

SPECIAL REPORT

Expanding creative and business universes  
of national television programing

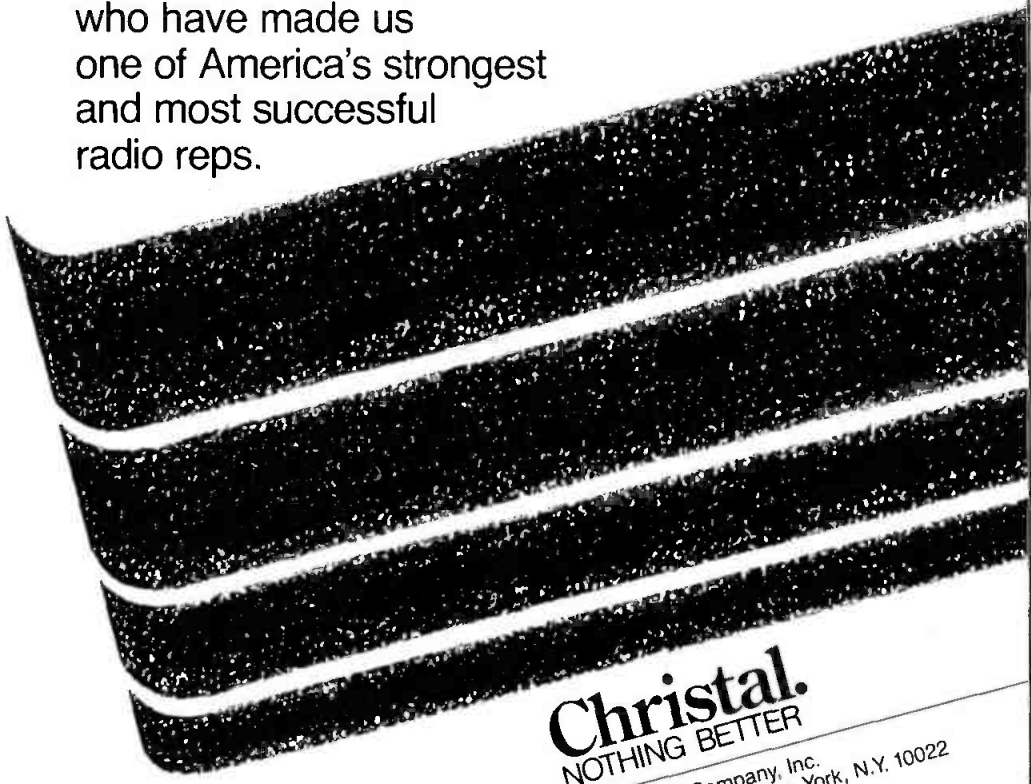
# Broadcasting Jun 30

The newsweekly of broadcasting and allied arts

Our 49th Year 1980

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# THE ONE

**Barney Miller's the one.**

**The number one Thursday night show on any network.**

**The one who attracts more women 18-49 than his competition: 15% more than NBC, 113% more than CBS.**

**The one more men 18-49 prefer: 28% more than NBC, 146% more than CBS.**

**The one teens turn to: 77% more than NBC, 247% more than CBS.**

**Barney Miller. The one show that really is tough competition in any line-up.**

**Barney Miller. A Four D Production distributed by**



**Columbia Pictures Television**

# WBBM-TV wins National Emmy for Community Service.

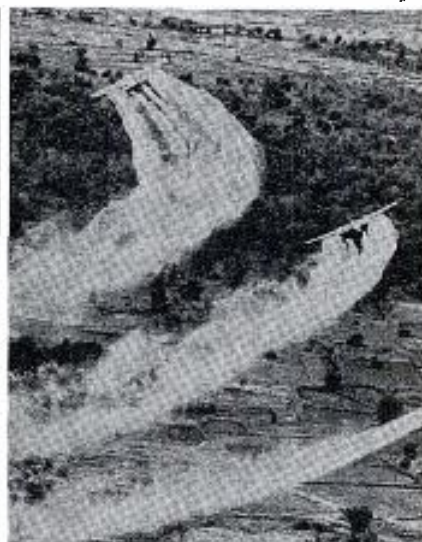
**Bill Kurtis' "Agent Orange:  
The Human Harvest."  
Television reporting at its  
best...helping thousands  
of people, moving a  
government to action.**

This eye-opening special report has earned the National Emmy from the National Academy of Television Arts and Sciences, described by the Academy as its "most prestigious and meaningful award." This National Emmy is awarded to only one television station in the country for coverage of "matters of significance to the community."

Bill Kurtis was the first television journalist to investigate, write, then break this story revealing a possible link between the herbicide used to defoliate Vietnam forests, and illnesses, deaths and birth defects among people exposed to it. The program led to nationwide efforts to help these veterans, and an EPA ban on use of the dioxin in Agent Orange—only the second such ban in history.

Just as the National Emmy recognizes outstanding television journalism, "Agent Orange" reflects WBBM-TV's ongoing commitment to programming excellence. A commitment that's earned 55 awards during the past year alone, and helped make WBBM-TV Chicago's Most Watched News!

**WHEREVER THE NEWS BREAKS.  
WHATEVER IT TAKES.**



**WBBM-TV CHICAGO CBS 2**  
**Nobody does it better.**

CBS

# The Week in Brief

TOP OF THE WEEK

**THE LATEST PIECE IN THE AM STEREO PUZZLE** □ The FCC is preparing a notice of further rulemaking to reappraise its earlier choice of Magnavox. **PAGE 19.**

**HOLLINGS BILL ON HOLD** □ AT&T issues in the proposed legislation cause disagreement, and the mark-up is postponed indefinitely. **PAGE 20.**

**UPSET** □ Various plans to increase the number of radio stations to encourage minority ownership are not viewed favorably by some incumbent minority broadcasters who fear economic ruin from the increased competition. **PAGE 22.**

**SPOTLIGHT ON CHILDREN'S TV** □ At an NAB conference in Washington, programers, station managers, syndicators and members of citizen groups hear FCC Chairman Ferris call the commission's children's task force proposal to require mandatory programing requirements "not too modest a proposal." The three-day gathering features screenings of various programs and discussions of production techniques. **PAGE 23.**

SPECIAL REPORT

**THE PROGRAMING EXPLOSION** □ The opportunity and demand occasioned by the new technology plus spiralling production costs have written a new scenario for television. The first part of this report deals with its effects on network TV. **PAGE 28.** The second part traces the do-it-yourself movement of stations into syndication. **PAGE 36.**

BUSINESS

**THE NEW FACE OF OUTLET CO.** □ The 86-year-old company, has transformed itself in the past five years from a retailing business with broadcast interests into a major station owner. It stems from an aggressive acquisition policy under Bruce Sundlun. **PAGE 53.**

**RADIO STABILIZATION** □ An ANA-RAB workshop points up the aural medium's effectiveness, particularly in inflationary times. **PAGE 56.**

JOURNALISM

**A CURVE FROM JUSTICE** □ The government department

objects to House version of *Stanford Daily* bill and causes friction with Senate. **PAGE 58.**

MEDIA

**NAB CONVENTION STUDY** □ RCA survey finds most people were satisfied with the Las Vegas meeting. There is a split vote on separate radio and TV gatherings, but a consensus that there should be more time to view exhibits. **PAGE 60.**

LAW & REGULATION

**STRICTER RULES** □ The FCC proposes to revert to a grade B criterion for cable/TV crossownerships. It puts 25 such holdings under the gun. But there are indications that the commission will grant waivers. **PAGE 63.**

**EEO DUST-UP** □ In the wake of the Jones-Brown exchange, the FCC will consider an NAB petition that the commission review its over-all policies. **PAGE 64.**

PROGRAMING

**WINNER: PAY-TV** □ Viewers in Los Angeles and Columbus, Ohio, ante up nearly \$2 million to watch the Leonard-Duran title fight. Between 35% and 45% of that will be profit for ON-TV and Qube. **PAGE 68.**

**JACOBS'S CRYSTAL BALL** □ The program consultant's annual predictions are out, and the nod for prime-time in the fall goes to CBS-TV. **PAGE 69.**

TECHNOLOGY

**RELIEF FOR RCA** □ The FCC steers clear of the transponder allocation business as it votes against action on complaints against the system of assigning places on Satcom. **PAGE 70.**

**CAPITAL TRANSLATOR** □ Spanish International Network puts a low-powered TV installation on the air to serve Washington's Spanish-speaking population. It's part of a continuing study of such facilities. **PAGE 71.**

PROFILE

**ALL IN THE COMPANY** □ Cable is one of the bonds of marriage for Bill and Kay Koplovitz. She is president of UA-Columbia's USA Network; he is vice president of corporate development, UA-Columbia Cablevision. **PAGE 97.**

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# BARETTA.

## AN ACTION HOUR WITH ROCKFORD MAGIC!

**Baretta's got the same winning ingredients that are making *The Rockford Files* a syndication smash among young women 18-49:**

**An attractive male star  
Touches of humor  
Solid action!**



During 3½ seasons on ABC-TV *Baretta* averaged a first place 20.5 rating and 32% share while delivering 56% more young women than its NBC competition and 22% more than its CBS competition!

In fact, *Baretta* was the sixth highest rated series among women 18-49 in all of TV during the 1976-1977 sea-

son, beating such shows as *All In The Family*, *Barney Miller*, *Mary Tyler Moore*, *The Jeffersons*, *Starsky & Hutch* and *Welcome Back, Kotter*!

And during two seasons in which it played at 9 pm, *Baretta* reached 22% more teens and kids than CBS and NBC—combined!

# BARETTA

STARRING

## ROBERT BLAKE

**He's got what Rockford's got. For early news lead-in, prime time or late night.**

**82 ACTION HOURS STARTING THIS FALL.**

# MEATV

# Closed Circuit®

Insider report: behind the scene, before the fact

## Swift action

With mark-up scheduled by House Communications Subcommittee tomorrow (July 1), Representative Allan Swift (D-Wash.) apparently has votes in line for approval of his bill that would turn FCC crossownership regulations into law but at same time eliminate legal crossownerships as issue in license renewal challenges. Swift added Representative Albert Gore (D-Tenn.) to list of co-sponsors, who now add up to majority of subcommittee.

Although no decision had been made late last week, Representative Ronald Mottl (D-Ohio) was thinking of submitting his bill to require public disclosure by FCC of station financial statements as amendment to Swift bill.

## Ferris's future

Would Charles D. Ferris be content to stay on FCC if Ronald Reagan became President and named new FCC chairman? Report in high Democratic echelon in House, which he frequents, is that he'd resign without completing his term, which runs to 1984. One of Reagan's first acts as President would be to name Republican to head FCC, Reagan friends say. If Ferris quit, Reagan would be given immediate opportunity to shift balance to four Republicans and three Democrats, with naming of new GOP member.

Whether Ferris would enter private law practice for first time or return to familiar haunts on Capitol Hill isn't known, but in certain Hill precincts it's speculated he would wind up on staff of one of policy committees, particularly if Democrats continue to control House.

## Waiting

Word from White House last Friday was that staff that has been screening candidates for FCC seat now held by James H. Quello had yet to send recommendation to President. Maybe this week. Quello's term ends today (June 30), but he may continue to serve until successor is confirmed.

## Reagan and radio

Ronald Reagan, due to be crowned with Republican presidential nomination at party's convention beginning July 14, is expected to get off to early start in his campaign against his Democratic opponent—presumably Jimmy Carter—and on radio. Harry O'Connor, Los Angeles program distributor who syndicated Reagan's discontinued radio commentaries, has talked to CBS Radio

network executives about purchasing 10 minutes of drive time (7:45 a.m. on Wednesday [July 2]) for Reagan, with program to be repeated on Sunday. Other Reagan aides say radio will play important role throughout campaign.

Former California governor is comfortable with that medium—and not only because of his years as syndicated commentator following end of his second term as California governor, in 1974. He made his living as sports announcer at WHO(AM) Des Moines from 1932 to 1937.

## Counteragitation

Two resolutions, both obliquely critical of regulatory activism of United Church of Christ's Office of Communication, have been passed by church's South Central Conference for submission to General Synod when it meets next year. Both call upon Office to re-examine its policies and provide "a more positive and helpful direction." One also expresses belief Office on occasion has taken "advocacy positions that have often proved to be counterproductive." Resolution stemmed from work, through their local churches, of Charles E. Wright of WBYS-AM-FM Canton, Ill., in one case, and C. Herb Skoog of KGNB(AM)-KNBT(FM) New Braunfels, Tex., in other.

Rev. Dr. Everett C. Parker, director, and associates at Office of Communication seem unperturbed by resolutions. Parker in fact obtained copies for BROADCASTING.

## Growth accounts

Fastest growing advertiser categories in national spot and network TV in decade 1970-79, as just compiled by Television Bureau of Advertising: equipment, fixtures and systems (air-conditioning, plumbing, power tools, etc.), with annual compound gain of 27%; feminine hygiene products, up 23%; ready-to-wear clothing, up 23%, and communications and public utilities, up 22%.

In local TV, biggest gainers were hardware stores, up 50%; shoe stores, up 33%; restaurants and drive-ins, up 30%, and toy, hobby and sporting goods stores, up 29%.

## First shot

Buoyed by success of pay-per-view presentation of Roberto Duran-Sugar Ray Leonard boxing match (see page 68), ON-TV President Jerry Perenchio is looking for more opportunities in field. First project may be deal with 20th Century-Fox Film Corp. to premiere feature film on subscription television—before movie opens in theaters. Perenchio is also talking

to MCA Inc. about same arrangement.

Perenchio envisions premiere origination, complete with searchlights and stars, at home of one selected viewer. Film would be offered to all of service's subscribers at something around \$10. ON, which now claims over 275,000 subscribers, bets that its largely nonmovie-going audience would be attractive promotion for studios.

## Faster, faster

FCC's Broadcast Facilities Division, once site of major backlogs, is in process of wiping them out, to discomfiture of others in commission as well as (ironically) outside attorneys. Division, with staff increased by 15%, has been processing applications and designating mutually exclusive ones for hearing at record-breaking pace. In April-June, division designated more cases for hearing—53—than in all of previous year. In June alone, 29 cases involving 77 applications were designated, statistic sure to cause dismay among hearing division and commission's administrative law judges, to whom workload now shifts.

Outside attorneys, who are more accustomed to complain about slow pace of commission's processes, are not likely to be pleased, either. Although lawyers are seldom too busy to take on another case, some small firms are groaning under enlarged workload.

## So far so good

Financial officers of leading stations and station groups report with some relief that economy's downturn has not compounded slow-pay problems with clients, at least not yet. "What we feared hasn't happened," in words of one executive, speaking specifically of national spot accounts. They say recent fall in interest rates hasn't hurt, reducing advertiser or agency temptation to give bills extra float.

## Housing problem

In quest to consolidate Washington staff under one roof, FCC may have to move across Potomac river to Virginia. Commission now is spread among four locations in downtown Washington. Main building housing commissioners—at 1919 M Street, N.W.—has been occupied since 1967, when area was not considered prime real estate it is now. Increasing rental, expanding personnel and budgetary pinch are forcing FCC to seek alternative housing. Source at commission says move "would not be before the summer of 1981."

# Business Briefly

TV ONLY

**Gulf Oil**  Motor oil. Begins this week and July 14 for third quarter in Albany-Schenectady-Troy, N.Y.; Philadelphia; Pittsburgh; Harrisburg-Lancaster, Pa.; Memphis; Beaumont-Port Arthur, Tex., and Mobile, Ala.-Pensacola, Fla. Agency: Young & Rubicam, New York. Target: adults, 25-54.

**Wrigley**  Big Red chewing gum. Begins this week for 52 weeks in 53 markets. Fringe and prime access times. Agency: Arthur Meyerhoff, Chicago. Target: adults, 18-34; children; teen-agers.

**Procter & Gamble**  Mr. Clean detergent. Begins this week for 52 weeks in more than 30 markets. Fringe times. Agency: Tatham, Laird & Kudner, Chicago. Target: women, 25-54; adults, 18-34.

**Rollins**  Home security systems. Begins this week for 13 weeks in 24 markets. News, prime, weekend and

sports times. Agency: J. Walter Thompson, Atlanta. Target: adults, 25-54; women, 18-49.

**Toys by Roy**  Toy stores. Begins in September in Phoenix, Denver and Houston. Day, early fringe and week-end times. Agency: Avrea/Pugliese, Dallas. Target: adults, 25-49; children, 6-11.

**Blue Star**  Ointment. Begins this week for 12 weeks in about 45 markets concentrating in South. Day and fringe times. Agency: Gale Dawson, Houston. Target: adults, 25 and over.

**Frito-Lay**  Corn chips. Begins this week for 12 weeks in 20 markets. Day and prime times. Agency: Foote, Cone & Belding, New York. Target: women, 25-49.

**Clear Mint**  Facial mask. Begins this week for 12 weeks in seven Southern markets. Day and late fringe times. Agency: Gale Dawson, Houston. Target: total women.

## ARE SMALL CARS as SAFE as BIG CARS?

Tough question?  
Sure it is.

But it's just one of hundreds of tough questions fielded each year by the Communications staff of the Motor Vehicle Manufacturers Association.

As the national trade association for U.S. car, truck

and bus makers, we have the resources to provide answers and information—quickly and reliably.

If you're looking for industry views on some of the tough transportation issues of the day—or statistical data on just about any aspect of motor vehicles—we can help.

MOTOR VEHICLE MANUFACTURERS ASSOCIATION  
of the United States, Inc.

300 New Center Building, Detroit, MI 48202

**313 / 872-4311**

### Rep Report

KHTZ(FM) Los Angeles: To Seicom Inc. from Poslin Radio Sales.

KWRM(AM)-KDLH(FM) San Bernardino, Calif.: To Buckley Radio (no previous rep).

KOMJ(AM) Palm Springs, Calif.: To Buckley Radio from Walton.

WFPT-FM Fort Wayne, Ind.: To Buckley Radio Sales (no previous rep).

WKDY(AM) Spartanburg, S.C.: To Savalli Gates (no previous rep).

WMBJ(AM) Hartford, Conn.: To Savalli Gates (no previous rep).

WGGQ(AM) Gainesville, Fla.: To Savalli Gates from Roberts.

WMBJ(AM)-WYR(FM) Melbourne, Fla.: To Savalli/Gates from Pro Radio.

WAPF-FM Panama City, Fla.: To Savalli Gates from David Carpenter.

**Toyota**  Automobiles. Begins this week for 12 weeks in more than 80 markets. Fringe and prime access times. Agency: Dancer Fitzgerald Sample, New York. Target: adults, 18-34.

**Orkin Exterminating**  Termite and pest control. Begins July 7 for 10 weeks in 142 markets. News, sports and prime times. Agency: J. Walter Thompson, Atlanta. Target: adults, 25-54.

**Piper Jaffray & Hopwood**  Investment services. Begins this week for eight weeks in 17 markets. Late news, sports and early news times. Agency: BBDO, Minneapolis. Target: men, 35 and over.

**Colgate**  Dermassage skin cream. Begins July 21 for six weeks in Milwaukee and Des Moines and Cedar Rapids, both Iowa. Fringe times. Agency: William Esty, New York. Target: women, 18-49.

**Armour-Dial**  La Sauce. Begins July 7 for six weeks in Cincinnati, Dayton and Columbus, all Ohio. Day times. Agency: Foote, Cone & Belding/Honig, San Francisco. Target: women, 25-54.





**KOCO-TV, OKLAHOMA CITY, OKLAHOMA**

**IS PLEASED TO ANNOUNCE**

**THE APPOINTMENT OF**

**KATZ AMERICAN TELEVISION**

**AS OUR SALES AND MARKETING**

**REPRESENTATIVES.**

**KOCO-TV. KATZ. THE BEST.**



**NOTHING'S GROWN THIS MUCH SINCE JACK PLANTED THE BEANSTALK.**



Since Gaylord Broadcasting acquired KSTW-TV in 1974, the station has done something quite remarkable: it's doubled its average sign-on to sign-off audience.

And the story is likely to become even more remarkable, because of a new self-supporting tower that is the tallest structure in the Seattle-Tacoma area.

At Kline Iron & Steel, we're honored to have been chosen to design and build the tower, and we're justifiably proud of the friendships we've made at Channel 11.

Since 1950, we've made a lot of friends in broadcasting. And, in the process, Kline Iron & Steel has become the number one company in the world in the design, fabri-

cation and erection of tall towers.

So, if there's a new tower in your plans, give us a call. Because no matter how high you're going, you'll find that a Kline tower stands head and shoulders above the rest.

**KLINE  
IRON & STEEL**

**Clorox** □ Hidden Valley Ranch salad dressing. Begins this week for four weeks in five markets. Fringe time. Agency: Young & Rubicam, New York. Target: women, 25-54.

**Equitable Savings & Loan** □ Banking. Begins this week for four weeks in various Oregon markets. Fringe, prime and prime access times. Agency: Paul McVoy, Minneapolis. Target: adults, 25-54.

**American Can** □ Aurora paper towels. Begins this week for three weeks in 23 markets. Day and fringe times. Agency: Scali, McCabe, Sloves, New York. Target:

women, 18-49.

**Freeman Cosmetics** □ Cosmetics. Begins Aug. 3 for three weeks in various Ohio and Michigan markets. Day, news and fringe times. Agency: William B. Tanner, Memphis. Target: women, 18-49.

**Hartz Mountain** □ Pet products. Begins July 21 for two weeks in more than 10 markets. Prime and prime access times. Agency: Cooper Square Advertising, Harrison, N.J. Target: adults, 25-54.

**Schick** □ Smoking/Weight Health Centers. Begins this week in about 10 markets. Day and fringe times. Agency: International Communications Group, Los Angeles. Target: adults, 25-54.

**Quincy's** □ Family steak restaurants. Begins this week in eight Southeastern markets. Fringe, news and sports times. Agency: Thompson, Torchia & Dymond, Charlotte, N.C. Target: adults, 18 and over.

**General Foods** □ Sanka decaffeinated coffee. Begins this week for 12 weeks in 20 markets. Agency: Young & Rubicam, New York. Target: women, 50 plus.

**Heilman** □ Mickey's malt liquor. Begins

this month for 13 weeks in 20 markets. Agency: Burton Advertising, Detroit. Target: men, 18-34.

**Colonial Stores** □ Big Star food stores. Begins Aug. 6 for eight weeks in 25 markets. Agency: Liller Neal Weltin, Atlanta. Target: adults, 18-49.

**Signal Financial Corp.** □ Financial services. Begins July 7 for six weeks in California markets of Fresno, Hanford and Tulare. Morning and afternoon drive. Agency: Weightman, Philadelphia. Target: adults, 18-34.

**William V. Elliott** □ Spritzan white wine. Begins this week for five weeks in various California markets. Morning drive, midday and afternoon drive. Agency: Flaherty & Co., New York. Target: adults, 25-54.

**Public Storage** □ Mini warehouses. Begins July 7 for three weeks. All day parts. Agency: Abert, Newhoff & Burr, Los Angeles. Target: adults, 25-54.

**Gino's** □ Fast food chain. Begins Aug. 4 for two weeks in Philadelphia, Washington, Baltimore, central Pennsylvania and Salisbury, Md. Morning drive, midday and afternoon drive. Agency: Lewis & Gilman, Philadelphia. Target: adults, 18-49.

## AdVantage

**Stronger Image.** Benton & Bowles, New York, introduces new network and spot TV campaign this week for Schlitz malt liquor. Running on NBC and CBS and in selected spot markets, commercial stars Richard Roundtree and



the Schlitz malt liquor bull. Emphasizing masculine image of product, bull crashes through wall (composed of sugar glass, balsa wood and styrofoam bricks) at close of each spot. Campaign is targeted to men, 18-54.

**Build-up.** Campaign '80, advertising agency set up for Ronald Reagan candidacy (BROADCASTING, June 9), is scheduled to move into its office in New York this week at 135 West 50th Street; phone (212) 644-0920. John C. Savage, former president of Norman, Craig & Kummel's Canadian operations, has been named executive vice president and general manager of Campaign '80 in New York.

**Promoting homemade product.** National Automobile Dealers Association is offering television and radio stations free PSA's promoting purchase of 1980 American cars. Some 450 TV stations are being sent two 30-second PSA's and five-minute feature. Two 30-second spots are being sent to 1,025 radio stations. Campaign is keyed to government figures that show that average 1980 car gets 52% better gas mileage than medium aged cars on road. Information: NADA, 8400 Westpark Drive, McLean, Va. 22102; (703) 821-7122.

RADIO ONLY

# "I'll fill in the government's blanks."

No judge would decide a case without hearing both sides. But a lot of people have done just that on the subject of smoking.

I'm Walker Merryman, Assistant to the President of The Tobacco Institute. And I happen to believe that a little knowledge can indeed be a dangerous thing.

So if you've got an audience who'd be interested in some of the facts the government ignored when it embarked on its current anti-smoking campaign, I'd like to set the record straight and answer their questions.

Not because I want to make new converts or keep anybody from quitting. I don't. But because I think the American public has the right to the whole truth.

*Walker Merryman has an extensive background in broadcast journalism. He has served as news director, documentary film producer, and writer for several radio and television stations and is a member of a number of prestigious professional societies. To arrange for a free guest appearance, write The Tobacco Institute, 1875 I St., N.W., Washington, D.C. 20006; or call (800) 424-9876.*

## The Tobacco Institute

# Datebook

■ indicates new or revised listing

## This week

**July 8**—National Association of Broadcasters EEO compliance workshop. KMGH-TV, 123 Speer Boulevard, Denver.

**July 8-11**—Arbitron Television Advisory Council meeting. Castle Harbour hotel, Bermuda.

**July 10**—National Association of Broadcasters EEO compliance workshop. NBC, 30 Rockefeller Plaza, Room 1533, New York.

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

**July 12-15**—24th annual Television Programming Conference. Monteleone hotel, New Orleans. Information: Warren Jones Jr., AUTV, Building 1402, Maxwell AFB, Ala. 36112; (205) 293-2322.

**July 13-16**—New England Cable Television Association annual convention. Wentworth by the Sea, Portsmouth, N.H. Information: NECTA, 8½ North State Street, Concord, N.H. 03301; (603) 224-3373.

**July 14**—Beginning of Republican national convention. Cobo Hall, Detroit.

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

**July 15**—National Association of Broadcasters EEO compliance workshop. Chamber of Commerce Building, 301 Camp Street, New Orleans.

**July 15**—Radio Advertising Bureau Idearama for radio salespeople. Sheraton Airport Inn, Minneapolis.

**July 16**—Radio-Television News Directors Association region 9 workshop. Baton Rouge. Information: John Spain, (504) 387-2222.

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

**July 17**—Radio Advertising Bureau Idearama for radio salespeople. Sheraton Inn and Conference Center, Madison, Wis.

**July 18-20**—Eighth annual National Gospel Radio Seminar. Dunfey Dallas hotel, Dallas.

**July 22**—Radio Advertising Bureau Idearama for radio salespeople. Galleria Plaza hotel, Houston.

**July 22**—Radio Advertising Bureau Idearama for radio salespeople. Sheraton Old Town, Albuquerque, N.M.

**July 22**—Radio Advertising Bureau Idearama for radio salespeople. Ramada Inn, Evansville, Ind.

**July 24**—Radio Advertising Bureau Idearama for radio salespeople. Holiday Inn, Muscatine, Iowa.

**July 24**—Radio Advertising Bureau Idearama for radio salespeople. Hilton Airport Inn, Nashville.

**July 24**—Radio Advertising Bureau Idearama for radio salespeople. Holiday Inn Northwest, Oklahoma City.

**July 24**—Radio Advertising Bureau Idearama for radio salespeople. Red Lion Motor Inn, Spokane, Wash.

**July 24**—Radio Advertising Bureau Idearama for radio salespeople. Granada Royale, Phoenix.

**July 24-26**—Louisiana Association of Broadcasters summer convention. Regency hotel, Shreveport.

**July 26**—United Press International Broadcasters of Louisiana meeting. Hilton hotel, Baton Rouge.

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

**July 27-31**—Community Antenna Television Association CCOS-80. Snowmass, Colo.

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

**July 30-31**—Wisconsin Broadcasters Association annual summer meeting. Pioneer Inn, Oshkosh.

**July 30-Aug. 3**—National Federation of Community Broadcasters annual conference. Clark University, Worcester, Mass.

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

## August

**Aug. 3-5**—South Carolina Broadcasters Association meeting. Hyatt on Hilton Head, Hilton Head.

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

**Aug. 10-13**—New York State Cable Television Association summer meeting. Otesaga hotel, Cooperstown. Information: (518) 463-6676.

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

**Aug. 21-23**—Idaho Association of Broadcasters meeting. Sun Valley Lodge, Sun Valley.

**Aug. 21-24**—West Virginia Broadcasters Association 34th annual fall meeting. The Greenbrier, White Sulphur Springs.

**Aug. 22**—Kansas Association of Broadcasters annual sports seminar. Royals Stadium, Kansas City.

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

## September

**Sept. 1**—Deadline for entries for 15th Annual Gabriel Awards, presented by *Unda-USA* for radio and TV programs that creatively treat issues concerning human values. Information: Charles J. Schisla, (317) 635-3586.

**Sept. 1**—Deadline for entries for annual Women at Work broadcast awards sponsored by *National Commission on Working Women* for radio and TV reporting and programming about working women in categories of spot news, news series, editorials, public affairs/documentaries and entertainment. Entries must have aired between May 1, 1979, and July 31, 1980. Information: Deborah Ziska, NCWW, 1211 Connecticut Ave., N.W., Suite 310, Washington 20036; (202) 466-6770.

**Sept. 5-7**—New Hampshire Association of Broadcasters annual convention. Waterville Valley Resort, Waterville Valley.

**Sept. 7-11**—International Institute of Communications 11th annual conference. Ottawa. Information: Robert Tritt, IIC, Tavistock House East, Tavistock Square, London WC1H 9LG; (01) 388-0671.

**Sept. 8-9**—Society of Cable Television Engineers technical seminar on testing and test equipment, microwave, preventive maintenance and construction techniques. Registration due Aug. 1. Princess Kaiulani hotel, Honolulu.

**Sept. 12-14**—Illinois Association of Broadcasters meeting. Arlington Heights Hilton, Arlington Heights.

**Sept. 12-14**—Maine Association of Broadcasters annual meeting. Keynote speaker: Robert Mulholland, president, NBC-TV. Samoset-Treadway, Rockport.

**Sept. 14-17**—Broadcasting Financial Management Association's 20th annual conference. Town and Country hotel, San Diego.

**Sept. 15**—Comments due in FCC proposal to revise broadcast financial reporting requirements. Docket 80-190. Replies are due Nov. 14 FCC, Washington.

**Sept. 15**—Deadline for entries for 12th National Abe Lincoln Awards program sponsored by the *Southern Baptist Radio and Television Commission*. Information: Bonita Sparrow, SBRTC, 6350 West Freeway, Fort Worth 76150.

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

**Sept. 18-19**—30th annual Broadcast Symposium, *Institute of Electrical and Electronics Engineers, Broadcast Cable and Consumer Electronics Society*, Hotel Washington, Washington.

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

■ **Sept. 21-23**—Nebraska Broadcasters Association annual convention. Midtown Holiday Inn, Grand Island.

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

**Sept. 24**—International Radio and Television Society Newsmaker luncheon featuring FCC Chairman Charles Ferris. Waldorf-Astoria hotel, New York.

**Sept. 24**—Cable Television Administration and Marketing Society Southeast regional marketing seminar. Atlanta Hilton.

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

**Sept. 24-26**—Indiana Broadcasters Association fall conference. Executive Inn, Vincennes.

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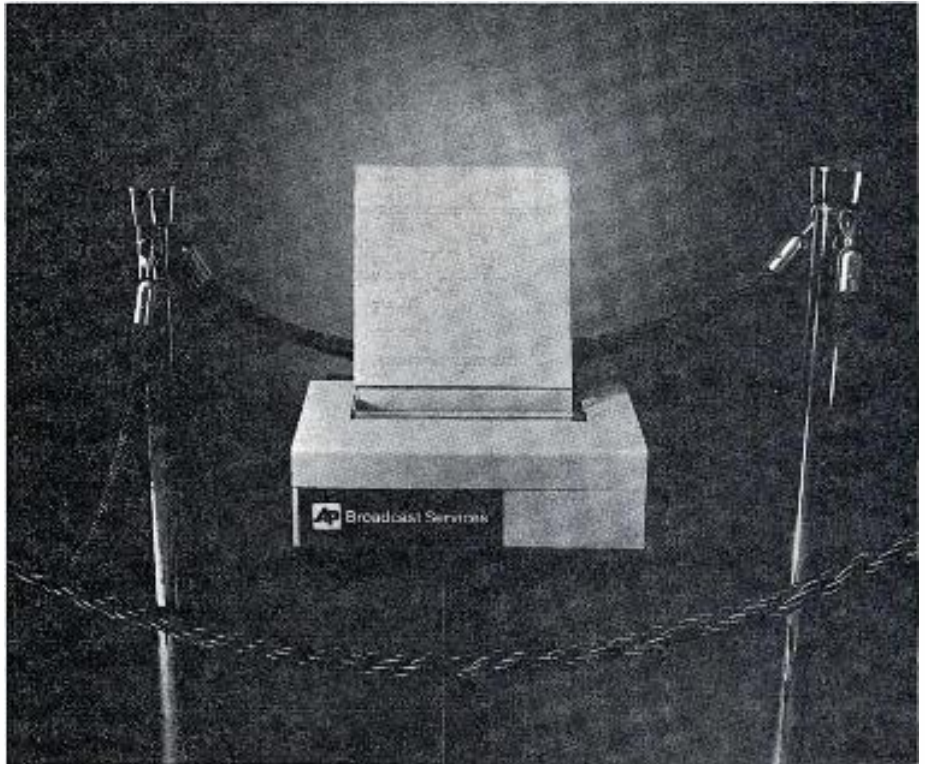
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**Sept. 25-27**—*Southern Cable Television Association* annual convention. Atlanta Hilton. Information: Otto Miller, Box 465, Tuscaloosa, Ala. 35402; (205) 758-2157.

**Sept. 26**—*Society of Broadcast Engineers* regional convention/equipment show. Syracuse (N.Y.) Hilton Inn. Information: Hugh Cleland, WCNV-FM-TV, (315) 457-0440.

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

**Sept. 29-30**—*National Association of Black Owned Broadcasters* fall conference. National Association of Broadcasters headquarters, 1771 N Street, N.W., Washington.

■ **Sept. 29-Oct. 2**—Sixth *VIDCOM* International Market for Videocommunications. Cannes, France. Information: John Nathan, 30 Rockefeller Plaza, Suite 4535, New York 10020; (212) 489-1360.

**Sept. 30-Oct. 1**—*National Association of Broadcasters* television conference. Fairmont hotel, Philadelphia.

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

## October

**Oct. 1**—New deadline for comments in *FCC* rulemaking proposal to modify FM rules to increase availability of commercial FM assignments (Docket 80-90) and inquiry to streamline FM rules to expedite processing (Docket 80-130). Replies are due Dec. 1. *FCC*, Washington.

**Oct. 1-2**—*National Association of Broadcasters*

directional antenna seminar. Cleveland Marriott Airport hotel, Cleveland.

**Oct. 2-5**—*Women in Communications Inc.* 48th annual meeting. San Diego.

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

**Oct. 5-8**—*National Radio Broadcasters Association* annual convention. Bonaventure hotel, Los Angeles.

**Oct. 8-9**—*National Association of Broadcasters* television conference. Hyatt on Union Square, San Francisco.

**Oct. 8-9**—"The World Administrative Radio Conference: An Analysis and Prognosis," sponsored by *Communications Media Center, New York Law School* in conjunction with *International Law Association*, at the law school, 57 Worth Street, New York, N.Y. 10013.

**Oct. 8-10**—*Public Service Satellite Consortium*, fifth annual conference. Washington Hilton.

**Oct. 8-10**—National symposium on videodisk programming sponsored by *Nebraska ETV Network, KUON-TV Lincoln, Neb., University of Nebraska-Lincoln and Office of Engineering Research, Corporation for Public Broadcasting*. University of Nebraska-Lincoln. Information: Chuck Havelicek, 205 Nebraska Center, University of Nebraska-Lincoln, Lincoln 68583; (402) 472-2844.

**Oct. 9-10**—*Pittsburgh chapter of Society of Broadcast Engineers* seventh regional convention and equipment exhibit. Howard Johnson's Motor Lodge, Monroeville, Pa.

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

**Oct. 9-12**—*National Black Media Coalition* annual meeting. Mayflower hotel, Washington.

**Oct. 11**—*Florida Association of Broadcasters* meet-

ing. South Seas Plantation, Captiva Island, Fort Myers.

**Oct. 12-13**—*North Dakota Broadcasters Association* fall convention. Ramada Inn, Grand Forks.

**Oct. 14-15**—*Advertising Research Foundation's* second conference on business advertising research and research fair. Stouffer's Inn on the Square, Cleveland.

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

**Oct. 15-16**—*National Association of Broadcasters* television conference. Hyatt Regency, Phoenix.

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

**Oct. 15-19**—*American Association of Advertising Agencies* Western region meeting. Doubletree Inn, Monterey, Calif.

**Oct. 22**—*International Radio and Television Society* Newsmaker luncheon. Waldorf-Astoria hotel, New York.

**Oct. 22-24**—1980 Japan Broadcast Equipment Exhibition co-sponsored by *Electronic Industries Association of Japan, National Association of Commercial Broadcasters in Japan and NHK (Japan Broadcasting Corp.)*. Science Museum, Kitanomaru Park, Chiyoda-ku, Tokyo. Information: Japan Electronics Show Association, No. 24 Mori Building, 23-5 Nishi-Shinbashi 3-chome, Minato-ku, Tokyo.

**Oct. 26-28**—*Kentucky CATV Association* annual fall convention. Hyatt Regency hotel, Lexington.

**Oct. 26-28**—"Cities and Cable TV: Local Regulation and Municipal Uses," seminar sponsored by *National Federation of Local Cable Programmers and University of Wisconsin Extension*. Concourse hotel, Madison, Wis. Information: Dr. Barry Orton, U of W, 610 Langdon Street, Madison 53706; (608) 262-3566.

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

**Oct. 27-29**—*Mid-America CATV Association* 23d annual meeting and show. Williams Plaza hotel, Tulsa, Okla.

**Oct. 28-29**—*Ohio Association of Broadcasters* fall convention. Carrousel Inn, Columbus.

**Oct. 29-30**—*National Association of Broadcasters* television conference. Omni International, Atlanta.

## November

**Nov. 3-4**—*Cable Television Administration and Marketing Society* direct sales seminar. Hotel Colonade, Boston.

**Nov. 9-14**—*Society of Motion Picture and Television Engineers*, 122d technical conference and equipment exhibit. Hilton hotel, New York.

**Nov. 10-12**—*Television Bureau of Advertising's* annual meeting. Hilton hotel, Las Vegas.

**Nov. 12-14**—*American Association of Advertising Agencies* central region annual meeting. Ritz-Carlton, Chicago.

**Nov. 12-14**—*Institute of Electrical and Electronic Engineers* engineering management conference. Colonial-Hilton Inn, Wakefield, Mass.

■ **Nov. 12-15**—*Unda-USA* annual general assembly of national Catholic association of broadcasters and allied communicators. Capitol Hilton, Washington. Information: Jay Cormier, 153 Ash Street, Manchester, N.H. 03105; (603) 669-3100.

**Nov. 13**—Fifteenth annual Gabriel Awards banquet, sponsored by *Unda-USA*. Capital Hilton hotel, Washington.

**Nov. 14-16**—*Loyola University* 11th national radio conference. Hyatt Regency, Chicago. Information: 820 North Michigan Avenue, Chicago 60611; (312) 565-1000.

■ **Nov. 16-17**—*Tennessee Cable Television Association* annual fall convention. The Maxwell House, Nashville.

**Nov. 17-18**—*Society of Cable Television Engineers* technical meeting and workshop. Hyatt hotel, Phoenix.

**Nov. 19**—*International Radio and Television Society* Newsmaker luncheon. Waldorf-Astoria hotel, New York.

## Major Meetings

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

**Sept. 14-17**—*Broadcasting Financial Management Association* 20th annual conference. Town and Country hotel, San Diego. Future conferences: Sept. 20-23, 1981, Sheraton Washington; Sept. 19-22, 1982 Hyatt Regency, Kansas City, Mo.

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

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

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

**Nov. 9-14**—*Society of Motion Picture and Television Engineers* 122d technical conference and equipment exhibit. Hilton hotel, New York.

**Nov. 10-12**—*Television Bureau of Advertising* annual meeting. Hilton hotel, Las Vegas. Future meeting: Nov. 9-11, 1981, Fontainebleau Hilton, Miami.

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

**Dec. 3-5**—*Radio-Television News Directors Association* International conference. Diplomat hotel, Hollywood-by-the-Sea, Fla. Future conventions: Sept. 10-12, 1981, Marriott, New Orleans; Sept. 30-Oct. 2, 1982, Caesars Palace, Las Vegas; September 1983, Orlando, Fla.; December 1984, San Antonio, Tex.

**Dec. 10-13**—*Western Cable Show*. Disneyland hotel, Anaheim, Calif.

**Jan. 18-21, 1981**—*Association of Independent Television Stations (INTV)* convention. Century Plaza, Los Angeles. Future conventions: Feb. 7-10, 1982, Shoreham hotel, Washington; Feb. 6-9, 1983, Galleria Plaza hotel, Houston.

**Jan. 25-28, 1981**—Joint convention of Na-

tional Religious Broadcasters and National Association of Evangelicals. Sheraton Washington hotel, Washington.

**March 13-18, 1981**—*National Association of Television Program Executives* conference. New York Hilton. Future conferences: March 12-17, 1982, Las Vegas Hilton; March 18-23, 1983, Las Vegas Hilton; Feb. 12-16, 1984, San Francisco Hilton and Moscone Center.

**April 12-15, 1981**—*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, 1986; Atlanta, April 5-8, 1987; Las Vegas, April 10-13, 1988.

**April 24-30, 1981**—17th annual *MIP-TV* international TV program market. Palais Des Festivals, Cannes, France.

**May 3-7, 1981**—*National Public Radio* annual conference. Phoenix. Future conference: Washington, April 18-22, 1982.

**May 6-10, 1981**—30th annual convention, *American Women in Radio and Television*. Sheraton Washington hotel, Washington.

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

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

**June 10-14, 1981**—*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 8-12, 1983, Fairmont hotel, New Orleans; June 10-14, 1984, Caesars Palace, Las Vegas; 1985, Chicago.

## Pouring oil on the fire

EDITOR: Phillips Petroleum Public Relations Director William C. Adams's description of TV newsmen as "untalented, myopic and prejudiced wimps" in his letter to the editor June 16, not to mention his statement about punching Mike Wallace in the mouth, reveals a great deal.

With such an enlightened attitude about television news, it's little wonder Phillips Petroleum is having trouble getting its message across to the public.

As NBC News bureau chief in Houston for six years, I enjoyed a good working relationship with oil industry executives and public relations representatives from such companies as Conoco, Gulf and Shell. These people worked hard to provide us with information and company spokesmen whenever there was a controversy. This assistance allowed us to balance our stories, especially when some government agency would accuse the industry or individual companies of some alleged offense. It was a good arrangement. We were able to tell both sides of a story, and the oil companies got a fair shake on the air.

Maybe Phillips Petroleum would do better to establish some rapport with the media instead of publicly expressing Neanderthal opinions about it.—*Arthur A. Lord, director, network news, West Coast, NBC News.*

EDITOR: I have just read the rather vicious attack on television reporting in the letter from William Adams, the public relations director of Phillips Petroleum. With that kind of PR director, it's no wonder Phillips and other oil firms have public relations problems. I always thought the purpose of one in Adams's position was to facilitate communication, not to engender ill feelings. In berating broadcast journalists, he does a disservice, both to those he attacks and the company for which he works.—*Bill Bugler, Tulsa.*

EDITOR: Adams makes a blanket statement, referring to television reporters as "butchering, slandering, untalented, myopic and prejudiced wimps who couldn't hold a daily-grind job if their family's lives depended on it."

