunications Subcommittee this week. Bill would set five-year license terms, eliminate ascertainment requirement and commercial time limits and allow random selection in initial licensing. It would also broaden news exemptions to equal time laws, allow simplified program logs and allow broadcasters to fulfill public trust responsibility with certain quantity of locally produced news, public affairs, sports and entertainment programs.

House Telecommunications Subcommittee will hold technology workshop on Tuesday, March 24, to acquaint members and staff with new media. Warner Amex, AT&T and RCA will be among 10 companies demonstrating wares, including two-way cable, videotext and digital videocassette recorders.

John Smith, key minority counsel to Senate Communications Subcommittee members, will depart near end of this month to join General Electric Broadcasting and Cablevision at headquarters in Schenectady, N.Y. He has been with staff since 1978.

Upcoming

On Capitol Hill: Senate Communications Subcommittee will hold hearing on TV licensing and renewal legislation (S. 601) in room 235, Russell Senate Office Building, 10 a.m., today (Monday) □ House Telecommunications Subcommittee will hold hearing on public broadcasting in room 2322, Rayburn House Office Building, 10 a.m., Wednesday, and in room 2123, Rayburn House Office building, 10 a.m., Thursday. **At FCC:** Report and order on commission proposal to adopt "postcard" renewal form for broadcast licensees to be issued Thursday. **Also in Washington:** Ohio Association of Broadcasters will salute members of Congress at Hyatt Regency and Four Seasons hotels, Tuesday and Wednesday. □ National Public Radio President Frank Mankiewicz will address National Press Club luncheon Thursday. **In New York:** Washington Post Co. board chairman, Katharine Graham, will be keynote speaker at Matrix Awards luncheon of New York Women in Communications at Sheraton Center. **In Nashville:** Alpha Epsilon Rho, national honorary broadcasting society, opens annual convention at Opryland Thursday.

Transformation

The Reagan FCC is beginning to take shape with the selection of Mark Fowler, as anticipated, to be chairman. If the generally accepted scenario is played out as now drafted, within a few weeks there will be three Reagan appointees on the seven-member FCC. A couple of months later the fourth Reagan appointee can be aboard. Not since the FCC was created in 1934 has a President had a chance to name a majority of members as early in his administration.

The prospects are being greeted by broadcasters as a promise of deliverance. The FCC of the Carter administration, under a chairman who was openly hostile to broadcasters from the day he took office, perpetuated repressive regulation of radio and television while liberating competitors. The so-called radio deregulation that the departing Chairman Charles D. Ferris trumpeted as an emancipation proclamation is turning out to be illusory. Measurable relief is not to be found in the details of the new rules that were withheld from public view long enough for people to forget that they ought to read the full text upon publication.

The Mark Fowler who has been on view so far is a more congenial figure. He believes in the Reagan policy that unnecessary regulation depresses the economy. He understands and likes broadcasters and broadcasting. Presumably the Fowler colleagues-to-be that the White House has in mind will be philosophically compatible.

It may be premature, however, for broadcasters to begin dancing in the streets. As noted here before, some Ferris initiatives were products of their time. For example, the very real deregulation of cable is not apt to be turned back, unless the courts find it illegal. Broadcasters must expect continuing developments to clutter and confuse their marketplace and must not expect the FCC to erect artificial barriers to entry.

It is reasonable, however, to expect the new FCC to pay more attention than its predecessor paid to physical standards of entry. In its zeal to create more radio stations, the predecessor voted to reduce AM channel spacing from 10 khz to 9, without knowing then or now whether it could be done without damage to the public's service. It voted to begin processing applications for low-power television stations before deciding what the low-power rules would be. The new FCC will perform a better service if it pays as much attention to means as it pays to ends. Deregulation is not synonymous with anarchy.

The most agreeable expectation that may be entertained by broadcasters, cable operators and others who do business with the FCC is that the new membership will come to its work without bias against any legitimate business enterprise. If the new minds are both keen and open, Reagan can claim to have made better choices than Carter made.