This statement strikes me as pure nonsense. In my judgment, most television news people are dedicated, hard-working individuals... many of whom risk their own personal safety while carrying out their assignments. On the local TV news level, my colleagues and I frequently face challenging and potentially dangerous assignments.

I don't want this to sound like a self-serving boastful reply on behalf of televi-

sion news people. But I feel compelled to defend a profession that is basically a good and honorable one.

Adams's statements are inaccurate and uncalled for. I don't know of any public-relations people who face the daily rigors that many television reporters do.—*Jeffrey R. Weiser, reporter/anchor, WWAY-TV Wilmington, N.C.*

## Nonexclusive club

EDITOR: Your special report, "The Washington Lawyer: Power Behind the Powers That Be" (BROADCASTING, June 16), contains an excellent description of the intricate and dynamic relationship between the Washington communications lawyers, their clients and the government. It is by far the most comprehensive and perceptive treatment ever of that intriguing subject.

It may be worthwhile to note a distinction between a Washington lawyer (someone who practices law in the District of Columbia) and the Washington lawyer (lawyers who deal with the federal government). And not all Washington lawyers are based in Washington, D.C. For example, former FCC Chairman Newton Minow has a robust communications practice in Chicago, and Ashton Hardy, previously an FCC general counsel, practices communications law in New Orleans. A look at the Supreme Court's current docket reveals the names of several non-D.C. lawyers who are prominent in communications law, including Floyd Abrams, a premier New York City First Amendment lawyer, and Talbot (Sandy) D'Alemberte, a Miami lawyer who played a leading role in the decision of the Florida courts to allow broadcast coverage of courtroom proceedings.

The Washington lawyer has been called by Joseph Goulden (in "The Super Lawyers: The Small and Powerful Role of the Great Washington Law Firms") "the interface that holds together the economic partnership of business and government." The same might be said of the role your magazine plays as the journalistic interface of electronic communications.—*Erwin G. Krasnow, senior vice president and general counsel, National Association of Broadcasters, Washington.*

## Out of the picture

EDITOR: Your "Special Report" on the communications bar contains a factual error regarding Jason Shrinisky's officership and directorship of Manistee Radio Corp., licensee of WMTE(AM)-WRIK(FM) Manistee, Mich. Shrinisky resigned his post as assistant secretary and director on Oct. 10, 1979.—*Elliot B. Evers, Shrinisky & Eisen, Washington.*

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

# Monday Memo®

A broadcast advertising commentary from Gad Romann, executive vice president, Romann & Tannenholz, New York

## The perfect 10: nowhere to go on national TV

It began when the Monarch Import Co. approached our agency. Monarch had just completed negotiations with the People's Republic of China for the exclusive rights to import Tsingtao beer (pronounced Ching-dow).

Monarch's marketing director, Marshall Goldberg, asked us to pick a market to test the product, marketing approach and advertising for this new beer from China. He wondered how beer with a strange name from China with a limited budget could compete effectively with the big boys.

Before we looked at creative, we had to examine media, the different time units that are offered, their cost efficiency and most importantly, their effectiveness.

After watching Lord knows how many 10-second television spots, we came to the conclusion that most 10's are really reminders of 30-second or 60-second commercials, or commercials that merely place the client's name in the consumer's mind without associating it with the product or even the product category.

After viewing 10-second spots in all product categories, we decided to screen commercials of all lengths that dealt only with beer—10's, 30's, 60's. It was important that we get to the very essence, the heart of beer commercials, if we were to create the perfect 10.

We noticed that most beer commercials really don't sell the beer as such. They tell the consumer very little about the quality of the beer, how it is brewed or what the taste expectations should be. Instead, most beer commercials use famous athletes (who must have cost an arm and a leg), and hardly any of the commercials really communicated the unique aspect of their product. They all seem to center on the same theme of satisfying the "he-man" thirst rather than his thirst for beer.

If only one beer advertiser did it, it would be fine, but for most of them to do it seems irresponsible and a waste of the client's money. In further analyzing the beer market, we concluded that in the imported beer category, two selling messages are of the utmost importance: Where does the beer come from, and how does it taste?

Once we settled on those two selling propositions we had to find a dramatic way to visualize them on television. To communicate that our beer is imported from China and tastes great too, we executed this commercial: We opened on a shot of a glass, upside down, and a bottle of beer being poured into it against gravity. Announcer: "Tsingtao, the beer from the other side of the world . . . once you taste it



Gad Romann, executive vice president and founding partner in Romann & Tannenholz Advertising Inc. began in advertising in 1967, when he joined J. Walter Thompson as a copywriter. He subsequently held creative positions at Ted Bates, Interpublic, Compton and Young & Rubicam. He established his agency with Barry Tannenholz in 1975.

... At this point the entire picture flips right-side up. Announcer: "... you'll flip." Now we cut to the label identification and again the announcer speaks: "Tsingtao, imported from China." What we did is create a 10-second commercial that does not suffer from lack of time.

It communicated everything we would have wanted to say in a 30, except we found a way to do it in a 10. It forced us to compress a concept into a visual metaphor, to use ideas where other advertisers would have used the more time-consuming approach of location and mood to make the same point—and not get the same impact. Brevity, we discovered, added strength.

Had we asked the client for 30 seconds worth of time, or worse yet, 60 seconds, he would have been justified in accusing us of being greedy for wanting more time. By creating a commercial that delivers the full selling message in a 10-second unit, we were able to increase our client's buying power on television by as much as 100%.

For every 30-second spot we would have been able to buy, we could now buy two 10-second spots. We had, in effect, doubled the client's budget. With the frequency and efficiency that our commercial offered, we were able to reach 91% of our prospects 10 times. With a 30-second national TV commercial costing as much as \$145,000 on *60 Minutes* and \$70,000 for a Sunday football game, it's time for agencies and clients alike to rethink the economy of the 30-second spot, and start their creative people and media people on understanding how to communicate and

design 10-second commercials and 10-second media plans.

On the other side of the fence, local television stations and the networks should start making more 10-second units available to advertising agencies and their clients.

For example: Each of the affiliated stations in New York offers only one natural 10-second position in prime time. Buying 10-second spots on national television is even more difficult. There are no natural 10-second spots on national television to speak of. There are only three available in any 24-hour period: Two are on daytime television and the other falls some time in the evening. But all are available only during network evening newsbreaks. That kind of availability offers very little versatility in picking out a target audience.

As a result of tremendous sales Tsingtao beer achieved in metro New York, our client asked our media to translate our New York plan into national terms. We had to go back and confess that the same plan we ran in New York could not be duplicated on national television.

If 10-second units became available, a client with limited means can seriously start thinking in terms of taking his product spot into the national arena.

The benefit of having the 10-second spot become the standard unit is that it would obviously triple the amount of commercial time available on television. The drawback is that it would increase the number of spots each commercial has to compete against for recall, and memorability and expose the average television viewer to nearly 300 commercials a day versus 100 a day now. Once again, the burden of breaking through the noise barriers would fall upon the men and women in the creative departments.

From a creative point of view, it may take an entirely new generation of copywriters and art directors to cope with the 10-second unit. At the moment, it seems that most creative people are still treating television commercials as "30-second films." The Fellinis at Wells Rich Greene, the Antonionis at Young & Rubicam and the Coppolas at Scali, McCabe, Sloves are going to have to stop thinking of television as a film medium and start thinking of it as a "visual telegraph station" that contains the fewest words and communicates the most information with one single, powerful visual.

The 10-second spot will also reduce the ridiculous cost of production which has many clients believing that either advertising agencies have taken leave of their senses or are just a bunch of thieves. The 10-second unit will return advertising to its original function—creating brands and selling products.



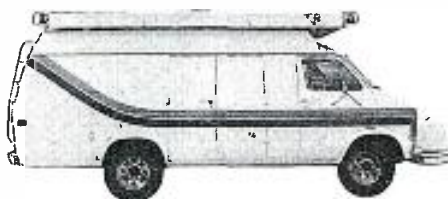
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Robert E. Seidenglanz, President,  
Compact Video Systems, Inc.

“At COMPACT VIDEO we have designed, and are manufacturing an extraordinary new line of mobile location production vehicles. Our concept is to make available to professionals a high quality mobile unit that will respond to your production demands and return a profit on your investment.”



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“In discussing EFP needs, one of the first things I ask a customer is, ‘Do you really need a 40-foot van?’ Consider the fact that Compact's production facility has, for nine years, provided facilities for hundreds of top network specials, major TV series, and remotes all over the world. With a COMPACT 20 you can efficiently produce high quality sports, drama, news, outdoor segments of musical specials and commercials day in and

day out with complete dependability. Prudent television executives must plan for high utility vs. investment in rolling stock and provide flexibility for changing production requirements. Shooting two camera production with six camera mobile units doesn't make business sense in today's economy.

“And the COMPACT 20 is designed to grow with you. You have the option of expanding the system or graduating to a larger unit while still employing the COMPACT



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TOP OF THE WEEK

## FCC brings AM stereo back to the barn

**Commission staff is working on further notice, with vote due Aug. 1, that would open up rulemaking for more study and possibility that system other than Magnavox could be chosen**

The fate of AM stereo took a sudden twist last week with the FCC's off-hand admission that its staff was preparing a further notice of proposed rulemaking to seek "further information and data in the [AM stereo] docket."

The staff previously had been instructed by Chairman Charles Ferris to prepare a report and order defending the FCC's selection of the Magnavox AM stereo system as the industry standard at an April 9 commission meeting (BROADCASTING, April 14). But the news of the latest notice indicates that the staff is having trouble justifying that decision and raises the possibility that a system other than Magnavox's might ultimately emerge from the FCC's deliberations. The notice is expected to be brought before the FCC for adoption on Aug. 1.

The selection of the Magnavox system has been the subject of intense controversy from the moment it was made. Proponents of competing systems and many broadcasters opposed the selection, claiming that it wasn't the most attractive system. Others had been proposed by Harris, Belar Electronics, Motorola and Kahn Hazeltine.

News of the staff's activities came in the last paragraph of a two-page press release, announcing the FCC's denial of Hartis's freedom of information request for the now-famous, but still not public, "matrix"—the scorecard that the FCC had used to rate the various systems and select and recommend Magnavox's. In explaining why the commission would not release the matrix, the release said the staff is preparing the notice and that "it is our present intention to include in the notice the matrix requested here along with any other materials and information which the staff believes might be helpful in eliciting comments from the public."

According to various industry sources,

the staff decided to go with the notice instead of issuing a report and order naming the Magnavox system (or, even, some other system, as has also been suggested [BROADCASTING, April 28]) because it concluded that the original decision in favor of Magnavox was made too hastily.

A few weeks before the April 9 meeting, reports had leaked from the FCC that the Broadcast Bureau was going to recommend to the commission that all five systems be approved, and the marketplace could decide which of the systems was best. Receiver and broadcast equipment manufacturers lobbied heavily against that idea. Reacting to the opposition, the FCC's Office of Science and Technology and the Broadcast Bureau put together a seven-person joint committee, which in less than two weeks reviewed the massive AM stereo docket, prepared the matrix and recommended the Magnavox system.

It has also been suggested that in the final few months before the April 9 meeting, the entire proceeding was pushed too hard and too fast so that Ferris could honor an oversight-hearing pledge to Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, to have the AM stereo matter out in the first quarter of 1980 and because the FCC wanted to make AM stereo its traditional "gift" to the annual convention of the National Association of Broadcasters, which started on April 13.

Another reason set forth for the FCC's staff's action is the desire to circumvent the motions for stay, petitions for recon-

sideration and court challenges that would have assuredly followed any FCC staff recommendation based on the existing docket.

The further notice not only opens the door to the possibility of other systems being selected over Magnavox's, it also gives the marketplace concept an opportunity to re-enter the picture. Leonard Kahn, the designer and promoter of the Kahn/Hazeltine system, which has received a lot of popular support, has been confidently advocating the marketplace approach since he first learned the FCC was considering the idea. He hopes that the FCC reconsiders the proposal, which he feels is the "only way AM stereo is going to become a reality in a reasonable amount of time." He said that if the FCC chooses one system—no matter whose it is—the decision will end up in court.

But despite Kahn's advocacy and some sympathy for the marketplace concept still lingering in the halls of the FCC, it appears that the concept is dead. Dick Shiben, chief of the Broadcast Bureau, said the bureau and OST have no intention to recommend the marketplace scheme. He said that they were instructed by the commission to pick a "system that will probably be Magnavox" and that is what the notice is aimed at doing. FCC Chief Scientist Stephen Lukasik put it more bluntly: "There is no doubt the commission ... wants one system ... What the notice will explore is the best way to choose that one system."

Shiben did allow that the marketplace idea could be resurrected by one of the commissioners when the notice is brought before the FCC for adoption. Tyrone Brown and Anne Jones both supported the marketplace idea at the April 9 meeting, and neither has had a change of mind. Speaking before the Federal Communications Bar Association earlier this month, Jones again plugged the idea, saying "it is neither necessary nor desirable for the commission to protect broadcasters or consumers from the inconvenience and risk of having to make a marketplace decision."

Commissioner James Quello, who believes that a single system should be chosen, said he thinks it "probable" that the option of reverting to the marketplace concept will be brought up at the Aug. 1 meeting, but that it's "questionable" whether it would be adopted. "It's up to the individual commissioners," he said, "but from where I sit, I think it's unlikely."

The immediate effect of the FCC's announcement should be a freeze or at least a slowdown of the tooling-up by receiver

**Going direct.** RKO General Inc. last week gave up the option of petitioning the FCC for reconsideration and asked the U.S. Court of Appeals in Washington to review case in which the commission denied the renewal of three RKO television licenses—for WNAC-TV Boston, KHJ-TV Los Angeles and WOR-TV New York (BROADCASTING, June 9). The three orders, which grew out of findings in the WNAC-TV comparative-renewal proceeding, concluded that RKO is not qualified to be licensee, and thus placed RKO's remaining 13 licenses in jeopardy. The FCC, in a decision adopted on a 4-3 vote, found fault both with RKO and its parent, General Tire & Rubber Co. But one of the key questions is whether there is an effective link between RKO and its parent, whose misconduct over a 20-year period was reported to the Securities & Exchange Commission by a committee appointed by the General Tire board.

and broadcast equipment manufacturers for Magnavox AM stereo. According to Bob Streeter, a co-designer of the Magnavox system, the Japanese receiver manufacturers have been particularly active in moving toward AM stereo. He said that there were as many as a dozen prototype receivers being displayed at the Consumer Electronics in Chicago a couple of weeks ago.

Streeter added, however, that it's unlikely any firm is close to production since nobody has yet come up with the integrated circuit chips that are at the heart of any production model.

As far as broadcast equipment manufacturers are concerned, Streeter said that he has supplied information to several but that he doesn't think any is very far along in developing equipment. He said that they have been waiting for a final decision from the FCC before making any major commitment.

The reaction to the FCC announcement from the various system manufacturers ran the gamut. Bill Streeter, a patent counsel with Magnavox, said, "It's not good news, but it's not necessarily bad news." He said that it doesn't mean "that our system has been unapproved."

Reached a day after the announcement was made, Streeter was not quite sure what his options were. He said, however, that if it were possible to make some sort of filing urging the FCC to reject the notice, Magnavox would certainly make it.

Andrew Lipman, Harris's Washington

attorney, said, "We are generally pleased . . . that the staff is recommending reopening the matter. If they thought they had a sure thing with Magnavox, they wouldn't have reopened the proceeding."

He said he thought unhappy broadcasters led to the formation of the notice. The broadcasters, he said, forced OST to go back and review the Magnavox decision, and when staff did it, found that there were some merits to the broadcasters' complaints.

Lipman had no prediction on whether or not the commission would adopt the notice, but he said, "I'm sure there is going to be some pressure from Magnavox to deny."

Surprisingly, Arno Meyer, president of Belar Electronics, wasn't thrilled with the prospect of reopening the matter. He was ready to go forward with the Magnavox system, which is technically similar to Belar's. He likes the idea, however, of all the systems being "dumped back in the lab" where they can all be compared side-by-side. Because Harris and Kahn didn't participate in the National AM Stereo Radio Committee test, he said, "there has been a lot of 'BS' around muddying up the water."

Kahn said he is "absolutely delighted" by the news. "It shows that [the FCC is] responsive to the interests of broadcasters and that's the way it should be." Kahn, of course, would be even happier if the FCC somehow decides to go back to the marketplace.

## Hollings bill put on hold

**Commerce Committee bows to congressional and outside pressure; mark-up is put off indefinitely; AT&T issues are big hang-up**

The pendulum swung the other way last week on communications legislation, as the Senate Commerce Committee, which had appeared intent on forging ahead with a mark-up, indefinitely postponed consideration of its latest bill.

Last Monday, plans to go ahead with the mark-up of S. 2827 by the Senate Commerce Committee appeared solidified, despite intense pressure from broadcasters and public interest groups to postpone the session. But circumstances arose which no one had foreseen: Senator Harrison Schmitt (R-N.M.), a key player in the push to get legislation enacted, developed back trouble and requested that the mark-up be put off until Thursday. Senator Howard Cannon (D-Nev.), chairman of the committee, complied, and a tentative date was set for Thursday.

But Schmitt's condition, along with health problems of Senator Barry Goldwater (R-Ariz.), who remained hospitalized with a bad hip, were apparently not the only reasons behind the postponement. AT&T was reportedly unhappy with language in the bill, and key committee

## InBrief

**RKO General**, embattled on FCC front, had **34% second-quarter earnings slide**, despite 16% revenue climb. Respective totals were \$7.4 million and \$141.2 million. Parent General Tire & Rubber, which had profit and sales drops of 79% and 12% in period, also announced that RKO and Universal City Studios have entered into joint motion-picture venture. Arrangements call for RKO to pump \$25 million, Universal \$8.3 million in each of next three years into project.

□

**Duran-Leonard welterweight championship fight**, presented live over closed-circuit TV June 20, will be broadcast during expanded edition of ABC's *Wide World of Sports* July 19. **Network spent \$500,000 for rights.**

□

Although U.S. boycott crushed NBC's plans for massive coverage of summer Olympics, **network will send 50 news and sports staffers to Moscow**. NBC says amount of coverage hasn't been determined but that news reports will show up on *NBC Nightly News*, *Today* and "Sports Journal" segment of *SportsWorld*. In addition, NBC will tape international feed of events; what network will do with it, however, is still up in air. NBC says amount of coverage won't be extensive enough to jeopardize insurance claim. CBS News, if credentials come through, expects to send eight or nine people from TV and radio ranks. ABC says about 10 will go.

□

New association with working title of **Cable Television Advertising Bureau** is being formed to develop and promote cable television as advertising medium. Steering committee met last week in New York under the aegis of Cable Television Administration and Marketing Society. According to CTAM executive director Lucile Larkin, over half of \$250,000 needed for start-up of bureau has already been pledged.



It wasn't long ago that in any group of journalists honored for distinguished service printed page press predominated. Not so when **Washington chapter of Society of Professional Journalists, Sigma Delta Chi** last Thursday inducted **four Hall of Fame winners**. (L-R): Charles Corddry, *Baltimore Sun*, regular panelist of Public Broadcasting Service's *Washington Week in Review*; Robert S. Allen, columnist, who with late Drew Pearson was syndicated on radio; Chapter President Betsy Ashton, WJLA-TV Washington, who presented citations; Ted Koop, former CBS News and corporate vice president; and Bryson Rash, long-time NBC correspondent. Fifth recipient, John Hightower, retired diplomatic correspondent of AP, was absent.

□

National Association of Broadcasters has written to FCC Chairman Charles Ferris, **urging establishment of joint government-industry advisory committee** to conduct comprehensive study of aural allocations. Letter is in response to one Ferris sent NAB (BROADCASTING, June 23) after meeting with NAB staff members to discuss subject. NAB has been pressing for committee for at least two years. This latest request said there is strong need for committee. "In point of fact," it said, "a

members were unwilling to give in to the company's demands for changes.

In a statement issued by the Commerce Committee's general counsel, Aubrey Sarvis, Cannon said he had met earlier in the week with AT&T Chairman Charles Brown to discuss the language, but they remained at an impasse.

"There will be no mark-up by the Senate Commerce Committee until AT&T reaches an understanding with Chairman Cannon . . . on key provisions in the bill, principally on those sections which provide essential protections necessary to prevent unfair practices and monopolistic abuses," the statement said.

"It is unlikely this legislation will get back on track until AT&T realizes that such protections must remain intact if we are to adequately protect consumers and AT&T competitors."

The dispute between Cannon and AT&T centered on a provision that would preserve the FCC's authority to reimpose regulations if it found the public interest was not being served. A spokesman for AT&T said the company had problems with some of the language, but it was "disappointed" the mark-up was postponed.

Not everyone on the committee apparently shares Cannon's views, however. Senator Bob Packwood (R-Ore.), ranking minority member, and a co-sponsor of the bill, said: "I'm willing to go to mark-up on the communications bill at any time, acknowledging that the outcome may be



**Anyone listening?** Pushing for early action on legislation last week, although without success, as the Senate mark-up was postponed, was a coalition of business and labor groups. Representatives of the groups, offering their views at a press conference, were (l to r) Bob Leventhal, of the Telecommunications International Union; Henry Hyde, of the Electronic Funds Transfer Association; Bill Friedman, of Continental Telephone; Paul Henson, chairman of United Telecommunications Inc.; Winston Himsworth, VP and manager of telecommunications research, Salomon Brothers; Bob Bennis, president of the International Communications Association; Allan Arlow, of Central Telephone and Utilities; George Smith of the International Brotherhood of Electrical Workers, and Andy Litsky of the National Cable Television Association.

unpredictable. I don't think this legislation should be, or in fact can be, fully orchestrated before the mark-up."

Complicating the situation somewhat, although most believe it wasn't a determining factor, was an interest expressed by Senator Edward Kennedy (D-Mass.), chairman of the Judiciary Committee, and Senator Howard Metzenbaum, chairman of the Antitrust Subcommittee, in holding

hearings before the Commerce Committee acted. The senators reportedly wanted to look at the antitrust exemptions for AT&T as outlined in the bill.

Also expressing an interest in the legislation was the Senate Governmental Affairs Committee, which asked Cannon for a chance to study the impact the legislation would have on electronic mail.

The final factor working against con-

central issue in all of these proceedings and international conferences is whether the FCC (and/or the United States) has adopted a decision or position which reflects a consistent policy and takes into consideration decisions adopted or proposed in related proceedings." □

*Los Angeles Herald Examiner* returned "stolen" whodunit "Dallas" series script to Lorimar Productions last week. Production company claimed script, revealing who shot J.R. Ewing, had been stolen from office of vacationing Arthur Bernard Lewis, executive story editor for series. Paper immediately announced "Who Shot J.R.?" promotional contest. Production company said script, said to have been taken from Lewis's office between June 3 and June 17, was "one of several which have been prepared for security purposes." Each is said to name different series character as assailant. Script was obtained by Jeff Silverman, editor of paper's popular "Page 2" gossip column, who claimed that it "materialized" at his office. "I did absolutely nothing to get it," claimed Silverman. "I'm absolutely positive. It's definitely an authentic script." According to records of Culver City, Calif., police department, Lorimar reported script missing afternoon of Wednesday, June 25, day before *Herald Examiner* publisher Francis L. Dale held press conference announcing return of script and contest. □

**Two multimillion-dollar station deals collapsed last week** after parties involved in both transactions could not agree on final terms. Last Tuesday, Richard F. Barry III, president and chief operating officer of Landmark Communications Inc., announced termination of initial agreement made last April (BROADCASTING, April 7) which called for exchange of Landmark's **WTAR-TV Norfolk, Va.**, plus \$4.5 million for Scripps-Howard Broadcasting's **wmc-TV Memphis**. Barry said Landmark and Scripps-Howard arrived at impasse that was "economic in nature." Landmark is under FCC mandate to dispose of WTAR-TV by March 1, 1981, will now put station, valued at around \$40 million, on market. In separate transaction, Affiliated Publications pulled out of its agreement in principle to purchase **wivy-FM Jacksonville, Fla.**, and **KOME(FM) San Jose**,

**Calif.**, from Infinity Broadcasting Corp. for \$11 million (BROADCASTING, May 12). Jay Berkson, president of Affiliated's broadcast division, said group is still "acquisition minded" with definite plans to fill out its radio portfolio to maximum 14 allowed (it now owns five AM's and five FM's). □

**Associated Press Radio is gearing up for launch of satellite system**, with 8 khz signal from Westar bird to be available to 159 stations in nearly 40 cities starting between July 15 and July 22. Additional 163 affiliates outside cities can get terrestrial circuit as of July 22. On Aug. 4, another 144 affiliates will have satellite service available. □

**Ownership roles for minority women** in commercial broadcasting and telecommunications technologies will be focus of **White House conference on July 9**. First-ever Minority Women's Commercial Broadcasting and Technology Conference, which was announced by National Telecommunications and Information Administration, will be sponsored by President's Minority Telecommunications Program.

## Up4Coming

**On Capitol Hill** □ House Communications Subcommittee Tuesday starts on mark-up of H.R. 6228, crossownership bill introduced by Representative Allan Swift (D-Wash.). Next day House Commerce Committee starts mark-up of H.R. 6121, telecommunications amendments to the Communications Act. Also, Congress is to shut down Wednesday, until July 20, but there was possibility of earlier adjournment. **At FCC** □ Commission on Tuesday will consider NAB petition for reconsideration of commission's revised EEO processing guidelines and NAB petition to reassess commission's entire EEO regulatory program (see page 64). Petitions originally were on last Tuesday's agenda. **Still expected from Supreme Court** □ That decision in *Richmond Newspapers* concerning closing of courtrooms. **Across Potomac** □ National Public Radio board meets Tuesday at Holiday Inn in Alexandria, Va.

## Black owners stand against proposals for added stations

**In meeting with NTIA, NABOB argues that although there would be wider opportunities for minority ownership, the increase in competition could destroy those already in operation**

The broadcasting establishment that is concerned about government policy aimed at increasing the number of stations that can be squeezed out of the spectrum—a policy designed in part to promote minority ownership of broadcast properties—is not all white. Black broadcasters—some of whom are broadcasters because of government policy—are uneasy, too.

In fact, the board of directors of the 50-member National Association of Black Owned Broadcasters is said to be "in total agreement" with the National Association of Broadcasters regarding concern over the economic implications of policy designed to generate hundreds, perhaps thousands, of new radio stations—many of which would presumably be licensed to minorities.

Black broadcasters, says Eugene Jackson, secretary of NABOB and president of the National Black Network—and owner of WDAS(AM) Philadelphia thanks to an FCC policy permitting broadcasters in danger of losing their license to sell out to minorities at a distress sale—are worried about their "survival."

Jackson expressed those views at a

sideration of the bill was the schedule. Individual members, including Cannon, Schmitt and Packwood, were scheduled to hold field hearings in their home states on various days, and there was some concern that a quorum would not be available. In addition, Congress was scheduled to adjourn Wednesday (July 3) for recess, but toward the end of the week there was talk that recess may come a few days earlier, depending on whether all pending business could be resolved.

As of Friday, it was uncertain whether the Senate would finish by Saturday, as some were hoping. There was speculation, however, that if the Senate did adjourn, the House would probably follow, meaning postponement of a House Commerce Committee mark-up, scheduled for Wednesday, to consider the House telecommunications bill.

Just before Cannon's announcement of the postponement, a coalition of business and labor groups, which included the National Cable Television Association, called a press conference to urge swift action on both the Senate bill and the House version, H.R. 6121, which was on its way to full committee (BROADCASTING, June 23).

The hastily formed coalition, which had no unified position on specific language in either bill, said it was interested only in demonstrating the need for legislation "at the earliest opportunity."

Paul Henson, chairman of United Telecommunications Inc., the nation's third-largest telephone system, predicted that if Congress fails to approve a bill this time around, it may take as long as four years to generate enough momentum to try again.

Henson, who said the coalition was only interested in common carrier provisions, added that no additional hearings are necessary. "After five years of hearings, I'm hard pressed to say we haven't talked this thing to death," he said.

Joining NCTA and United Telecommunications were representatives of the Electronic Funds Transfer Association, the International Communications Association, the Telecommunications International Union, Continental Telephone, Central Telephone and Utilities, and the International Brotherhood of Electrical Workers.

The group said it intends to lobby with a unified voice, and it expected its ranks to expand over time. Invited to join—and as yet undecided—were AT&T and IBM.

While the coalition was calling for swift action, others were continuing their push for either delay of the mark-up amendment or removal of the broadcast provisions in the Senate bill.

Adding to the list of opponents, which already included a number of labor and consumer groups, was the American Newspaper Publishers Association, which called for a delay on the House bill as well.

In a letter to Cannon, ANPA President Jerry Friedheim said it was "crucial" that more time be provided for interested parties to review the legislation. This review,

he said, should consider the FCC's Second Computer Inquiry, released May 5. In addition, Friedheim said a number of public policy issues should be further debated, including AT&T's future role in the information market. Similar issues were raised in a letter to Representative Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee.

Critical of the broadcast provisions in the Senate bill was the United Church of Christ's Office of Communication, one of 128 members of the Telecommunications Consumer Coalition, composed primarily of church and consumer groups.

In a letter to Senator Ernest Hollings (D-S.C.), chairman of the Senate Communications Subcommittee, UCC director Everett Parker took issue with proposals to extend broadcast license terms, initiate a lottery for selection of licensees of new facilities, eliminate ascertainment requirements and alter comparative renewal procedures.

Like other opponents of the legislation, Parker also asked that more time be provided to comment on the bill before the mark-up.

The National Radio Broadcasters Association also registered its objections—but for different reasons. In a telegram to all Commerce Committee members, NRBA complained that the bill does not take into account the differences between radio and TV.

"In our view, radio and television are so different as to require separate legislative consideration," the message read. "NRBA therefore respectfully requests that the Senate Commerce Committee delete from S. 2827 those clauses dealing with radio, in favor of radio-only legislation which hopefully will be introduced at a later date."

**Bigger targets.** Citizen groups active in the media reform movement should broaden their area of interest to include such nonbroadcast matters as common carrier and telecommunication technologies. They should also seek a new, more reliable source of funding than is now available. Those are among the points made by Representative Lionel Van Deerlin (D-Calif.); Henry Geller, assistant secretary of commerce for communications and information; FCC Commissioner Tyrone Brown and 12 other contributors to a special 100th issue of *Access*, National Citizens Committee for Broadcasting's bimonthly publication, issued today (June 30). If the media reform movement "is to remain not only alive but effective," says Van Deerlin, "it must expand its vision ... Television may have been the sexiest medium of the 70's, but telephony is surely the sleeper of the 80's." Geller recommended an agenda for consideration that includes common carrier, telecommunications technologies, the convergence of computers and telecommunications facilities, and the First Amendment questions "raised by a host of new video services." Brown, noting the financial problems of media reform groups at a time when foundations are turning away from their efforts, suggested the creation of a "Consumers' Telecommunications Union," in which all elements of the public-interest community would join. It would serve as an umbrella organization that would inform consumers about telecommunications matters and solicit funds for its constituent members. An industry representative—Julie T. Hoover, ABC's East Coast vice president for standards and practices—said a "healthy interaction" between television and reform groups "has produced important changes for the medium." But Hoover also said the methods employed by some groups—secondary boycotts and intimidation—"have the potential of chilling free expression and stifling divergent views." Former FCC Commissioner Nicholas Johnson, a member of the NCCB board, reveals—in an article in which he appears to agree with those who maintain that the media reform movement has failed to effect any change "in the structure and power of the corporate, rich and powerful 'establishment' that rules America"—that the rhetoric which used to inflame broadcasters has not cooled in the seven years since he left the commission. "We still have commercial broadcasting ... Any divergence from 'corpthink' is by the grace of the corporate owners and advertisers—not as a matter of legal right to public access."

meeting he and other NABOB executive board members attended at the offices of the National Telecommunications and Information Administration. The meeting was held two weeks ago, but word of it did not begin to circulate until late last week, as NTIA was preparing to issue a brief news release. The purpose of the meeting, attended by NTIA and other government officials, including two FCC commissioners, and NAB representatives, was to consider progress being made in implementing the President's Minority Telecommunications Development Program.

Jackson complained that black broadcasters—there are some 70—were not receiving a fair share of government advertising, and Internal Revenue Service representatives were unable to offer any encouragement as to the speed with which IRS would act on NAB's six-month-old request for a ruling that NAB could transform its Minority Broadcast Investment Fund into a MESBIC [Minority Enterprise Small Business Investment Company] and retain its tax deduction benefit. But an audio tape of the proceeding reveals that Jackson and Ragan Henry, NABOB president and head of Broadcast Enterprises National Inc., indicated they felt that in some respects the progress threatened to become too swift.

Jackson, for instance, wondered whether new station assignments being made possible by FCC programs would appear before a policy was in place assuring minorities an opportunity to participate in ownership. Henry Geller, head of NTIA, attempted to assure him on that score. He noted that NTIA, in January 1978, had proposed to the commission that it adopt a policy under which applicants in comparative hearings would be given a preference to the degree minorities hold an interest in them (BROADCASTING, Feb. 6, 1978). Geller said he would nudge the commission on the matter.

But Jackson received no assurance on his second concern—that "if there's going to be the creation of all these new frequencies, it be sufficiently orderly that we can in fact keep stability in our own existence. You guys enabled us to get there," he said, "and we're highly appreciative. But once we get there, the game changes."

Jackson said he was worried about the effect of an upsurge in new minority-owned stations on the relations that existing black broadcasters have developed with the financial community: "If there's a major instability [in the industry], we won't be able to get any money from financial institutions, plus we won't survive in paying the present debt we have."

Henry sought to help Jackson make his point. "The game is not one of absolute numbers," he said. "It's to have a healthy minority segment of the industry as well . . . A sheer numbers game won't produce that result." At another point he said that the addition of two black-owned stations to a market already served by one could result—if all were programmed to serve the same audience—in "three failures instead

of one success." Henry's BENI owns six radio stations and WHEC-TV Rochester, N.Y., the last as a result of Gannett Co.'s decision to sell the station to blacks as part of an over-all strategy to win FCC approval of its takeover of Combined Communications Corp.

"Is it possible," Jackson wondered, "to do an economic analysis," as a means of projecting the consequences of the government's policies?

"I'll be frank with you," said Geller, prime mover in the government's effort to reduce AM channel spacing from 10 khz to 9 and thus pave the way for the addition of between 400 and 700 stations. "We don't give a damn about the economics of it." Engineering is another matter. "We don't want to degrade the AM band . . . But the economics are for the marketplace," said Geller.

"What about us?" Jackson asked. "We just get there, and you say we must take the load of a potential doubling or tripling in our marketplace . . . It's fundamental to us that . . . that you not in the process of creation kill us . . . It's a fundamental economic question."

Harming existing minority broadcasters is "the last thing we want to do," Geller said. But he said the administration does not want to limit minority-owned stations to one per market.

Besides Jackson and Henry, NABOB

was represented by three other executive board members—Skip Finley, executive vice president and general manager of Sheridan Broadcasting Corp.; Lois Wright, legal counsel for Inner City Broadcasting Corp., and David P. Grigsby, president of Drum Communications, and by Nate Boyer, executive director.

The two commissioners who attended the meeting, Joseph Fogarty and Tyrone Brown, had positions similar to Geller's when asked their reaction last week to the comments of the NABOB members. "I want them [black broadcasters] to survive, but we can't guarantee one minority station against another," said Fogarty. "This agency isn't in the business of protecting industries from competition," said Brown.

Indeed, Jackson's and Henry's expressions of concern are not heard with a great deal of sympathy by Pluria Marshall, of the National Black Media Coalition. "Getting on the ship and pulling up the ladder acceptable to us," he said last week. "We're for increased minority ownership for larger numbers of people—not just Jackson and Henry."

Marshall does not reject out of hand the suggestion that consideration be given to a market's ability to absorb an additional station before providing it with one. The process ought to be "orderly," he said—"but not to the extent that it constitutes protection."

## Ferris talks tough on children's TV

**NAB/NATPE conference is told that he feels program rules could be appropriate; he also suggests networks fill access with kid's fare; broadcasters agree there's room to improve, but disagree on how to do it**

Broadcasters were challenged by FCC Chairman Charles Ferris last week either to take the initiative and provide more and better programming for children or be faced with commission rules telling them to do so.

Ferris was the keynote speaker at the National Association of Broadcasters/National Association of Television Program Executives children's television programming conference in Washington. He believes the issue facing broadcasters is one of "choice between responsibility to children and the economic incentives for profit-making." The chairman contended that in light of what was needed and the resources available, he thought that the FCC's children's television task force's proposal to adopt mandatory programming requirements was "not too modest."

Ferris told the 279 program managers, program directors, general managers, syndicators and representatives of citizen groups present: "You are the ones who are personally and professionally committed to doing your best for your audience. You want to see your best efforts on the air at



Ferris

times your audience is watching. We all know that children are watching at times other than Saturday mornings. As programmers, you can show both the networks and local stations that you can create the kind of product that will meet children's informational needs while still drawing a large child audience. But it will be the responsibility of the networks and the stations to make the joint effort. We at the FCC simply hope we can aid you in that process."

Ferris also urged that the networks use the prime-time access period to provide

quality children's programming. While the access rule in general bars network or syndicated off-network entertainment programming from the access slot, it exempts programming for children.

Industry people, their critics and regulators present for the three-day conference did agree on one thing: that there is a need for quality children's programming. How best to go about getting it, however, was the chief subject of disagreement among them.

Local broadcasters said the real problem was financing. Network affiliates said the networks should be producing more. The networks said the affiliates aren't picking up what's produced now. Producers want their salesmen to sell better and the advertisers to buy more. Salesmen want quality programming. The advertisers want a market.

Industry people bristled at the mandatory rules proposal, taking stabs at it during every workshop. Chuck Gingoled, WABC-TV New York, told Ferris that he did not feel the commission really knew what was already available. Furthermore, he said "quantity does not mean quality—which is what we are all really interested in."

One Canadian broadcaster said his experience with mandatory rules in Canada showed "that all that happened was viewing went down, and poor programming was produced for ghetto hours."

Ferris replied that he felt American broadcasters "could do better than that."

There were those, however, who agreed with Representative Timothy Wirth (D-Colo.), of the House Communications Subcommittee, who said during a workshop called "What Does Washington Think About Children's Television" that the entire problem must not be looked at piecemeal—"everyone is afraid that their section of the pie will be looked at."

"There is a big picture broadcasters must focus on," he said. "What has caused the problem to become such that the potential for government intervention becomes a real problem?"

Wirth intimated that if the problem was

not "looked at together" or if it was "hidden under the rug," Congress might have to take a look at it.

Peggy Charren, president of Action for Children's Television, at a panel, "What Do the Critics Want?," essentially agreed with Wirth. "I don't believe it's reasonable to expect a broadcaster to do more than his competitor is doing," she said. "But it's because you've reacted to what the regulatory agencies propose to do is why we're here, and why ACT has 15,000 members."

Irwin Star, KREM-TV Spokane, Wash., was especially concerned about the plight of the small broadcaster. He said that in his market, as in many others, there was already diversity of programming in that broadcasters were on an almost even competitive level with cable operators.

"What is the FCC going to do about the small broadcasters should they adopt mandatory rules?" he asked. "They would be at a competitive disadvantage."

Charren replied, "Don't worry, ACT is preparing all these miserable things for cable operators."

Wednesday, the first day of the conference, attendees screened programs produced by their colleagues. Delegates were able to see the type of programming being produced in markets their own size. And they traded means of cutting costs while maintaining quality and using resources wisely.

The other two days, broadcasters were treated to workshops featuring the same sort of thing—what the networks were doing, what syndicators were doing, what educators were doing.

There were three concurrent workshops on successful programs for various size markets—1-25, 26-75 and 76-plus. These featured panelists discussing how they programmed local children's shows for their particular market, within the constraint of a tight budget.

The network programming panel featured Squire Rushnell, ABC; Faith Frenz-Heckman, CBS; Mary Alice Dwyer, NBC, and Bill Reed, Public Broadcasting Service. All

are heads of children's programming for their networks.

Rushnell said he "would like to think of the pressures facing us as creative opportunities." He does not, however, see an immediate threat by the new technologies. "Five, even 10 years from now, the networks and stations will still provide the primary programming," he said. Rushnell said he was alarmed that the FCC would "have us provide 90 minutes per day for preschoolers, without having to provide for adolescents—it's a sin."

Heckman said that the "FCC has not a great deal of influence over my desire for good programming." And she strongly defended CBS's programming against the accusation that the network is resting on its laurels with *Captain Kangaroo*—the only program produced for pre-schoolers during the weekdays.

However, she did say that "children's programming is at the lowest end of the budget level with the networks." She can't imagine that it would much higher on cable or other mediums.

Dwyer agreed with Rushnell that there should be a more cooperative attitude between the locals and the networks.

Reed said "it doesn't matter where the programming comes from—commercial or public broadcasting or cable—so long as we get more of it."

Educators present though espoused a buddy system approach: broadcasters and educators as partners. And they received support from FCC Commissioner Abbott Washburn, who praised the networks for the work they have done in producing reading material and teaching aids on forming critical viewing skills. "The FCC can require stations to carry reasonable amounts of informational children's programming," he said, "but it can't go out with a notice on mandatory rules." In calling for a cooperative effort between parents, educators and broadcasters, Washburn quoted from a letter that had appeared in the *Washington Post*: "TV is a fact of life, we owe it to our children to be responsive to it critically."



**Getting closer.** During a panel discussion on "The Buddy System: Broadcasters and Educators as Partners," the need for parents and teachers to devise critical viewing skills for children was stressed. Standing (l-r): Michael McAndrew, Capital Cities Communications; Pam Warford, ABC; moderator, Jack Blessington, CBS, New York. Seated (l-r): Debbie Belowit, WNET-TV New York; Nick Van Dyke, National Council for Children and Television; Ellen Rodman, NBC.



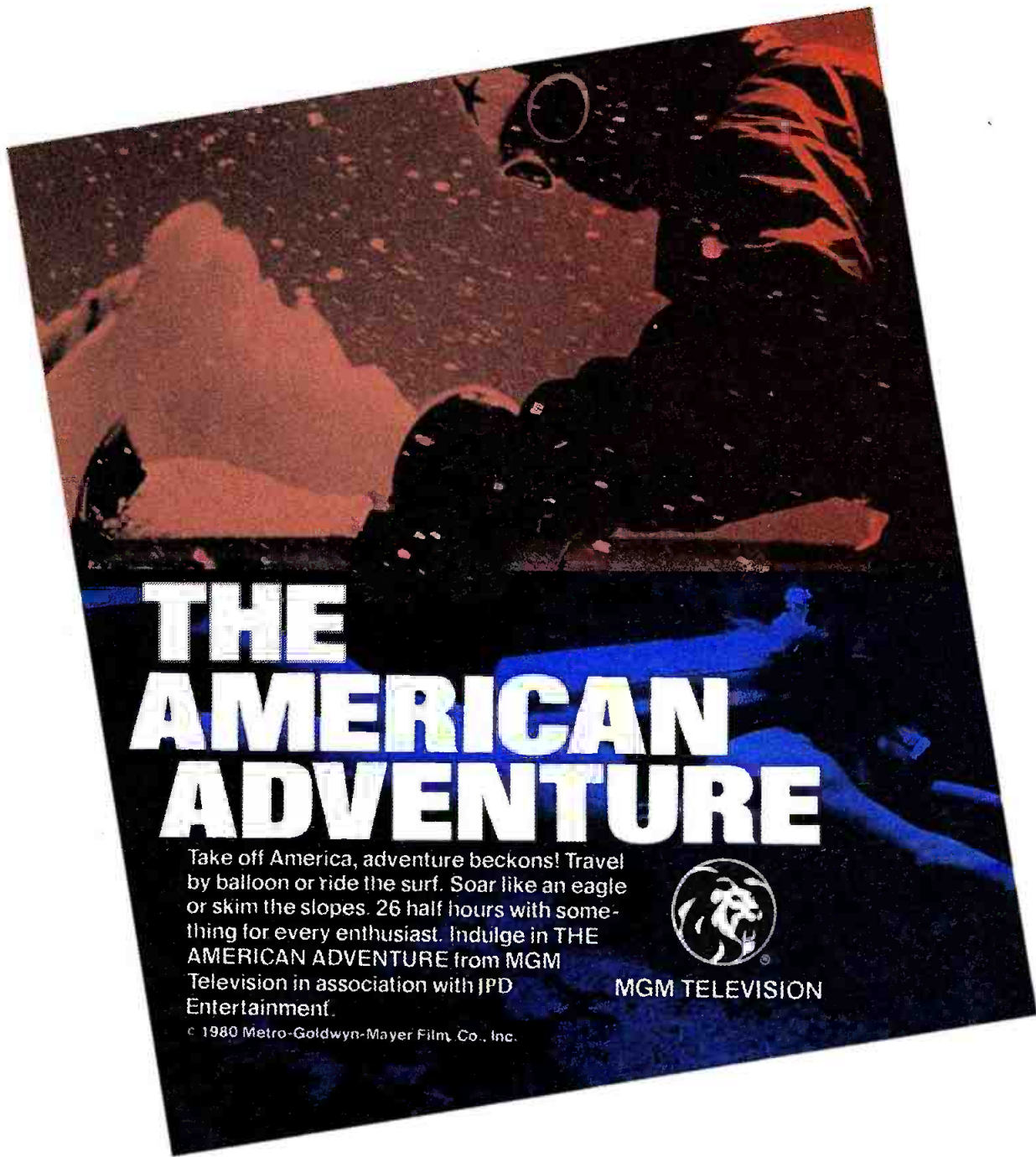
**Information exchange.** There were three concurrent workshops taking a look at successful children's programs in markets 1-25, 26-75 and 76-plus. Here, broadcasters from the first, fifth and 19th markets talk about the resources they use and the constraints they encounter in producing programming in their communities. L-r: A.R. Van Cantfort, WSB-TV Atlanta, moderator; Chuck Gingoled, WABC-TV New York; Charles Horich, WMAR-TV Baltimore; Bruce Marson, WCVB-TV Boston.



# TV Programming


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<b>KXII</b>	Ardmore	<b>WBAY-TV</b>	Green Bay	<b>KPHO-TV</b>	Phoenix
<b>WANX-TV</b>	Atlanta	<b>WXII-TV</b>	Greensboro/ Winston-Salem, NC	<b>WTAE-TV</b>	Pittsburgh
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<b>WMAR-TV</b>	Baltimore	<b>WHP-TV</b>	Harrisburg	<b>WJAR-TV</b>	Providence
<b>WBRZ</b>	Baton Rouge	<b>WFSB-TV</b>	Hartford	<b>KOAA-TV</b>	Pueblo
<b>KVOS-TV</b>	Bellingham	<b>KRIV-TV</b>	Houston	<b>WRAL-TV</b>	Raleigh/Durham
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<b>WCYB-TV</b>	Bristol	<b>KBMA-TV</b>	Kansas City, MO	<b>KCRA-TV</b>	Sacramento
<b>WIVB-TV</b>	Buffalo	<b>WTVK</b>	Knoxville	<b>KSTU</b>	Salt Lake City
<b>WCIV</b>	Charleston, SC	<b>KLFY-TV</b>	Lafayette	<b>KSAT-TV</b>	San Antonio
<b>WOWK-TV</b>	Charleston/ Huntington, W. VA	<b>KPLC-TV</b>	Lake Charles	<b>XETV</b>	San Diego
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<b>WXIX-TV</b>	Cincinnati	<b>WCIX-TV</b>	Miami	<b>KCPQ</b>	Seattle
<b>WJKW-TV</b>	Cleveland	<b>WVTV</b>	Milwaukee	<b>WHME-TV</b>	South Bend
<b>WIS-TV</b>	Columbia, SC	<b>WTCN-TV</b>	Minneapolis	<b>KREM-TV</b>	Spokane
<b>WYEA-TV</b>	Columbus, GA	<b>KNOE-TV</b>	Monroe	<b>KPLR-TV</b>	St. Louis
<b>WCMH</b>	Columbus, OH	<b>WSM-TV</b>	Nashville	<b>WTVH</b>	Syracuse
<b>KIII</b>	Corpus Christi	<b>WCTI-TV</b>	New Bern	<b>WTHI-TV</b>	Terre Haute
<b>KXTX</b>	Dallas	<b>WVUE</b>	New Orleans	<b>WDHO-TV</b>	Toledo
<b>WKEF</b>	Dayton	<b>WPIX</b>	New York	<b>KTSB</b>	Topeka
<b>KWGN</b>	Denver	<b>WYAH-TV</b>	Norfolk	<b>KTEW</b>	Tulsa
<b>WHO-TV</b>	Des Moines	<b>KOSA-TV</b>	Odessa	<b>WTVB</b>	Tupelo
<b>WKBD-TV</b>	Detroit	<b>KTVY</b>	Oklahoma City	<b>WTTG</b>	Washington, D.C.
<b>WEAU-TV</b>	Eau Claire	<b>WOFL-TV</b>	Orlando	<b>KWTX-TV</b>	Waco/Bryan
<b>KVAL</b>	Eugene	<b>WMBB-TV</b>	Panama City	<b>WSAU-TV</b>	Wausau
<b>WFIE-TV</b>	Evansville	<b>WEAR-TV</b>	Pensacola	<b>KRGV-TV</b>	Weslaco
				<b>WYTV</b>	Youngstown

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*The explosion in programing opportunity and demand occasioned by the explosion in media technology appears to be coming none too soon to accommodate the explosion in ambitions and abilities of television's creative community. That's the real bottom line of this state of the art report. It positions the major influences of national TV: conventional commercial networks, syndication, cable, over-the-air pay TV and public television. Their constant and common denominator: change.*



Shogun: latest—and most expensive—of a dying miniseries breed?

## On the rise in network TV: costs and independents

**Although the two are not necessarily connected, they're being evidenced in the networks' schedules as production expenses, fueled by competition, spiral upward**

The alarm was sounded most recently by ABC Inc. Chairman Leonard Goldenson: "Runaway costs are a clear and present danger." Network television program costs are in the stratosphere today. According to a survey last spring by BROADCASTING, the three networks are spending just under \$40 million a week for prime-time pro-

grams, 40% more than they were paying two seasons ago. And the escalating costs are coming while the networks are caught up in what many executives regard as the fiercest competition ever.

That competition is coming from among the networks themselves as well as from pay television and the syndicated programing market. Production budgets are not likely to decrease in this era of sustained double-digit inflation, but new pressures threaten the basic relationship between the networks and program suppliers.

Earlier this month, Universal Television

shocked the Hollywood production community when word got out that it would no longer engage in deficit financing of its television product. An accepted Hollywood practice for years, deficit financing allows studios to go over budget on television programs. Network license fees are intended to cover basic production costs, and the studios see the profits from their programs once the shows enter the syndication market. Studios have allowed producers to make programs for more than the license fees, provided there was a reasonable expectation of recouping the

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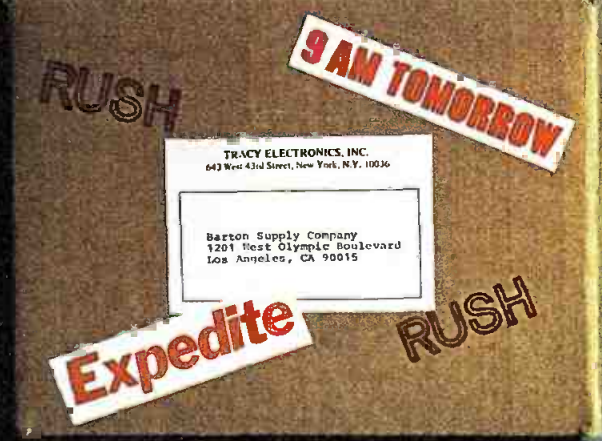
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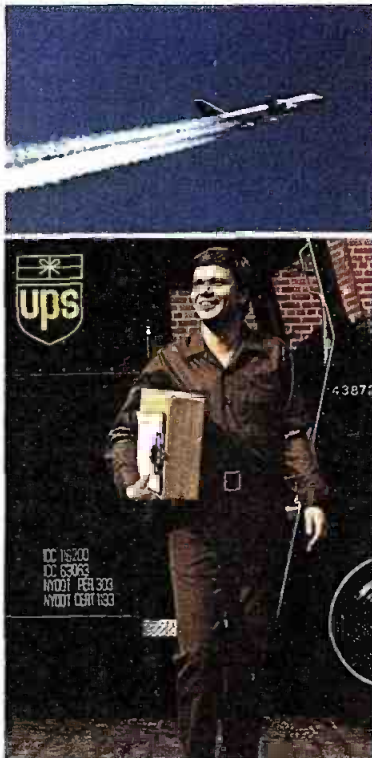
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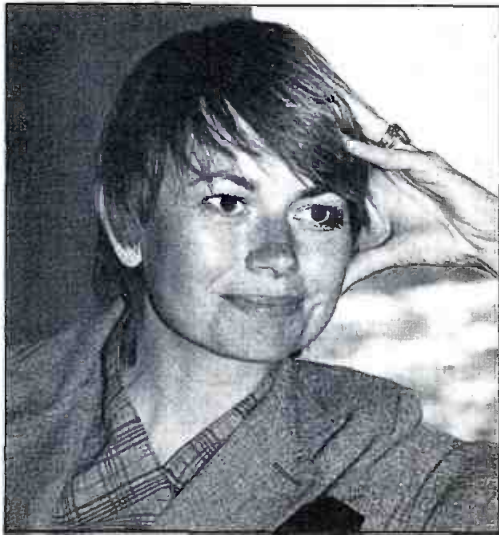
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**On the volatility of a network job.** "Anything wonderful can happen as well as anything insecure and terrible. I'll take the insecurity because I like the unexpected. It doesn't bother me. If I get fired here or anywhere else, I'm employable. I can do. I have skills that can translate into other areas. I would probably be just as happy writing, producing or acting as I am doing what I do here. This is a terrific business for a woman. It's based on talent. It's not based on image or how well you wear a suit or how well you flip the pages of a sales presentation or how 3,000 people in leisure suits are going to respond to your persona. It's based on talent. And under the right conditions, with the right people and the right management, I think I would want to and could become a president." **On programing and the new technologies.** "This whole growth in technology is having a psychological advance affect on the whole industry. Suppliers—producers, writers, even studios—are beginning to sense that their futures are wide open. Networks are not going to be the only things they have to turn to. The more outlets a supplier has, the more power a supplier has. I find it really amusing to hear complaints about the networks' overuse of power. It's becoming more and more amusing as our power diminishes. The suppliers are beginning to feel a little muscle. For whatever reason, there is more reluctance now to get deeply involved or deeply dedicated to network television." **On last spring's network race.** "Competition is good, of course. But when it gets that crazy, it stops being so good. Suppliers and network people tend to forget overview, vision and direction—temporarily. They start concentrating on tonight's ratings or tomorrow night's ratings too much. You have to concentrate on ratings. But when it gets that crazed, it stops being good for anybody."

initial losses through syndication.

A number of network executives have speculated that Universal's move was prompted more out of the desire to increase its network fees than one to cut back on its productions. That Universal and other producers would prefer higher payments from the networks is not at all unlikely. That the networks will resist is certain.

Goldenson made his comments to the Hollywood Radio and Television Society. Heads of most of the leading studios sat on the dais with him.

"The arithmetic is very simple," the ABC chairman said. "If the economy is to grow at only 10% a year—and most of that from inflation—broadcasting cannot always grow at a much more rapid rate than the economy. We cannot—and will not—accept for long cost increases of the magnitude we have recently experienced. We must bring greater discipline to the control of our costs."

Producers hear such clarions differently. "The squeeze will be on out here to somehow get it done not just for the same price—but for less," says Grant Tinker, president of MTM Enterprises. As a rule, he added, the networks "don't cheerfully reduce their margins of profit."

Yet, at least two of the networks have done just that. Locked last spring in a two-way race more bloody than just about anybody can remember, both ABC and CBS allowed their profit margins to dip. Program costs were cited as the chief cause. Financial analysts estimate that ABC's operating earnings will drop to 14% of revenues in 1980—down from 18% in 1979 and 20% in 1978. CBS's profits are expected to ease to about 15%, from 16.6% in 1979 and 17% in 1978.

Some observers estimated that the spring race between the two companies saw the rearranging and manipulation of \$30-million worth of programing on the two networks. The end result: CBS won the prime-time season by a barely measurable 10th of a rating point. There was almost universal agreement—among CBS

executives as well as those with other networks—that CBS's victory meant nothing to the network's economic situation. It was purely a psychological victory; one, interestingly, that the network chose not to take advantage of in its fall season promotion. There is no mention of CBS's first-place finish in the network's fall campaign.

Although NBC remained virtually out of the spring race, in conversation President Fred Silverman has conceded that his network, too, fell victim to the competi-

tion. NBC's budget was also raided in the spring as a result of rearranging programing and of advertising make-goods. Neither he nor Robert Butler, the network's chief financial officer, would say how much the spring contest cost the number-three network.

Network license fees are among Hollywood's most closely guarded secrets. As a rule of thumb, however, half-hour taped comedies are costing the networks about \$200,000 an episode. Hour-long filmed

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Tinker

**On starting over in 1980.** "If I had some of the smarts of the 30 years I have spent in the business, I think I'd go into television news. I think that's really the reason we're all here, and the reason the medium was invented to begin with. There is television's real purpose and real contribution. The rest of it is just froth. I think of all the things that we, the entertainment contributors, do really just ways to spend time. Very little of it sticks to anyone's ribs. What television does well—hard news, news-related stuff, features, sports—is done magnificently. It makes it all worthwhile. I think I'd find it fascinating to be part of that. I'd run, not walk, to work every day." **On the effect on the production business of the network competition.** "It's probably bad, and probably the audience suffers, too. The networks spend too much money on development. They waste a lot of money by making all these pilots—most of which end up in the discard pile. They should take less money and commit it to reputable, proved production houses or creative people and say: 'Make us a series'—as NBC did last year with Larry Gelbart. That's a failed example. But that's exactly the way to go. If I were running a network—which I'm not—I'd go to a lot of Larry Gelbart. My batting average would be better." **On watching television.** "I don't watch a lot of it. It doesn't hold my interest or attention very often. I'm not like the guy who's making bread all day and when he gets home can't stand the sight of it. I love television. There's just very little on television you can't afford to miss."

shows generally run in the \$500,000 neighborhood.

When *The New York Times* broke a story alleging that executives with Spelling/Goldberg Productions and ABC had attempted to defraud profit participants in the *Charlie's Angels* series, the lengthy investigative article revealed considerably more about network-producer finances than is generally known, including a dis-

puted \$30,000-a-week "exclusivity provision." ABC pays S/GP \$583,300 an episode for the hit program, on the air since September 1976, according to *The Times*.

Programming such as *Charlie's Angels*, the expensively produced dramatic action-adventure, is virtually as old as television and as much a part of the medium as the 30-second commercial. It is the expense of

such programming, however, that is leading the networks to investigate alternative forms. The 1979-80 season saw the reappearance of two program genres not dominant on network television for years—the prime-time serial, exemplified by Lorimar Productions' *Dallas*, and so-called "realism programming" led by producer George Schlatter's *Real People*. The announced network schedules for this fall include four hours of the former genre and five of the latter.

"The public appetite for this kind of program has been demonstrated and the costs of these programs are to a large degree controllable," said Golden-son of what he termed the "actuality" shows of the 1980's. "That is the point: We will never select an inferior program because it is cheaper. But when we can choose between programs of comparable audience appeal, our confidence in their future cost levels will be a determining factor."

Again, the arithmetic is simple. According to BROADCASTING's survey, an hour of *Real People* costs NBC \$450,000. The show is taped before an audience in the network's Burbank, Calif., studios; there are no major stars, and the format easily lends itself to re-editing for reruns. During the season just over, it averaged a 22.1 rating and a 34 share of audience. It was the 15th-ranked series for the season.

*Little House on the Prairie*, in contrast, was the 16th ranked show for the season—averaging a 21.8 rating and a 33 share. It is estimated to cost \$650,000 an episode. It is a standard film show with major stars.

On a dollar-for-rating point basis, *Real People* clearly represents a better investment for NBC.

Next fall NBC will be following the *Real People* success with another Schlatter production, *Speak Up America*, and the NBC Sports-produced *Thursday Games*. Last season, after watching the *Real People* success, ABC turned to producer Alan Landsburg for *That's Incredible* (which averaged a 25.8 rating/37 share and was the year's third-ranked show). This fall, Landsburg will try his hand at ABC's most difficult time period—7-8 p.m. Sunday—with *Those Amazing Animals*.

CBS has yet to join the bandwagon, but it still counts the most successful of them all among its line-up of shows—*60 Minutes*, the most popular program in television.

Informational, magazine-style programs are hardly new to television. They go back at least to the early 1950's with Edward R. Murrow's *Person to Person*, *See It Now* and *Small World* on CBS or NBC's *Today* and *Home* or, on the cultural scene, the Ford Foundation TV-Radio Workshop's commercial-less *Omnibus*—revived with sponsorship on an irregular basis this summer by ABC and Marble Arch Productions. What is new about the latest crop of shows, however, is that they are coming from the entertainment divisions of the networks and not the news divisions. And they are being made by independent producers.

"Our major interest in television is syn-



dication," explains Warner Bros. Television President Alan Shayne. "It's been very hard in the past to syndicate variety or *Real People*-type series." A program that is economically attractive to an independent might have little appeal to a major studio.

Indeed, the independent producer is quickly becoming the dominant creative force behind television. The 1980-81 prime-time season will see 25 hours of independently produced programming weekly—compared to 19½ for major studios. And among new programs, the independents still lead the majors. Of the 13½ hours of new series (16 different programs), independent producers and companies account for eight series totalling six-and-one-half hours. Majors have seven series for six hours, and NBC Sports has the remaining single hour series.

The independent production company has long been a staple for the making of half-hour situation comedies, but certainly since the rise in the mid-1970's of the Aaron Spelling empire, the independent has become a significant force in the hour film shows as well. Although Spelling has long led the list of independents, last season saw the ascension of a new reigning monarch of the airwaves—Lee Rich.

"I would suppose that the most powerful of the producers today is Lee Rich at Lorimar," says Ethel Winant, vice president for miniseries and novels for television at NBC Entertainment.

Next fall, Lorimar will have six hour programs scattered among the three networks. Spelling's various enterprises will have five hour shows with a sixth, ABC's *Oil*, in reserve. (Spelling has an exclusivity agreement with ABC and has no programs on either of the other networks.)

Although Lorimar has been a major production company since the 1972-73 season when *The Waltons* premiered, it was the phenomenal success of its prime-time soap opera, *Dallas*, last season that catapulted the company to its current lofty heights. Indeed, *Dallas*, with a 25.0 rating/42 share average for last season, set the pace for the other programming trend that is dominating the new season. And significantly, every one of the new prime-time serials will be coming from Lorimar. Add the continuing stories of *Eight Is Enough* (ABC) and *Waltons* (CBS) to the returning *Dallas* and *Knots Landing* (both CBS) and to the new *The Secrets of Midland Heights* (CBS) and *Flamingo Road* (NBC), and it is clear to see that Rich and Lorimar have not only defined the genre but also monopolized it.

Marcia Carsey, ABC Entertainment's senior vice president for prime-time series, is one network executive who is not blindly jumping aboard the soap opera express. "We try not to see trends. The minute you can see a trend, the minute you notice it, it's too late. It's always dangerous to be the fourth on the air with a particular genre or show."

"If there is a trend," adds Carsey, "it seems to be away from the standard idea of series television—which is the same



Shayne

**On making television programs today.** "It's not a job of the future, really. Network television is an everyday job. It's no longer seasonal. We're making pilots all year long now. We just finished the selling season in May, and we're casting a new pilot now. It's a day-to-day business. It's very hard to plan where we'd like to be in two years." **On starting over in 1980.** "I would still go to the networks first, and I think I would try to do very good movies, classics, some really good books to build a library that could be on cassettes. I'd like to do the Book-of-the-Month Club, really, so that eventually you could belong to an organization where you could get a choice of cassettes as you do now with books. But I would still try the networks first. And hope they would put them on the air." **On what he wants his company to be.** "Its mission is to make money. Its purpose is to be successful; there's no question about that. I would like to make good television and successful television, to make television people want and television the people will enjoy though not think they want. We have always felt a responsibility to do very good things and to do very commercial things. I feel that by doing the good things, they will also be commercial. And they have been."

characters in constant relationships doing the same kinds of things every week. It seems among the informational shows and the serialized dramas that viewers are craving a little bit of variation in series television—the unexpected, the surprising. It's what anthologies used to give them."

The series still runs network programming in 1980, and, depending on one's point of view, it is either the inherently cyclical nature of the medium's entertainment or the "copy-cat syndrome" of producing

that rules the series. As Warner's Shayne points out, *Dallas* is the child of *Peyton Place* and *Speak Up, America* is the offspring of radio's *Vox Pop*.

Tinker is less charitable: "It's the copy-cat era. It's whatever is working, and as we speak it's prime-time soap opera—which will proliferate on the fall schedules—and whatever they call those actuality things that began with *Real People*, followed by *That's Incredible!*, followed, no doubt, by eight more."

"If you examine what's on television, it



Winant

**On the most important person in television today.** "There isn't any one person whose influence is felt. There was a period when Fred Silverman was the most important person in television. All of television tried to compete with him. I don't know if Fred has the imprimatur that Bill Paley had because television is so competitive now that nobody can put his stamp on what's happening. The structure of the business doesn't allow for that complete virtuosity. The system has become so big that it's hard for the individual to achieve that kind of autonomy and make that kind of mark." **On the best and the worst on television.** "Everything is less entertaining than it used to be. And that's sad. Perhaps we should all be replaced every five years. The best things are the surprises, things that knock you out. The show I looked forward to the most that disappointed me the most was *IBM Presents Baryshnikov on Broadway*. I suppose the show I watch most consistently is *60 Minutes*. I'm a news nut. I'm thrilled that there's an 11:30 *Nightline*—on the other network. I'm very disappointed in Ted Turner's network. I thought it would be terrific, that I could get all the news I want. It's repetitive. They can't get into depth. After you've watched two hours, you just see it over and over."

seems to be series," says Winant. "Maybe it's familiarity, or people's fear of the unknown, or the reassurance of seeing the same things over and over. Maybe it's a lack of adventure.

"Everything goes in cycles—if something works we all try to do more of that. There's so much money at stake, and it's such a big business that you try to buy insurance."

Last season, the networks were awakened all the more to the value of their series programming, especially at ABC, when two of the newer programming forms—miniseries and made-for-television movies—failed to attract the audiences network executives expected. In fact, CBS's ascendancy last year was first evident when it won the national ratings in the November ratings sweeps. Some would argue that CBS did not win those sweeps as much as Aaron Spelling and ABC lost them.

In his first outing as a miniseries producer, Spelling made what he called "one of the biggest disappointments in miniseries history"—*The French Atlantic Affair*, which in three nights of airing never bettered the 25-share mark.

Although in the wake of the *French Atlantic* there was serious questioning

concerning the future of the miniseries as a program form, the genre made an impressive comeback later in the year—in late February with *Scruples* and in April with *Guyana Tragedy*, both on CBS.

The lesson, as CBS Entertainment President Robert Daly said last fall, was that "the public isn't going to tune in to just a miniseries." The genre demands the big, captivating story.

Next year, network television will see two of the biggest miniseries ever—ABC's eight-hour *Masada* from Universal and NBC's 12-hour *Shogun* from Paramount Television. Both are being called the most ambitious projects ever undertaken by the respective networks.

Universal's epic has cost the production company more than \$18 million, and it stars Peter O'Toole and Peter Strauss. No firm airdate has been set for the program, but it has been scheduled for the second quarter of 1981. George Eckstein is the executive producer. It is the story of the Roman conquest of Judea in 73 A.D.

*Shogun*, filmed entirely on location in Japan, is the story of a 17th century British seaman (played by Richard Chamberlain) in Japan. Airing over six days, the miniseries will lead off the network's fall schedule beginning Sept. 14. Estimates of

its cost have exceeded \$20 million. James Clavell, who wrote the best-selling novel, is the executive producer.

"Miniseries allow you to do material that you wouldn't ordinarily do," says Winant. "They have given us a certain freedom that we never had before to deal with subjects that are bigger. I think they should, in some cases, be more important. Some can just be fun. *Scruples* was just fun. I loved it."

In daytime network television, ABC's *Good Morning America* has unseated NBC's *Today* as the most popular early-morning show. The ABC program has led in the attraction of new audiences to television, and, just as have the informational shows of prime time, it has demonstrated the growing popularity of that genre with the audience.

The latest move in daytime has come from NBC, however. Last Monday (June 23), the network premiered its new 90-minute talk-variety *The David Letterman Show* (10-11:30). Later this summer, the network will add a 30-minute magazine, *It's Your World*, transforming its entire morning block. Gone will be the game shows. (The 9-10 time period is not programmed by the network, but many NBC stations, including WNBC-TV New York and other O&O's, fill the period with the syndicated *Donahue*.)

NBC's gamble that the audience is no longer captivated by the game show has yet to prove itself, and, for now, neither of the other networks has announced any significant changes in their morning line-ups.

Not so with the wall-to-wall soap-operas of the afternoon. In its promotions, ABC calls its ratings-leading line-up of serials "Love in the Afternoon." There's lots of that, but the soaps have also distinguished themselves in recent years by turning to social issues such as abandoned children, mental illness or teen-age prostitution.

ABC has also led the networks in glamorizing the serials. Last year, it launched "Operation Celebrity," an attempt to bring major stars to daytime shows. So far the stellar list has included Sammy Davis Jr., Joan Fontaine, Kim Hunter and Dick Cavett. ABC has also led in taking the soaps out of the studio and onto locations, another growing trend in daytime serials.

CBS, long the dominant factor in daytime, has experienced audience decline as its older soaps have failed to attract a new generation of viewers. "Our objective is to revitalize the older shows," said Michael Ogiens, vice president of daytime and children's shows, to his network's affiliates at their Los Angeles conference last month. The network is out to make its soaps "more contemporary" and "to enhance their appeal." Much of that effort has gone into *The Young and the Restless*, which the network expanded to an hour last season.

The youngest of the CBS serials (the only one less than two decades old), *Young and Restless* concentrates on relationships between contemporary men

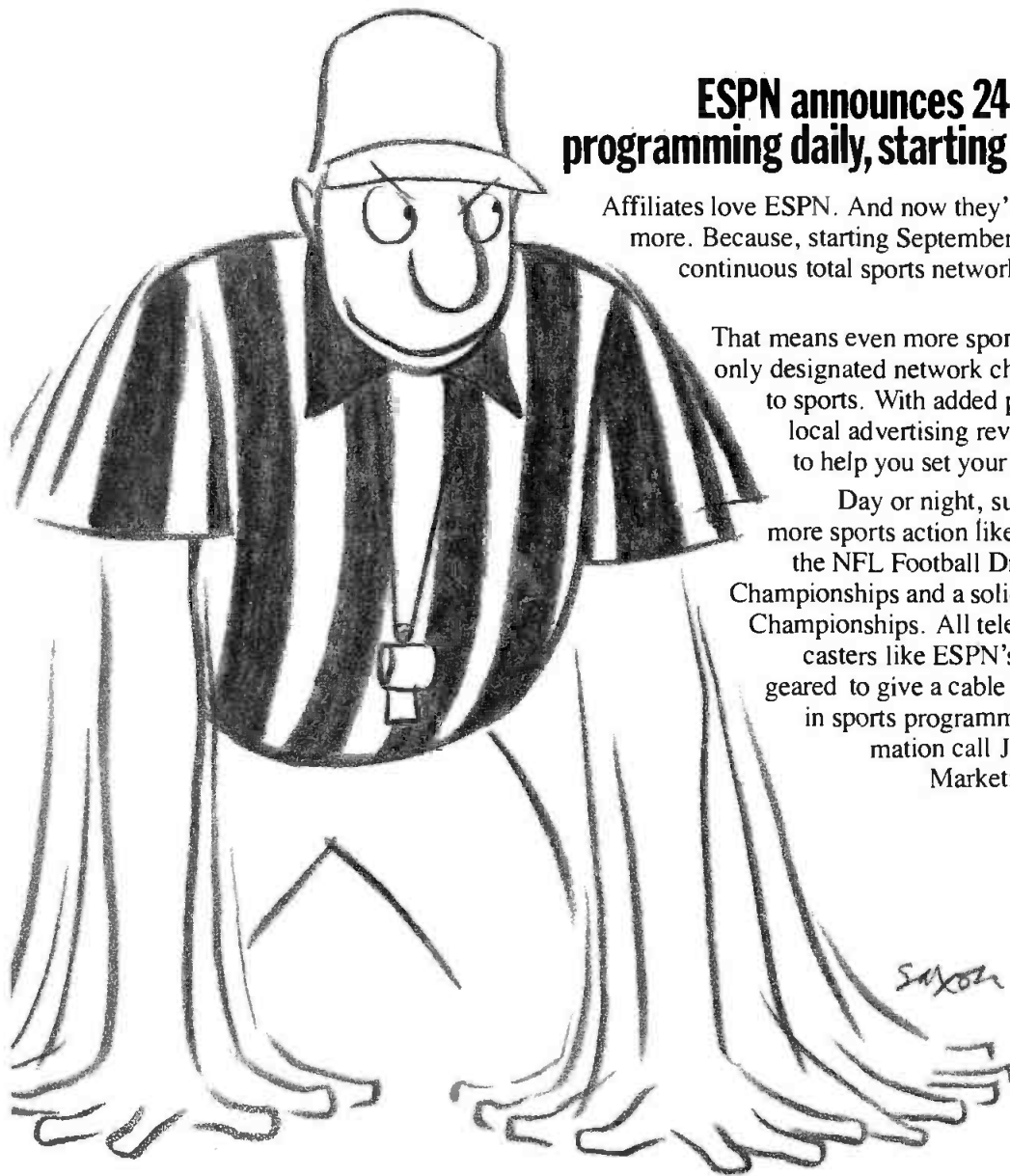
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and women—as opposed to the older shows that still tend to center on single families. *Young and Restless* is also the network's only Hollywood-produced serial.

In August, NBC will introduce its newest serial, *Texas*. Most of the summer months will be spent in an extended attempt to spin off the new program from *Another World*, a 17-year-old series that became the first soap opera on television to expand to 90 minutes last year.

Set in Houston, *Texas* will see a gradual shifting of emphasis to the new locale. Among those switching will be *World* star Beverlee McKinsey (Iris).

Programers on both coasts see discernible patterns developing in the ever-fluid world of network schedules. And, citing such programs as *Live from Studio 8H* or NBC's live presentation of "The Oldest Living Graduate," many see Fred Silverman as still the one pushing television beyond the status quo. That is not, as Tinker point out, the same as saying Silverman is succeeding.

Carsey, who worked for Silverman while he was at ABC and who counts him as one who taught her much of what she knows about programing, calls him a "master showman who didn't see those kinds of shows on television and decided to try

them." The content and the feel of the new programs are different, she says, but the gut instinct that the medium must remain ever fresh and ever innovative is the same.

Still, it was she who best explained what the business of television programing is all about:

"You have to assume that the public has good taste. And usually they do. If you don't assume that, we're all in trouble. The public made *M\*A\*S\*H* a hit. It made *Barney Miller* a hit. And it made *Taxi* a hit. The public makes hits. We don't shove them down their throats. And if they reject them, they reject them."



KTTV's Mary Hart and Scott Moniak cohost the Los Angeles edition of Group W's *P.M. Magazine*, the most successful of the local-turned-national crop of syndicated shows.

## Do-it yourself movement: stations into syndication

**Escalating costs of national shows, coupled with chance to make money, are pushing more and more outlets to create programing that will sell beyond the local marketplace; meanwhile, on the conventional scene, it's talk, talk, talk**

■ In Minneapolis, Seattle, Boston, Washington and Raleigh, N.C., earlier this month, five stations broke with their network for a prime-time hour called *What Does Your Mom Do?* The stations call themselves "The Eighth Decade Consortium."

■ Shortly after the FCC enacted the prime-time access rule, a Sacramento, Calif., station launched its own local magazine, *Weeknight*. The strip has been running in the 23d market since 1973 and,

come September 1981, a national version will be available.

■ Even the 124th market, Binghamton, N.Y., has gotten in on the production act, with nationally syndicated public-service shorts. It didn't take major-market status to make *The Nooze Report* big news for kids.

To call *What Does Your Mom Do?*, *Weeknight* and *The Nooze Report* the beginnings of a television programing revolution would be an overstatement. None of their backers are toppling the system, nor do they expect to challenge it.

Although the amount may vary from year to year, off-network properties continue to flow into syndication. And when one daypart fills up, major distributors stand ready to concentrate on another, with both first-run and rerun vehicles.

But the difference in the syndication world of the 1980's is that local stations are increasingly evident in the national programing business. The kingdoms of Hollywood and New York continue supreme, but new programing principalities are emerging elsewhere.

Local-station efforts of this kind are nothing new. *Donahue*, for all its national acclaim, began on WLWD(TV) Dayton, Ohio, in 1967. Others, like *The Mike Douglas Show*, also have local roots. But today, those that make the transition from local to national audiences are no longer treated as flukes. Forerunners have shown it can be done, and local stations, with big dreams, couldn't be more confident.

Nowhere is this more evident than at WCVB-TV Boston, which is going into its fourth local season of *The Baxters* and its

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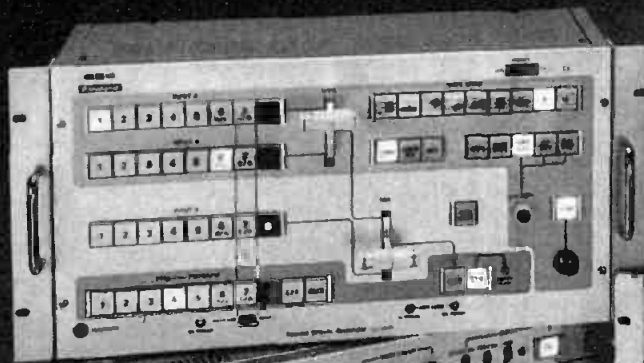
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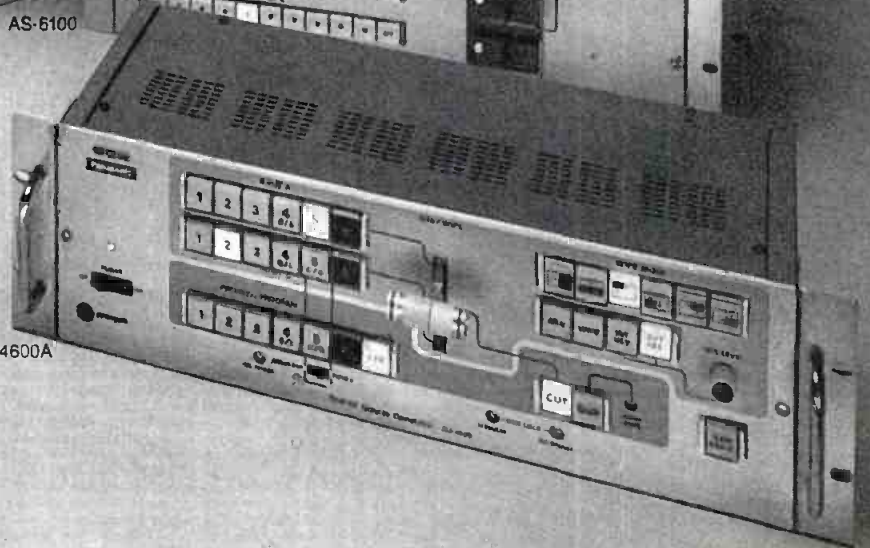


WJ-5500A



AS-6100

AS-6000



WJ-4600A

second national year (now without Norman Lear's TAT Communications as a production partner). WCVB-TV's health specials and series are a regular part of the syndication scene and two of its other local access shows—*Park St. Under* and *Miller's Court*—may one day be sold outside Boston.

"Innovation is going to happen from spots like ours," says Bob Bennett, WCVB-TV president and general manager. "If the business is going to grow, it will be this way. I would hope creativity can come at the station or group level."

There's more than just local ambition involved here. A major increase in station-produced programming can be tied to the hefty hard-cash commitment for off-network properties. In Boston, Bennett explains, *Laverne & Shirley* went for \$30,000 per episode. To produce *Park St. Under*, a situation comedy, WCVB-TV spent \$10,000 per show last season and expects to put in about \$12,000 per episode in 1980-81. Importantly, for a station with its own show, production can stop if the vehicle doesn't work. With a syndicated show, all the dollars for a series have to be committed up front, whatever happens.

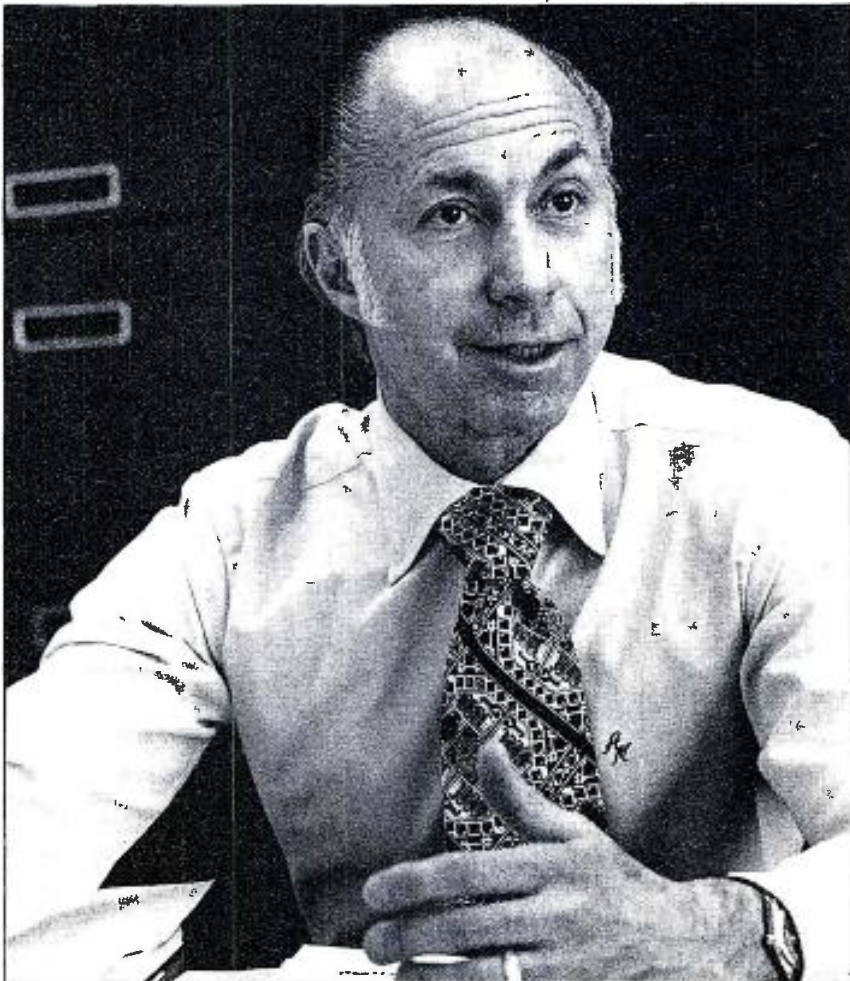
Prices for *Laverne & Shirley* and other off-network hits, Bennett explains, have "taken out that margin that allows you to call one wrong. It has to be an enormous hit just to pay for itself."

The price of off-network fare is causing many stations to consider going into the production business. And once the show is produced, the logical progression is to put that product in the national market to recoup costs and make money. For its health specials, WCVB-TV comes "fairly close to profitable on our own stations," Bennett says, adding that with syndication, "it suddenly becomes a profit center."

As broadcasters that are members of station groups move more heavily into production, there is the built-in security of assured multimarket viewing, starting with the commonly owned stations. When RKO General, for example, launched its *What's Happening America?* magazine with Shana Alexander, it ran on all four group TV's. Field Communications says its first motive is to provide programming for its own stations—and so it has done with its *Snipets* and *Hooray for Reading* projects—but they also are being syndicated, and a big national push for 13 half hours of its weekly children's magazine, *Way to Go*, is coming. *Snipets* offers the work of a variety of producers; *Hooray for Reading* and *Way to Go* come from Alan Sloan.

Stations also have formed ad hoc groups—ranging from the 118 stations committed this year for nine Operation Prime Time projects to the five stations of the Eighth Decade Consortium. Others have joined under the Program Development Group or Metromedia Producers Corp.'s Golden Circle.

The track record already has been established to show the possibility of success when stations pool resources. Explains Al Masini, OPT organizer and president of Telerep, "With OPT, we proved for the



Masini

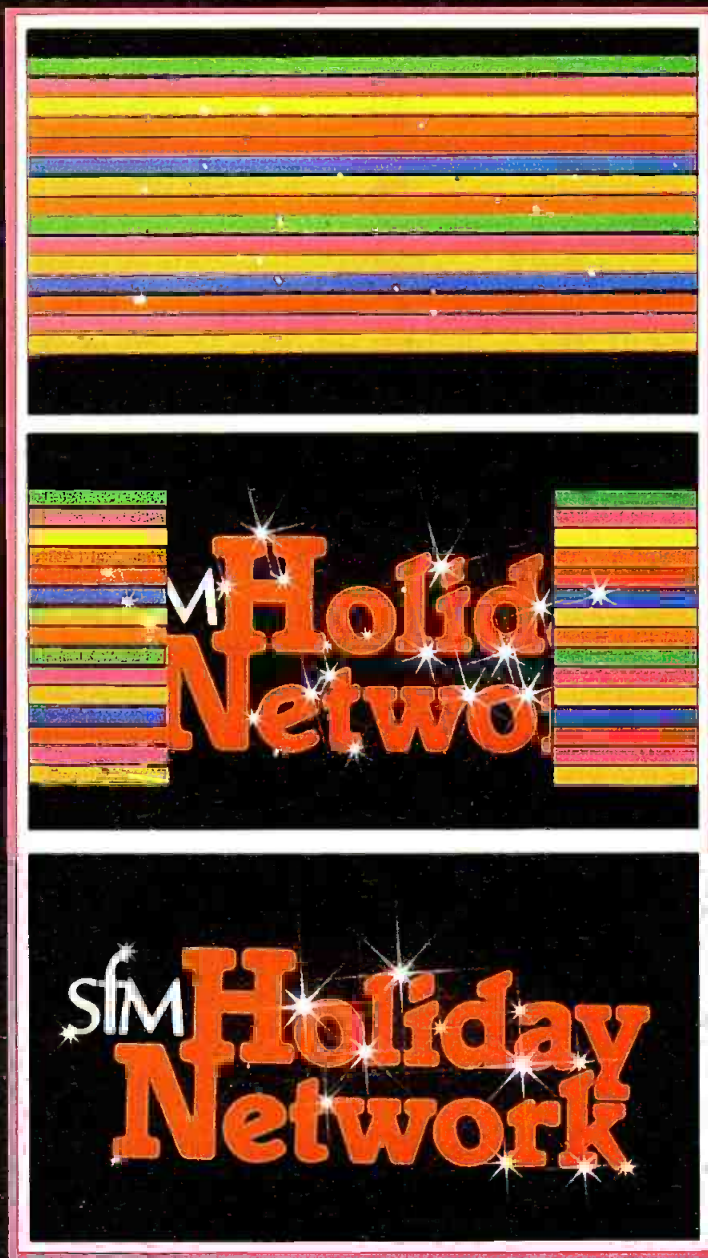
**On experimentation.** "[In many businesses] a certain portion of your budget is set for research and development to improve your product. Yet it's not necessarily part of the television concept. I don't know of any television station that has, as part of its budget, research and development for new kinds of programming... We're into formulas and molds right now and that's the problem. It would be nice if we could break away once in a while."  
**On his concern about cable.** "I don't know whether the viewing public will actually benefit that much. Yes, they'll have a wider range of things to pick from. But in the long run they may end up paying more to have that variety of selection. And you might have been able to have a variety of selection in commercial TV if they had put their minds to that... Unfortunately, a lot of times, things we get for free now, we may end up paying for in order to see first."  
**On stripping in prime-time access.** "Our latest disaster is taking individual problems and making them strips... Now you've got to come in with five quality shows to pre-empt a game strip. I think it's going to be a real Herculean effort."  
**On Operation Prime Time.** "With Operation Prime Time, we proved for the first time that a group of stations can get together and act in unison... Through a steering committee, they were able to go through the enormously complex problem of selecting programs and raising funds... I think we've made a gigantic step. We can get ratings equal to or better than the networks."

first time that a group of stations can get together and act in unison... Through a steering committee, they were able to get through the enormously complex problem of selecting programs and raising funds. I think we've made a gigantic step. We can get ratings equal to or better than the networks." OPT now is working on its first regular series, Paramount's *Solid Gold*, for 1980-81.