A chance for equal justice

There just may be a meaningful stirring of interest in according radio and television the First Amendment rights that have been denied so long to the two most modern and pervasive instruments of journalism. Enough interest is being shown in the Congress to justify a hope that the time is at hand for serious reconsideration of Section 315, the political broadcasting law, and its restraints on journalistic freedom.

The letter sent by the Radio-Television News Directors Association to the chairmen of the key Senate and House committees and subcommittees last week (see page 94) states the case with

clarity: "Technological developments more and more blur the distinctions between different branches of the press, particularly given the rapid growth of cable television and other nonbroadcast electronic services such as teletext and facsimile. Increasing numbers of mass media 'voices' also insure that the public will be exposed to diverse viewpoints concerning the controversial issues of the day, and marketplace forces more than ever encourage the production of news and public affairs programming. The reasons for separate treatment of the electronic media are vanishing, as is the ability to establish a clear line of demarcation between regulated and nonregulated activities."

In its letter the RTNDA demolished the old argument that scarcity of radio and television stations justifies controls that the First Amendment would otherwise outlaw. The argument is one that never had merit in a media community containing one-fifth as many daily newspapers as radio and television stations. The authors of the First Amendment would recoil at the notion that four-fifths of the press could be excluded from its protection on grounds it was scarcer than one-fifth.

On with the struggle for relief.

Witch's brew

The surprising feature about the revelation that ABC Television had employed a psychic to help with its programming plans (BROADCASTING, March 16) was that anyone was surprised by the news. Why not a psychic on a modern network payroll?

ABC people say, of course, that she wasn't hired as a psychic but as an expert, with casting and production credentials, to serve as a "sounding board." That statement won't be questioned here, but on the other hand a case might be made for the proposition that if you have a psychic in the shop and don't use her as a psychic, you're not taking full advantage of your assets.

Everybody depends on gut reaction from time to time, and flipping a coin is not unheard of in the privacy of executive suites. Why not a house psychic too? With program costs so high and chances of success so low, nothing should be arbitrarily ruled out, not psychics, tea leaves, fortune cookies, dreams, visions, ESP, astrology, palm reading, Ouija boards, chicken entrails or pilgrimages to Delphi with a stop for lunch at Ma Maison. These days a program department needs all the help it can get.

Don't ask us to explain it, but we have a very strong intuitive feeling that ABC was on the right track.



Drawn for BROADCASTING by Jack Schmidt

"To tell you the truth, I haven't noticed any real industry changes under the new administration."

WFYR is Chicago

Chicago...a city built from the ashes of the world's best known FYR...a city anchoring America's midwest...a city of grass roots, enjoying success through the work and deeds of its people.

Acting as Chicago's fulcrum for community services is WFYR Radio...dedicated to the communities that make up Chicago and putting its promises into action with air time and physical contribution to the tragic victims of A. L. S. through the monies raised for the Les Turner Foundation through WFYR's "Mammoth Music Mart"!

The world's largest charitable music sale... with off hours work with Chicago's handicapped... With special time and effort in the center city schools...

"Special time and effort" is almost a slogan for Chicago's first 24 hour news and music FM station.

A slogan that makes us proud to say...
WFYR is Chicago.



RKO RADIO

WFYR Chicago/
KFRC San Francisco/WRKO • WROR Boston/WAXY Fort
Lauderdale-Miami/KHJ • KRTH Los Angeles/WHBQ Memphis/
WOR • WXLO New York/WGMS AM-FM Washington, D. C.



A bird watcher's guide to Amoco's environmental efforts.



The harmonious coexistence of the energy industry and the natural environment is being proved at Amoco's Casper, Wyoming refinery. Biological management has turned a waste water pond into the state's most prolific habitat for birds and other wildlife. The refinery's fresh water effluent has decreased the pond's alkali content from 20,000 parts per million to 7,000. This remarkable improvement in water quality has created an ecosystem that supports more ducks and geese than anywhere else in the state.

The Audubon Society monitors the pond and now catalogues a wide variety of bird species—including grebes, geese, eagles, swans, and the rare Sabine's Gull—not found in the area before construction of Amoco's refinery.



This Wyoming wildlife habitat is a real example of how Amoco can supply energy to help meet America's needs while preserving the environment.

You expect more from a leader.