A recent effort shows what stations can do when they, in effect, form their own group for a project. On June 10, five ABC-TV affiliates—KSTP-TV Minneapolis-St.

Paul; KOMO-TV Seattle; WCVB-TV Boston; WJLA-TV Washington and WRAL-TV Raleigh, N.C.—pre-empted prime-time for *What Does Your Mom Do?* The fact that all five belonged to the same network was said to be secondary to all station managements knowing one another and having common goals. When aired, the special averaged a 26 share.

Key to the effort was the local tie-in. Each station did a segment and actor Lou Grant did five separate narrations with local anchors. According to Tom Cookerly, president and general manager of



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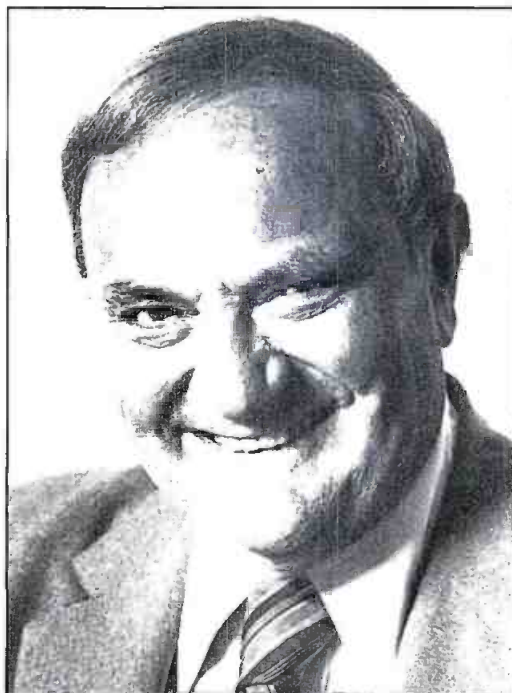
WJLA-TV Washington and chairman of the consortium, costs ran about \$50,000 over the locally produced segments, an expense that the stations could share.

While the group has no specific goal or timetable for future projects, Cookerly expects it will be pursuing children's programming and perhaps with other stations in the fold as well.

While the Eighth Decade Consortium is, at least for the time being, a one-shot deal, Kelly Broadcasting's KCRA-TV Sacramento has embarked on the route to an \$8-million commitment for a daily magazine. Working with Frank Magid & Associates for research, structure and marketing, Kelly is planning a national spin-off of its local *Weeknight* prime-time access strip for September 1981.

While the local version, now past the 1,600-episode mark and said to be the first post-PTAR access magazine, runs only \$8,500 a week to produce, the figure for the national show will run \$200,000. Forty weeks of originals—from seven bureaus around the U.S. and one in Europe—are planned, dealing with such diverse subjects as the Junior Rodeo in Waco, Tex., and the nutritional value of yogurt.

According to Jon Kelly, one of the Kelly Broadcasting partners, Sacramento could be a production center for a local magazine. But the national version will be handled in Hollywood, under executive



Friedland

producer Bob Long, formerly a field producer for NBC-TV's *Real People*. All seven Gannett stations already have signed a letter of intent to take the strip.

Hollywood may still seem necessary for

major projects but as Lew Klein, executive vice president, Gateway Communications, points out, everything doesn't have to be a massive undertaking to break into syndication. *The Nooze Report* series of PSA's

**On MCA TV's future.** "I really believe that in all the years I've had anything to do with where we might go and what we might do, there really has not been a time in which so many converging factors exist. Some are evident and maybe what is not so evident is the willingness of this company to make major moves ... We would not hesitate to do whatever it takes to open the possibilities of independents, network affiliate time and also a network." **On independent television stations.** "There's a major thrust to be made there. The independent avenue is a wide-open canvas. The interplay between independent and cable can't be ignored either." **On series.** "The oft-repeated question is whether television will always have their weekly series. I would have to think that series are a long way from having ended their utility, profitability and the public's interest in them. But new ways of programming will evolve, involving existing and new material."

Something to watch!

# The Nightly Business Report

This all business show covers the national and international financial news week nights on South Florida's public television station, WPBT/Channel 2. It's strictly business with the financial focus on inflation to interest rates, stocks to money markets, and interviews and commentaries from the world of high finance.





for kids, distributed by JWT Syndication, comes out of Gateway's WBNG-TV Binghamton, N.Y. Klein says that "if a station in Binghamton can turn it out," other stations should follow the example.

Of these local-turned-national projects, the most common genres either are information-oriented or directed toward children and teen-agers.

Capital Cities Television Productions, the production arm of the Capcities station group, is a veteran of both forms. Bob King, senior vice president of Capcities, says that "stations around the country are becoming aware" of the need for this kind of programing.

Whether this awareness comes from a dedication to the common good or fear of the FCC depends on who is being asked. King mentions that it can be either and says many of his buyers have claimed "it is in our enlightened self-interest" to run a Capcities documentary on energy or the series of *Family Specials*.

When King first started with the specials, he had hoped to line up maybe 50-60 stations willing to commit six and a half hours per season in prime-time access slots or better. The productions have gotten 160 stations with some 90%-91% clearance. Capcities' latest documentary, *Runaway*, itself was a record-breaker for a locally originated effort, with 195 stations for some 97% clearance.

The "enlightened self-interest" seems to work both ways. At Capcities, in order to keep up the quality, King says that the family specials only about break even, and the documentaries lose money. But King adds that "we recognize there are some obligations that are incumbent on us."

King can only expect more such efforts in the future. Some five or six group heads already have spoken to him about the economics of the projects and the possibilities of starting up new consortiums to create more, he says.

Veteran syndicator Multimedia Program Productions, another station-group subsidiary, also has made a considerable mark in this field with its *Young People's Specials* series of 12 barter shows each year. And it has also proved that, properly produced, the appeal of a "young people's" special isn't just for youngsters. With its show in April, "Mandy's Grandmother," starring Maureen O'Sullivan, the demographics showed 2 million children and teen-agers and 3.7 million women and 1.5 million men as well. There are other benefits from such programing. Don Dahlman, executive vice president-sales, has a collection of testimonials, including one from a school board that gave "The Last Prom" special credit for a lack of accidents among students following the annual school affair.

Richard Thrall, executive vice president, program productions, for Multimedia, is another who expects more programing competition in this area, and a continuing of the trend to schedule outside the "ghetto" hours.

A good deal of the success of the *Young People's Specials* has been because of

their ability to present ideas realistically, and of course, to offer them in entertaining and thought-provoking ways. These days in syndication it sometimes seems that everyone is pursuing that goal, albeit in different ways.

When Ed Vane, president of Group W Productions, says that the "TV audience is very receptive to reality programing," it may sound like a cliché, and it is—because everybody else is saying the same thing. However, Vane is the most justified in using those words because it is his production company that has been in the forefront of the trend in syndication.

Group W's *P.M. Magazine* (called *Evening Magazine* at group-owned stations) perhaps is the classic example in recent years of a new form sweeping through access. From its beginnings at KPIX(TV) San Francisco (under Bill Hillier, who now is producing a new national *Wide World of People* magazine distributed by Jim Victory), *P.M. Evening* has grown now to 95 stations in access, with the 100 mark expected to be crossed by the end of summer.

Imitations have sprouted up, and Vane is concerned that with "such a proliferation, the form will burn out." He says that "the more shows there are, the less distinctive each one becomes."

Group W also hasn't limited its information programing to *P.M.* In addition to


that show, Group W also is syndicating the new *Hour Magazine* with Gary Collins and Pat Mitchell as well as *The John Davidson Show*. (Its former programing centerpiece, the *Mike Douglas Show*, now is in the distribution hands of Syndicast Services.) Of *Hour*, Vane says it is essentially an information show with entertaining segments. *Davidson*, he adds, is the opposite, an entertainment show, with informational segments. And in still another format, Group W is emphasizing the consumerism angle with *Fight Back with David Horowitz*.

While the *P.M.* consortium may be "as close to a new form as we have," Vane says, he doesn't claim there's anything new about informational magazines on television. The originals on TV, he says, may have been *Today* and the old *Home* on NBC, which were "expansions and refinements" of older radio fare.

Still more "expansions and refinements" are coming. Michael Krause Productions, backed by both Viacom and Post-Newsweek, is working on *Hittin' Home*, a new show that will have a week of pilots in September, with launch expected the following year. Time-Life also has a focus there as well. "We are looking in that direction [news/information/people] developmentally," says Tom Girocco, senior vice president, Time-Life Television distribution.


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mation field, a trip through the suites in the San Francisco Hilton last February during the National Association of Television Program Executives conference (BROADCASTING, Feb. 25) was instructive. Challenging the marketplace powerhouses—Multimedia's *Donahue* and Metromedia's *Merv Griffin Show*—were a slew of others, ranging from MCA TV's *Toni Tennille Show* to SFM Entertainment's *Your New Day* with Vidal Sassoon, to ICM Television Marketing's *Morning Affair* and to Columbia Pictures Television's *Steve Edwards Show*. International contender, *The Don Lane Show*, produced in Australia and distributed here by Worldvision Enterprises, also joined the array.

Distributor descriptions of the shows varied considerably, ranging from a cross between *Carol Burnett* and *Real People* to an "energy and self-awareness show." But while genres may be the same, each producer clearly is seeking that something extra to make its property stand out above the crowd.

Whatever the case, producers and distributors are cognizant that viewers won't bother with information unless it's presented in an interesting way. What's "critical," explains Bob Goldfarb, vice presi-

dent, planning and development, Viacom Enterprises, is that the show "entertains first" and then informs. He says that a lesson is to be learned from public television's *Sesame Street* which can teach because it holds attention.

Alan Bennett, vice president, programming, for the Katz Television rep firm, makes the point more dramatically when he claims the success of ABC-TV's *Good Morning America*—a standard for much of today's syndicated talk/information—comes from "giving the illusion of informing but really entertaining." To succeed in the 1980's, Bennett sees a need for a "third-generation talk show"—a step beyond the Douglasses and Griffins (first generation) and Donahues (second generation).

This "third-generation," according to Bennett, should combine the magazine concept, be physically appealing to women and "be old enough to have credibility while not being so old that he's lost touch with the 18-49 age group." Being "advocates of the audience position" also is vital in Bennett's scheme, as is a "warm set . . . You want your audience to feel relaxed."

With stripping now the fact of life in prime-time access, it's no surprise that so much energy is being devoted to the talk

show—generally a vehicle for early fringe. Simply put, the opportunities in access have diminished and syndicators have to look toward other dayparts. This coming season, all one will need to do is see Group W's *P.M. Magazine* and Viacom's *Family Feud* on network affiliates or 20th Century-Fox Television's *M\*A\*S\*H* and other off-network shows to see what a good portion of the American public is watching during access time. And come 1981, reruns of ITC Entertainment's *The Muppet Show* also should be a strong factor.

That's not to say that all weekly half-hour development has ceased. Tay Voyer, Post-Newsweek's vice president, program production and distribution, for one, is working up a "cross between *Real People* and *Laugh-In* that slides in some educational value" in a weekly half-hour called *Funky*. But today development for the weekly form seems more the exception than the rule. Blair Television's vice president, director of programming, Larry Lynch is not alone when he says that "as long as the economics remain the same . . . there are not enough markets to support a viable checkerboard," and that the industry is probably a year away from "full strip everywhere."

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Sandy Frank, a syndicator who built his business around the prime-time access period, believes that the only way it will open up is for the FCC to ban multiple exposure. And while he philosophically opposes stripping, he, like others, has found that survival in today's market depends on it.

Scouting for trends in the syndication business brings forth some easy answers. Distributors and stations will point to stripping in access, information forms and rising prices for off-network product. And while they are nowhere near flooding the airwaves, there also has been an increased station acceptance of foreign product—including, among others, Time-Life's *Morecambe & Wise*, Firestone Program Syndication's *Prisoner: Cellblock H*, Worldvision Enterprises' *Against the Wind* miniseries and *Don Lane Show*, P.I.T.S.'s *The Sullivans* and D.L. Taffner's *Benny Hill Show*.

As for the amount of off-network shows, some are predicting a future scarcity while others claim that there are enough hits on the air now to keep the syndication business moving right along. The transition from prime time to local

station time, while no guarantee of success, may be the most predictable part of the syndication business. In Paramount's case, for example, prices may have been higher than stations would have liked, but they knew when *Happy Days* and *Laverne & Shirley* were coming.

Taking that a step further are those who believe, with a few exceptions, that syndication is merely a reflection of network programming. Herb Jacobs, president of the Telcom program-consultancy firm, is in that camp. Through network ratings, he believes syndicators take their lead because "the public already voted" and "the vote is so plain." Along that line, Jacobs believes *Family Feud* may represent a last hurrah for the game shows he expects are on the way out as a dominant form. The "harbinger" of that, he explains, is a network cutback on that genre.

As for other directions the future might take, Blair's Lynch doesn't expect "any massive across-the-board changes." He wonders "if the broadcasting community as a whole is so experimental-oriented," adding that businesses typically are not.

And there are also those who don't believe the public is hungry for a major

revamp of current programming concepts. Viacom's Goldfarb claims that viewers essentially are saying "give me the same thing but change the characters a bit."

That doesn't mean Goldfarb has stopped trying for modifications and advancements but he talks about "steps" forward rather than upheavals in programming form.

Nevertheless change—dramatic or not—comes. Jerry Smith, Worldvision's executive vice president, marketing, notes that syndicated schedules are more in flux than ever—now that 13-week or 26-week deals have replaced those that ran all year. Post-Newsweek's Tay Voyer claims that even "if someone said, here's a million bucks," he wouldn't know in 1980 exactly what programming direction to go. Independent sales rep Dick Ostrander may be conducting sales as usual today but at the same time he wonders "who is the buyer five or 10 years down the road?"

With businesses to run, and without crystal balls to guide them, broadcasters and distributors have no choice but to keep guessing. The difference now, in syndication, however, is that it is the local stations, group or consortium as well as the major distributor that is actively looking for the answer.

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## Pay cable: everyone's gone to the movies

**Demand for films fuels multitiered services, with some systems offering as many as three channels of such fare; there is movement, however into original program production as firms realize well isn't bottomless**

It's impossible to assess the state of cable programing's art without acknowledging that cable as it is now known may be radically altered come Jan. 1, 1981. That's the date set for the start of Premiere—the proposed pay service that in the small space of two months has become either famous or notorious depending upon one's perspective. With its nine-month exclusive window on the first-run feature film product of the Hollywood majors, the joint venture of Getty Oil and four producers threatens to pull the rug out from under the established pay suppliers which, by popular agreement, have fueled the rapid expansion of the cable industry.

The erstwhile competitors—HBO, Showtime, Warner's The Movie Channel (the "maxi-pay" services)—have all said, for public consumption, that Premiere is illegal and won't fly. But the industry's sub rosa grumblings and the legal cloud that hangs over the issue begin to bear an ominous resemblance to the portents preceding the Mount St. Helens eruption. For now, however, the industry continues on a forward course marked by a number of developments.

Some of the biggest news this year has been the proliferation and consumer acceptance of what's been dubbed "dual maxi," "maxi-maxi" or "multipay" tiers of service, with many cable subscribers taking two or even three of the pay services (HBO, Showtime, The Movie Channel) that were initially conceived as mutually exclusive competitors.

Seeing evidence that, as HBO senior vice president of sales and marketing, Winston A. (Tony) Cox, puts it, "the consumer" appetite for commercial-free premium TV is greater than anybody had thought" but that perceived duplication between services alienates subscribers, HBO has announced a new service, Cinemax. It's to be "compatible" with HBO, offering "round the clock" programing that in content and scheduling, according to Cox, offers viewers an alternative to regular HBO offerings. Cinemax has drawn fire from Showtime, Warner, Amex and others who call it a watered-down HBO and say they provide a better choice for dual-pay systems.

That doesn't mean HBO has ignored its primary service. For example, its budget for local programing is doubled this year. Says senior vice president, programing, Michael Fuchs, "I think we have an obligation and a mandate for original, innovative, departure programing. If you're going to do anything, take it one step

farther."

While movies remain their mainstay, original programing has become a staple of HBO and Showtime. The latter is set to offer seven or eight original programs, monthly by the fourth quarter. While they range in type from Peter, Paul and Mary doing a Toronto concert to *Wayne Newton at the Frontier Playboy's Playmate Reunion*, there's a heavy emphasis on variety and so-called "clip" shows (retrospectives).

Loreen Arbus, Showtime's vice president of program development in Los Angeles, stresses that "the only way we can make a mark is not to follow suit. Ironically, we're where ABC was 25 years ago where there was nothing to lose and risk-taking was what you had to do."

One of the risks Showtime will be taking this fall is *Bizarre*, a series of 24 half-hour comedy shows from producers Allen Blye and Bob Einstein. It's an example of what Arbus likes to call "creative deal making": put together with funds from CTV of Toronto, Canadian tax shelters, Showtime and its parent, Viacom.

Responding to one view of pay cable, Arbus claims "pay cable freedom is not just about four-letter words and nudity. Everybody keeps coming in here thinking there's something original in that." In contrast, one of Showtime's programing departures is a consumer-oriented pilot to feature activist Ralph Nader.

The philosophy is different over at Warner/Amex Satellite Entertainment. There, John A. Lack, executive vice president, programing and marketing, lays heavy stress on the belief that "90% of people who come to pay TV come for movies." Thus, The Movie Channel offers

nothing but movies, 24 hours a day. Off to a late start after HBO and Showtime, Lack says, The Movie Channel has doubled its subscriber base to 400,000 in the last six months, and he's projecting it will top 500,000 by year end, if not 600,000. (That's up against 1.1 million for Showtime and 4 million for HBO).

Warner is pleased by the "dual-maxi" phenomenon, with the number of subscribers taking The Movie Channel as a second full pay service "better than we expected." In fact, the results are such that Lack is tempted to suggest, in a sluggish economy, that "pay cable is seemingly recession proof"—the cost of seeking entertainment outside the home is simply rising at too steep a rate.

A person who agrees with some but not all of Lack's theories is Peter Kendrick of Home Theater Network, the Portland, Me.-based pay movie mini-service that serves only G and PG fare. HTN bills itself as the "fastest growing company in satellite-delivered pay TV," with 80,000 subscribers on 110 systems. The high pay percentages being recorded in current new build situations and the tales of subscribers taking four tiers of pay services for \$35 a month may, Kendrick suggests, prove "peculiar to the wealthy suburbs" now being wired. Moreover, he contends, what's now happening is that "the cream is being skimmed": Looking at high pay percentages among those subscribing, he says, ignores the fact that "presently 60% to 70% of homes passed by cable haven't subscribed to pay," many of them not taking cable at all. That pool of unwired and nonpay homes, Kendrick believes, largely objects to the content and cost of what's available on the maxi services, and offers

**And STV.** The movie still reigns supreme on the nation's growing number of over-the-air subscription television services. On some systems, most notably Los Angeles' ON-TV, sports have found a niche for themselves. There has also been an attempt or two at carrying programs that originally appeared on the networks, NBC's *Centennial* series for example, before the programs have been offered to the syndication market. Original programing for STV is still largely nonexistent, but STV operators see made-for-STV shows a logical step that will be made as the subscriber base increases (BROADCASTING, April 7).

STV operators still see the movie as the service's primary draw, largely because subscribers are not generally movie-goers, and the STV service is an inexpensive way of presenting fairly recent Hollywood product to an audience that otherwise would not see it. Movie theater tickets in major cities now exceed \$5 a piece. To a family, which is STV's primary consumer, the \$19 to \$23 a month that STV services charge for up to 55 different airings (as has SelectTV in Los Angeles) represents a clear bargain.

Feature costs are computed on a per-subscriber basis. Services pay approximately 25 cents per subscriber per film for five monthly airings. At that rate, ON, for example, pays \$12,500 for one airing of a feature film or \$72,500 for one title. That service offers about 10 different titles in 40-50 separate airings. About 25% of the service's schedule is devoted to sports—local baseball games, horse racing and occasional special events such as the Roberto Duran-Sugar Ray Leonard boxing match two weeks ago (see page 68).

Pay-per-view is an option that is coming into vogue. It was first attempted by SelectTV, ON's competitor, but was abandoned last year, largely due to an unacceptable failure rate of the more sophisticated decoders and what the firm's president, Ron Gunning, said was a complicated marketing structure. There is a consensus among STV operators, however, that pay-per-view is the way to go ultimately. The apparent success of ON's Duran-Leonard fight should push the industry even further toward that goal.

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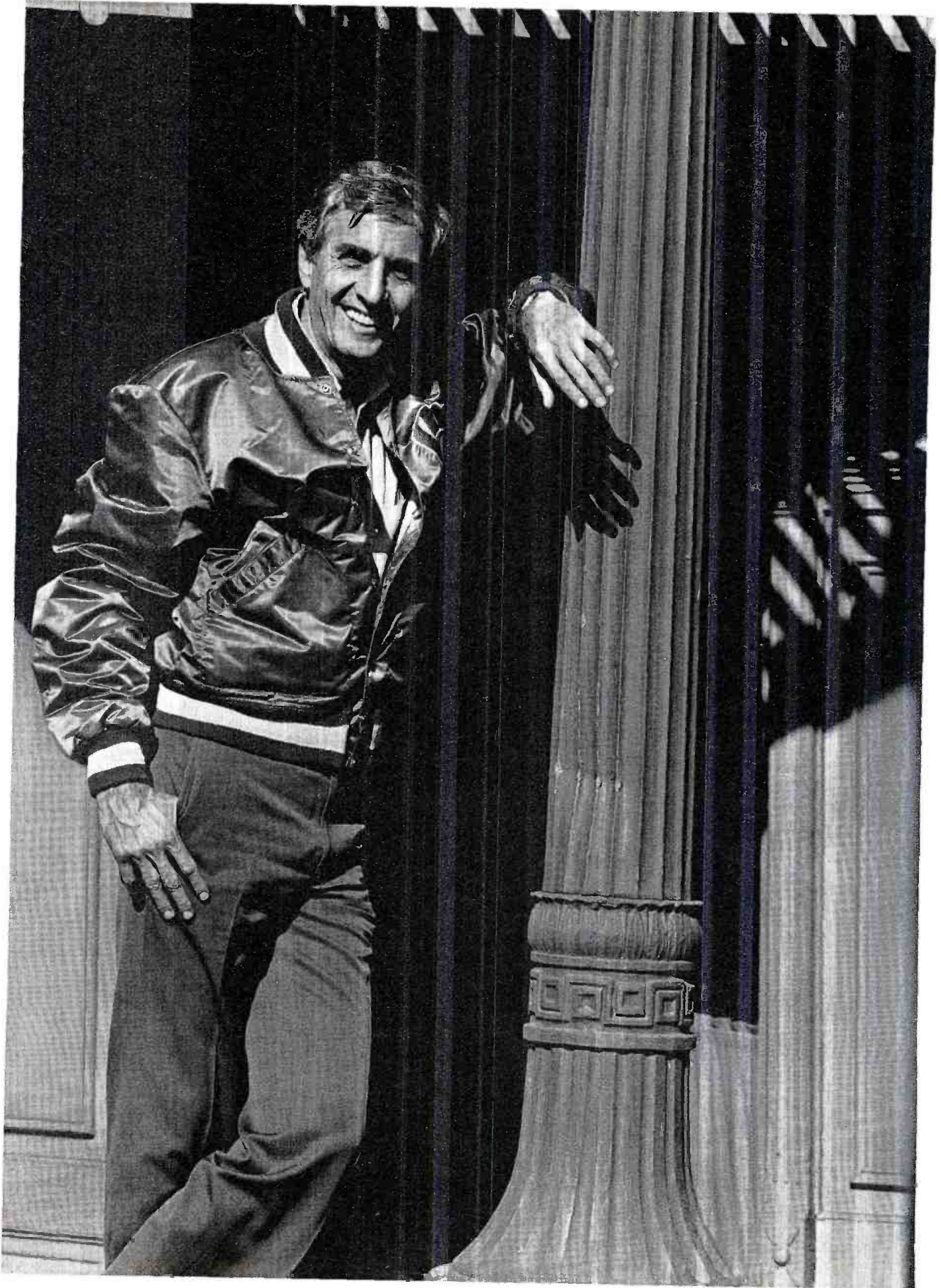
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"I use the audience as a barometer. I listen to 300 people, and I can hear whether they laugh or don't laugh; so I don't need subjective opinions about what's funny.

"The three-camera technique gives me the best chance to be funny, because I always have three cameras looking at *everything*. I don't have to pick the very best shot until later in the quietness of the editing room.

Then I can listen to the audience, see where they laughed, and pick the funniest shot. For me it works better than picking the shots electronically as you shoot.

"The three-camera technique involves lots of rehearsal. We're often rewriting up to the very last moment. I have even rewritten lines in front of the audience. I welcome contributions from anybody in my shows, because comedy can come from any place. Many of my cameramen have given me funny lines. Gate guards have contributed. The more creative the atmosphere, the better.

"I think film is kind to performers. It's *much* kinder to women; it makes women look prettier. This may be due partly to the subtler lighting and partly the nature of film. At any rate, my gang is pleased with how the film camera treats them.

"About 86 percent of prime-time television originates on film. The *look* of film may have something to do with this.

"I don't use a laugh track but even using a live audience can be bad. A number of my shows have featured cult heroes; so when a Fonzie or a

Mork makes an entrance, the audience stands up and cheers. That distracts the viewing audience from the story, so we take that out.

"Part of the appeal of series television is *comfort*. It makes people comfortable to see the same familiar faces each week, doing different kinds of things, but remaining in character. It's like having friends. If you make your series a best friend, you can put it in that wood frame, and it will last for seven years."

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America's Storyteller.



Fuchs

**On how different pay cable must be.** "If you're restricted to programming fresh, new, virgin ideas, you'd have a very empty network. People that have expectations in that direction are being totally unrealistic. I think you can do infinite variations on a form that are fine. That's the way life is ... variations on the day before ... Our shows look differently and act differently from the network shows. The style and tone is very important." **On the attention paid to pay cable by the press.** "It's interesting. Four years ago, we got no play ... What caused the drums to start beating was really the economics. A lot of the play is coming from the business sections and the financial sections. It's become big business. Getty Oil is trying to bang its way into the business. I'm always moaning that people are not paying enough attention to programming. There's very little serious writing done on programming. I don't think we've developed a new art form, and I think we're just at step one basically. But I think the promise it holds and some of the things we have done gets very little attention ..." **On research.** "The programming philosophy here is not locked into research. I think it's a gut business. I think it's impossible to go to an audience with a concept and say, 'Do you like it? Do you not like it?' You could almost predict the reactions from the way you ask ... One of the problems with the networks is that I don't think there are enough showmen left. An organization takes on a tone and a philosophy. No one is trying to do computerized television here. I believe a mix of research and analytical tools and good old gut feeling is the way this business has to be run."

an enormous market potential to someone selling a limited group of "recognizable titles" at a low price, the basic theory behind HTN. "The future holds tremendous opportunity for companies that package more specific and discrete channel identification," he says.

Back at Warner/Amex, Lack is having just such success with a discretely targeted package—the children's channel, Nickelodeon. Conceived as a basic cable service, it's not now a money making proposition, but that is not what's expected of it. Lack looks at Nickelodeon to "fill the void and help us be the good guys TV has not always been."

Available to over 2.5-million cable homes, the response to Nickelodeon's 14 daily hours of programming has been "fabulous," and Lack looks to have it available to 3-million homes by year end, 6 million another year down the line. Specialized channels are the key to Warner/Amex future plans, and Lack looks to have six or eight in the next decade. Three are in development now: a "Music Channel," featuring performances by recording artists appealing to 18-24-year olds, a "Games" channel allowing audience participation, and a shopping channel or "video department store." Lack hopes to have one of the three on

line by early 1981.

Nickelodeon isn't the only sign of cable's interest in supplying quality children's programming. Another example is USA Network's "Calliope," providing an hour of short films each day.

USA Network, of course, is better known for its sports programming—a package of "live, prime-time sports" that includes pro basketball, baseball, hockey and soccer.

Sports continues to follow movies as a principal draw for cable operators, and as distinct from movies, as a format that permits the participation of the advertisers who are expressing growing interest in cable. ESPN, the other cable venture of Getty Oil, counts Anheuser-Busch, American Express and Mercedes-Benz on its roster. Come Sept. 1, ESPN is slated to fill out its day to a full 24 hours.

Nor is sports something that is the sole province of national program networks. The Cablevision Co. of Woodbury, N.Y., owner of several New York City suburban franchises, has put together a "Sportschannel" package of nonbroadcast games of local professional and college teams that is also being made available to other area cable systems. Encouraged by the positive response of the teams, Cablevision's president, Charles Dolan, sees such a service holding great potential for other cable operators across the United States.

The obstacles overcome by cable programmers are perhaps no more clearly epitomized than in the experience of the Cable News Network. A concept once scoffed at as having no chance of getting into business, it then proved those scoffers wrong. Although it started with fewer than the targeted number of subscribers, all CNN has to do now is make money.

News and sports are both areas where ground is being broken in local program origination. Greg Vandervort is program director of Suburban Cable of East Orange, N.J., winner of two ACE awards from NCTA, one for community programming, one for sports. The initial feeling at Suburban, according to Vandervort, was that as a New York area system, "we better make it look good." It took equipment and personnel, but Vandervort believes it's paid off for the system in helping to hold subscribers. Subscribers initially attracted by such pay services as HBO get an added, more personal incentive when they see "their kids playing in the local high school game."

On the other side of the country, Viacom's Marin 11 cable system in San Rafael, Calif., finds a similar interest in the award-winning local programming it produces. Director of community programming Peter Rafalow suggests that in the future local programming "will be one of the most important things cable systems offer."

The bottom line of the state of the cable programming art is that it is rapidly changing, and offering a wide range of experimentation over a broad range of program services.



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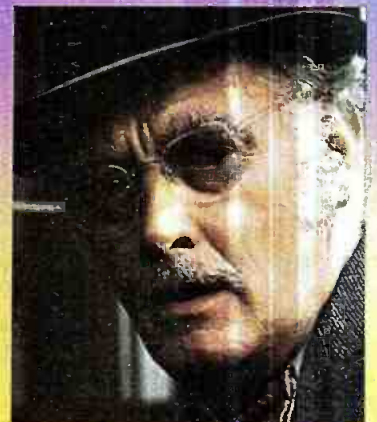
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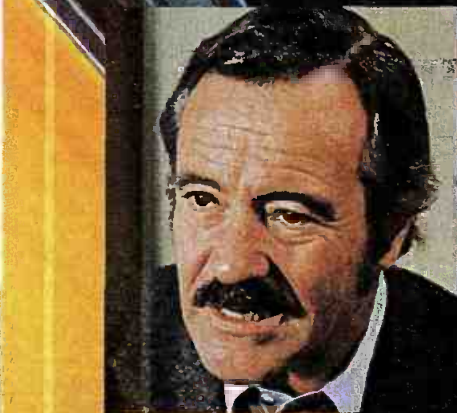
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## Public TV attracts press and viewers

**Shows like 'Princess' and 'Suicide' make news and ratings for PBS; looking ahead, Grossman calls for more innovative funding and marketing plans; new PACE network is proposed; CPB's Freedman wants to open up new horizons for programing**

Public television found itself conspicuously in the spotlight this year with the controversy surrounding *Death of a Princess*, which generated the highest overnight ratings since the Public Broadcasting Service started keeping tabs. Another flap developed with the airing of *Choosing Suicide*, which followed a woman who, suffering from cancer, commits suicide by taking an overdose of pills.

But while the attention was turning to these shows, as well as some of the PBS specials, such as those produced by the National Geographic, public television officials were busy planning a strategy that, if successful, could mean a whole new direction for public TV. PBS President Lawrence Grossman mapped out the strategy at the annual meeting in Washington last month, saying that public TV should move quickly to explore new technologies. Ideas mentioned at the meeting included stepped-up marketing of PBS programing, a fund to pool corporate underwriting dollars, the increased use of cable and a pay cable children's instructional and in-home educational service.

Another pay cable service proposed in a report prepared for the Carnegie Corp. called for the establishment of a national, nonprofit network for the performing arts,

culture and entertainment (PACE). The report recommended that public TV could take the lead in establishing the proposed PACE network.

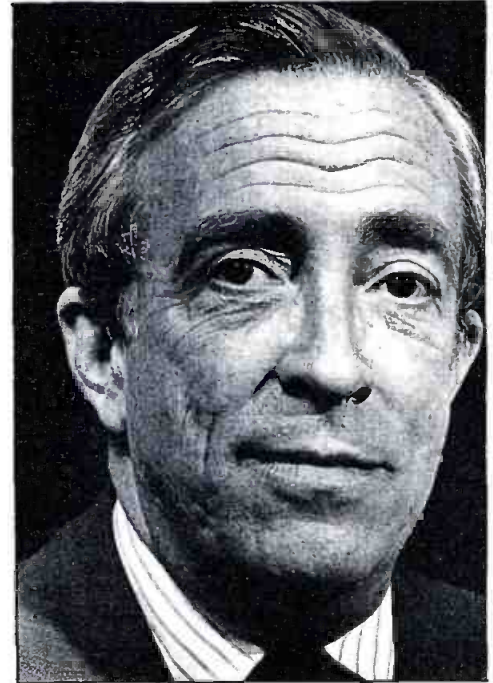
But while many in the public television ranks have been looking toward new technology to promote the medium's growth, Lewis Freedman, director of the Corporation for Public Broadcasting's Program Fund, offers a different opinion. "Everyone is talking about the new technology," he said, "but I don't believe we've yet discovered the potential of the old technology."

Freedman, who was selected last year to administer a fund that, in fiscal year 1980, has \$24.5 million, hopes to eventually bring a new look to public television, although he realizes he barely has the funds to do the job correctly.

His major priority, he says, is to find and develop new forms for television—programing that "nobody else would take a chance on."

Freedman realizes that many, particularly network executives, would find his views impractical, and he admits that it just may take a lifetime to come up with new innovations for the tube. But more than just time, he believes he will also have to be the recipient of good timing, good luck and one commodity that public broadcasting has traditionally lacked: adequate funds. In fact, he says that with five times the budget he now has to work with, he could probably "just begin" to do the job properly.

While Freedman thinks public broadcasting "is still in the nickelodeon stage," he is certain that will change. And he



Freedman

doesn't worry about increased competition for viewers in light of already available and proposed pay services. "If TV was giving away gold, people would get to that station," he says, adding that the key now is to figure out exactly what the people want.

But whatever they want, it may not be what they're now getting, and he hopes to one day see a change from the half-hour/hour mentality to letting TV adapt to new formats. To seek out new forms, Freedman recently issued the first of a regular series of requests for program proposals. The ideas he's after in the first round are those dealing with contemporary America, which he hopes to collect and broadcast as an anthology. And although he expects the series to consist of half-hour programs, he says he'll also consider proposals for projects as brief as one minute.

One of Freedman's complaints about public television programing is that it uses too many inherited forms of commercial TV—in some cases trying to adapt forms that just aren't suitable for the screen. He points, for example, to the televising of a symphony orchestra—a 19th century form being crammed into 20th century technology. But he thinks that if public television can manage to so successfully adapt dance for TV, as it has done with *Dance in America*, then it can also adapt different forms of music or opera or painting, or perhaps anything else.

In the end, Freedman thinks public TV is going to have to try harder to reach all segments of the population. And to do that, new inventions or innovations may be required—something he doubts the networks will aspire to. "Their programing is a means to an end," he says. "Our programing is the end in itself." ■



Death of a Princess

## Creating an Outlet for broadcasting

**The company, founded in 1894 and long-time retailer, has changed itself in the last five years into a major station owner with an aggressive acquisition policy led by its president/CEO, Bruce Sundlun**

In less than five years, the Outlet Co. has transformed itself from a retail business with broadcasting interests into a broadcasting business with retail interests. And a good thing the transformation has been, too.

From 43% of the company's operating profits in 1975, broadcasting's contribution rose to 60% in 1978 and, as the retail recession set in and worsened, to 90% in 1979.

Operating profits of the retail division—some 168 department, women's specialty and men's wear stores in the East and Midwest—peaked at \$12.4 million in 1977, dropped to \$11.4 million in 1978 and plummeted to \$1.8 million last year, while broadcasting profits were climbing from \$14.2 million to \$16.9 million to \$17.2 million over the same span.

What this netted down to was a 60% drop in Outlet's net earnings in the fiscal year ended Jan. 31, 1980—a drop that took total earnings to \$4 million from \$10 million in 1978—despite a 2% rise in revenues to \$313 million. And in the first quarter of 1980, ended April 30, the company reported a net loss of \$1.99 million, three and a half times the net loss reported in the 1979 first quarter, even though broadcasting's earnings rose 16% to a record \$4.4 million.

Nor do Outlet officials pretend that a big retail resurgence is at hand. "Dramatic improvement of Outlet retailing operations," the company said in announcing the first-quarter loss, "is directly related to a turnaround in the economy."

The retail weakness is a major reason that some broadcast specialists on Wall Street say they tend to "monitor" Outlet's performance rather than follow it closely.

"If they would split it into two companies and keep broadcasting," one analyst said, "it would be sensational. But retail is among the first to go into the tank in a recession, and I can't get very excited about the company right now."

Mario Gabelli of Gabelli & Co. is not one of those. He does follow Outlet and is excited about it, and he has added its stock to his recommended list. The retail business is doing so poorly, he says, that "it masks the outside perception of the whole company," especially the broadcasting division's "really outstanding perfor-

mance."

With a few "minor adjustments," and certainly if the company would sell off the retail division, Gabelli figures, Outlet stock would be worth three times what it's selling for now (around \$23-\$24 last week).

The broadcasting division currently numbers five VHF TV stations, four FM's and three AM's. Outlet officials say the company has spent \$116.5 million acquiring the stations, plus start-up costs for one TV and one AM member that it built, but they estimate the group is now worth—at current market value—at least \$300 million. And in broadcasting they're still acquisition-minded.

Bruce G. Sundlun, president and chief



Sundlun

executive of the Providence, R.I.-based company and principal architect of its expansion in both broadcasting and retailing, says the company is not interested in further retail acquisitions, but is interested in retail expansion internally—in fact, it opened 14 new stores last year and has several others due to come on line this year.

Yes, he said in answer to a question, Outlet has from time to time considered selling some of the retail units, but has done nothing about it. "As a public company," he said, "we would listen to any offer that was made to us, but we are not actively soliciting such offers."

And, he noted, for a while—specifically from 1976 when he became president and CEO, until 1978—Outlet's retail business grew faster than its broadcasting business.

He also finds a certain "synergy" be-

tween broadcasting and retailing that is good for both. The synergy, he says, is not so great as it was when the Outlet Co., then a one-store business in Providence, put WJAR(AM) on the air there in 1922 as an extension of its advertising and to help sell crystal radio sets. But he says it's still "more than there is between broadcasting and amusement parks, which is Taft; more than between broadcasting and outdoor advertising, which is the guts of Metromedia, and more than between broadcasting and the leasing of airplanes, which was Storer."

"There is this synergy," he continues. "In the average medium-sized city, which is where we operate, there will be two or three major broadcasters and two or three, at most, major retailers. They're both significant factors in the community, and they depend on advertising for their success."

"For us particularly, our broadcasters help our retailers advertise, and we put higher percentages of our advertising into broadcasting, even in those cities where we own no stations, than do most retailers, and we find it to be a profitable investment."

The growth in broadcasting's share of Outlet profits has been the result—apart from the recessionary decline in retailing—of a calculated expansion effort. Sundlun told security analysts in 1977, the year he took over the presidency, that Outlet's priorities were, first, to achieve its statutory limit of broadcasting stations; second, broadcast-related industries; third, specialty stores, and fourth, department stores.

"That's still our priority," he says. "Broadcasting is definitely our first priority."

In exercising that priority, Outlet has spent \$100,350,000 in acquiring six stations since 1976, five of them for a total of \$84,250,000 in the last three years. The latest and biggest deal—for KOVR(TV) Sacramento, Calif., at \$65 million—was closed May 1. It brought Outlet to its legal limit of five V's, and it also bolstered Outlet's prospects for further broadcasting gains in 1980. Sundlun called it "one of the most significant moves the company could make."

Other acquisitions in this span were WCMH-TV Columbus, Ohio, in 1976 for \$16.1 million; KIQQ(FM) Los Angeles in 1978 for \$4.5 million; WTOP(AM) Washington, also in 1978, for \$6.75 million; WIOQ(FM) Philadelphia in 1979 for \$6 million and WQRS-FM Detroit in 1979 for \$2 million.

These bring its line-up to five TV's, four FM's and three AM's. The other TV's are WJAR-TV Providence, WDBO-TV Orlando, Fla., and KSAT-TV San Antonio,

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Tex. The other radio stations are WJAR(AM) Providence and WDBO-AM-FM Orlando. (In addition, there is pending at the FCC a three-way deal in which Outlet would acquire WRLM(FM) Taunton, Mass., for \$1.2 million; Outlet's WJAR(AM) would pass to Franks Broadcasting for about the same price and Franks's WHIM(AM) Providence would go to a minority-controlled company for \$900,000.)

David E. Henderson, executive vice president of Outlet and since 1972 president of Outlet Broadcasting, says he has seen some evidence of advertiser caution in the current economy but that national and local business on the Outlet stations is running about 14% ahead of last year's pace. National, he says, is currently stronger than local, being up 16%-17% as compared with local's 10%-11%.

As a hedge against the general economy, Henderson says, "we're trying to prudently manage our costs." But he also noted that "we have a history of running our TV stations with good margins," so there isn't a lot of fat to cut. Nevertheless, he has found some ways to trim.

First, he says, expenditures are permitted "almost on a formula related to income." Second, attrition is allowed to take its toll: Departing employees are, wherever possible, not replaced. "New hires have just about ceased," he reported, "but we've had no layoffs and I hope we won't have."

One area Henderson has found fruitful for saving "sizable dollars" is in delaying the starting dates for new television programs. Contracts for new product originally scheduled to start in September, for instance, have in some cases been renegotiated for starts "on or before February 1981." Outlet meets the old payment dates but delays the start of amortization and thus can get "savings in the area of \$600,000 to \$700,000."

Henderson acknowledges that delaying start dates this way carries a risk to the station's market position—Outlet's stations generally rank first or second in their markets, he says—but he assumes that competitors are also interested in saving money and will be making some cost-cutting moves of their own.

Two of Outlet's TV stations are affiliated with ABC, two with NBC and one with CBS. Henderson figures that for the long term, "parity among the networks is going to be a given." Sundlun puts it this way: "I'd rather own an affiliate than an independent, but I don't care which network it is."

Sundlun says that "one thing we do that we think makes our stations more profitable than others is invest substantial money in off-network programming" and schedule it strategically. Henderson also emphasizes news, which he says accounts for 22%-24% of total TV revenues. That doesn't count revenues from *PM Magazine*, which is carried on all five stations and which costs, Henderson says, about twice as much as the games it replaced but is bringing in about three times as much revenue.

"Buyers will pay more for news and information [than for entertainment] if it's

getting a large audience," he says.

In looking to fill out its TV-station quota with two U's, Sundlun and Henderson say, Outlet will be looking at network affiliates in the top 50 markets, preferably growth markets. In radio, with openings for three FM's and four AM's, the preference is for FM first, or AM-FM combinations. Says Henderson: "We'd want to be discerning about acquiring free-standing AM's."

Outlet has ambitions going well beyond station ownership. It would like to own a station-rep firm, not only for the representation of stations but also eventually for the sale of programming, another area it wants to get into.

Henderson says it'll take a little time for Outlet to digest its recent acquisitions—it negotiated a bank financing agreement earlier this year to make available \$68 million for KOVR(TV) and the Philadelphia



Henderson

and Detroit radio stations, superseding a \$40-million bank agreement announced a year ago. But he—and Sundlun—put acquisition of a rep firm high on their list of things to do.

It'll have to be acquired, Henderson says, because the Outlet stations don't generate enough revenue to make a house rep firm feasible. Though they haven't started talking to any existing firm, they say, they have let Petry and Katz—their present reps—know that "this is an area we'd like to explore."

"If you have a rep operation with 10 to 12 or 13 offices," Henderson reasons, "you'll be in a position to market your wares."

Henderson and Sundlun say they definitely want these wares to include programming—programming for their own and other stations and also programming for cable and other new media.

"We don't see over-the-air going to hell," Henderson says, "but it will be competing with other technologies. I wouldn't like to sit here 10 years from now and tell you we're just a broadcasting company. Looking to 1990, I don't want to be a

one-dimensional structure in a vastly complex and varied communications industry. I think you have to be in a multiplicity of businesses to give you upside advantages and also protect you on the downside if any facets diminish in any way."

Print media also look attractive, offering "so many opportunities for cross-pollination." Basically, Henderson feels, Outlet should stay in software and in advertiser supported media. That, he adds, "is a pretty broad field."

Outlet is not in cable system ownership, and Sundlun explains why:

"We developed several systems in Marin county, Calif., in the mid-1960's and ultimately had about 50,000 subscribers. But we sold to Viacom and got out because, number one, we found the depreciation was real—it wasn't a book-keeping entry. Maintenance on the systems was expensive.

"Number two, we found we were in the bribery business, and we didn't want to be in the bribery business. We found it was difficult to obtain franchises without hiring a city councilman's brother or making some sort of arrangement with somebody. And we found as we were approaching the utilities and trying to get the cables under the streets or on the poles there were additional demands made, and when you approached the motels and apartment houses and tried to go into them it became even worse. The closer you got to the city, the worse it was.

"This is not unusual—this is the history of the industry. . . . We just didn't want any part of it.

"The third thing was, forecasting the future, we found a limited market.

"And there's another reason today: I think satellite-to-home broadcasting for pay television will be much cheaper and more efficient than cable. And I would anticipate that in the long run satellites would either stifle the growth of cable or actually substitute for it."

(Sundlun is the senior director on the board of Comsat, which is seeking authority for direct-to-home pay TV via satellite.)

Sundlun said Outlet made—and had made for it—special studies before committing \$65 million for KOVR. As a result, he said, "we concluded that free off-the-air television would be the principal vehicle for the transmission of news and entertainment for the foreseeable future—and by that I mean at least into the 21st century.

"All these other new means of transmission of entertainment are primarily supplements, not substitutes, and most of them exist for pay TV rather than free TV.

"We do not find that they reduce our market, probably because with increased leisure time the American family is actually viewing more television than they used to, so they're tacking on these new means of transmission, rather than substituting them.

"In aggregate, according to our best financial forecasts, they may amount to 2% of our revenue market, which isn't significant."

Outlet, though formed in 1894, can trace its real growth to 1960—and to the stubbornness of Joseph S. (Dody) Sinclair, now its chairman.

Sinclair, a grandson of founder Joseph Samuels, graduated from Annapolis but left the Navy in 1948 to help the company get into television with WJAR-TV. By 1959, however, Outlet was controlled by a bank that owned the founder's shares in trust. The trust was to terminate and the stock was to go to Sinclair when he reached 40 years of age; he was then 36. Sundlun recalls:

"The bank trustees determined that New England retailing was dead, that broadcasting had reached its peak and that there was nobody in sight who could run

the company as well as they could. So they chose to sell it—for \$12 million—and put the proceeds into blue chips."

Sinclair chose to fight, hired Sundlun as his lawyer—and Sundlun hired as his associate a young lawyer named John Chaffee, who later became governor of Rhode Island and is now a U.S. senator—and they took the bank to court.

They won, "on a ground that in those days was called a breach of trust but today is called conflict of interest. The bank had a loan out to another stockholder, and the only way they could get paid on that loan was to sell the stock. We proved that in open court; the sale was blocked, and in 1960 the bank withdrew. Dody Sinclair became president and I became vice presi-

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dent and general counsel and in charge of acquisitions."

Sinclair set the company on its expansion course, and Sundlun—whose favorite sport is fox-hunting—galloped off in search of properties to buy. Outlet at that time consisted of "one store, one radio station and one television station in one city." Sundlun says he has "found, negotiated and closed every acquisition the Outlet Co. has made since then."

Sometimes the acquisitions have taken some doing. He is perhaps proudest of the KOVR deal, where Outlet's \$65-million bid was not the highest of several offered for the station but was accepted primarily because it included an imaginative provision allowing local ethnic minorities to acquire up to 10%. The plan has been implemented; Sundlun says the company has 103 local ethnic minority shareholders who own 6.5%.

He feels the plan can be credited both with the absence of minority challenges to the sale and with the FCC's prompt approval of it. "If the FCC and the administration are serious about encouraging ethnics to own properties in large markets," Sundlun says, "this could provide the precedent."

Considering the bleak recent performance of Outlet's retail operations and a reduction of its dividend to 15 cents a share from 25 cents, its stock has remained strong with investors. Trading in the \$23-\$24 range on the New York Stock Exchange last week, it was well above its 52-week low of 12½ and not far off its high of 25½. Why? "Maybe somebody knows something," said one analyst. Wall Street's Mario Gabelli thinks maybe he knows. Maybe, he suggests, it's because he's recommending the stock and there are people out there who, with him, think that with some "minor adjustments" it could go to \$70 a share.

## All hail radio

**Annual ANA-RAB workshop asserts medium's effectiveness, especially in time of rising inflation rates**

Advertisers and agencies, one after another, sang radio's praises as a creative, effective, anti-inflationary selling tool last Wednesday at the annual radio workshop sponsored by the Association of National Advertisers and the Radio Advertising Bureau.

Kenneth Roman, president of Ogilvy & Mather, the keynote speaker, told an audience of 900 advertiser, agency and media people at New York's Waldorf-Astoria hotel that "radio must be taken seriously by national advertisers." It may be "the most overdiscussed, underutilized medium" among national advertisers, he said, but more and more are turning to it.

Roman cited figures indicating that in the first quarter of 1980, network radio sales were up 33% and spot radio sales up 45%. "National advertisers are beginning to discover Cinderella," he said, adding

that "I foresee more advertisers in the 80's recognizing the enduring value of radio in an inflationary, personal world."

O&M, he said, is one of the top 10 agencies in the use of radio—and getting deeper into it. "Our radio billings last year were double those of five years ago" and "the first quarter of this year they doubled again."

The real problem, Roman suggested, may be in agency creative departments. "There are easier things in the world," he said, "than getting a top creative talent to write a radio commercial." He urged agency creative departments to "take radio seriously," citing its ability to reach target audiences, its personal appeal, its cost-efficiency, its ability to adapt to new tastes and to react quickly.

"The new environment of the 80's is inflation," he said. "If radio manages to hold its rates in coming years (without the pass-along costs of paper and equipment facing other media) its price advantage will be greater and radio could be very inexpensive. And since it is the most selective medium, with less waste, it could be the best weapon against inflation."

Later, Roman accepted the invitation of RAB President Miles David to be co-chairman of a task force to sell radio's

cause to creative people in agencies generally. The other co-chairman will be a creative person yet to be selected, along with other task force members.

Jay Chiat, president of Chiat/Day/Hoefer, told how his agency approaches radio to get the most out of it: With art director/writer teams, a producer who knows radio (rather than a TV producer doing radio on the side) and "a stable of studios and engineers that have gotten to know our people and our style."

"Radio's hot," Chiat said. "If we can get the creative product to be as hot as the medium, everything will be great."

Other testimonials were plentiful:

□ Michael Roarty, marketing vice president, Anheuser-Busch—A-B "is the world's largest sponsor of radio sports." Of "110 big-time professional sports franchises in America," A-B sponsors 85. A-B expects to widen its lead as the world's largest brewer, "and radio will be with us all the way."

□ Ross Heil, vice president, McCann-Erickson—For Del Monte canned pineapples, a "radio blitz" was devised, using about 200 one-minute spots a week in each of 20 key markets for three months, coordinated with couponing. It worked so well "we are into our third year" of using

## Bottom Line

**Mail order.** Metromedia has sold its Metromail direct mail marketing division for \$32 million—\$25 million cash, another \$7 million over five years—to group of private investors who include members of Metromail's management. For several months, Metromedia had said it was negotiating sale of direct mail subsidiary. On same day, Metromedia also announced that in privately negotiated transaction, it bought 300,000 shares of its outstanding common stock. Purchase was executed on New York Stock Exchange, at share price of \$74.50, or \$22.35 million total.

□  
**Taft diversifies further.** Taft Broadcasting Co. is forming Taft International Pictures Inc. in expansion of its theatrical motion picture activity. Taft movie output in past has been primarily in TV product through its Hanna-Barbera Productions subsidiary. Earlier this year, Taft announced acquisition of Schick-Sunn Classic Productions, movie producer, for \$2.5 million in cash and possible future profits. Schick-Sunn assets are to be integrated into Taft International Pictures, which will be headed by Max E. Youngsten, who has own motion-picture consulting firm.

□  
**Up for grabs.** Adams-Russell Co., Waltham, Mass., is offering 375,000 shares of new common stock at \$19.50 each. Announcement came from E.F. Hutton and Bear, Stearns & Co., which lead underwriting group. Reduction of revolving credit and construction of cable systems were tagged as uses for revenue that sale generates.

□  
**Cox figures.** Cox Broadcasting Corp., making strong pitch for rejuvenated image as independent entity, told New York security analysts second quarter revenues would climb 20%, earnings 15%. But figures got hard look from some: operating earnings will only be up 3%; 15% gain comes mostly from investment tax credit. Cable profits will drop, on 36% revenue climb. Latter is blamed on "high franchise development costs"; one analyst sees underlying growing Street concern as to "how much new systems can make... and when." Third quarter news isn't thrilling either: perhaps flat earnings. Cox also announced sale of business publications arm.

□  
**\$65-million offering.** MCI Communications plans to file with Securities and Exchange Commission public offering of \$65 million of nonconvertible subordinated debentures. Washington-based communications service company said it would use money to prepay portion of its present indebtedness and for capital expenditures.



the blitz concept. "During the soft economy we are in now, the 'radio blitz' plus couponing or other promotion might have even more application to many types of marketers."

□ Bob Stanford, president, Stanford Agency—Slurpee, a flavored iced soft drink offered by the 7-Eleven chain of 7,000 convenience stores, sold "over one billion cups" in its first four years, "and radio advertising gets the credit for it." Within three weeks after Slurpee radio advertising started, "in markets from coast to coast, sales of Slurpee would spurt from an average of 50 cups per store to as many as 1,000 cups per store per day." With radio, "you can go anywhere you need to go, do anything you have to do [and] be anything you want to be . . ."

□ Frank Martin, marketing vice president, Fotomat photo-finishing chain—Radio was the primary medium in building Fotomat sales from zero in 1969 to more than \$200 million now. Creative strategy: consistency, humor, enough straight sell to register copy points and a promotion at the end.

□ Ed Graham, president, Ed Graham Productions—Radio commercials for Beechnut-Lifesaver's Sugarless Bubble Yum, using ad lib testimonials from teenagers, have helped to increase Bubble Yum's share of market every month this year. Ad lib testimonials can sell high-priced items, too, such as a herbicide called Lasso "that costs \$70 a gallon and most farmers buy in 20-gallon barrels."

□ Boyd Humphrey, assistant vice presi-

dent, Mailgram, and Jack Trout, president, Trout & Ries agency—"A big part" of Mailgram's growth from \$3 million dollars in 1971 to \$78 million in 1979, "belongs to the medium of radio." In an early test with budgets of similar size in all cases, volume increased 35% in cities using only radio, 27% in cities using only TV, 19% in cities using only newspapers and 17% in cities using a balanced media plan. Since then, radio "has been by far the dominant medium for Mailgram."

□ Kim Armstrong, advertising director, AT&T Long Lines—In the phone company's "reach-out" campaign, "our national investment in radio is well over \$4 million annually, and the local companies add at least that much on a market-by-market basis. We have made these investments because we believe in the efficiency advantage and affordable frequency provided by our radio buys—both network and local."

## New mediator for ratings grievances

The Broadcast Rating Council, in conjunction with five radio industry groups, has set up procedures to mediate radio station rating complaints not settled satisfactorily by the station, the Arbitron Radio Advisory Council and Arbitron Radio.

Participating in the project are the BRC, the National Association of Broadcasters

and the National Radio Broadcasters Association, the Radio Advertising Bureau, the Arbitron Radio Advisory Council and Arbitron Radio. It will deal with complaints, questions or problems concerning methodology or existing rating service survey policies.

Under the procedures established, all complaints will be sent directly to the rating service, the Advisory Council and the BRC. The BRC will have 10 days to determine if the complaint is within its jurisdiction, and if it is, the BRC will handle it.

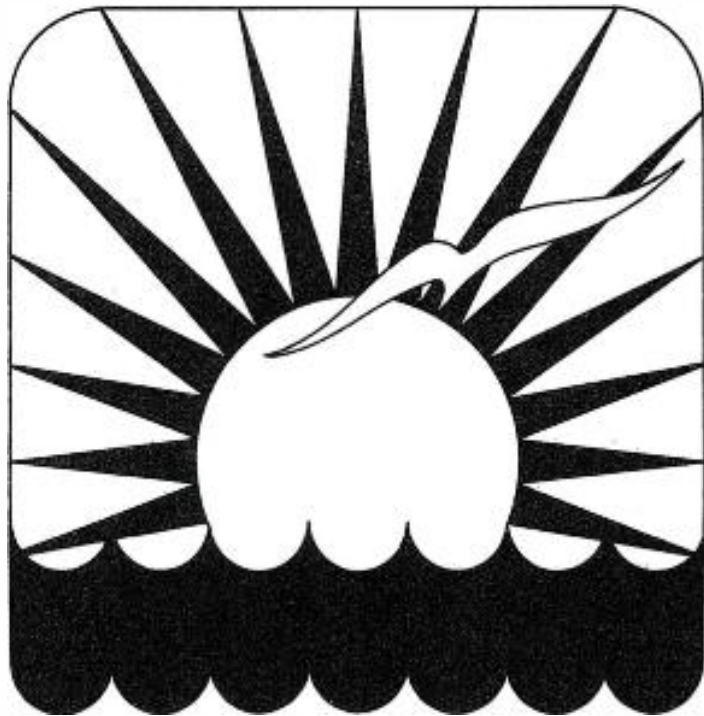
In all other cases, Arbitron Radio will attempt to respond to the complaint within two weeks. If that response is unsatisfactory to the complaining station, the station may bring the matter to the attention of its representative of the Advisory Council and raise the matter formally at the next full council meeting.

If the results of the council meeting are considered unsatisfactory by the station, it may request that a mediation panel be named to explore the complaint and advise on the issue. This panel will be made up of five broadcast industry professionals, one from each of the participating industry groups (not including Arbitron Radio).

The panel may either consider the matter or decide there is no merit to the complaint or that it has been disposed of in prior proceedings. If the complaint is rejected by the panel, the recommendations will be released to all interested parties. If the panel rules in favor of the complaining station, Arbitron will have 30 days to respond.

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## Justice opposition to 'Stanford Daily' bill upsets those backing legislation

Department objects to provision that would extend protection against searches beyond newsrooms to include doctors and lawyers; Senate reaches a compromise while in House, Kastenmeier refuses to give in

House members and staffers backing legislation aimed at protecting journalists and other private citizens from searches by police armed only with warrants last week were feeling as though they had been, as one of them put it, "left holding the bag." And they blamed what they said was an alliance of the Carter administration and conservative Senator Strom Thurmond (R-S.C.).

Representative Robert W. Kastenmeier (D-Wis.), chairman of the House Judiciary Committee's Subcommittee on Courts, Civil Liberties and the Administration of Justice, had shepherded a bill (H.R. 3486) through the subcommittee and full committee that protected reporters and so-called nonsuspect third parties alike.

But in the Senate, after Senator Birch Bayh (D-Ind.), chairman of the Judiciary Committee's Subcommittee on the Constitution, moved a similar bill (S. 1790) through the subcommittee, he ran into serious trouble in the full committee. The Justice Department was firmly opposed to the section dealing with third parties—intended primarily to protect the documents of lawyers and doctors—and had the strong support of Thurmond. For a time, there was concern that the bill would die; Senate aides said Justice seemed to prefer no bill to one that extended to third parties.

The upshot was a compromise that was approved unanimously by the full committee (BROADCASTING, June 23). Under it, the section dealing with third parties was removed and replaced with one directing the attorney general to issue guidelines for the procedures federal officials would follow in securing search warrants to seize documents from a person "not reasonably believed to be a suspect" in the offense being investigated. (Media representatives backing the bill were particularly relieved when Senator Paul Laxalt [R-Nev.], who had been expected to oppose any bill,



**Seeing the states.** Three top-level officials from Radio Peking are nearing the end of a two-month visit to the United States, having spent six weeks in Washington observing the facilities of the Voice of America, the overseas radio service of the United States International Communication Agency, and another three weeks touring the states. The three visitors, seen here conversing with Bernie Kamenske, head of the Voice of America newsroom, are, from left: Ma Qingxiong, chief of international broadcasting; Zhang Qingnien, head of English broadcasting; and Hu Yaoting, deputy chief of domestic news. During their tour of the countryside, the three experienced a diverse sampling of Americana, ranging from a visit with Walter Cronkite after a *CBS Evening News* newscast in New York, to a stay with a Freeport, Ill., hog farmer.

finally supported the measure. He is Republican presidential candidate Ronald Reagan's campaign manager.)

Justice's opposition had stunned the bill's backers. It had been the Carter administration in 1978 that had originally proposed legislation aimed at countering the Supreme Court's 1978 decision in the *Stanford Daily* case, which held that police needed only warrants to search newspaper offices, even if the journalists involved were not suspected of a crime. The administration bill would bar such searches by federal, state and local authorities unless they were armed with a subpoena. Subpoenas cannot be issued without advance warning, which permits the request for one to be opposed in court. There would be some exceptions, however—in the event of "probable cause to believe" that the person holding the material has committed the offense for which the evidence is sought or that immediate seizure is necessary to prevent a death or serious injury, among others.

But members of the press and civil liberties groups urged a broadening of the legislation to protect the property of other nonsuspect third parties against searches by federal authorities. Among other things, there was concern that the Supreme Court, in view of several of its earlier rulings, might hold that the press was not entitled to privileges not accorded

other members of society. And the bills were written to protect the third parties.

Kastenmeier was able to ward off Justice's objections. But in the Senate, the department had the support of Thurmond, who was able to marshal the support of the conservatives on the full committee. Bayh's aides telephoned the White House to express concern over Justice's attitude. "If the administration didn't want the bill, who did?" was the way one Bayh aide expressed it.

That call led to a series of meetings earlier this month in the Executive Office Building that were presided over by Steve Simmons of the Domestic Policy Staff. At the first, Bayh's staff members met with Justice officials and discussed the department's earlier suggestion for guidelines. At a second meeting, other backers of the bill, including representatives of the Radio-Television News Directors Association, the Trial Lawyers Association and the American Civil Liberties Union, told Justice officials the compromise was acceptable.

Not only that, they agreed to urge the House to accept the Senate's version. J. Laurent Scharff, counsel for RTNDA, who attended the meeting, said that since others supported the compromise affecting nonpress parties, it was felt that "the press shouldn't stay in the way of that."

The decision to accept the compromise

**How much cooperation?** Where should journalists draw line when cooperating with police to get story? Should press tip off law enforcement agencies before airing reports exposing criminal activity? That's general area of upcoming study by National News Council which will be surveying broadcast and print press answers and guidelines. Council investigation grew out of WCKT-TV Miami dispute; council found no common practice among nation's stations and newspapers, with some having no defined policy. Council hopes to have report by September.

**One for journalists.** Broadcasters in Bismarck, N.D., were successful in defeating effort of defense attorney in murder trial to subpoena scripts of tapes of all stories two commercial television stations and five radio stations had carried on alleged murder for period of 93 days. Subpoena was sought in second effort to win change of venue for trial. Judge Larry Hatch did not formally rule on sweeping subpoena request, although he said it was too broad. Instead, he reviewed three items specified in request, said none justified change of venue.

**Staff status.** "If Roger Mudd comes to NBC News, John Chancellor will still be anchoring the *Nightly News*," said division President Bill Small in Hollywood. In answer to reporter's question, Small added that he had no plans for dual anchor either. Of Mudd, Small said, "I hope he will see fit to join NBC News. But nothing's going to happen this week and probably next." He said NBC had been talking with CBS correspondent since June 1, but Mudd is to remain with CBS until end of year. Small also said that Tom Snyder is not likely to be returning to network's newsmagazine, *Prime Time*, when it moves to Friday next fall. He suggested that name change for show is likely.

**Keep studying.** Leonard S. Janofsky, president of American Bar Association, says more research is needed before rational decision can be made regarding broadcast coverage of nation's courts. Furthermore, he said in speech to Minnesota state bar association, in Rochester, "hiatus" created by Supreme Court's acceptance of cameras-in-courtroom case from Florida is "propitious time to encourage that research." If research shows cameras do not interfere with parties' right to fair trial—and if such coverage is sanctioned by Supreme Court—he said, then "we can move forward."

**Guide for TV news sets.** Noting importance of TV news set in conveying stations' identity to public, Broadcasters Designers Association is offering "how-to" book on that phase of studio construction. Released at BDA's Montreal seminar, "Designing for Television: News Sets" is a compendium of techniques 81 TV outlets in U.S. and Canada use in their news set-ups. There are pictures, breakdowns of materials, cost estimates, construction timetables, some blueprints and other pertinent information. Book was compiled by Ron Whyte, KPIX-TV San Francisco; Jim Minton, KTVU-TV Oakland, Calif., and Bob Regler, KOLN-TV Lincoln, Neb., with layout and design by Mona Gray Regler. Copies are available from BDA, 9229 Skyline Boulevard, Oakland 94611, for \$20, which includes postage and handling.

**Way out west.** Oceanic Cablevision, Honolulu, has sold all local advertising time (two minutes per hour) on Cable News Network to Mayfield, Smith, Park Advertising. Ad agency split time evenly among four clients: The American Security Bank, Kirin Beer, Schamon Carriage and McDonald's. Each will get 30-second spot each hour, every hour from now to end of year.

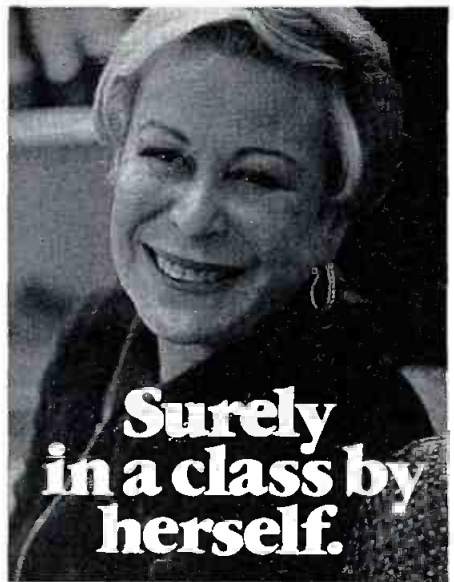
## UPI offers to let newspapers in on its cable service

A cable television service "designed to give newspapers a presence in their local market, plus provide supporting classified revenues," has been proposed by UPI to the American Newspaper Publishers Association Research Institute convention.

UPI currently offers cable operators a 24-hour Newstime service that provides consecutive 15-minute photograph-with-voice-over programs. The new service, to be called "Extra Edition," would allow local papers to pre-empt selected quarter-hour segments of Newstime and replace them with local news and classified advertising.

Describing Extra Edition as still in the formative stages, UPI's director of CATV services, Tom Hawley, said a principal impetus for the proposal was the interest in such a combination demonstrated by newspaper representatives who attended the National Cable Television Association convention last month.

Newspapers participating in Extra Edition would have to install a slow-scan picture generator, a stationary black-and-white video camera, a picture easel and audio equipment. UPI President Roderick Beaton put the materials cost at about \$5,000.



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was also justified by Scharff and others on the ground there is no history of abuse by the federal government of the use of search warrants.

But the compromise is not yet acceptable to Kastenmeier. Two weeks ago, he turned down a request from Philip Heymann, head of the Criminal Division of Justice, that he agree to changes conforming the House bill to the Senate's.

A Kastenmeier aide made it clear the congressman was not adamant on the subject. The bill could be amended on the House floor, and Representative F. James

Sensenbrenner (R-Wis.), a member of the Judiciary Committee, has said he will offer an amendment eliminating the section on third parties entirely. "If we thought that would pass, we'd go along with what Bayh did," the Kastenmeier aide said.

But he also made clear the degree of unhappiness among those who had worked for the Kastenmeier bill. "The Carter administration has gone along with Thurmond and the Republicans, and we're left holding the bag. Kastenmeier feels no need to give in. There's no reason at this time to turn back."

# The Media

## NAB convention study finds most people satisfied

Survey by RCA at latest NAB reveals most like Las Vegas, are split on separate radio and TV gatherings but would like more time to view exhibits

RCA has completed a study indicating that attendees at the National Association of Broadcasters' conventions are generally happy with the way conventions are now organized.

The study, conducted at the NAB's April convention in Las Vegas, is similar to a Harris Corp. study released last month (BROADCASTING, May 19) in that it canvassed conventiongoers as to their preference of the way the convention—workshops and exhibits—should be organized. And the results are parallel. RCA, however, focused nearly two-thirds of its survey on its own Broadcast Systems' equipment—how its users and

potential users feel toward the corporation's efforts at the convention and in their own business dealings.

RCA, with the help of Creative Services and Marketing Research, obtained 351 responses to a 30-item questionnaire. They conducted interviews in various areas of the convention and received a 3% response from a total of 13,445 attendees (personnel and exhibitors were not included).

RCA, in its research results, notes that "one change that quite a few people voiced was a lengthening of the time period available for seeing the equipment on exhibition." For 38% of the respondents, the primary purpose of the NAB convention was the "looking over" of new equipment. Thirty-three percent were there to gather information and 10% were actually buyers.

Of the 351 responses, 216 (62%) attend NAB's convention every year, 49 (14%) every other year, 19 (5%) attend less than once in two years and 67 (19%) were newcomers.

Las Vegas was the preferred convention site of 92% of all respondents with 6% not

liking Las Vegas; 2% were undecided. There were 173 suggestions for a second preference—16% said Dallas, 10% Chicago, 9% Los Angeles and 9% New Orleans.

Views on those favoring separate radio and television conventions were almost evenly split, with 44% in favor of separate conventions and 50% opposed.

## Lindsay suggests free media time for candidates

John V. Lindsay wants to pull the plug on political candidates whose success, he says, is linked to the amount of media exposure they can afford to buy.

Accordingly, Lindsay told a Broadcaster Promotion Association-Broadcast Designers Association luncheon in Montreal June 14, he advocates the elimination of paid commercials for candidates (BROADCASTING, June 23).

The former New York mayor, who hopes to win the congressional seat of Senator Jacob J. Javits (R-N.Y.) in the fall, suggested the British system: free broadcast time for all candidates during the two weeks that precede a general election.

Lindsay deplored the excessive money requirements of campaigning, saying that the question most often asked of him was not what he stood for, but rather, "do you have enough money to win?"

He cited George Bush as an example of a candidate who spent \$15 million on a campaign and then had to give up when he ran out of money.

He said the present system weighs in favor of the wealthy and those beholden to the wealthy; it also discourages young people from seeking political careers.

Lindsay contended broadcasters would not suffer from his proposed reforms.

Earlier, in a news conference before his address, he took a few pot shots at broadcasting. In one, he equated a broadcast license to "a license to make money." He also said that the media can assert too much influence in current affairs. He conceded, however, that, despite this, an "untrammelled" radio and television had done a commendable job of serving the public.

Lindsay was negative towards live broadcast coverage of Congress, saying it provided too much temptation to members to "ham it up."

## Videodisk predictions

RCA Corp. expects to reach an annual production capacity of more than 500,000 videodisk players by the end of 1981.

This prediction was made by Roy H.

The sale of

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Pollack, executive vice president of RCA, during the International Consumer Electronics Show in Chicago at which RCA's SelectaVision videodisk player was previewed. He said RCA expects to sell some 200,000 players and more than two million disks bearing its own brand in 1981.

Pollack also said that RCA and the Beta and Taurus film companies in West Germany have announced plans for a joint

venture to acquire and market programs on the RCA disk system for German-speaking markets in Europe. He added that RCA expects additional international firms to announce their intention to adopt RCA's videodisk system.

He said RCA continues on schedule in its preparations for introduction of its disk system on a nationwide basis in early 1981. The players will have an optional retail price below \$500.

■ KCOY-TV Santa Maria, Calif.: Sold by Helen Pedotti, Mile Acquistapace, Burns Rick, Robert Burris and others to Stauffer Communications Inc. for \$7 million. Sellers have no other broadcast interests. Buyer is Topeka, Kan., publisher and owner of seven AM's, three FM's and one TV. Oscar S. Stauffer is chairman and 15.4% owner. Stanley Stauffer is president. Buyer also owns Kansas City Royals Radio Network and All American Network, both Topeka, and 50% of Total TV of Amarillo, Tex., cable system. KCOY-TV is CBS affiliate on channel 12 with 115 kw visual and 22.9 kw aural and antenna 1,940 feet above average terrain.

■ KUSN(AM)-KSFT(FM) St. Joseph, Mo.: Sold by Hunter Broadcasting Co., KUSN to Orama Inc. for \$400,000 and KSFT to St. Joseph Broadcasting for \$400,000. Seller is owned by B.D. Hunter who also owns WJIL(AM) Jacksonville, Ill. Buyer of KUSN(AM) is owned equally by seven St. Joseph, Mo., residents: Paul Giessenhagen, owner of physical therapy center; Andrew Willoughby, owner of Amway distributorship; Rocky Maugh and Steve Poe, restaurant owners; Frank Freudenthal, vice president and division manager of Altec Industries, manufacturing company; Frank Strand, clergyman, and Richard Sprague, underground utility contractor. None has other broadcast interests. Buyer of KSFT(FM) is owned by G. Dale Cowle (46%), Jim Ramsland (46%) and

## Changing Hands

### PROPOSED

■ WTFM(FM) Lake Success, N.Y.: Sold by Friendly Frost Inc. to Heftel Broadcasting Corp. for \$8.7 million. Seller is publicly traded appliance dealer and garden center with no other broadcast interests. Stephen Smith is chairman and 28.9% owner. Buyer is owned by Representative Cecil Heftel (D-Hawaii) and family, who also owns KOZN-FM San Diego; WXKS-AM-FM Medford, Mass.; WIKS(FM) Greenfield, Ind.; WLUP(FM) Chicago, and KGMD-TV Hilo, KGMV-TV Maui and KGMB(AM) Honolulu, all Hawaii. They have also purchased WLVV(FM) Fairfield, Ohio (BROADCASTING, April 14). WTFM is on 103.5 mhz with 3.9 kw horizontal, 3.7 kw vertical and antenna 1,390 feet above average terrain. Broker: Blackburn & Co.

■ KMVI(AM) Wailuku, Hawaii: Sold by Maui Publishing Co. to Obie Broadcasting of Maui Inc. for \$1 million. Seller is owned by J. Walter Cameron Trust which has no other broadcast interests. Buyer is owned by Obie Communications Corp. (90%) and James D. Torney (10%). Obie Communications is owned principally by Brian B. Obie. He is president and Torney is vice president of Obie Communications, licensee of KUGN-AM-FM Eugene, Ore., and KAYO(AM) Seattle. KMVI is on 550 khz with 5 kw full time.

■ WNAB(AM) Bridgeport, Conn.: Sold by Estate of Harold Thomas to Lawson Broadcasting for \$750,000. Seller also owns WATR(AM) Waterbury, Conn. Buyer is owned by Harry Lawson Jr., New Rochelle, N.Y., life insurance salesman with no other broadcast interests. WNAB is on 1450 khz with 1 kw day and 250 w night.

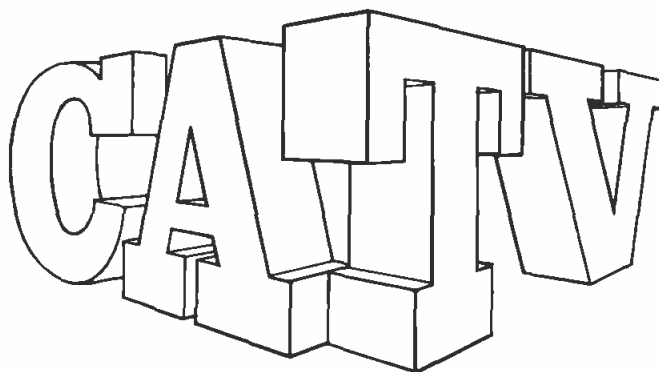
■ WLIH-FM New London, Wis.: Sold by Howard Sanstadt to Bill Haig for \$270,000. Sanstadt has no other broadcast interests. Haig is station manager of WTMJ(AM) Milwaukee. He has no other broadcast interests. WLIH-FM is on 93.5 mhz with 3 kw and antenna 260 feet above average terrain. Broker: Chapman Associates.

■ KRVA(AM)-KRVF(FM) Vermillion, S.D.: Sold by court-appointed receivers to Wallace Christensen for \$226,250. Christensen owns KLOH-AM-FM Pipestone, Minn. KRVA is on 1570 khz with 500 w day. KRVF is on 102.3 mhz with 3 kw and

antenna 255 feet above average terrain. Broker: Chapman Associates.

### APPROVED

■ WTVC(TV) Chattanooga: Sold by Martin Theaters to Belo Broadcasting Corp. for \$19.5 million ("In Brief," June 23). Seller is owned by Fuqua Industries. Buyer is owned by A. H. Belo Corp., privately held publisher of *Dallas Morning News* and owner of WFAA-AM-TV and KZEW(FM) Dallas and KFDM-TV Beaumont, Tex. James Moroney is chairman of Belo Broadcasting and Mike Shapiro president. WTVC is ABC affiliate on channel 9 with 316 kw visual, 31.6 kw aural and antenna 1,040 feet above average terrain.



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## Intermedia

**Latest for Multimedia.** Multimedia Cablevision, subsidiary of Multimedia Inc. has landed cable franchise in Chicago suburb of Oak Lawn, Ill. Fifty-two-channel system will pass 25,000 homes and its scheduled completion date is 1982. Multimedia within last year entered cable field, owns systems in 19 Midwest communities with 45,000 subscribers and projected homes passed total of 200,000 when systems are built. It also has applications pending in other Chicago suburbs and Dallas-Fort Worth area.

**Big Winner.** Home Box Office won five of eight home entertainment awards presented annually by Videotape Production Association. *Standing Room Only: Diana Ross* took awards for best direction, photography, lighting and video and sound mixing. It was videotaped last September at Caesar's Palace in Las Vegas and was first cablecast to HBO subscribers in early January.

**BPA to tell it all.** "Broadcast Advertising and Promotion" will be published under auspices of Broadcasters Promotion Association by Hastings House Publishers, in early 1981. Authors of 300-page text are Fred Bergendorff, director of information services, KNX(AM) Los Angeles; Charles Harriman Smith, associate professor of broadcast communications, San Francisco State University, and Joseph S. Johnson, professor of telecommunications and film, San Diego University. Tom Dawson, president of BPA and vice president, division services, CBS Radio, said book is expected to become principal text in college promotion courses. In addition, he said, its contents will offer new insights to advertising and promotion veterans.

**Wounded in Windy City.** WBBM(AM) Chicago's billboards around town reading, "What's the latest episode of McMullen and wife? Find out first on WBBM Newsradio 78," didn't please Jay McMullen or, apparently, his wife, Mayor Jane Byrne. McMullen who serves as her press secretary, said billboards were "sexist" and in "bad taste," and he called WBBM reporter to press office to tell him so. Station's general manager, William O'Donnell, said billboards would stay: "I didn't think it was offensive; certainly no offense was meant."

Greg Everett (8%). Cowle owns KASI(AM)-KCCQ(FM) Ames and KQCR(FM) Cedar Rapids and 27% of KOKX(AM)-KIMI(FM) Keokuk, all Iowa, and 46.3% of KKJO(AM) St. Joseph. Everett is executive vice president, general manager and 7.3% owner of KKJO. Ramsland is president of Hyett/Ramsland, radio and television representative, and owns remaining 46.3% of KKJO. KUSN is 1 kw daytimer on 1270 khz. KSFT is on 105.1 mhz with 27.5 kw and antenna 225 feet above average terrain.

■ Other approved station sale is WRNZ(FM) Wrens, Ga. (see "For the Record," page 72).

### CABLE

■ Cable systems serving Greenville, Eufaula, and Elmore county, all Alabama: Sold by Doug Smith, Roger Zylstra and family and others to NewChannels Corp. for \$3.9 million. Smith has no other cable or broadcast interests. Zylstra and family have sold their interest in Mitchell, S.D., cable system (BROADCASTING, June 23). They also own systems in Sheldon and Sibley, both Iowa, and 74% of cable systems in Vermillion (under construction) and Yankton, both South Dakota. Buyer is subsidiary of Newhouse Broadcasting Corp., Syracuse, N.Y.-based newspaper publisher, MSO, and group owner of two AM's and three FM's. It has sold five television stations to Times Mirror Co. (BROADCASTING, March 31). Bob Miron is president of cable division. Combined subscriber list of Newhouse cable subsidiaries (NewChannels and Daniels Properties) is approximately 325,000 for systems in 10 states. Greenville, Eufaula and Elmore county systems serve 7,000 subscribers, pass 12,000 homes.

### CPB radio honors given to nine stations at Kansas City workshop

The Corporation for Public Broadcasting last week honored nine public radio stations for outstanding achievement in local public awareness, public participation and fund-raising efforts.

The awards, presented by Ron Bornstein, CPB's vice president for telecommunications, came during the fourth annual Radio Development Workshop in Kansas City, Mo.

The winner for excellence in public awareness in the large- and middle-market divisions were WNYC-FM New York and WJCT-FM Jacksonville, Fla., respectively, while KNPR(FM) Las Vegas and WHIL-FM Mobile, Ala., tied for first place in the small-market competition.

For excellence in public participation, the winners in the three divisions were WGUC(FM) Cincinnati, WFDD-FM Winston-Salem, N.C., and Woub-FM Athens, Ohio.

For excellence in fund-raising, the winners were KUSC(FM) Los Angeles, KUNI(FM)/KHKE(FM) Cedar Falls, Iowa, and KNPR(FM) Las Vegas.

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## FCC looking to revert to Grade B criterion on cable/TV crossownership

**But rulemaking vote indicates commission will be willing to grant waivers; 25 situations, some 'egregious,' are under gun**

The FCC has proposed tightening its rules on divestiture requirements for commonly owned cable systems and television stations in the same market.

The commission last week adopted, on a 5-2 vote (Commissioners Robert E. Lee and Abbott Washburn dissenting), a further notice of proposed rulemaking that seeks to require divestiture of all crossownerships of television stations and cable systems located in the TV station's Grade B contour.

However, how strictly the commission will hold to the rule, if adopted, remains in doubt, since the rulemaking provided waiver criteria which, as Commissioner Anne Jones said in concurring with the rulemaking notice, seem to be "liberal."

The proposed change is a reversion to the commission's original rules on cable/TV crossownership, adopted in 1970. In 1975, it changed those rules to require

divestiture only where there was service overlap within the television station's Grade A contour. The commission considered those crossownerships "egregious." In reaching that decision, the FCC applied the principle it established that same year for television and radio crossownerships with newspapers—the degree of local competition present was the controlling factor.

In 1978, the Supreme Court upheld the FCC in a challenge to the newspaper/TV rule, and it specifically sustained the commission's finding that the pre-eminent aim of diversification policy and rules is promotion of different program and service viewpoints.

However, the 1975 cable/TV divestiture rule was also appealed, but the FCC asked for remand of the case to reconsider it "in light of court rulings and developments in the cable industry." The FCC had until last Thursday to tell the court its proposed course of action.

In adopting the further notice last week, the commission said it found "an inherent conflict between the operation of the two entities that would lessen competition in the economic and ideological marketplaces we seek to promote." That conflict, the FCC noted, "attaches to existing as well as prospective crossownerships and, although perhaps mitigated, is not remedied by such factors as the number of other television stations in the market."

The commission explained that competition in newspaper/broadcast cross-ownerships is not the same as in cable/TV

crossownerships. It said between newspapers and TV stations, the competition is primarily for advertising, while between TV stations and cable systems, it is primarily for the attention of viewers. "Since the conflict of economic interests may be keener in the broadcast-cable area, and since the FCC regulates both sides there, as distinct from the newspaper-broadcast area, there may be greater need for divestiture in the broadcast-cable situation," the FCC said.

It further defended its position by saying the inherent conflict "makes it presumptively reasonable and appropriate to require the divestiture of existing crossownerships as well as the proscription of future crossownerships."

The commission also went on to explain its reasoning for the waiver criteria. It stated that the multichannel capacity of cable systems can promote competition both in ideas and in the economic sphere, regardless of whether the crossowned TV station is the only one serving the community in question. The availability of this diverse programming "cuts two ways," the FCC said. "It strengthens the rationale for prohibiting prospective crossownership and requiring divestiture in situations where the potential for conflict is increased between a station and a crossowned system capable of offering a greater array of competitive programming. Yet it might provide a reasonable basis for showing that a particular cable system is maximizing competition and diversity, in which case the presumption of inherent conflict might

## 25 markets under the cable divestiture gun

TV station	Cable system location	TV station	Cable system location
1. KRON-TV San Francisco	Concord, San Mateo county and South San Francisco, Calif.	18. WBSA-TV York, Pa.	York, Pa.
2. WINK-TV Fort Myers, Fla.	Fort Myers, Fla.	19. KOTA-TV Rapid City, S.D.	Hotsprings, Spearfish, Belle Fourche, Sturgis and Deadwood, S.D.
3. KID-TV Idaho Falls, Idaho	Idaho Falls, Idaho	KHSD-TV Lead, S.D.	
4. WHBF-TV Rock Island, Ill.	Sterling, Ill.	20. KELO-TV Sioux Falls, S.D.	Sioux Falls, S.D.
*5. KLOE-TV Goodland, Kan.	Goodland, Kan.	KDLO-TV Florence, S.D.	Aberdeen, Huron, Redfield and Webster, S.D.
6. KARD-TV Wichita, Kan.	Wichita, Kan.	KPLO-TV Reliance, S.D.	Miller, Pierre and Winner, S.D.
*7. WKYH-TV Hazard, Ky.	Hazard, Ky.	21. KVII-TV Amarillo, Tex.	Amarillo, Tex.
8. WKZO-TV Kalamazoo, Mich.	Battle Creek, Mich.	22. KMID-TV Midland, Tex.	Odessa, Tex.
9. WCCO-TV Minneapolis	Rice Lake, Wis.	23. KTAL-TV Texarkana, Tex.	Hope and Prescott, Ark., and Longview, Tex.
*10. WXGN-TV Glendive, Mont.	Glendive, Mont.	24. KUTV Salt Lake City	Salt Lake City
*11. KNOP-TV North Platte, Neb.	North Platte, Neb.	25. KSL-TV Salt Lake City	Ogden, Provo and Logan, Utah
12. WKTV Utica, N.Y.	Utica, N.Y.		
13. KFVR Bismarck, N.D.	Bismarck, N.D.		
*14. KTEN Ada, Okla.	Ada, Okla.		
*15. KSWO-TV Lawton, Okla.	Lawton, Okla.		
*16. KEZI Eugene, Ore.	Junction City, Sweet Home, Lebanon, Newport and Corvallis, Ore.		
*17. KOB1 Medford, Ore.	Roseburg, Ore.		
KOT1 Klamath Falls, Ore.	Medford, Ore.		
KPIC Roseburg, Ore.	Grants Pass, Ore.		

Notes: \*Indicates situations the commission considers "egregious." Also, there are several market situations in which more than one television station is involved. They are: 8, in which Time Inc., licensee of WOTV, and John E. Felzer Stations, licensee of WKZO-TV, each owns 50% of the cable system. 17, in which California-Oregon Broadcasting owns three stations because their Grade B contours, at time of acquisition, did not overlap. With recent facilities changes, Grade B contours of two of the stations (KOB1 and KOT1) do overlap, so group is seeking satellite status for KOT1 to remedy apparent duopoly violation. 19, in which KHSD-TV is a satellite of KOTA-TV; both are owned by Duhamel Broadcasting Enterprises. 20, in which KDLO-TV and KPLO-TV are satellites of KELO-TV; all are owned by Midcontinent Broadcasting.

be overcome."

Washburn expressed the reservation that "more thought needs to be given to the propriety of a government agency making specific kinds of programming the quid pro quo for the waiver of a divestiture rule. Such a trade seems more than a little ironic coming from the same commission that is currently proposing to do away with other cable signal carriage rules."

Jones said she concurred because the notice provides for "what I believe will be a liberal waiver policy."

The suggested waiver criteria are:

- The area served by a crossowned cable system and its location in relation to the service area of the crossowned TV station.

- The size of the TV market where the station and system are located.

- The total audience of the station and number of subscribers to the cable system.

- The presence and ownership of other mass media in the market.

- The extent to which crossownership has increased the performance of either the station or the system, especially in the case of the system, by number and type of nonbroadcast services offered.

- The extent to which divestiture would produce negative economic programming results.

- The extent to which divestiture would cause undue economic hardship to the parties involved.

If the rule is adopted, divestiture would be required within one year, with a 60-day deadline for the filing of waiver requests.

There are currently 25 TV station-cable crossownership situations in the same service area, eight of which are considered "egregious" and are subject to divestiture under existing commission rules (see page 63).

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## To EEO or not to EEO?

**That's center of debate that this week could go beyond speeches made by Jones and Brown as FCC takes up NAB petition**

The dust has not yet settled on a dispute between FCC Commissioners Anne Jones and Tyrone Brown over the commission's policies on women and minorities.

What's more, the contention may well be revived tomorrow (Tuesday) when the commission considers a National Association of Broadcasters petition to reassess the FCC's EEO policies. The discussion of the item, which was postponed a week because Brown was out of town, will no doubt draw lines between commissioners who favor and those who reject the relevance of the FCC's EEO and minority ownership policies. At this point, only Jones has expressed total dissatisfaction with the commission's policy (BROADCASTING, June 16). But Commissioners Abbott Washburn, Robert Lee and James Quello



Jones



Brown

have at times questioned the validity of the EEO processing criteria as they apply to small stations.

The Jones-Brown dispute began three weeks ago when, at a Federal Communications Bar Association luncheon, Jones questioned the "relevance" of the commission's EEO and minority ownership policies. "It seems to me," she said, "that the notion that greater participation in broadcasting by women and minorities will lead to more programming responsive to their needs or wants is largely a hope, rather than a rational expectation. . . . Nevertheless, despite scant evidence and questionable logic, the commission presses forward with its EEO and minority ownership programs."

Jones also questioned whether the commission should devote a substantial portion of its resources—nine full-time staff positions and \$235,000 in an agency budget that she labeled "austere"—to activities more "directly within the purview of other agencies" when those resources "could well be employed in those areas to reduce backlogs which are both embarrassing to the commission and contrary to the public interest."

Brown, speaking before the Television Critics Association in Los Angeles last Monday, said "because of the serious implications" of Jones's comments, he could not let them go unanswered.

He charged Jones with being the first of 21 commissioners "to publicly question those basic policies" which have had "the unanimous endorsement of all commissioners who have served over the past 12 years."

Brown believes the basic tenets of the commission's minority policies have been successfully proved by the progress shown since he joined the FCC in November 1977 when "minority ownership of broadcast outlets were one half of one percent."

"Progress has been slow, but clearly there has been progress," he said last week. "Commissioner Jones simply ignored the facts when she characterized our commitment to equal employment opportunity as a hope rather than a rational expectation. No one who takes the time to contrast employment at broadcast stations and programming carried by those stations with the situation that existed a decade ago can honestly conclude that EEO has made

no difference."

He continued: "Similarly, I find untenable Commissioner Jones's suggestion that assignment of nine staff people to work on EEO, out of an agency work force of 2,200, represents a misallocation of a substantial portion of commission resources. . . . If one agrees with the commission and the courts that EEO contributes to the goal of program diversity—and the record shows that it does—then assignment of less than one-half of one percent of the agency's work force to that task is certainly no waste of staff efforts."

Brown also believes that Jones "ignored" how the commission's EEO processing guidelines actually work. In her FCBA speech, Jones questioned whether the commission, rather than instituting "guidelines" for EEO hiring, is really establishing "quotas" for broadcast licensees. "And if they are quotas," she said "I believe that we should call them by their right name and think hard about whether they are useful and proper."

Brown said the proposition that the guidelines are actually quotas is "patently false." He explained that "fully 80% of the broadcast applications which are closely reviewed by FCC staff because they fail to meet our processing guidelines, nonetheless are granted with no EEO-related sanction. If our guidelines were quotas, if we considered no other factors, all of these applications would fail the test."

Similarly, Brown said the minority ownership program imposes no quotas or "set-asides." Instead, he said, "it depends to a large extent on voluntary sales of existing broadcast properties to minority purchasers."

Brown stated that Jones "perhaps inadvertently" aligned herself with those who take a narrow view of the FCC's mission—"a view that has never prevailed"—and one that believes the FCC's "role is to engage only in technical and economic regulation of broadcasting, not to consider as well the impact of the medium on society." Brown asserted that program diversity has always been a stated goal of the commission—and that its minority ownership and EEO policies are but one way the commission sets out to achieve it. "It is the right course to pursue; it is the lawful course to pursue. I hope that eventually Commissioner Jones will



enthusiastically join the rest of the commission in that pursuit. Knowing Anne Jones, I do not believe that hope to be an irrational one," he concluded.

When Jones first gave her speech, she had also received criticism from the Broadcast Bureau's EEO branch, headed by Glenn Wolfe. Wolfe said he was "surprised" at Jones's singling out the EEO branch's operations and resources. Despite the fact that Jones had often expressed the same sentiments in commission meetings, Wolfe said he was "disappointed," perhaps because "of the way it came out."

Nonetheless, Jones is not about to change her position—not at this point anyway, although she said that "I believe I'm open-minded enough to hope someone might change my mind." For the time being, however, she just wants to let the matter ride—"We've each had our own say," she stated. However, she doesn't want to be branded as being against equal employment altogether.

"I believe it's a very important goal," she said, "I just question whether it's in our statute."

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## NCCB makes 11th-hour stand against Quello

### Citizen group sends Carter letter urging him not to reappoint FCC commissioner and pick Hispanic

As the White House staff last week was preparing a memorandum for President Carter on the nomination to be sent to the Senate for the FCC term beginning July 1, a letter was delivered to the White House urging the President not to reappoint Commissioner James H. Quello, whose term expires June 30. The letter was backed by a 13-page report headed, "Public Disservice; an Analysis of James Quello's Seven Years as FCC Commissioner."

The letter and the report were the work of the National Citizens Committee for Broadcasting, whose chairman is consumer activist Ralph Nader and one of whose board members is former FCC Commissioner Nicholas Johnson. NCCB claims 8,000 members and subscribers.

The report describes Quello, who was originally appointed to the commission by then-President Nixon to fill a Democratic vacancy, as a "closet Republican" whose "sympathies on telecommunications issues clearly lie with the GOP."

Indeed, the report, based largely on Quello's public statements, characterizes him as at odds with the Carter administration on a wide range of issues, and concludes: "Why would the White House even consider this man for reappointment?"

Quello, who has heard criticism from the NCCB before, said, "I'm not running on their ticket." Given a rundown on the report—he had not yet seen the docu-

ment—Quello said, "It's the same rhetoric and distortions as last time"—when NCCB opposed his appointment at his confirmation hearing before the Senate Commerce Committee seven years ago. "It's mostly surmise and distortion."

The report says Quello, who had been in broadcasting in Detroit for 28 years—he had been manager of WJR(AM)—has demonstrated a pro-broadcasting, anticonsumer bias. It cites his dissent in the case in which the commission voted to strip RKO General Inc. of three television licenses as proof he "tends to turn a blind eye towards evidence of licensee misconduct." It says he opposes the concept of broadcaster as public trustee, and says that, in contrast to administration policy on the subject, he opposes public participation in commission matters. It says he is a foe of public interest groups and has shown no sensitivity to the needs of minorities. And it says he is "indifferent to the dangers of media crossownership."

Quello was ready with some rebuttal. He said he is not in industry's pocket. "I voted to take away 27 licenses and to impose sanctions on over 600 stations. . . . I don't know where they get this stuff." He also said that, as for the matter of public participation, he had voted for a notice of proposed rulemaking that sought comments on a one-year experiment of reimbursing groups participating in commission proceedings (BROADCASTING, Dec. 24, 1979).

Quello also said he could answer all of the charges, and that he intended to. "I will send a letter to the White House to set the record straight."

The recommendation regarding Quello was only one of three that NCCB, in its letter, signed by Samuel A. Simon, executive director, made to Carter regarding the FCC appointment. The second was that the President should restrict his choice to "a minority group, preferably Hispanic." Simon noted that a Hispanic has never served as an FCC commissioner. (The White House is known to have three or four Hispanics under consideration for the post.)

Third, "and most important," Simon said, the President should not select anyone who is "a commercial broadcaster or is in any way affiliated with commercial broadcasting interests." In view of Quello's background, Simon said, the seat could become known as a "broadcaster's seat."

The last point constitutes a major consumer group's vote against a Hispanic known to be under consideration by the White House—Jay Rodriguez, NBC's West Coast vice president for public affairs.

That sentiment places NCCB in direct opposition to a growing number of Spanish broadcasters. Earlier this month, the National Association of Spanish Broadcasters board of directors endorsed Rodriguez and urged its members to write the White House to urge his appointment—a request that led to a stream of letters. The letters are among hundreds of messages from Hispanic groups and in-

dividuals—including a telegram from the National Hispanic Leadership Conference—calling on the White House to name a Hispanic to the Quello seat.

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## Border stations get another hearing

### U.S. trade representative, for second time; will listen to grievances involving Canadian advertising-tax situation

Fourteen U.S. television stations located along the Canadian border want President Carter to retaliate against Canada for a tax policy they feel discriminates against them and that they say is a barrier to U.S. trade. And on July 9, the U.S. trade representative's office will hold a hearing on the retaliatory actions the broadcasters have recommended.

The Canadian tax law at issue denies Canadian business the right to deduct the cost of advertising on U.S. television and radio stations if it is aimed primarily at markets in Canada.

Canada defends the law, which went into effect in September 1976, as necessary to protect Canadian broadcasters against competition from the U.S. It says the \$20 million that Canadian advertisers spent on U.S. stations in 1975 represented 10% of total Canadian television revenue.

And the law appears to have been effective; U.S. broadcasters say losses from Canadian advertisers have been substantial. In the Buffalo market alone, according to Leslie Arries Jr., president of Buffalo Broadcasting Group, licensee of WIVB-TV Buffalo, advertising revenues from Canada dropped from some \$9 million in 1975 to less than \$2 million in 1978. However, there has been some "slow growth" in the market since then.

The border stations have been pressing a variety of buttons in official Washington in search of relief—at the White House, the State, Treasury, and Commerce Departments and elsewhere. They are making progress, though Canada is difficult to move.

A complaint from them led to an initial hearing before the U.S. trade representative, in November 1978. The U.S. trade representative, Reuben Askew, is known to regard the complaint seriously, not only because of the effect of the tax law on U.S. broadcasting but because of the precedent it might set for other services provided by U.S. industry—and because of concern over the effect on U.S. trade policy. Normally, complaints like the U.S. broadcasters' are resolved short of a hearing in which the U.S. trade representative's office is asked to consider retaliation. Representatives of the U.S. stations expect sanctions to be adopted, unless Canada can be persuaded to modify its tax law.

Nothing definitive resulted, and the broadcasters and their attorneys resumed informal contacts with U.S. officials. The new hearing is also at their request.

One of the attorneys representing the

stations, Bart Fisher, said the group is requesting the President "to impose duties or other import restrictions on certain products or services of Canada until the discriminatory taxing situation is satisfactorily resolved."

The proposed actions include the imposition of special duties or quantitative restrictions on all Canadian feature films and records exported to the U.S.; support of tax legislation that would prohibit U.S. taxpayers from deducting the costs of advertising on Canadian radio and television; continued denial of tax deductions for expenses incurred attending conventions in Canada, and adoption of a policy requiring "consideration of the unreasonable nature of the Canadian tax restriction . . . when dealing with Canada on matters of mutual concern."

Under Section 301(a) of the Trade Act of 1974, the President is required to "take all appropriate and feasible action" to eliminate any act or policy of a foreign government that is found to be discriminatory or that burdens U.S. commerce.

Askev will recommend a course of action to the President, after considering the advice of the "Section 301 Committee," which comprises representatives of government agencies concerned with the

foreign trade issue involved. The President will have until Aug. 18 to decide what action to take.

The licensees involved are :  
KVOS-TV Bellingham, Wash.; WIVB-TV Buffalo, N.Y.; WPBN-TV Traverse City, Mich.; WTOM-TV Cheyboygan, Mich.; WVII-TV Bangor, Me.; WSEE-TV Erie, Pa.; WWNV-TV Watertown, N.Y.; KXLY-TV Spokane, Wash.; KTHI-TV Fargo, N.D.; KCFW-TV Kalispell, Mont.; KFBB-TV Great Falls, Mont.; WEFZ-TV Burlington, Vt.; KXMD-TV Williston, N.D.; KXMC-TV Minot, N.D.

Those are not all of the U.S. stations affected. Eight others along the border agree the Canadian tax policy is discriminatory and should be eliminated. But they do not agree that retaliation is the answer; they have argued it is unlikely to persuade Canada to change its policy. Instead, they may urge that Askev find that discrimination exists and should be eliminated, and that the government—including the FCC—consider that finding in dealing with Canada on other matters.

The eight stations are WKBW-TV and WGR-TV, both Buffalo; WCAX-TV Burlington, Vt.; WICU-TV Erie, Pa.; WPTZ-TV North Pole, N.Y.; WAGM-TV Presque Isle and WABI-TV Bangor, both Maine; and KBJR-TV Superior, Wis.

## Utilities win free-speech cases at Supreme Court

**In two decisions involving rulings by New York PSC, justices hold—for a variety of reasons—that electric companies should not be restricted by the state in their communications with customers**

Utility companies are not generally found in the forefront of those fighting for protection of the First Amendment. But two utilities in New York have won Supreme Court cases holding that they have a First Amendment right to communicate with their customers—and in one case, advertising was the medium selected. In the other, the medium was inserts included in the monthly bills.

In both cases, the nay-sayer was the New York Public Service Commission. In one, brought to the high court by Central Hudson Gas & Electric Corp., the commission had adopted a regulation banning electric utility companies from advertising to promote the use of electricity. In the other, carried to the court by Consolidated Edison Co. of New York, the commission had barred the company from including in its bills inserts discussing controversial issues of public policy.

Both opinions for the court were written by Justice Lewis F. Powell Jr., and the votes in both were overwhelming—8-1 and 7-2. But there were enough separate opinions to indicate the court has not reached a unified opinion of the advertising case, where Powell's opinion was joined in by only four of the eight other justices.

However, in that case, three justices in concurring opinions expressed a more generous view of the utility's First Amendment right to advertise than did the court in Powell's. Justice William Brennan's state of mind was reflected in the fact he participated in all three.

The commission was said to have banned all promotional advertising aimed at stimulating the purchase of utility services as an admittedly imperfect means of "dampening . . . unnecessary growth." And the state courts upheld the ban; the state's highest appellate court held that encouraging consumption would aggravate the current energy problem.

But Powell said that although commercial speech does not have the same degree of First Amendment protection as other forms of expression, it is protected from "unwarranted government regulation." And the commission's regulation, he said, was more extensive than necessary to serve the state's interest.

Powell laid out a four-part analysis he said government must apply to determine whether commercial speech comes within the First Amendment. He said it must concern lawful activity and not be misleading; the governmental interest to be served by suppression must be substantial; the regulation to be employed must

## Washington Watch

**Keep pushing.** Chief topics of discussion at National Association of Broadcasters executive committee meeting last week were communications legislation and radio allocations. NAB will continue to lobby against Senate bill introduced June 12, citing four specific complaints: elimination of cable signal carriage rules, lack of mandate to deregulate radio, proposal for spectrum fee and language dealing with comparative renewals (BROADCASTING, June 23). NAB's special task force on radio allocations is preparing letter to FCC Chairman Charles Ferris, outlining history of requests for joint industry-government advisory groups to study aural allocations (BROADCASTING, June 23). Letter will also list, in detail, proceedings that NAB thinks ought to be considered by such group.

**Speeded up.** FCC has amended its rules to allow it to dismiss or deny, without requesting public comment, petitions for rulemaking, received from public, that are moot, repetitive, premature, frivolous or do not warrant consideration. FCC said amendments, which become effective July 1, "will free the FCC from going through a meaningless exercise in the case of a petition that will ultimately be denied and be fairer to the petitioners by not keeping them in suspense as to the outcome for possibly several months." National Association of Broadcasters had filed petition for similar action on petitions to deny. FCC said it is not ready to go along with NAB's suggestions, but did instruct staff to come back with report on its own (BROADCASTING, March 3).

**Trying again.** WBRE-TV Wilkes-Barre and WDAU-TV Scranton, both Pennsylvania, have asked U.S. Court of Appeals to reverse FCC's refusal to deny operating authority to Service Electric Cable TV and other cable systems owned by John Walston for assertedly operating in violation of commission rules.

**Club notes.** Clarence McKee has been elected president of National Broadcasters Club, Washington, and one of early responsibilities he and board of governors will take on is recommending change of name for club to broaden its base and increase number of potential members. "Communications" or "telecommunications" is likely to end up in new name, as club, which has known hard times, seeks members from among cable, common carrier and other communications industries. Other new officers are Mark Johnson, CBS, vice president/secretary, and Richard Blackburn, Blackburn & Co., vice president/treasurer.

directly advance the asserted interest, and it must not be more extensive than necessary.

And on the "critical inquiry," whether the complete suppression of speech ordinarily protected by the First Amendment is no more extensive than needed to advance the state's interests, Powell said the regulation goes too far. There was no question that the advertising was not truthful or the activity involved unlawful. The state's interest in energy conservation is substantial, he said, but the commission's ban reaches all promotional advertising, "regardless of the impact of the touted service on over-all energy use." And, he added, "no showing has been made that a more limited restriction on the content of promotional advertising would not serve adequately the state's interests."

But that opinion, in which Chief Justice Warren E. Burger and Justices Potter Stewart, Byron White and Thurgood Marshall joined, did not satisfy other members of the court who agreed the ban violated the First Amendment.

Justice Harry A. Blackmun, in a separate concurring opinion, in which Brennan joined, said the test applied by Powell is not consistent with the court's earlier cases and does not provide adequate protection for "truthful, nonmisleading advertising." Indeed, he said, "No differences between commercial speech and other protected speech justify suppression of commercial speech in order to influence public opinion through manipulation of the availability of information."

Justice John Paul Stevens, in another opinion in which Brennan joined, objected to the commission's ban not because it went too far in suppressing commercial speech, but because he thought it went so far as to ban fully protected speech as well. The ban, he said, "prohibits all advocacy of the immediate or future use of electricity. It curtails expression by an informed and interested group of persons of their point of view..."

In a separate statement of his own, Brennan said he found it "impossible" to determine whether the commission's ban was intended to encompass more than commercial speech. He said he thinks Stevens is right in concluding that it does. And if the court's view that it does not is correct, he said, he agrees with Blackmun's position regarding the justification of suppression of speech to influence public opinion.

The lone dissenter was Justice William Rehnquist. "I think it is constitutionally permissible for [New York] to decide that promotional advertising is inconsistent with the public interest in energy conservation," he said. "I also think New York's ban on such advertising falls within the scope of permissible state regulation of an economic activity by an entity that could not exist in corporate form, to say nothing of enjoy monopoly status, were it not for the laws of New York."

Powell, in the opinions striking down the ban on Con Ed's use of bill inserts to discuss controversial issues, noted that the court earlier had rejected the contention

that a state may confine corporate speech to specified issues; that it had held that the inherent worth of speech "does not depend on the identity of its source, whether corporation, union or individual."

But the opinion, in which Burger, Brennan, Stewart, White and Marshall joined, said the ban is not invalid "merely because it imposes a limitation upon speech." The state, it said, could still demonstrate the ban was constitutionally permissible.

But New York couldn't. Powell said the ban is improper in that it is based on content; the commission conceded that it permits inserts discussing such matters as energy conservation but bars those dealing with controversial issues. Nor is it, Powell said, "a precisely drawn means of serving a compelling state interest." The court rejected New York's arguments that the ban was justified on the grounds of preventing Con Ed from forcing its views on a captive audience, of allocating limited resources in the public interest and of insuring that ratepayers don't subsidize the cost of the bill inserts.

Stevens was terse in a concurring opinion. "A regulation of speech that is motivated by nothing more than a desire to curtail expressions of a particular point of view on a controversial issue of general interest is the purest example of a 'law abridging the freedom of speech, or of the press,'" he said.

Blackmun and Rehnquist dissented. Blackmun, in a statement in which Rehnquist joined, did not see the ban as depriving Con Ed of its First Amendment rights. Rather, he said, the commission was "correct in concluding that use of the billing envelope to distribute management's pamphlets amounts to a forced subsidy of the utility's speech by the ratepayers."

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## United Way PSA's cleared

The FCC has denied a fairness doctrine complaint, filed by the National Committee for Responsive Philanthropy, that charged the three networks with presenting a series of one-sided United Way public service announcements.

The complaint, submitted by Media Access Project on behalf of the NCRP last November (BROADCASTING, Nov. 19, 1979), took issue with the tagline at the end of the United Way PSA's, which states, "Thanks to you, it works for all of us." NCRP says the controversial issue is whether United Way's method of collecting and distributing funds serves all elements of society. It charges that the networks, in airing the PSA's, have not presented the opposing viewpoint.

ABC, CBS and NBC all replied that the announcements do not meaningfully address the issue raised by the NCRP.

The commission said it does not find the networks "unreasonable" in not airing an opposing side, since the language in the PSA does not trigger a controversy.

United Way, in a statement issued after the FCC decision, said: "Simply stated, the television messages are intended to be an expression of appreciation and create a

favorable public image on behalf of 37,000 agencies, services and programs that benefit from United Way support. All that NCRP has demonstrated in this endeavor is that even human services as pure as helping deaf children or teaching swimming at the YMCA can, by sufficiently strained interpretation, be claimed to be controversial."

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## Alaskan protestors settle a second deal

### ABM group works arrangement with KIMO-TV; station agrees to EEO, program, public-file improvements

Alaskans for Better Media, a citizen group that has been feuding with licensees in the state, appears to have reached a settlement with the second of three against whom it filed petitions to deny.

Central Alaska Broadcasting Inc., licensee of KIMO-TV Anchorage, on June 20 filed with the FCC a lengthy amendment to its renewal application that promised stronger performance.

ABM, on the same day, filed a motion to withdraw its petition to deny and to support the grant of KIMO-TV's license renewal application. ABM said that its review of the amendment convinces it that KIMO-TV's license should be renewed without a hearing or sanction.

A key feature of the amendment involves the station's promise in connection with its equal employment opportunity program. It will donate \$5,000 a year for each of the next four years to the Alaska Native Foundation, a self-help organization, "to aid targeted minorities' entrance into the broadcasting job pool in Anchorage" and throughout the state.

The amendment also says the station has begun to implement its Community Advisory Council, and details increases, "qualitatively and quantitatively," in news, public affairs and nonentertainment programming.

The apparent agreement follows by two months the FCC's staff's approval of a joint petition that ended the dispute between ABM and Midnight Sun Broadcasters. The petition sought withdrawal of ABM's petition to deny, and approval of MSB's application for renewal of the licenses for KENI-AM-TV Anchorage, KFAR-AM-TV Fairbanks, KINY-AM-TV Juneau and KTKN(AM) Ketchikan.

The final chapter in the ABM-MSB story, incidentally, was written on June 11, when the commission staff granted ABM's petition for approval of the reimbursement provided in the agreement. That amounted to \$15,000 in legal fees—ABM is represented by Media Access Project, of Washington—and \$6,000 in out-of-pocket expenses.

The motion to withdraw its petition to deny KIMO-TV's renewal does not end ABM's litigation. Still pending is its petition to deny renewal of licenses for Northern Television Inc.'s five stations—KBYR(AM)-KNIK(FM)-KTVA(TV) Anchorage and KFRB(AM)-KTVF(FM) Fairbanks.

## Viewers cough up nearly \$2 million to watch fight on home pay TV

Duran-Leonard match was available over ON-TV in Los Angeles and Qube in Columbus; fee was \$10

Pay television viewers in Los Angeles and Columbus, Ohio, paid \$10 a home to watch the live telecast of the Roberto Duran-Sugar Ray Leonard welterweight championship fight on June 20. The pay television services in those two cities had combined revenues for the three-hour event of approximately \$1,960,000; 35%-45% of that was returned to the companies in profits.

Total orders for the fight in Los Angeles, where it was offered as a special event by the ON-TV subscription television service, reached 126,426, 46% of the service's total of 275,800 subscribers. Due to technical difficulties, including a power failure in the San Fernando valley and last-minute cancellations, the total number of homes that actually viewed the fight was expected to fall below the number of orders. But, according to John Mohr, executive producer of ON-TV Sports, the company anticipates a final count approaching 125,000.

In Columbus, where the fight was offered to subscribers of the Warner-Amex Qube cable system, total orders reached just under 7,000, 30% of the subscriber base (not all Warner subscribers in Columbus have Qube).

In addition to the homes that viewed the fight, the telecast was closed-circuited to approximately 300 sports arenas, stadiums and theaters around the country. Mike Malitz, president of New York-based Top Rank Inc., the promoter of the Montreal fight, said the number of persons who actually saw the telecast was "well in excess of a million." Closed-circuit viewers paid an average of \$18 each.

Under the terms with Top Rank, the promoter was entitled to 55% of the gross revenues received by the pay services. Administrative costs have been estimated at another 10% by ON and slightly less for Qube. That leaves profits of approximately \$440,000 for ON and approximately \$31,000 for Qube from one three-hour program.

According to Larry Wangberg, Warner vice president and general manager, the cost to the system of the fight was "nothing incremental. It's part of our daily business." At one point in the fight, Qube asked its viewers how many people

were watching the show; the responses indicated that approximately 50,000 people were on hand.

Both Qube and ON have so-called "addressable" pay systems that allow the program originator to direct a telecast to specific subscribers. Qube is a sophisticated two-way cable system. ON, an over-the-air system, transmits data to each of its Oak Industries decoders telling which of four program "levels" is to receive a broadcast. A home choosing the pay-per-view option receives the special event on a level different from that on which the station's regular subscription programming is received. During the special event, however, regular programming is suspended. The ON service cannot deliver more than one broadcast signal at a time.

At ON, there is currently no plan to expand the pay-per-view service to a regular part of the subscription television operation. According to Jerry Perenchio, president of the company, it would be unlikely that such events will be offered more than three times a year. (The last time ON offered such a special was in January 1978 with a \$3 advance release of "The Deep.") No plans are firm for a follow-up special.

"Unless it's something we're really excited about, we'll pass on it," Perenchio said.

## Year-round ABC promo

ABC-TV is mounting its most extensive co-op advertising campaign ever, with the network and stations sharing in a \$3-million budget for a year-round effort on behalf of the 1980-81 prime-time schedule.

Sy Cowles, ABC-TV vice president, creative services, said that for the first time, the network/affiliates project will be staged throughout the year starting Sept. 1 and ending Aug. 31, 1981. In the past the accent was on the first three or four weeks of the fall premiere and an occasional burst during January.

Cowles said the undertaking stemmed from the expressed desire of affiliates, who asked for advance notice so that they could budget for the advertising. This spring, ac-

ording to Cowles, stations were canvassed and about 98% of affiliates (approximately 200) agreed to participate. In contrast, he added, only 60% of affiliates joined in the premiere co-op advertising spree last September and only about 40% in the January drive.

The network and the affiliates share in the expenditures of the campaign, with ABC-TV supplying the production material. The network/affiliate advertising is placed in newspapers, magazines, and on radio and in outdoor media.

Cowles contended that the stepped-up advertising is not a reaction by ABC-TV to the growing ratings strength of CBS-TV in prime time, but represents a move to strengthen the visibility of ABC-TV in medium- and smaller-sized markets. He said ABC-TV traditionally has been strong in major markets and believes the added advertising push in other markets will help the ratings there.

## ABC Radio signs DIR

With a deal being characterized as "revolutionary" but perhaps better described as a throwback to radio's earlier days, ABC Radio has contracted with DIR Broadcasting Corp. for a wide range of music and nonmusic series programming.

Although commonplace in television, with production houses tied to networks for series development, the ABC-DIR move represents a departure for modern-day radio.

The agreement, effective Jan. 1, 1981, moves DIR's prime property, the *King Biscuit Flower Hour* concert series, into ABC Radio's hands.

In addition, DIR also will be spearheading a major expansion into country music for ABC, with 26 biweekly programs. The contract also calls for production of several of ABC's *Supergroups in Concert* programs, a *Rock Music Awards* program and three 90-minute rock concert programs.

DIR, led by Bob Meyrowitz, president, and Peter Kauff, executive vice president, will continue the syndication of several other properties it produces—*A Conversation with . . .*, *The Robert Klein Hour*, *Afternoon Live*, *The Way It Went Down*

**Summer streak.** For the sixth consecutive week, this one ended June 22, CBS-TV was the prime-time ratings winner, scoring a 14.6/28.0 to ABC-TV's 14.0/27.2 and NBC-TV's 13.2/25.6. Of the week's top-11 programs (10th place was tied), CBS had the first eight, led by *The Jeffersons* (22.3/39), and ABC took the remaining three. The lowest rated was Republican paid political time, *It's a Great Night America*, in 65th place with a 6.3/13. ABC won Tuesday, Wednesday, Thursday and Saturday, and CBS had Monday, Friday and Sunday. It was the eighth week in row that ABC News outdistanced NBC News in the early-evening ratings race, pulling a 10.6/25 to NBC's 9.3/22. CBS News, as usual, was in the top seat, with 11.7/27. Through June 22, according to ABC, as the second quarter winds down, the evening news averages were: CBS, 13.4/28 (up 5% in rating/down 3% in share compared to same period last year); ABC, 11.5/24 (up 15%/up 9%), and NBC, 11.4/24 (up 8%/up 4%).

and, beginning in August, *Hour Time*, a newsmagazine with Steve Post (ex-WBLS(FM) New York) as host and regulars including Kurt Vonnegut and Jim Bouton.

While *King Biscuit* now will be an ABC Radio property, it may not necessarily be transferred from its current New York station, Metromedia's WNEW-FM, to ABC-owned WPLJ(FM) there. According to an ABC Radio spokesman, "quite frankly, we don't know what's going to happen."

WNEW-FM, which is in its eighth season with *King Biscuit*, wants to retain it, and, according to Mel Karmazin, vice president and general manager, is willing to go to court if necessary, should a switch be attempted.

## Herb Jacobs sees fall going to CBS

In his annual predictions for the fourth quarter, he forecasts another close race with ABC

Herb Jacobs's annual handicapping of the networks' prime-time television sweepstakes for the fourth quarter of 1980 pencils in CBS-TV as the winner with a 19.4 rating and a 31.8 share, edging out ABC-TV with an 18.9 and 30.3, and outdistancing NBC-TV with a 17.7 and a 28.9.

Jacobs, president of Telcom Associates Inc., Los Angeles program consultancy firm, said the race will be nip-and-tuck between CBS and ABC, with each winning three nights and NBC, one. Jacobs projects that CBS will finish first on Friday, Sunday and Monday; ABC on Tuesday, Thursday and Saturday and NBC, on Wednesday.

Jacobs says some critics insist he was off the mark in tabbing ABC as the winner in last year's prediction, but he points out that his forecasts encompass only the fourth quarter. As of last Dec. 23, he notes, ABC led CBS 19.5 to 19.0 and "our predictions were only off by fractions."

Jacobs is not high on newcomers to the prime-time rosters. He tabs as "cancellations" CBS-TV's *Ladies Man*, *Enos*, *Freebie & the Bean* and *Secrets of Midland Heights*; ABC-TV's *Breaking Away* and *Amazing Animals* and NBC-TV's *Speak Up America* and *Harper Valley PTA*. Jacobs says these new series have "a shot at the brass ring": CBS-TV's *Magnum P.I.*; ABC-TV's *It's A Living* and NBC-TV's *Flamingo Road*.

According to Jacobs, trouble is brewing for some of the older shows, including CBS-TV's *The Waltons* and *White Shadow*; ABC-TV's *Hart to Hart* and *Charlie's Angels* and NBC-TV's *Lobo*, *Facts of Life*, *Prime Time* and *Buck Rogers*.

He lists CBS-TV as "strong" in 12 programs; ABC in eight and NBC in two. Jacobs judges as "weak" two series on ABC; five on CBS and five on NBC.

Jacobs reports that in comparison with the actual rating figures for the season ended April 20, his projections for the

## Monitor

**Tighter race?** Della Femina, Travisano & Partners, New York, issued report on upcoming prime-time network television season and concluded ABC and CBS will be in close competition and NBC will move up to make it close to "three-horse" race. Della Femina said average ratings mean little to agencies and advertisers, since they do not buy networks but buy programs to reach certain demographic audiences. Agency also noted that independent stations are growing in strength in 8-9 p.m. period and said that with movement toward cable, pay television and stronger independents, network share of programing "will have to be watched even more closely."

**In the marketplace.** With distribution by Fremantle International, annual *Tony Awards* for best on Broadway will have overseas viewers for first time. Client countries this year are Britain, Australia, Japan and Philippines. . . . *Battle for the Ballot*, 34 one-minute programs with celebrities urging Americans to vote, has been taken by 37 stations so far, including WOR-TV New York, KTLA(TV) Los Angeles and WGN-TV Chicago. It's from Carter-Grant/MG Films/Perin Enterprises; MG and Perin also have unveiled *The Winning Moment*, 20 30-second miniprograms highlighting past contests to use in advance of Super Bowl on Jan. 25. . . . Add *Bud Goode's Football Computer* to list of television insert programs available from Newsweek Broadcasting Service. Twice-weekly minute shows during football season will, among other things, predict point spreads and possible Super Bowl contenders. Video comes with or without narration to allow for local narration. . . . New to pay market for summer and fall from Columbia Pictures Television are "Dona Flor and Her Two Husbands," "Remember My Name," "Lawrence of Arabia," "The American Success Company," "England Made Me" and ". . . And Justice for All". . . . Syndication list for *Three's Company* is up to 48 markets, including 20 of top 25, according to D. L. Taffner/Limited, which is distributing ABC-TV hit. Among takers are six of Gaylord Broadcasting's seven stations. . . . *Incredible Magic of Magic* is new home-video program from Viacom Enterprises, consisting of four half-hour magic lessons on two one-hour tapes. Magnetic Video is distributing. It's produced by Brandwen/Laub in association with Viacom. . . .

**Signed on.** ABC O&O's are among stations signed to carry Bill Burrud Productions' *The Amazing World*. Syndicated program is forerunner of planned 60-minute travel magazine Burrud is producing in association with American Express. Vitt Media International is handling sales.

## PlayBack

**Source's flagship.** WNEW-FM New York, FM rock pioneer, tomorrow (July 1) becomes biggest affiliate of NBC Radio's The Source, young adult network. Metromedia already has been taking some programing from Source, which has schedule of news, concerts and other features. Mel Karmazin, WNEW-FM vice president and general manager, said affiliation is not connected with ABC Radio's new arrangement with DIR Broadcasting, which has been supplying WNEW-FM with concerts for eight years (see page 68).

**Anniversary special.** More than 425 radio stations, including one in each of top 100 markets, have cleared *Johnny Cash Silver Anniversary Special*, scheduled for broadcast on July 4 by Mutual Broadcasting. Ed Salamon, music director at WHN(AM) New York, produced program which will run two hours and will feature Cash's music and recollections of his 25 years in entertainment industry. WHN air personality, Mike Fitzgerald, will host program.

**First fives.** The top five records in **contemporary radio airplay**, as reported by BROADCASTING's *Playlist*: (1) *Coming Up* by Wings on Columbia; (2) *It's Still Rock 'n' Roll To Me* by Billy Joel on Columbia; (3) *Steal Away* by Robbie Dupree on Elektra; (4) *The Rose* by Bette Midler on Atlantic; (5) *Little Jeanie* by Elton John on MCA. The top five in **country radio airplay**: (1) *Blue Side Of Me* by Crystal Gayle on Columbia; (2) *Friday Night Blues* by John Conlee on MCA; (3) *It's True Love* by Conway Twitty and Loretta Lynn on MCA; (4) *You Win Again* by Charley Pride on RCA; (5) *Bar Room Buddies* Merle Haggard and Clint Eastwood on Elektra.

BROADCASTING's weekly "Playlists" chart the top 100 contemporary and top 100 country records. Orders to 1735 DeSales St. N.W., Washington, D.C. 20036. \$12 each, annually.

fourth quarter of 1980 show that the ABC rating will decline from 19.5 to 18.9; CBS will dip from 19.6 to 19.4 and NBC move up from 17.4 to 17.7.

## 'P.M.' switch means fight

Group W Productions, with about 95 stations now in its *P.M. Magazine* consortium, has switched clients in a market for the first time—signing WGR-TV Buffalo for the half-hour strip, which combines nationally syndicated segments with local-

station participation. WIVB-TV, which had an option to renew on the show, is readying for a court battle to keep it.

Each side is charging the other with failure to negotiate in good faith. According to a Group W spokesman, WIVB-TV's final renewal offer was financially unacceptable. He also added that the *P.M.* national management wasn't satisfied with WIVB-TV's participation, claiming that the station was ignoring recommendations of the home office and "missing deadline after deadline" regarding its contributions to the consortium.

Leslie G. Arries, president and general manager of WIVB-TV, tells a different story, claiming that Group W chose to treat his station's second offer in the negotiating process as final. He also said that WIVB-TV was waiting to hear from Group W about what protection the border station would receive should the show be run in Toronto and also to see the latest ratings. As for consortium participation, he said he has memos from Group W reporting WIVB-TV's local *P.M.* efforts as outstanding.

WIVB-TV's contract for *P.M.* expires on Aug. 31.

# Technology

## FCC extracts RCA from tangle of Satcom claims

**Commission refuses to enter transponder allocation business; carrier freed to assign space on Satcom III-R by lottery**

RCA Americom, besieged by disgruntled satellite customers for over a year, scored a sweeping victory at the FCC last week. In two separate actions, the commission voted unanimously to reject, dismiss or defer complaints objecting to the way RCA has been assigning transponders in its Satcom satellite system.

By turning aside pleadings by Home Box Office, Spanish International Network, Cable News Network, Eastern Microwave and National Christian Network, the FCC, freed RCA from an increasingly complex web of petitions and counterpetitions and made clear that the commission had no intention of involving itself in the transponder assignment process.

The complaints dealt with transponder assignments on Satcom I, the satellite used almost exclusively by distributors of cable programming; Satcom III, the satellite which was to have replaced Satcom I as the primary cable satellite (Cable Net One) but which disappeared into space shortly after launching, and Satcom III-R, the satellite RCA hopes to launch in June 1981 to replace Satcom III.

All the complainants felt that they had claims—unlawfully denied by RCA—to transponders on Cable Net One. The FCC actions, however, legitimized RCA's denial of Cable Net One service to them and its use of a lottery as a means of assigning transponders on Cable Net One in the future.

It is important that a cable programmer be assigned to Cable Net One, whether it be Satcom I as is currently the case or Satcom III-R as will be the case when it becomes operational next year. Cable Net One is the satellite that has earth stations at some

2,500 cable systems aimed at it. It is the earth stations that make Cable Net One and the programmers on it successful by providing the critical final link in the distribution network.

Without the earth stations, there is no network. The programmers on Comstar II (Cable Net Two)—the satellite that RCA leased from AT&T to accommodate programmers it couldn't find room for on Cable Net One after the loss of Satcom II—cannot widely distribute programming. There are simply too few earth stations oriented to Comstar II in place to receive the programming.

Prior to the launch of the ill-fated Satcom III, RCA had planned to move the 20 transponders of cable programming on Satcom I to Satcom III adding four additional cable programmers on the four transponders that had been out of order or used for message traffic on Satcom I. RCA awarded the four additional transponders to Viacom, Home Box Office, National Christian Network and Southern Satellite Systems, which had set aside the transponder for use by the Cable News Network.

It was the contention of SIN and EMI that RCA unlawfully discriminated against them by excluding them from Satcom III. SIN claimed that RCA failed to fill orders on the announced first-come, first-served basis and instead awarded the transponders to the first in line with the requests for the highest level of service.

EMI contended that the deadline RCA set for Sept. 30, 1978, for requesting service on Satcom I was unfair since EMI would have had to begin paying for a transponder before it had any means of generating revenue from it. EMI said that RCA's deadline constituted an auction of facilities which created an artificial shortage.

After the disappearance of Satcom III, SIN and EMI filed supplements to their complaints maintaining that their complaints were still valid and that their arguments applied to RCA's assignment on Satcom I.

According to an order written and presented to the FCC by staff lawyer Ted

Kramer, SIN's and EMI's claims to Satcom III are moot since the satellite was lost, and all assignments on the bird were subject to a successful launch. At the FCC meeting, Kramer said the arguments were no longer valid because RCA has since abandoned its practice of assigning transponders in favor of a new method outlined in a new tariff. (The legality of the new tariff, involving a lottery, was reviewed in a separate item by the FCC staff and also approved by the FCC.)

The FCC also found that RCA applied the first-come, first-served method in assigning transponders on Satcom I in a fair and reasonable manner, in compliance with the Communications Act and in accord with the commission's general policy of open entry into the marketplace.

The Cable News Network currently has a transponder on Satcom I by virtue of a preliminary consent injunction. CNN had sued RCA in an Atlanta federal court after it became apparent that Southern Satellite Systems, its carrier, was not going to win a spot on Cable Net One. In the suit, CNN claimed that a 1976 contract between it and RCA gave it the right of first refusal for all satellite transponders assigned on Satcom I. In exchange for a promise to drop some \$34 million in damage claims, RCA agreed to clear a transponder on Satcom I for use by SSS and CNN for six months, ending next December. The RCA-CNN deal was effected by the injunction.

When the RCA-CNN contract surfaced, SIN and EMI charged that it was evidence that RCA discriminated against them and in favor of CNN in awarding the four additional transponders on Satcom III. The FCC deferred action on that charge. It said that it would wait until the lawsuit is decided in Atlanta. Kramer said that if CNN wins the suit, the matter will come back to the commission when RCA asks to provide service to CNN in the form of a 214 application. It is at that time, he said, that the FCC will have to face the question of whether the right-of-first-refusal contract is a violation of the commission's rules.

At the meeting, FCC Chairman Charles

Ferris expressed concern that the Atlanta court might usurp the FCC jurisdiction if it failed to act immediately, but he was assured by the staff—Kramer and Common Carrier Chief Phil Verveer—that the court has no power to order specific performance and that the decision ultimately will come back to the FCC.

In addition to the suit, CNN also filed a complaint at the FCC, claiming RCA was violating FCC rules by refusing its "reasonable" request for service on Satcom I.

CNN argued that RCA should have moved message traffic off Satcom I to one of the transponders it leased from AT&T. But the commission rejected the argument and denied the complaint of CNN saying that it "does not think it is reasonable to require a domestic satellite carrier which had received authorization for only limited facilities to provide service beyond the capacity of its own system."

In a separate but closely related action, the FCC denied the petitions of EMI, Home Box Office, SIN and National Christian Network objecting to the lottery system for assigning transponders on Satcom III-R. In announcing plans for its Cable Net Two, RCA said only 22 of the transponders on Satcom III-R will be used for full-time cable programming. That meant that only two of the 10 customers now bidding their time on Cable Net Two would be able to squeeze on Satcom III-R. Satcom therefore proposed a lottery to choose the lucky two.

The complainants said the lottery is unreasonable, unjustly discriminatory and thus in violation of the Communications Act. The FCC disagreed.

Rick Ruben, who wrote the order that was adopted by the FCC, said that commission rules do not describe the method of transponder assignment, requiring only that the method be "reasonable." Verveer said the FCC found the lottery to be "just, reasonable and not unduly discriminatory." He said the lesson to be learned from the action is that any method of transponder assignment is acceptable to the FCC if it meets those statutory tests.

(The talk of lotteries touched off a friendly exchange between Ferris and Commissioner Joseph Fogarty on the FCC's decision to experiment with a lottery to decide a comparative hearing on an FM channel assignment (BROADCASTING, June 9). Fogarty, who is against the idea, said that he hoped the acceptance of RCA's lottery "doesn't stand as any precedent for lotteries in the broadcasting area." Ferris, a supporter of the concept, replied that he was glad the carrier had adopted "an equitable and fair way of making judgments.")

Ruben had included in his report the instruction to RCA that the lottery take place within 45 days of the issuance of the order. But on the advice of a couple of commissioners, the instruction was changed to a suggestion.

Jay Ricks, an attorney representing RCA in the matter, said that he was "obviously pleased" by the FCC's actions. Although it was good news for RCA,

## In Sync

**All birds in place.** National Public Radio's satellite system has been completed, with switching on of last of its 17 uplinks, making it first radio network interconnected entirely by satellite. Project cost approximately \$17 million, with 186 receive-only earth stations being installed at member stations. To celebrate occasion, NPR's *All Things Considered* did joint transmissions last week with co-hosts Susan Stamberg in Washington and Sanford Unger in San Francisco

□

**Duplicate deal.** Videovision Inc., New York, which specializes in distribution of videocassettes for home market, has reached agreement in principle to acquire BCF Productions, Bohemia, N.Y., duplicator of eight-track and cassette audio tapes.

Ricks felt it should be taken as good news by all the carriers. By its actions, Ricks said, the FCC has acknowledged that the allocation of transponders should be left up to the carriers.

Norman Leventhal, SIN's Washington attorney, was as unhappy with the decision as Ricks was delighted. Leventhal thought that there were enough facts in the case to warrant a hearing. And since he didn't get it at the FCC, he suggested he might look for one elsewhere. "We'll have to read the order," he said, "and decide whether to appeal. Our inclination is to do so."

Ray Kassis, president of National Christian Network, upset by the decision, felt the FCC had misread his complaint. He said that he didn't object to the lottery as much as to the fact that the NCN was being thrown into the lottery pool with nine other programmers even though he had at one time—along with three other pro-

grammers—been assigned a transponder on Cable Net One. "We bid for a transponder, were assigned one, built a business on it and then they took it away."

Kassis suggested that the fair thing to do was to throw all the programmers currently on Cable Net One as well as those of Cable Net Two into the lottery pool and then pick the 22 to ride on the new Cable Net One.

The company that stands to lose the most from the FCC's actions is CNN. Its complaint against RCA was one of two attempts to insure permanent position on Cable Net One. It now has only the court case in Atlanta going for it. If it should lose that suit, it will be forced to move from Cable Net One to either Cable Net Two or Westar III, where it also has a transponder. But, neither satellite will have nearly enough earth stations aimed at it to make a service as costly as CNN viable.

## Spanish translator in the capital

**SIN's latest is 1 kw satellator in Washington; it's part of an experiment to study use of low-power outlets**

Assuming all bugs were found and eliminated, Spanish International Network's 51st affiliate and second "satellator"—a translator fed by satellite—went on the air in Washington yesterday (June 29), offering the city's estimated 150,000 Spanish-speaking residents a 24-hour-a-day, seven-day-a-week schedule of SIN's Spanish-language programming.

KA2XEH (channel 56), licensed to Los Cerezos Television Co., represents another chapter in SIN's continuing effort to reach every Spanish-speaking community in the country. In the process, it is pioneering the use of communications satellites, and is collecting data for the FCC's ongoing inquiry into the feasibility of low-power (1 kw) television stations and translators providing diversified service for rural and urban areas.

SIN, which claims its affiliation with nine television stations and 38 cable television systems allows it to cover 60% of the country's Spanish-speaking population of 20 million, sees translators as the means to reach the remaining 40%. William Stiles, SIN's executive vice presi-

dent, said, "Many places aren't cabled, and where possible, viewers prefer a free signal. So we hit on the translator idea."

Actually, the Washington outlet is the fourth translator in the SIN network, and the second to go on the air over the last weekend. But the signals of W61AH (channel 61), which began operating in Hartford, Conn., on Saturday (June 28), and W35AB (channel 35), which went on the air in Philadelphia on May 3, are conventional, in that the signals originate from SIN affiliate WXTV(TV) New York.

The Denver affiliate, KA2XEG (channel 31), which began broadcasting in February, and Washington's KA2XEH are operating on experimental authorizations that permit them to receive signals originating at SIN headquarters in San Antonio, Tex., directly from the Westar III satellite that feeds SIN affiliates. But they are scheduled to convert to a "conventional" status next month when another SIN translator goes on the air, in Albuquerque, N.M. They will be conventional, however, only in terms of FCC rules; the signal they will relay will originate with SIN's owned KWEX-TV San Antonio, Tex.

The FCC staff indicated it would not grant the application of Graciela Olivarez, a former director of the U.S. Community Services Administra-

tion, the same kind of experimental authorization; it felt two were enough. As a result, SIN decided to feed the Albuquerque affiliate and the Denver and Washington outlets by satellite with programming originating at the San Antonio station, and thus enable them to operate as conventional translators. Olivarez's application for special temporary authority to begin broadcasting was expected to be approved late last week.

SIN has ambitious plans for its translator network. Stiles said SIN hopes to affiliate with satellite-fed translators in "30 to 50" markets. At present, would-be SIN affiliates have filed for translator authorizations in Boston; Detroit; Tampa, Fla.; Dallas, and Las Vegas. However, they will not be accepted for filing until the commission concludes its proceeding involving the use of translators in rural and urban areas. The commission is expected to conclude its two-year-old inquiry next month with the issuance of a notice of proposed rulemaking on the subject.

SIN views the translators, as it does its affiliates, not only as a means of giving circulation to its programming but also as a means of involving Hispanic Americans in broadcast ownership. Of the 11 owners of Los Cerezos, in Washington, for instance, 10 are Spanish-surnamed.

And SIN makes it easy for those interested in becoming SIN affiliates.

It guarantees them sufficient network compensation and advances to cover the cost of equipment leasing and operations. Stiles said a translator affiliate should be out from under any debt to SIN and be-

come "a normal affiliate" in "four to five years." Construction costs are about \$120,000 and operations, \$50,000.

The contract under which SIN subsidizes its affiliates requires them to take SIN programming 24 hours a day, seven days a week. SIN receives live entertainment and news coverage by satellite from Mexico, Spain, Argentina, Brazil, Chile, Puerto Rico, and Venezuela. But Stiles said that if the SIN experiment works, the FCC should permit local origination by translators. "This," he said, "will be local television." SIN has urged the commission to change its rules to permit translators to engage in some local news and public affairs programming.

## Captioning effort going smoothly

**About 19 hours a week of TV programming is now being captioned for hearing-impaired; Sears will offer sets with decoders in catalogue next fall, and advertisers join in**

With more than 18,000 closed-captioning decoders delivered since Sears started taking orders for the \$250 units in March, the National Captioning Institute feels the project to aid hearing-impaired television viewers is proceeding on target.

A production delay involving the decoders' microprocessor chips had slowed deliveries, for which Sears and NCI

take pains to apologize, but that difficulty is now said to be overcome. Orders are currently coming in at a rate of about 1,000 a week, and NCI plans to initiate a push aimed at the 35,000 individuals it has on a list of persons who expressed interest in the program but haven't purchased decoders.

In the new Sears fall catalogue, integrated television receivers with caption decoding capability will also be introduced, at a price of \$519.95.

An average of 19 hours of national programming is available each week in captioned format to those homes equipped with decoders—five hours each on ABC and NBC, nine on PBS.

A first syndicated program has also been closed-captioned: Dr. Robert Schuller's *Hour of Power*. NCI is handling the captioning, with NET Television, the video duplication service, preparing the caption-encoded videotapes.

Meanwhile, the list of advertisers that are having commercials captioned is growing; it now includes Procter & Gamble, Polaroid, Seiko, Sears, Bristol-Myers, AT&T and Armour-Dial. Sponsors of special programs on networks have also been stepping in to pick up the bills for captioning, as did IBM for a Baryshnikov special on ABC and Armour with an upcoming Debbie Boone special on NBC. All but two of those advertisers are Doyle Dane Bernbach clients, and that advertising agency has noted that two more accounts from its roster will be joining the captioned fold in the fall—Volkswagen of America and GTE.

# For the Record

As compiled by BROADCASTING June 16 through June 20 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. 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

### FM applications

■ South Haven, Mich.—Spartan Broadcasting seeks 98.3 mhz, 3 kw, HAAT: 300 ft. Address: 538 Indian

Lakes N.E., Sparta, Mich. 49345. Estimated construction cost: \$39,400; first quarter operating cost: \$19,500; revenue: \$89,300. Format: Pop. Principals: Donald L. Anderson (51%) and John W. Seymour (49%). Anderson is vice president and general manager of WGRD-AM-FM Grand Rapids, Mich. He owns 10% of WTRW(FM) Whitehall, Mich. and 5% WAAL-FM Binghamton, N.Y. Seymour is Ada, Mich., consulting engineer. He owns 13% of applicant for new TV in Grand Rapids. Ann. June 2.

■ Blue Earth, Minn.—Minn.-Iowa Christian Broadcasting Co. seeks 100.9 mhz, 3 kw, HAAT: 300 ft. Address: Box 72, Blue Earth 56013. Estimated construction cost: \$17,500; first year operating cost: \$17,200; revenue: \$195,000. Format: Religious. Principals: Maurice E. Schwen, Eugene L. Stallkamp, Elwood L. Klingbeil and Jack R. Parriot (25% each). Schwen is partner in Blue Earth car dealership. Stallkamp and Klingbeil are Briceyn, Minn., farm owners. Parriot is Blue Earth pastor (Methodist). They have no other broadcast interest. Ann. June 2.

■ Warrensburg, Mo.—M & M Communications Inc. seeks 105.5 mhz, 3 kw, HAAT: 300 ft. Address: Box 127, Boonville, Mo. 65233. Estimated construction cost: \$55,800; first year operating cost: \$97,300; revenue: \$100,000. Format: Contemporary. Principals: Richard L. Billings (60%), wife, Patricia (30%) and Al Germond (10%). Billingses own KWRT(AM)-KDBX(FM) Boonville, Mo. Germond is chief engineer for stations.

■ West Union, Ohio—Bell Broadcasting Inc. seeks 103.1 mhz, 1.4 kw, HAAT: 417 ft. Address: Box 425

West Union 45693. Estimated construction cost: \$86,500; first quarter operating cost: \$24,000; revenue: not given. Format: CW. Principals: Joel M. Bell (51%), wife, Deeann (44%) and Joel's father, Jerome (5%). Joel is sales manager for WHON(AM) Richmond, Ind. Deeann is housewife. Jerome is sales representative, for Phillips Petroleum Co., Dayton, Ohio. They have no other broadcast interests. Ann. June 2.

■ Cape Charles, Va.—HLD & M Communications seeks 96.1 mhz, 50 kw, HAAT: 480 ft. Address: 1101 15th N.W. No. 806, Washington 20005. Estimated construction cost: \$186,300; first year operating cost: \$218,700; revenue: \$410,000. Format: Contemporary. Principals: Early D. Monroe (45%), James Hudson, Willie Leftwich and Chester Davenport (13.95% each) and Keith Seay (3.15%). Monroe owns 98% of Washington telecommunications consulting firm. Hudson, Leftwich, Davenport and Seay are general partners in Washington law firm. They are applicants for low power experimental translator stations in Washington, Richmond, Va., New Orleans and Dallas. Ann. June 2.

■ Sturgeon Bay, Wis.—Davison Communications Corp. seeks 100.1 mhz, 3 kw, HAAT: 300 ft. Address: 4309 Harmony Dr., Lodi, Wis. 53555. Estimated construction cost: \$79,300; first year operating cost: \$128,000; revenue: \$180,000. Format: Contemporary/CW. Principals: Martin Erickson (27.78%), Patrick Z. Chapman (22.22%), Verle L. Davison (18.52%) and four others with less than 10% each. Erickson is Cashton, Wis., newspaper publisher. Chapman is field representative for Madison, Wis., milk marketing firm. Davison is program specialist with Peoria, Ill., agricultural



research center, U.S. Department of Agriculture. They have no other broadcast interests. Ann. June 2.

## TV applications

■ Mobile, Ala.—JGM Inc., seeks ch. 15; ERP: 644 kw vis., 64.4 kw aur., HAAT: 1,250 ft.; ant. height above ground: 1,236 ft. Address: Box 386, Feeding Hills, Mass. 01030. Estimated construction cost: \$2.3 million; first-quarter operating cost: \$347,400; revenue: \$1 million. Legal counsel: Martin E. Firestone; consulting engineer: John Fergie. Principals: John A. Fergie, George Mitchell and Martin E. Firestone (33.3% each). Fergie owns engineering consulting firm in Feeding Hills, Mass., and is vice president engineering for Springfield Television Corp., licensee of WWLP(TV) Springfield, Mass., WKEF(TV) Dayton, Ohio and permittee of KSTU(TV) Salt Lake City, Utah. Mitchell is vice president and general manager of WKEF(TV). Firestone is Washington attorney. He is partner in Weymar Inc., petitioner for FM allocation at Freeport, Tex. All three have less than 1% interest in Springfield Television Corp. Ann. June 2.

■ Akron, Ohio—Ohio Telecasting Inc. seeks ch. 55; ERP: 5000 kw vis., 500 kw aur., HAAT: 451 ft.; ant. height above ground: 539 ft. Address: 617 South Fess Ave., Bloomington, Ind. 47401. Estimated construction cost: \$2.3 million; first-quarter operating cost: \$126,000; revenue: \$3.3 million. Legal counsel: Benito Gaguine; consulting engineer: Silliman, Moffett & Kowalski, Arlington, Va. Applicant also seeks STV authorization. Principals: Samuel Nassi (33.3%), Bruce D. Baker (22.2%), George L. Ball, John Morton, Robert Foman, Jr. and Daniel F. Wolfus (11.1% each). Other stockholders, including local residents are anticipated. Nassi is Beverly Hills, Calif., businessman. Baker owns independent motion picture and television production company, Woodland Hills, Calif. Ball is president of E.F. Hutton & Co., New York-based investment company. Morton is assistant professor of Spanish at Indiana University. Foman is public finance associate and Wolfus first vice president, both of E.F. Hutton Co. Nassi is 35% owner of Choice of Tennessee Inc., applicant new UHF and STV authority in Nashville. He is also 40% stockholder of Indiana Telecasters Inc., applicant for new UHF and STV authority in Anderson, Ind. Baker also has 40% interest in Indiana Telecasters and 5% interest in Tennessee Valley Telecasters Inc., applicant for UHF and STV authority in Memphis. Ball is 15.38% owner of applicant for new UHF and STV in Norfolk, Va. Morton has 10% interest in Indiana Telecasters and 5% of Choice of Tennessee. Wolfus is also 15.38% owner of Norfolk, Va. applicant (see below).

■ Jackson, Tenn.—Golden Circle Broadcasting Inc. seeks ch. 16; ERP: 229 kw vis., 22.9 kw aur., HAAT: 398 ft.; ant. height above ground: 353 ft. Address: Box 550, Knoxville, Tenn. 37901. Estimated construction cost: \$655,000; first-quarter operating cost: \$58,000; revenue \$728,000. Legal counsel: Robert S. Stone, Knoxville, Tenn.; consulting engineer: B. Scott Baxter & Assoc., Brentwood, Tenn. Principals: CLW Communications Group (60%) and nine others. CLW is wholly owned by AMG International, New Jersey-based nonprofit religious organization. Spiros Zodhiates is president. It owns WSCW(AM) South Charleston, W. Va., WCRJ(AM) Jacksonville, Fla., and WHYD(AM) Columbus, Ga. It has applications pending for new FM's in Alexandria, Ind., Rome, N.Y. and Pittston, Pa., and new TV's in Atlanta and Boulder, Colo. It also owns 40% WJEE(FM) Jacksonville, Fla. It has purchased WVFV(FM) Dundee, Ill. Ann. June 2.

■ Norfolk, Va.—Tidewater, TV Corp. seeks ch. 49; ERP: 2455 kw vis., 245.5 kw aur., HAAT: 992.7 ft.; ant. height above ground: 1,024 ft. Address: 3508 Rugby Rd., Durham, N.C. 27707. Estimated construction cost: \$2.7 million; first-quarter operating cost: \$124,200; revenue: \$3.3 million. Legal counsel: Benito Gaguine, Washington; consulting engineer: Silliman, Moffett & Kowalski, Arlington, Va. Applicant is applying for STV authority. Principals: William G. Baker Jr. (23.08%), Roy D. Rodwell, George L. Ball, Jennings L. McInnis, Leroy S. Gaillard and Daniel E. Wolfus (15.38% each). Other local resident stockholders are anticipated. Baker is senior vice president in charge of investments with E.F. Hutton & Co., Los Angeles. Rodwell, former vice president with E.F. Hutton, is Durham, N.C., certified public accountant. Ball is 11.1% owner of applicant for new UHF in Akron, Ohio as is Wolfus (see above). McInnis is Henderson, N.C., businessman. Gaillard is executive director of business and contractors trade association, Norfolk, Va. Baker has 25% interest and is applicant for new UHF's with STV authority in Memphis and New Orleans and 30% interest in Nashville, Tenn., UHF (STV) applicant.

Rodwell has 10% interest in Nashville applicant, 13 1/3% interest in applicant for new UHF (STV) in Greensboro, N.C., and owns 45% of WHNC(AM)-WXNC(FM) Henderson, N.C. McInnis and Gaillard have no other broadcast interests. Ann. June 2.

## Licenses

- KURM(AM) Rogers, Ark.
- \*KVN(FM) Paonia, Colo.
- \*WAKF(FM) Greenwell Springs, La.
- \*WMUC-FM College Park, Md.
- WCTD-FM Federalburg, Md.
- WZZ-FM Flint, Mich.
- WDTQ(TV) Sault Ste. Marie, Mich.
- KATQ(AM) Plentywood, Mont.
- \*KSRE(TV) Minot, N.D.
- \*WUTC(FM) Chattanooga, Tenn.
- \*WCSK(FM) Kingsport, Tenn.
- WKVT-FM Brattleboro, Vt.
- WWLN(FM) Pound, Va.
- WQIT-FM Grafton, W.Va.

## AM actions

■ China Grove, N.C.—South Rowan Broadcasting Co. granted 1140 khz, 250 w-D. Address: 209 West Taylor St., Landis, N.C. 28088. Estimated construction cost \$87,098; first-year operating cost \$54,480; revenue \$70,000. Principals: Duard C. Linn and family. Linn has building, real estate, retail and banking interests in Landis. None has other broadcasting interests. Action Apr. 29.

## FM actions

■ Beaverton, Ore.—ALJ Edward Luton dismissed with prejudice application of Gaviota Wireless Communications Co. for 103.3 mhz, 100 kw, HAAT 877 ft. P.O. address: 246 Saratoga Ave., Box 1810, Los Gatos, Calif. 95030. Estimated construction cost \$3,700; first-year operating cost \$60,993; revenue \$48,000. Format: Contemporary. Principals: Leonard Kesselman (50%) is attorney and majority stockholder of KZEN(FM) Seaside, Calif. Laura E. Hopper (45%) is director at KFAX(FM) Gilroy, Calif. Raymond Benton (5%) is student. In same proceeding Luton approved joint motion by parties for approval of settlement and merger agreement. Application of East-West FM Group for same station was also dismissed (See Portland, Ore., below) [BC Docs. 79-201-03]. Action June 5.

■ Portland, Ore.—ALJ Edward Luton dismissed with prejudice application of East-West FM Group for 103.3 mhz, 100 kw, HAAT 877 ft. P.O. address: c/o Charles R. Williamson, Esq. Commonwealth Bldg., Portland, Ore. 97204. Estimated construction cost \$123,179; first-year operating cost \$151,300; revenue not given. Format: adult instrumental and vocal. Principals: John Q. Tilson III (32.9%) et al. East-West also owns KKNV(FM) Fresno, Calif. In same proceeding, Luton approved joint motion by parties for approval of settlement and merger agreement. Application of Gaviota Wireless Communications Inc., for same station was also dismissed (see Beaverton, Ore., above). [BC Docs. 79-201-03]. Action June 5.

■ Amherst, Va.—Byrah Broadcasting Corp. granted 107.9 mhz, 3.97 kw, HAAT: 1,613 ft. Address: P.O. Box 242, Amherst 24521. Estimated construction cost \$115,350; first-quarter operating costs \$30,255. Format: MOR/black. Principals: Charles R. Brown (60%), Walter M. Allen, Jr. (20%) and three others. Brown owns convenience stores, barber shop and restaurant in Amherst. Allen owns TV and radio repair shop. None of stockholders have other broadcast interests. Action May 6.

## TV action

■ Hartford, Conn.—Reinstated Golden West Broadcasters' application for ch. 61; ERP 2090 kw vis., 209 kw aur., HAAT 1490 ft.; ant. height above ground 1149 ft. Address: 5858 Sunset Blvd., Los Angeles, Calif. 90028. Estimated construction cost \$5,077,408; first-year operating cost \$2,784,000; revenue \$831,000. Legal counsel Thomas McCoy, Los Angeles; consulting engineer Jules Cohen, Wash., D.C. Principals: Gene A. Utry and wife Ina own 50.1% jointly. The Signal Companies 49.9%. Group owner of 5 AM's, 3 FM's and 1 TV. Applicant was dismissed on Feb. 15. (BROADCASTING, April 14). Action May 14.

# Ownership Changes

## Applications

■ WNAB(AM) Bridgeport, Conn. (AM: 1450 khz, 1 kw-D 250 w-N)—Seeks transfer of control from Estate of Harold Thomas to Lawson Broadcasting for \$750,000. Seller: Estate of Harold Thomas is principal owner. It also owns WATR(AM) Waterbury, Conn. Buyer: Harry Lawson, Jr., New Rochelle, N.Y., life insurance salesman who has no other broadcast interests. Ann. June 6.

■ KMVI(AM) Wailuku, Hawaii (AM: 550 khz, 5 kw-U)—Seeks assignment of license from Maui Publishing Co. to Obie Broadcasting of Maui Inc. for \$1 million. Seller: Principally owned by J. Walter Cameron Trust which has no other broadcast interests. Buyer: Obie Communications Corp. (90%) and James D. Torney (10%). Obie Communications is owned principally by Brian B. Obie. He is president and Torney, vice president of Obie Communications, licensee of KUGN-AM-FM Eugene, and KAYO(AM) Seattle, both Oregon. Ann. June 17.

■ KRVA(AM)-KRVF(FM) Vermillion, S.D. (AM: 1570 khz, 500 w-D; FM: 102.3 mhz, 3 kw)—Seeks assignment of license from court appointed receivers to Wallace Christensen for \$226,250. Sellers have no other broadcast interests. Christensen owns KLOH-AM-FM Pipestone, Minn.

■ WLJH-FM New London, Wis. (FM: 93.5 mhz, 3 kw)—Seeks assignment of license from Howard Sanstadt to Bill Haig for \$270,000. Sanstadt has no other broadcast interests. Haig is station manager of WTMJ(AM) Milwaukee. He has no other broadcast interests.

## Actions

■ KCOY-TV Santa Maria, Calif.—Granted assignment of license from Helen Pedotti, Mile Acquispance, Burns Rick, Robert Burris, and others to Stauffer Communications Inc. for \$7 million cash. Sellers have no other broadcast interests. Buyer is Topeka, Kan. group-owner (publicly traded) of seven AM's, three FM's and one TV. Stanley Stauffer is president. Buyer also owns Kansas City Royals Radio Network, All American Network, both Topeka, and 50% Total TV of Amarillo (CATV) Amarillo, Tex. KCOY-TV is CBS affiliate on ch. 12 with 115 kw vis. and 22.9 kw aural and antenna 1940 ft. above average terrain. Action June 17.

■ WRNZ(FM) Wrens, Ga. (FM: 96.7 mhz, 1.05 kw)—Granted assignment of license from Jefferson County Broadcasting Corp. to W.R. Hutchison for \$192,347.96. Seller: John Rabun and Henry Jones (20% each) and eight others. None of sellers has any other broadcast interests. Buyer: Hutchison is Thompson, Ga., businessman with no other broadcast interests. Action June 4.

■ KSFT(FM) St. Joseph, Mo. (FM: 105.1 mhz, 27.5 kw)—Granted assignment of license from Hunter Broadcasting to St. Joseph Broadcasting for \$400,000. Seller: B.D. Hunter 100% owner and president. He also owns WJLL(AM) Jacksonville, Ill. and is selling KUSN(AM) St. Joseph. (See below.) Buyer: G. Dale Cowie 46%; Jim Ramsland 46% and Greg Everett 8%. Cowie is owner of Cowie Enterprises, a broadcast enterprise. Everett is executive vice president and general manager of KKJO(AM) St. Joseph. Ramsland is president of Hyett/Ramsland, radio and television representatives. Cowie owns 100% of KASI(AM)-KCCQ(FM) Ames; KQCR(FM) Cedar Rapids, 27.77% KOKX(AM)-KIMI(FM) Keokuk, all Iowa; 46.3% KKJO(AM) St. Joseph, Mo. Ramsland also owns 46.3% KKJO(AM) while Everett owns 7.3% of same. Action June 4.

■ KUSN(AM) St. Joseph, Mo. (AM: 1270 khz, 1 kw-D)—Granted assignment of license from Hunter Broadcasting Co. to Orama Inc. for \$400,000. Seller: B.D. Hunter 100% owner and president. He owns WJLL(AM) Jacksonville, Ill. and is also selling KSFT(FM) St. Joseph (see above). Buyer is owned equally by seven St. Joseph, Mo. businessmen: Paul Giessenhagen, owner of physical therapy center; Andrew Willoughby, owner of Amway distributorship; Rocky Maugh, restaurant owner; Steve Poe, restaurant owner; Frank Freudenthal, vice president and division manager of Altec Industries, manufacturing company; Frank Stand, pastor; and Richard Sprague, manager of underground utility contractor. They have no other broadcast interests. Action June 4.

■ **WTVC(TV)** Chattanooga, Tenn. (TV: ch. 9; 316 kw vis., 36.6 kw aur.)—Granted transfer of control of WTVC Inc. from Martin Theaters, Inc. to Belo Broadcasting Corp. for \$19.5 million. Seller: Fuqua Industries who is also selling **WTVM(TV)** Columbus, Ga., and **WTVW(TV)** Evansville, Ind. Chairman of Fuqua, J.B. Fuqua, is selling **WJBF(TV)** Augusta, Ga. (BROADCASTING, March 31). Buyer: A.H. Belo Corp., privately held Dallas newspaper publisher/group-owner. James Moroney is chairman and chief executive officer. Mike Shapiro is president and chief operating officer. It also owns **WFAA-AM-TV—KZEW(FM)** Dallas, and **KFDM-TV** Beaumont, Tex. Action June 13.

## Facilities Changes

### FM applications

- **WHIY(AM)** Moulton, Ala.—Seeks CP to increase power to 2.5 kw (800320AD). Ann. June 20.
- **KFRB(AM)** Fairbanks, Alaska—Seeks mod. of CP to increase D and N. powers to 50 kw (800530AD). Ann. June 20.
- **KPHX(AM)** Phoenix—Seeks CP to change hours of operation to U by adding N service with 500 w; install DA; specify N site as area bounded by Broadway Rd., 19th Ave., Southern Ave., and 27th Ave., Phoenix (2 site operation) and make changes in ant. sys. (800527AA). Ann. June 20.
- **KCUB(AM)** Tucson, Ariz.—Granted CP to make changes in ant. sys. (BP-791127AD). Action Apr. 30.
- **KURM(AM)** Rogers, Ark.—Seeks CP to increase power to 1 kw; specify SL and RCL as 212 N. Second, Rogers (800501AH) Ann. June 20.
- **KWCK(AM)** Searcy, Ark.—Seeks CP to increase power to 5 kw (800509AA). Ann. June 20.
- **KCNO(AM)** Alturas, Calif.—Seeks CP to change hours of operation to U by adding N service with 2.5 kw DA-N and make changes in ant. sys. (800527AN) Ann. June 20.
- **KWSR(AM)** Rifle, Colo.—Seeks CP to increase power to 2.5 kw (800527AE) Ann. June 20.
- **WMEL(AM)** Elyria-Lorain Broadcasting Co. Melbourne, Fla.—Seeks petition for reconsideration filed to increase D power to 5 kw DA (800321AB) Ann. June 20.
- **WAMR(AM)** Venice, Fla.—Seeks CP to change hours of operation to U by adding N service with 1 kw DA-2; increase D power to 5 kw and make changes in ant. sys. Major environmental action (800404AG) Ann. June 20.
- **WYUV(AM)** Leone, Hawaii—Seeks CP to change frequency to 650 khz and make changes in ant. sys. (800428AG). Ann. June 20.
- **KBOI(AM)** Boise, Idaho—Seeks CP to increase N

power to 50 kw (800522AA) Ann. June 20.

- **KSKI(AM)** Haley, Idaho—Seeks CP to change frequency to 1330 khz; increase power to 5 kw D, 1 kw DA-N, and make changes in ant. sys. (800428AE) Ann. June 20.
- **WKJR(AM)** Muskegon Heights, Mich.—Seeks CP to change hours of operation to U by adding N service with 500 w; install DA-2 and make changes in ant. sys. (800423AB) Ann. June 20.
- **WSAO(AM)** Senatobia, Miss.—Seeks CP to change frequency to 1140 khz petition for reconsideration (800411AA) Ann. June 20.
- **WBZA(AM)** Glens Falls, N.Y.—Seeks CP to change frequency to 1230 khz; change hours of operation to U by adding N service with 250 w. (800515AD) Ann. June 20.
- **WEED(AM)** Rocky Mount, N.C.—Seeks CP to increase power to 2.5 kw and make changes in ant. sys. (800331AH) Ann. June 20.
- **WHLO(AM)** Akron, Ohio—CP to change hours of operation to U by adding N service with 500 w and make changes in ant. sys. (800513AC) Ann. June 20.
- **WQIO(AM)** Canton, Ohio—Seeks CP to change SL from Canton, to Fulton, Ohio; change frequency 1070 khz; change hours of operation to U by adding N service with 500 w; install DA-2; change TL&SL to 8534 Leaver Rd. N.W., Fulton, and make changes in ant. sys. Major environmental action (800401AB). Ann. June 20.
- **KBCU(AM)** Lincoln City, Ore.—Seeks CP to change frequency from 1380 khz to 1400 khz; change hours of operation to U by adding N service with 250 w. (800424AF) Ann. June 20.
- **WKJB(AM)** Mayaguez, P.R.—Seeks CP to increase to D power to 10 kw (800515AE) Ann. June 20.
- **WKTU(AM)** Aiken, S.C.—Seeks CP to increase power to 1 kw (800418AK). Ann. June 20.
- **WAMB(AM)** Donelson, Tenn.—Seeks mod. of CP to increase power to 50 kw; change from non-DA to DA and make changes in ant. sys. Major environmental action (800516AC) Ann. June 20.
- **KJCH(AM)** Cleveland, Tex.—Seeks CP to increase D and N powers to 1 kw and make changes in N ant. (800514AF) Ann. June 20.
- **WKEX(AM)** Blacksburg, Va.—Seeks CP to change hours of operation to U by adding N service with 5 kw; DA-2; increase D power to 5 kw and make changes in ant. sys. Major environmental action. (800401AE) Ann. June 20.
- **KQIN(AM)** Burien, Wash.—Seeks petition for reconsideration filed to change frequency to 810 khz; increase power to 5 kw non-DA and make changes in ant. sys. (800409AB). Ann. June 20.
- **KARO(AM)** Vancouver, Wash.—Seeks CP to move D site to N site, 15507 NE 34th St., Vancouver; increase D power to 5 kw; change from non-DA to DA-2, and make changes in ant. sys. (800328AB) Ann. June 20.
- **KMMZ(AM)** Greybull, Wyo.—Seeks CP to in-

crease power to 10 kw (800515AF) Ann. June 20.

- **KSWC(FM)** Winfield, Kan.—Seeks CP to change frequency to 103.3 mhz.; increase ERP to 0.00811 kw; HAAT to 44 ft., and make changes in ant. sys. (800512AB) Ann. June 20.
- **WSTO(FM)** Owensboro, Ky.—Seeks CP to change TL to Pleasant Hill Rd., Hebbardsville, Ky.; change SL and RCL to U.S. Hwy 60 W., Owensboro; increase HAAT to 1000.9 ft.; change type trans. and make changes in ant. sys. Major environmental action. (800529AC) Ann. June 20.
- **KUNR(FM)** Reno, Nev.—Seeks mod of CP to change TL to Summit of McClellan Peak, approximately 19 miles S. of Reno; increase HAAT to 2131 ft., and make changes in ant. sys. (800602AB) Ann. June 20.
- **WDEQ-FM** Degraff, Ohio—Seeks CP to change frequency; increase ERP to .0115 kw; change HAAT; make changes in ant. sys. (800521AA) Ann. June 20.
- **WAIM(FM)** Anderson, S.C.—Seeks CP to change TL to 3.5 miles N.W. of Belton, S.C.; reduce ERP to 90.3 kw; HAAT to 779 ft and make changes in ant. sys. Major environmental action (800528AG) Ann. June 20.

## In Contest

### Designated for hearing

- **Lonoke, Ark.**—Broadcast Bureau has designated for hearing the competing applications of Lonoke Broadcasting Co., County Radio, and Waymon Dunn for new FM station on 106.3 mhz at Lonoke, to determine whether Lonoke Broadcasting is financially qualified; ascertainment efforts of all three applicants; which of proposals, on comparative basis, would best serve public interest, and which of applications, if any, should be granted (BC Docs. 80-265-67; BPH-11102, 11175, 79015AD). Action May 9.
- **Concord, Calif.**—Broadcast Bureau has designed for hearing competing applications of Bohannan Broadcasting Co. and First Century Broadcasting for new TV station at Concord, to determine if Bohannan Broadcasting is financially qualified; with respect to First Century whether certain misrepresentations were made during solicitation of donations and advertising commitments and during an investigation of Bohannan Broadcasting by First Century; whether First Century complied with public inspection file requirements; which of applications, on comparative basis, would better serve public interest, and which of applications, if either, should be granted (BC Docs. 80-257-58; BPCT-4995, 5048). Action May 28.
- **Destin, Fla.**—Broadcast Bureau has designated for hearing competing applications of White Sands Broadcasting Inc. and Gulfcoast Broadcasting Inc. for new FM station on 92.1 mhz at Destin, to determine if White Sands is financially qualified; which of proposals, on comparative basis, would better serve public interest, and which of applications, if either, should be granted (BC Docs. 80-273-74; BPH-780906AK, 790525AG). Action May 30.
- **Marco, Fla.**—Broadcast Bureau has designated for hearing competing applications of Deltona Broadcasting Co. and Neopolitan Broadcasting Co., for new FM station on 101.1 mhz at Marco, to determine whether Neopolitan's change in its transmitter site is major change and, if so, whether circumstances exist which warrant waiver of Section 73.3573; whether there is reasonable possibility that tower height and location proposed by Neopolitan would constitute hazard to air navigation; Deltona's ascertainment efforts; which of proposals would, on comparative basis, better serve public interest, and which, if either, of applications should be granted, and ordered that Federal Aviation Administration is made party to proceeding (BC Docs. 80-261-62; BPH-10079, 10365). Action May 28.
- **Ocilla, Ga.**—Broadcast Bureau has designated for hearing competing applications of Irwin County Broadcasting Corp and Gralean Broadcasting Co. for new FM station on 97.7 mhz at Ocilla, to determine whether applicants are financially qualified; ascertainment efforts of both applicants; which of proposals would, on comparative basis, better serve public interest, and which, if either, should be granted (BC Docs. 80-263-64; BPH-780719AB, 781004AH). Action May 19.
- **Salisbury, Md.**—Broadcast Bureau has designated for hearing competing applications of Radio Salisbury

## Summary of broadcasting

### FCC tabulations as of March 31, 1980

	Licensed	On air STA*	CP's on air	Total On air	CP's not on air	Total authorized**
Commercial AM	4,546	3	9	4,558	104	4,662
Commercial FM	3,165	2	1	3,168	181	3,349
Educational FM	1,030	0	5	1,035	96	1,131
Total Radio	8,741	5	15	8,761	381	9,142
Commercial TV						
VHF	514	1	2	517	9	526
UHF	224	0	5	229	68	297
Educational TV						
VHF	99	1	5	105	6	111
UHF	155	2	5	162	8	170
Total TV	992	4	17	1,013	91	1,104
FM Translators	293	0	0	293	152	445
TV Translators						
UHF	1,262	0	0	1,262	412	1,674
VHF	2,510	0	0	2,510	187	2,697

\*Special temporary authorization

\*\*Includes off-air licenses

Inc., Connor Broadcasting, Inc. for new FM station on 105.5 mhz at Salisbury, and Crawford Communications of Maryland for same ch. at Fruitland, Md.; to determine all three applicants' ascertainment efforts; whether Connor and Crawford are financially qualified; whether main SL proposed by Radio Salisbury complies with Section 73.1125(a) of Rules, and if not whether waiver is warranted; whether Connor's proposal would provide principal-city coverage of Salisbury as required by Section 73.315(a) of Rules, and if not whether waiver is warranted; areas and populations which would receive primary service from each proposal, and availability of other primary aural service to such areas and populations; whether Fruitland proposal or one of Salisbury proposals would better provide a fair, efficient and equitable distribution of radio service; which of proposals would, on comparative basis, best serve public interest; and which of applications, if any, should be granted (BC Docs. 80-254-56; BPH-11,016, 780714AB, 780831AK). Action May 23.

■ Ruidoso, N.M.—Broadcast Bureau has designated for hearing the competing applications of Sierra Blanca Broadcasting Co., Triple R Broadcasting Inc. and Ruidoso Broadcasting Co. for new FM station on 93.5 mhz at Ruidoso, N.M., to determine applicants' ascertainment efforts and whether they are financially qualified; which of proposals, on comparative basis, would best serve public interest, and which application, if any, should be granted (BC Docs. 80-270-72; BPH-10997, 11086, 11187). Action May 30.

■ Ashland City, Tenn.—Broadcast Bureau has designated for hearing competing applications of Lester Vihon and Cheatham Broadcasting Corp. for new AM station on 1540 khz 790 khz, respectively at Ashland City, to determine whether applicants are financially qualified; ascertainment efforts of both applicants; which of proposals would, on comparative basis, better serve public interest, and which of applications, if either, should be granted (BC Docs. 80-259-60; BP-20, 427, 20,816). Action May 23.

#### Petition

■ Washington—National Radio Broadcasters Association requests amendment of rules to permit daytime-only AM licensees to obtain N operating authority as long as such operation would not create any objectionable interference or prohibited overlap with other stations. Ann. June 20.

## Allocations

#### Actions

■ Anchorage, Alaska—In response to petition by KFQD Inc. proposed assigning 106.5 mhz to Anchorage as its sixth commercial FM assignment, comments due Aug. 7, replies Aug. 27 (BC Doc. 80-281; RM-3496). Action June 11.

■ Lake Havasu City, Ariz.—In response to petition by Maurice W. Coburn and counterproposal by Shoblom Broadcasting Co. proposed substituting 101.1 mhz for 95.9 mhz and adding 105.1 mhz to Lake Havasu, Mexican concurrent must be obtained, comments due Aug. 11, replies Sept. 2 (BC Doc. 80-293; RM-3440). Action June 11.

■ Petersburg, Ind.—In response to petition by Alan Gladish, et al, proposed assigning 102.3 mhz to Petersburg as its first FM assignment, comments due Aug. 7, replies Aug. 27 (BC Doc. 80-280; RM-3510). Action June 5.

■ Vincennes, Ind.—In response to petition by Original Co. proposed assigning 92.1 mhz to Vincennes as its second FM assignment, comments due Aug. 7, replies Aug. 26 (BC Doc. 80-277; RM-3369). Action June 5.

■ Warsaw, Ky.—Dismissed petition by Charles N. Cutler for assignment of 105.5 mhz to Warsaw, at request of party (BC Doc. 79-327; RM-3487). Action June 5.

■ Belfast, Me.—In response to petition by Sico Communications Inc. proposed assigning 104.7 mhz to Belfast as its first FM assignment, comments due Aug. 7, replies Aug. 27 (BC Doc. 80-279; RM-3484). Action June 5.

■ Hanover, N.H. In response to petition by James M. Cantor proposed assigning 92.1 mhz to Hanover as its second FM assignment, comments due Aug. 7, replies Aug. 27 (BC Doc. 80-278; RM-3409). Action June 5.

■ Woodward and Alva, both Oklahoma—In response

to petitions by Omni Communications Inc. and Lynn L. Martin proposed deleting 104.7 mhz from Alva and reassigning to Woodward and substituting 101.1 mhz for 95.9 mhz at Woodward and directed Woodward Broadcasting Co. licensee of KSIW-FM Woodward, to show cause why its license for channel on 95.9 mhz should not be modified to specify operation on 104.7 mhz. Comments due Aug. 7, replies Aug. 27 (BC Doc. No. 80-282; RM-3411, 3425). Action June 5.

## Translators

#### Applications

■ Grand Junction, Colo.—Mesa County, Colo. seeks CP for new UHF translator on ch. 39 (TPO: 100w, HAAT: 61 ft) to rebroadcast indirectly KWGN(TV) Denver. Ann. June 19.

■ Bakersfield, Calif.—International Panorama TV Inc. seeks CP for new UHF translator on ch. 55 (TPO: 100w, HAAT: 30 ft) to rebroadcast indirectly KTBN(TV) Fontana, Calif. Ann. June 19.

#### Actions

■ K02KA Kaltag, Alaska—Kaltag Village Council granted CP for new VHF translator on ch. 21 to rebroadcast signals of KENI-TV, KAKM-TV, KTVA-TV and KIMO-TV, all Anchorage; KTOO-TV Juneau; KYUK-TV Bethel; KUAC-TV Fairbanks, all Alaska; condition (BPTTV-790703IG). Action April 28.

■ K12MC Railroad City, Alaska—Bethel Broadcasting Inc. granted CP for new VHF translator on ch. 12 to rebroadcast KYUK-TV Bethel, Alaska (BPTTV-5934). Action April 28.

■ K03FN Shagaluk, Alaska—Bethel Broadcasting Inc. granted CP for new VHF translator on ch. 3 to rebroadcast KYUK-TV Bethel, Alaska (BPTTV-5931). Action April 28.

#### UHF Actions

■ K69CU Boonville and Philco, both California—Anderson Valley Television Inc. granted CP for new UHF translator on ch. 69 to rebroadcast signal of KQED-TV San Francisco (BPTT-790625IC). Action April 28.

■ K67CC Boonville and Philco, both California—Anderson Valley Television, Inc. granted CP for new UHF translator on ch. 67 to rebroadcast KBKH-TV San Francisco (BPTT-790904IA). Action April 28.

## Cable

■ The following cable service registrations have been filed:

■ Wometco Cable TV Georgia Inc. for Berkeley Lake, Ga. (GA0262) new system.

■ G & L Communications Inc. for Boyd, Ky. (KY0431) new system.

■ Auburn Cablevision Inc. for Sennett, N.Y. (NY0844) new system.

■ Colorado Intercable Inc. for Jefferson, Colo. (CO0150) new system.

■ Jones Intercable Inc. for Brighton, Colo. (CO0151) new system.

■ Vision Cable Television Co. for Leonia, N.J. (NJ0431) new system.

■ Gill Industries Inc. for Cupertino, Calif. (CA0492) new system.

■ Chattanooga Cable TV Co. for Hamilton, Tenn. (TN0173) new system.

■ Cablecom-General Inc. for Norfolk, Neb. (NE0069) new system.

■ Coaxial Communications of the Suncoast Inc. for Temple Terrace, Fla. (FL0490) new system.

■ Lake Cable TV Inc. for Round Lake, Round Lake Park and Round Lake Heights, all Illinois (IL0390-92) new system.

■ Astro Cablevision Corp. for North Fayette, Pa. (PA1873) new system.

■ Micro-Cable Communications Corp. for Park Ridge, N.J. (NJ0432) new system.

■ Clearview Cablevision Associates et al for Murrells Inlet, S.C. (SC0151) new system.

■ Sitka Alaska Television Inc. for Sitka, Alaska (AK0002) add signal.

■ Keichikan Alaska Television Inc. for Keichikan, Alaska (AK0003) add signal.

■ Clearview Cablevision Associates et al for Garden City, S.C. (SC0153) new system.

■ Fort Smith TV a Cable Co. for Bonana, Ark. (AR0195) new system.

■ Sullivan Cable of Maryland Inc. for Cambridge, Md. (MD0053, 116) add signal.

■ Olympic TV Cable Inc. for Bremerton, Wash. (WA0229) new system.

■ CATV of Burlington Inc. for Burlington, Iowa (IA0109) new system.

■ City of Taconite, Minn. for same (MN0116) new system.

■ Grand Ridge Cable Co. for Grand Ridge and Ransom, both Illinois (IL0026, 97) new system.

■ Cable TV of East Ouachita Inc. for East Ouachita, La. (LA0190) new system.

■ Central Cable Vision Inc. for Ennis, Tex. (TX0626) new system.

■ Alert Cable TV of Goldsboro Inc. for Mt. Olive, N.C. (NC0226) new system.

■ Continental Cablevision of Cook County Inc. for Elmhurst, Ill. (IL0395) new system.

■ Cablevision of Chicago et al for Bridgeview, Ill. (IL0396) new system.

■ Northside Cablevision Inc. for Lakeland, Fla. (FL0491) new system.

■ Jerico Cable TV Inc. for Baldwin City, Kan. (KS0222, 3) new system.

■ Lake Cable TV Inc. for Island Lake, Ill. (IL0393, 4) new system.

■ Pana, Ill.—FCC has authorized Cass Community Antenna TV Inc., operator of cable system serving Pana, Ill., in Springfield-Decatur-Champaign, Ill., major television market, to add signal of WTBS(TV) Atlanta, Ga., and KTVU(TV) Oakland, Calif. FCC waived its rules restricting number of distant indepen-

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## Broadcasting

The newsweekly of broadcasting and allied arts

Name \_\_\_\_\_

Company \_\_\_\_\_

Business Address

Home Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Type of Business \_\_\_\_\_

Title/Position \_\_\_\_\_

Are you in cable TV operations  Yes  No

Signature (required) \_\_\_\_\_

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(Canadian and international subscribers add \$12/year).

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(If payment with order: \$50.00)

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dent signals cable system may carry to allow their carriage. It said its research indicated that requested carriage would not cause undue economic harm to WAND(TV) Decatur, only station within whose protective zone Cass' System lies, and would not impair local stations' ability to serve public. FCC said it was now up to local stations to prove that they would be harmed by allowing carriage of two stations and said if stations came forward with proof within 20 days, action on Cass' request would be deferred. Action June 11.

■ Scranton and Wilkes-Barre, both Pennsylvania—WBRE-TV Inc. and Scranton Broadcasters Inc. have asked U.S. Court of Appeals for District of Columbia Circuit to review FCC's failure to deny operating authority to Service Electric Cable TV and other cable systems owned by John Watson for operating in violation of FCC rules. Scranton is licensee of WDAU-TV (CBS, ch. 22) at Scranton, and WBRE-TV Inc. is licensee of WBRE-TV (NBC, ch. 28) at Wilkes-Barre. Both parties were among several broadcasters that had charged Service Electric with operating its systems in violation of FCC rules. Although FCC had affirmed 1977 recommended decision which had concluded that Service Electric and other Watson cable systems had carried signals illegally in defiance of FCC order to cease and desist, expanded its service without FCC approval and failed to give program exclusivity on one of systems, it ruled that many of allegations made by broadcasters had not been established at evidentiary hearing begun in 1974. Ann. June 20.

■ Tyler, Tex.—FCC has waived its signal carriage rules to permit Television Cable Service Inc. (TCS) to add independent TV stations WGN-TV Chicago, WTBS(TV) Atlanta and KTVU(TV) Oakland, Calif., to its cable systems in Tyler, Tex. smaller television market. In support of its request, TCS submitted cumulative market-wide analyses predicting that even if every cable TV system within 35 miles of KLTV(TV) Tyler (ABC/NBC/CBS, ch. 7) were authorized to carry signals, impact would be 2.027 percent. FCC staff estimated cumulative impact as 2.55 percent. FCC concluded that it was unlikely that TCS' carriage of three independent signals would impair KLTV's ability to serve public interest. Accordingly, it said, if opposition was received within 20 days, action on TCS' petition for special relief would be deferred, but if no opposition was forthcoming, then petition would be granted. Action June 11.

## Satellites

■ There are approximately 3,330 licensed earth stations. Approximately 330 are transmit-receive earth stations with remaining 3,000 being receive only earth stations. Receive-only earth stations are not required to be licensed with FCC (BROADCASTING, Oct. 22, 1979). FCC estimates that radio of unlicensed to licensed receive-only earth stations is approximately 3 to 1.

### Fixed earth station applications

- Morristown, N.J.—Morris Cablevision Inc. (4.3m; AFC; E2253).
- Niagara, Wis.—Niagara Community T-V Cooperative (4.6m; S-A; E2326).
- Houston, Tex.—Metromedia Inc. (4.3m; AFC; E2328).
- Wakeeney, Kan.—Wakeeney Cable TV Co. (4.6 m; S-A; E2329).
- Maury Island, Wash.—King Broadcasting Co. (11m; S-A; E2330).
- Gladewater, Tex.—Texas Community Antennas Inc. (4.6m; S-A; E2331).
- Siloam Springs, Ark.—Texas Community Antennas Inc. (4.6m; S-A; E2332).
- Arkadelphia, Ark.—Texas Community Antennas Inc. (4.6m; S-A; E2333).
- Orland Park, Ill.—Cox Cable Communications Inc. (4.5m; Andrew; E2314).

### Fixed earth station grants

- Morristown, Tenn.—Sammons Communications Inc. (E2017).
- Maryville, Mo.—American Television and Communications Corp. (E2074).
- Ithaca, N.Y.—American Television and Communications Corp. (E2075).

■ Marshall, Mo.—American Television and Communications Corp. (E2076).

■ Boonville, Mo.—American Television and Communications Corp. (E2077).

■ Sandwich, Ill.—Consolidated Cable (E2078).

■ Mankato, Minn.—American Television and Communications Corp. (KG28).

■ Chester, Ill.—Omni Midwest Communications Corp. (E2079).

■ Centralia, Ill.—World Cablevision Inc. (E2080).

■ Barker Point, N.Y.—C. Robert Allen (E2081).

■ Whiteville, N.C.—American Cablevision of Carolina (E2083).

■ Asheboro, N.C.—American Cablevision of Carolina (E2084).

■ Las Vegas, Nev.—Hi-Net Communications Inc. (E2085).

■ Hagerstown, Md.—Hi-Net Communications Inc. (E2086).

■ Lincoln City, Ore.—West Coast Cable TV (E2087).

■ Portland, Ore.—American Satellite Corp. (KJ71).

■ Wichita, Kan.—American Satellite Corp. (KM33).

## Call Letters

### Applications

Call	Sought by
	<b>New AM</b>
WRNA	South Rowan Broadcasting Co. China Grove, N.C.
	<b>New FM's</b>
KTIL-FM	Beaver Broadcasting System Inc. Tillamook, Ore.
*KUUU	Unrecognized Uintah Ute Indians Inc., Neola, Utah
	<b>New TV's</b>
*KLT	Louisiana Educational Television Authority, Lake Charles, La.
*WKFT	Fayetteville Television Inc., Fayetteville, N.C.
	<b>Existing AM</b>
KLSR	KBGH Memphis, Tex.
	<b>Existing FM's</b>
*KNAU	KAXR Flagstaff, Ariz.
WJOY	WJWY Tampa, Fla.
KMAI	KPIG Honolulu, Hawaii
KSRK	KAUM Houston, Tex.
	<b>Existing TV</b>
KTZO	KEMO-TV San Francisco

### Grants

Call	Assigned to
	<b>New FM's</b>
KDTA-FM	Delta Radio Co., Delta, Colo.
WGRG	Boswell & Dingler, Greensboro, Ga.
WDMF-FM	Frank A. Delle, Jr., Dover-Foxcroft, Me.
	<b>Existing AM's</b>
KPRZ	KIIS Los Angeles
WFTH	WMBL Morehead City, N.C.
	<b>Existing FM's</b>
WN0U	WXLS Willimantic, Conn.
WZZY	WIUC Winchester Ind.
WACJ	WWOR Buffalo, N.Y.
WJWJ-FM	WERV Beaufort, S.C.
KBLO-FM	KBLW-FM Logan, Utah

## Other

■ Washington, D.C.—FCC's has amended rules to allow it to dismiss or deny petitions for rulemaking received from public which are moot, repetitive, premature, frivolous or do not warrant consideration. Action dismissing such petitions would be taken without requesting public comment on petitions, thereby saving time and effort for both public and FCC's staff. It also delegated to Broadcast Bureau chief authority to

act on these petitions. Similar authority is already delegated to all other bureau chiefs as well as General Counsel and Chief Scientist. New rules require that when public notice of petition is given, and comment dates are set, FCC may not act on it, either with notice of inquiry or proposed rulemaking, or denial, until comment period has expired. Under present rules, FCC may act before comment period has expired. Action June 11.

■ FCC has terminated, without action, its proceeding begun Jan. 13, 1971, looking toward revision of TV translator rules to bring them into harmony with FM translator rules. (On September 23, 1970, FCC amended Part 74 of rules authorizing FM translator stations and FM booster stations based on TV translator rules with modifications necessary to accommodate them to FM operations and to eliminate various ambiguities in TV translator rules.) After reviewing rules proposed in this proceeding, FCC said it had concluded that because of its limited scope proceeding was no longer viable, and broad, comprehensive changes were needed in TV translator rules. Action June 11.

■ Total of 3,472 complaints from public was received by Broadcast Bureau in April, decrease of 446 from March. Other comments and inquiries for April totaled 2,099, decrease of 274 from previous month. Bureau sent 1,449 letters in response to these comments, inquiries and complaints.

## Services

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

## RADIO

### HELP WANTED MANAGEMENT

**Major broadcast group** seeks experienced Gen. Mgr. for dominant S.E. AM/FM operation. All applications should include extensive resume, salary history and compensation requirements. A rare opportunity with an outstanding organization. Equal opportunity employer. Please reply to Box F-95.

**Stout-hearted street warrior**—Answer this call to lead our sales staff in battle. Join ranks of a first class operation cleverly plotting from palatial studios at the summit of an enchanted western kingdom. Here, the finest AOR spun in the land bears the standard of excellence, and thus, a golden opportunity to win a king's ransom. Only true and seasoned veterans need apply. Box F-106.

**Successful California AM plus FM** with untapped potential losing Manager after fourteen years. Beautiful area and working conditions. Profit participation. Possible equity. EOE. Box F-116.

**Station Manager position** open to sharp experienced sales manager. 1000 w daytimer competitive market. Call Tommy Gibson, WDDT, Greenville, MS 601-332-0526.

**Group owner** is in need of a Sales Manager capable of applying research in local sales. 'Rep' background helpful, but not essential. You must be able to mold a cohesive local sales force and maintain strong personal billing. This southeast station offers excellent base, incentives and fringe benefits. EEO. Box F-129.

**Expanding Broadcast Group** needs aggressive sales oriented GM. Compensation tied to station profits. The more profitable the station, the more you can make. EEO. Box F-156.

**Growing broadcast group** located in the Sunbelt seeking experienced station managers and sales managers. Excellent benefits. E.O.E. Contact: Marilyn S. Garner, PO Box 529, Laurinburg, NC 28352. 919-276-2911.

**Experienced Sales Manager**, for successful Minnesota station. Must like to sell & manage, complete responsibility for Sales Department. We are growing, would you like to grow? Send resume, Box F-195.

**General Managers:** Group owner seeks experienced General Manager for AM/FM combo in top 50 Midwest market(s). Applications should include resume, salary history and compensation requirements. This is a growing group of stations offering rare opportunity for managers with proven track records. Equal opportunity employer. Please reply Box F-238.

**Radio Management opportunity**—Good opportunity for General Manager to operate AM-FM combination in significant midwestern market. Good pay and potential for advancement in broadcast groups. An Equal Opportunity Employer. M/F. Send a full resume to Box F-242.

**Aggressive, experienced sales manager** to manage small market AM, FM station in western Penna. Incentives. Send sales record, references to PO Box 92, Erie, PA 16512. E.O.E.

**Manager** for new station now being built in small Southwestern town. Good opportunity for aggressive sales-oriented person with experience in small markets. All replies confidential. Write Box F-241.

### HELP WANTED SALES

**Madison, WI.** Excellent career opportunity for bright young problem-solver strong on creativity with ability to write and sell imaginative campaigns. Thirteen station Midwest group seeks eager sales person, recent college grad or with 1-2 years experience. Our people earn far more and Madison living is superior. All management and stockholders drawn from within our group. WISM, Madison, WI 53701 Midwest Family Station (EOE).

**Buffalo, New York's** number one rated radio station has a position for an aggressive, creative sales person who's looking for an opportunity to learn major market radio with a growth oriented broadcast company. Established account list available for right person. Send resume to Donald Zink, WJYE, Rand Building, Buffalo, NY 14203. E.O.E.

**WVNH, Salem, NH** will be back on the air soon. Immediate openings in sales, announcing and news. Excellent opportunity in growing area. Adult contemporary format with emphasis on local news. Mail resume (and tape) to Dick Lange, WVNH, PO Box 1110, Salem, NH 03079. EOE.

**Experienced Sales Manager** for beautiful Central Virginia location. Must have ability to motivate present staff and establish an ongoing training program. E.O.E. Resume and references Box F-213.

**Northwest Class C FM**, Contemporary Country station seeking sales person. An Equal Opportunity Employer. Please send resume to Box F-193.

**Account Executive**—possible Sales Manager. Excellent benefits. Established account list. No. 1 Midwest Station. Must be self starter. EOE. Send resume, sales history, earnings records to Manager Box F-194.

**KRMS AM/FM** seeks a salesperson to work a very profitable territory at the mid-west's most popular vacation area, The Lake of the Ozarks. One year experience necessary and references will be checked thoroughly. Call Rod Orr 314-348-2772 or write KRMS, Box 225, Osage Beach, MO 65065. EOE.

**Hard working, committed** sales person will love selling our adult contemporary AM in this beautiful southwestern medium market. Maturity matters! Immediate opening: Send resume to Box F-229.

**Seeking experienced** radio time salesperson looking for money, future and the good life. Work in the fastest growing county in the U.S. And, alongside the Gulf of Mexico. Call Bob Dwyer, 813-481-0001 or send resume to him, c/o WAYK/WSWF, The Rafter's, 3585 College Parkway, Fort Myers, FL 33907.

**When you're third** you may want to make a move. If you are second or third person in a sales staff and have gone as far as you can with your station, call me, Pete Coughlin, Sales Manager, WCMF, Rochester NY at 1-716-288-3200. We are on the move and need a star to join and move to the top of our sales team. A career move into a rapidly growing group.

**Sales and sports do mix.** New England station has excellent opportunity for experienced radio salesperson/sports director. PBP a must. Box F-230.

**Experienced Sales Manager** for established news radio station. Fine opportunity for ambitious, well organized salesperson and leader. Need application and resume to Sally Hawkins, Box 1990, Wilmington, DE 19899.

**Local Sales Manager**—experienced especially guiding and motivating four person local sales staff, while same time selling and servicing your own account list. Chance to be manager within six months for right person. E.O.E. Springfield, Massachusetts. Box F-236.

**Sales-Sports-H.S. & Big 10 P.B.R.**—Self starter, must have proven track record. Send resume, tape and sales history to: Wity Radio, Manager, PO. Box 142, Danville, IL 61832—E.O.E.

### HELP WANTED ANNOUNCERS

**WTRC is still looking** for a good one on one communicator who can talk to a listener. We are MOR/AC with emphasis on personality. So talk to us on your tape. Send your warm, friendly, one on one conversation to Allen Strike, PO Box 699, Elkhart, IN 46515. EOE

**Radio country deejay**, for daytimer, ready to go fulltime, in Klamath Falls, Oregon. Also, account executive. E.O.E. Nell Smith, 503-882-8833.

**Immediate opening** for night time announcer, production, also handle automated FM. MOR format. Should have experience. Send tape and resume to, Rick Roberts WCEC Radio RO. 4005 Rocky Mt., NC 27801. 919-442-3108. EOE.

**WVNH, Salem, NH** will be back on the air soon. Immediate openings in sales, announcing and news. Excellent opportunity in growing area. Adult contemporary format with emphasis on local news. Mail resume (and tape) to Dick Lange, WVNH, PO. Box 1110, Salem, NH 03079. EOE.

**Announcer/Production and Announcer/PBP**—KTLC—Tender Lovin' Country. Contact Dave Broman, Box 65, Twin Falls, ID 83301. 208-733-3381. EOE/MF

**New England small market AM/FM** station seeks experienced announcer to handle all aspects of production. Must be able to produce copy and production work. Serious applicants only need apply. Send resume and tape to: Dawn P Gaffka, Operations Manager, WSME, Box 1220, Sanford, ME 04073. 207-324-7271. Equal Opportunity Employer.

**Announcer/sales, combination.** Adult contemporary, Hickory NC market. Account list, salary plus commission plus expenses. WQXZ. Call evenings 404-283-3084, resume Box 443, Elberton, GA 30635.

**Afternoon Drive Personality** needed at area's number one contemporary station. Experience and talent a necessity. Great opportunity with a growing company. Send resume and tape to WENY, Box 208, Elmira, NY 14902.

**Announcer** with good voice for automated AM and FM station with news and information orientation. Small market upstate NY radio. Contact Criss Onan, WFSW, Seneca Falls, NY

**Adult contemporary AM** in exciting southwestern medium market needs on air/production person. Experience not as important as maturity and commitment to radio. Send resume to Box F-227.

**Adult Contemporary** needs announcer strong on music and production. Minimum 1 year experience. Send tape, resume and salary requirements to Jeff Reinhardt, WECK, 2900 Genesee St. Buffalo, NY 14225. EOE.

**New class A FM** Rockbridge County, Virginia needs announcers and news people. Send tapes, resume, and salary requirements to: Jim Geason, 711 Plunkett St., Lexington, VA 24450. EOE.

**Announcer. Southern Maryland** Country Music Station. Additional earnings selling radio advertising part time. Training provided. WMJS, Box 547, Prince Frederick, MD 20678.

**Market-Leading contemporary** New England FM seeks a polished, professional mid-day jock with strong production skills. If you're talented and mature, this is an opportunity for you to join a great company with outstanding facilities and tremendous growth potential. Send resume with salary requirements to Box F-243.

**Top-rated Midwest AM/FM** contemporary station is looking to up-grade air staff. Mature announcers wanted. Must be able to do more than time & temperature, or read liner cards. Excellent production a must! No beginners. Send aircheck and at least 10 production samples to: Bruce McGregor, PD, WAKX AM/FM, 419 W. Michigan St., Duluth, MN 55802. EOE.

### HELP WANTED TECHNICAL

**Are you a Chief Engineer?** Here is an immediate opportunity to live and work in the beautiful Pacific Northwest. Excellent chance to join one of America's finest broadcast groups. Salary commensurate with experience and ability. E.O.E. Resume and salary requirements to: Entercom, PO Box 11335, Tacoma, WA 98411.

## HELP WANTED TECHNICAL CONTINUED

**Midwest AM-FM** combination seeks chief engineer. Excellent working conditions, plus good salary and fringe benefits, including profit sharing/retirement plan. EOE. Respond today Box F-128.

**2 Positions:** Chief Engineer and Maintenance Engineer. 50kW stereo public radio station, midway through remodeling project, almost entirely new equipment. Chief holds all responsibility for installation and upkeep of plant; Maintenance person assists Chief and performs routine repairs. Both positions require first phone and experience in troubleshooting broadcast equipment. Competitive salaries, excellent benefits. Resume, references and requirements to Michael Lazar, WNIU-FM, Northern Illinois University, DeKalb, IL 60115. 815-753-0213. EO/AA.

**Aggressive North Georgia AM/FM Operation** needs First Class Engineer with experience. Must be proficient and alert to new developments. Engineer on management team. Twenty year Chief moving on. EOE. Send resume, references and salary requirement to Box F-176.

**Chief Engineer for AM/FM** facility in medium sized Midwest market. Need individual who wants longevity of employment in a solid operation, has administrative ability to supervise engineering personnel, is a self-starter, has knowledge and experience with state-of-the-art studio and transmitting equipment, major program automation systems and of FCC rules and measurements. Send resume of your track record to Lee Allerton, WLBC, 820 East 29th Street, Muncie, IN

**KRMS AM/FM** seeks an engineer/announcer to handle engineering, automation programming and some air work. Live and work in the mid-west's most popular vacation area. The Lake of the Ozarks. 1st phone required. Call Rod Orr 314-348-2772 or write KRMS, Box 225, Osage Beach, MO 65065. EOE.

**Experienced Chief Engineer** needed in beautiful Stuart, Florida. Excellent AM facilities. New FM to go on the air in near future. Knowledgeable, honest, and self-motivated person required. Good pay and working conditions. Equal Opportunity Employer. Send all particulars to Genevieve Glascock, Owner, WSTU, Stuart, FL 33494.

**Remote/Production Engineer:** Minnesota Public Radio seeks remote/production engineer for operation of remote and production room equipment. Qualifications include: 2-5 years experience in radio and/or recording studio production, familiarity with high quality audio equipment (Neve consoles, studer tape recorders), familiarity with classical music recording techniques, experience in news documentary production, familiarity with jazz recording desirable. Salary 12,000-15,000. Send resume immediately to Linda Murray, Operations Manager, KSJN, 400 Sibley St., St. Paul, MN 55101. AA/EOE.

**We need a chief engineer** for our class C FM in South Louisiana. Heavy maintenance and transmitter experience desired plus a sharp ear. Quality equipment, nice people, and good fishing. Salary negotiable. EOE. 318-433-0700.

**KPBS-FM seeks a Chief Engineer.** Responsible for FM stereo public station. Must be familiar with sophisticated studio equipment, SCA, remote pick-up, and satellite facilities. Supervisory experience and First Phone required. Salary: 19,320-23,268/yr. Apply before 7/18/80 to Employment Division, San Diego State University, San Diego, CA 92182. An Equal Opportunity/Affirmative Action/Title IX Employer.

**Chief Engineer:** Sudbrink Broadcasting Group has an immediate opening for experienced engineer to maintain 100,000 watt FM and 5000 watt AM station in Orlando, Florida. Applicant must have AM/FM, STL, Automation and some Directional experience. Format demands audiophile. Send resume and salary requirements to Richard Seaby c/o Sudbrink Broadcasting, 8000 S.W. 67th Ave. Miami, FL 33143. (An equal opportunity employer)

**Radio Board Operator:** Minnesota Public Radio seeks board operator to be responsible for daily operation of control room and production room equipment. Qualifications include: 3rd Class FCC license, familiarity with radio station control room equipment. Practical experience necessary. Salary 9500-11,500. Send resume immediately to Linda Murray, Operations Manager, KSJN, 400 Sibley St., St. Paul, MN 55101. AA/EOE.

**Regional engineering** and consulting firm needs top-notch radio engineers for full-time jobs in mid-west. Must be fully knowledgeable in studio and transmitter maintenance. Directional experience helpful. Excellent working conditions and benefits. Complete resume and salary requirements to Box F-196.

**Ready to be Chief Engineer?** Fulltime AM, lower New York State. Good benefits and opportunity. Equal Opportunity Employer Box E-209.

**Chief Engineer** for AM-FM-SCA station in Southern Minnesota. Good salary plus car. Call Dick Painter collect 507-345-4673. EOE.

**Maintenance Engineer**—modern, state of the art station needing more technical manpower. Must have First Class License. Send resume to: Larry Ward, Chief Engineer, WSOY AM-FM, Box 2250, Decatur, IL 62526. EOE.

**Chief Engineer:** Small Market AM/FM, Southcentral Pennsylvania. DA, Automation. Transmitter equipment repair, maintenance. Minimal air shift. Excellent fringe benefits. EOE. Resume, salary, Box F-231.

## HELP WANTED NEWS

**Medium Market.** Strong news emphasis. Long hours. Hard work. Must have experience and a good voice. E.O.E. Box F-88.

**WVNH, Salem, NH** will be back on the air soon. Immediate openings in sales, announcing and news. Excellent opportunity in growing area. Adult contemporary format with emphasis on local news. Mail resume (and tape) to Dick Lange, WVNH, PO. Box 1110, Salem, NH 03079. EOE.

**Anchor/reporter** with strong background and high interest in agriculture. Must be excellent broadcaster, writer. College grad preferred. 3-5 years experience in professional broadcast journalism required. Send tape, resume, writing samples to: Dave White, News Director, WJR, Fisher Building, Detroit, MI 48202. No phone calls please. EOE.

**Now accepting applications** for small market news director in Southeast. Send resume to Box F-157.

**Small market needs** a self starter who can organize department. Write, gather, deliver, cover meetings. Growing organization. Call 607-324-1480.

**News Director** for Toledo, Ohio's largest radio news staff. WSPD Radio is an adult contemporary station with a serious commitment to news and information. The applicant should be an aggressive broadcast journalist with experience as a News Director or Assistant. Qualified candidates send tape, resume and references to James P. White, WSPD Radio, 125 S. Superior, Toledo, OH 43602. Equal Opportunity Employer.

**WEBR** has an opening for a reporter. We require experience plus strong delivery and writing skills. We offer high visibility, growth potential, a competitive salary, and good living conditions. Non-returnable tape, resume, references to Tom Wright, News Director, Drawer B, WEBR, 23 North Street, Buffalo 14202. WEBR is an equal opportunity affirmative action employer.

**Denver calls.** KIMN, one of America's legendary radio stations is seeking a news person. Must be top flight studio and street reporter with experience. Send tape and resume to Don Martin, KIMN News Director, 5350 West 20th Avenue, Denver, CO 80214. We are an equal opportunity employer.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Medium Market Super Power** automated rocker near the Twin Cities is searching for an Operations Manager familiar with the Schaeffer 900 series. Must have good pipes for production. Up to \$10K. Resume to Box F-117.

**Program Director** for 100kw public station serving five-state region. BA required, MA an asset. Experience with fine arts format required. Station offers state-of-the-art facilities in beautiful recreational area. Competitive salary and benefits. Send resume, tape & references to: Bruce Smith, Gen. Mgr. WKMS-FM, Murray State University, Murray, KY 42071. Equal Opportunity Employer.

**Searching for Program Director** whose sights aren't glued to metropolises. No longer small market, we need experienced program director to polish our country sound, and grow in Southern California soil. Box F-125.

**Program Director/Air Personality** for leading AM/FM in desirable Midwest medium market. AM is full service adult contemporary; FM is automated rock. Emphasis is on community service and involvement; we are not a 'joke box' operation. Individual must be able to supervise announcers, plan and execute promotions, production, music, etc., as well as pull AM air shift. We're a growing station group looking for a career-minded individual with at least five years of solid commercial experience. Opening due to internal promotion. EOE. Rush resume with references, letter of application with salary expectations, and brief statement of your programming philosophy. Box F-183.

**Production and Operations Coordinator.** Going 50,000 watts July 22. Tape traffic, popular music library, facilities and equipment scheduling, board operator training, supervision of production and remote recordings, production of announcements; production and hosting of jazz and specialized programs. Jazz and production expertise essential, folk expertise helpful. Minimum of 3 years broadcast experience. B.A. in Telecommunications or related field. Salary: \$11,500 plus benefits. Deadline: July 14, 1980. Resume/tapes/3 letters of recommendation to: John E. Perry, General Manager, WKSU, Kent, OH 44242. This position is dependent on federal grant funding. Kent State University is an AA/EOE employer.

**Traffic Coordinator:** Minnesota Public Radio seeks traffic coordinator for the network production and origination center of the MPR network. Qualifications include: 1-2 years experience in scheduling at a radio or television station. Some experience in public radio or television preferred. Must be self motivated. Experience as broadcast technician desirable. Salary: 10,000-12,500. Send resume immediately to Linda Murray, Operations Manager, KSJN, 400 Sibley St., St. Paul, MN 55101. AA/EOE.

**FM Announcer/Producer:** Program and host all night classical show. Requires complete familiarity with classical repertoire and minimum 2 years experience in radio announcing-production. Resume, audition tape to Personnel Dept., WXXI-FM, PO Box 21, Rochester, NY 14601. EOE.

**Program Manager**—Public radio station WBST has an immediate opening for a Program Manager. This position is responsible for the general program philosophy and specific program offerings. WBST will soon be affiliated with national public radio. Salary commensurate with experience. Excellent fringe benefits. Send resume to: Personnel Services Office, Ball State University, Muncie, IN 47306. Application deadline July 7, 1980. An Equal Opportunity/Affirmative Action Employer.

**Needed: Program Director** for AM adult contemporary radio station in San Diego. Send resume to Mike Stafford, KCBO Radio at PO Box 1629, San Diego, CA 92112. Equal Opportunity Employer

**One of Missouri's top AM-FM operations** continues to grow. We need experienced people to meet the challenge of serving our expanding coverage area. Programming, news, talk, and sports keep us involved. Box F-223.

**Program Director:** A great opportunity for experienced PD. in dynamite small market in Southwestern New York. Opening available now, after retirement of PD. of 39 years. Located in high recreational area featuring boating, skiing, Chautauqua Institution, plus extremely fine school systems. Please send resume and financial requirements to: Merrill Rosen, Vice President/General Manager, Goldman Group, PO Box 1139, Jamestown, NY 14701. EOE.

**Eastern Pa AM/FM** has opening for announcer, PM drive position on AM. Applicant must assume some program responsibilities for both stations. Excellent fringe benefits. EOE. Send resume to Box F-228.

## SITUATIONS WANTED MANAGEMENT

**General Manager:** Highly experienced, responsible, successful general manager with excellent track record. Over twenty two years radio station management experience, desires change to another general manager position. Box E-45.

## SITUATIONS WANTED MANAGEMENT CONTINUED

**Operations Manager**—5 years same place desire new challenge. Professionally capable minority with production, supervisory, and team spirit skills. Use to hard work, remotes, logs. Non-commercial/commercial. Prefer Mid-Atlantic, Reply Box F-179.

**General Manager.** Has a lot of offer, 18 yrs as a professional all in management, all formats all size markets both AM/FM. Superior in sales results, strong motivator and leadership. If you are a station owner or group owner check it out. No secret to success just hard work and dedication. Have credentials to prove it. Box F-161.

**GM, GSM, Corp. Officer:** Experienced, ambitious, hard-working self-starter, leader. Knowledgeable in sales, pgrm-mg, eng, regs, labor, acquisition. Currently GSM, increased sales 42% first year in second 21%. Earning 45k. Single, 29, anywhere U.S.A. 601-442-0336 after 7 PM. Peter.

**Seeking growth minded operation.** 20 years experience, last six in management and sales. Available immediately, call 313-982-6040.

**Employed but dead-ended.** Experienced VP/GM with terrific track. Built one of nation's top stations. Need right opportunity medium or major market to advance. Box F-162.

**General/Station Manager:** Seeking career opportunity with progressive company. Experienced all phases station operation. Responsible, hard worker. Currently employed, but station sold. New owner has own manager. Box F-239.

**38-year old pro, married,** 16 yrs. radio experience including GM-seeks GM or stn mgr position. Mr. Lynn Bobo, 719 Sycamore No. 104, Highland, IL 62249. Ph. 618-654-7104.

## SITUATIONS WANTED SALES

**Aggressive, experienced, professional,** self starting sales person available. National, regional, local experience. Reply Box F-167.

## SITUATIONS WANTED ANNOUNCERS

**Top notch announcer** with production, traffic skills. Versatile, dependable, energetic. Peter Bernard 213-385-0101.

**Hungarian Combo Man,** 12 years experience, single. Minimum salary. Available at once. Address: Erwin Szugyi, Dura Dakovica 102, 24430 Ada, Yugoslavia.

**Cookin Top 40 personality.** Creative, dependable, hard working, afternoon or nights. Prefers Midwest or Sunbelt but will relocate anywhere immediately. Call now 312-381-2916. Jon Conlon, 264 Sharon Dr, Barrington, IL 60010.

**Nice guy** with vibrant personality is ready. Am creative, hard working; reliable; 3rd seeking any format, also good sports; news; willing to relocate. Tape-resume available. Call Pete 312-746-1350; 2204 Joppa Ave., Zion, IL 60099.

**Professional personality**—over ten years experience; AOR, Top 40, country, talk, news, production, programming. If you have the bucks, I have the sound. Always number one. Prefer New York metropolitan area but will consider all good offers. Richard Benetar, 392 Central Park West, Apt. 5Y, New York, NY 10025.

**Jock (Experienced)**/1st Ticket (entry level) wants combo position or TV/Radio station situation. Resume and tape available. Will relocate. Mike McVey 215-922-2530.

**Oldies** are my specialty. I program a very unique and proven very successful Rock Oldies show. Also do production and assist engineering. Desire medium market station. Will re-locate. Charles Weisel, R.D.2, Hadley, PA 16130, 412-253-3610 after 6 PM.

**Major market air personality,** 8 years, seeks adult contemporary, Top 40, MOR in Philadelphia or NYC. Box F-133.

**Currently contemporary country** in Milwaukee, seeking Top 40 or Pop/Adult in New England area. Keith, 414-769-6966.

**Air Personality,** creative, dependable, hard-working. All formats 3rd. Will relocate immediately. Prefer mid-west, all inquiries welcomed. Tape and resume call 9AM-5PM John Berg, 312-620-6969. 6 N. Tower Rd., Oakbrook, IL 60521.

**Good deep voice,** an experienced top 40/oldies. Jock is looking for a stable station to grow with. Tight, good pacing, music, production, Clubs, remotes, copy—Bill 516-423-0167.

**Creative Announcer,** 6 yrs. N.Y. tight combo and production. 3rd. Vast music knowledge. All formats. Top communication with my listeners and my employers. Merrill Lehrer 803-782-2844 1608 Overhill Rd., Columbia, SC 29206.

**Hard-working, competent,** reliable broadcaster with 14 months experience, wants easy listening, beautiful music, oldies or contemporary airshift. I have good voice, good board, automation and production background and read news well. Box F-206.

**Ted Lux,** major market adult contemporary air personality with NBC and Storer owned stations. 216-238-0625.

**Mature Announcer**—DJ. country music and MOR. Excellent production and news. Available now. Box F-210.

**Stable one to one communicator** seeks adult format. Experienced leader in all facets of radio. Call 317-289-5191.

**Top pros** have said, good voice, delivery and production, great potential, more than a beginner but needs experience. Relaxed Adult Contemporary one to one communicator, solid knowledge of music. Dan Sanders, 104 Charles Street, Box 368, Boston, MA 02114. 617-523-4012.

**Disc-jockey looking for break.** Full of ideas and desire to make it in an AOR/Progressive rock format. College and broadcasting school background. Willing to re-locate anywhere. Michael E. Savage, 22 Crescent Dr., New Providence, NJ 07974.

**I don't know** nothin about birthin no babies but I do know radio. Morning or afternoon personality with 5 yrs exp available now. Replies Box F-218.

## SITUATIONS WANTED TECHNICAL

**First phone,** Bachelor's degree, 2 1/2 years old. Dependable, hard working, learn quickly. Willing to relocate. Experience in studio design, construction, maintenance. Good production ability. Some transmitter experience. Ask for details. 3516-D Sherburne, Indianapolis, IN 46222. 317-926-4602.

**Five years experience** as chief, plus good, on-air talent. Conscientious, enthusiastic, excellent references. Southeast preferred. Box F-174.

**Experienced CE** with first FCC and announcing experience. Can combine. Prefer extreme northern or mountain states. Immediate relocation. Ron. 515-938-2365 evenings.

**Chief Engineer.** Seventeen years present location—Experienced AM&FM construction & maintenance—Prefer Southeast. Box F-216.

## SITUATIONS WANTED NEWS

**Experienced Newsmen** seeking change, Public Affairs and management abilities. Now near NYC. Box F-180.

**Goodbye Japan, Hello America.** Returning American after 19 years in Japan. Presently news editor/announcer for NHK Journalism BA. Proven creative commercial writer. Available for interview anytime in July. Minimum \$20,000. Prefer West Coast. For tape and resume, please phone or write: John Leinfelder, 746 Pinta Lane, Foster City, CA 94404. Tel. 415-574-2861.

**Employed Black Male Anncr.** seeks change. Desires Major or Medium Market. Limited experience. Box F-208.

**Determined news/sports reporter,** Ohio University graduate 1980, experienced in general reporting, commentary, play-by-play, sportstalk; also TV. Can start immediately. Contact: Jim Bresnahan, 1801 Carriage Road; Powell, OH 43065. 614-436-6133.

**Top Quality** medium market sportscaster seeks stable position. Superior PBP and sportscasts. 516-781-0037, Gary.

**Accomplished Anchor-Reporter**—R-TV News/Sports. Degree. Call Hank Holmes 617-679-6957 after 2 p.m./eves. Box F-221.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Program Director.** Station sale makes available PD./O.M. Solid experience includes motivation, budgeting, promotions, community service, sales, Arbitron No. 1, engineering, A.A., dedication. Box F-146.

**Seeking growth minded operation.** 20 years experience, last six in management and sales. Available immediately, call 313-982-6040.

**Cost conscious, profit oriented** professional seeking Program Director and/or Operations Manager position. Four years experience in medium market programming and operations. Community involvement, ratings, audience and music research, promotion, and format expertise plus crackerjack administrator. Desire opportunity with people oriented company. Format, market size and geographic location unimportant. Call Kim at 215-437-5401.

**Major Market Talent** looking for stable small/medium station that's looking for experienced, stable, innovative, success-oriented PD. Box F-191.

**California Talent** seeking PD position with live competitive operation, rock or country format. Let's make your station a leader, not a follower. Box F-233.

**Program-Music Director,** formerly of WAM/FM and WANS/FM Greenville/Anderson, South Carolina available immediately. Proven track record with excellent references. Call Bill McCown at 803-226-1408. Composite aircheck, resume, ratings report, and programming philosophy booklet available. Prefer South.

## TELEVISION

### HELP WANTED MANAGEMENT

**National Sales Manager** job opportunity for a 4-station regional TV network in 143rd ADI. Must have experience in working with national rep and agencies. Sales development experience desirable. Send resume to Dave Stuart, General Sales Manager, KFVR-TV, Box 1738, Bismarck, ND 58501. Equal Opportunity Employer.

**General Manager** WILX-TV, NBC, Channel 10, Lansing, Michigan is seeking an outstanding, energetic person with television management experience. Send resume to President, A-T-O Communications, Inc., PO Box 30380, Lansing, MI 48909. Equal opportunity employer.

**Promotion Manager,** WVUE-TV, the ABC affiliate in New Orleans. Experience with heavy on-air emphasis. Send resume, tapes, etc. to: Don Wilburn WVUE-TV 1025 S. Jefferson Davis Pkwy. New Orleans, LA 70125. An Equal Opportunity Employer.

**Marketing Manager:** Prominent middle market community public television station in western Massachusetts is accepting applications for Marketing Manager. WGBY seeks an aggressive, innovative and competitive manager with a comprehensive fund raising or sales background. Duties include establishing and maintaining positive and lucrative relations with viewers, corporations and foundations and other funding sources; planning and implementing marketing strategies and developing new sources of income such as capital campaigns, deferred giving programs, leasing and program distribution. Selection will be made on the basis of proven managerial and fund raising performance and experience. Salary competitive. DOE. Send resumes to: Steve Smith, WGBY, 44 Hampden Street, Springfield, MA 01103. Application deadline is July 11, 1980. WGBY is an Equal Opportunity/Affirmative Action Employer.

### HELP WANTED TECHNICAL

**Unusual opportunity**—Washington, D.C. consulting firm seeks versatile broadcast engineer for station appraisal and inventory work. FCC first phone, 3-5 years experience, and ability to do detailed work required. Some travel, pleasant professional environment. Call Jim Bond at 202-966-3196.



## HELP WANTED TECHNICAL CONTINUED

**Television Engineers needed.** Chief Engineer, Asst. Chief, TV Technicians. Locations including Rochester, NY, New Bern, NC, Jacksonville, FL, W. Palm Beach, FL. Compensation negotiable according to ability. Excellent fringes. Send your resume to Jim Somich, C.E., Malrite Broadcasting Co., Cleveland Plaza, Cleveland, OH 44115. EOE-MF.

**Looking for good Assistant Chief Engineer,** familiar with RCA transmitter—TR 600, TK 630, Sony, Phillips Engineer. Contact: Jim Robinson/WCEA-TV 904—893-3127.

**Maintenance Engineer** needed for modern well equipped VHF ABC affiliate located in southern New England. Experience and first class license required. Contact T. Arthur Bone, WPRI TV, East Providence, RI 02914. Phone 401—438-7200, an EOE.

**Operating Engineer.** 1st phone required. Experience in video tape editing, master control operations, production and studio support. Contact chief engineer KAMR-TV, Box 751, Amarillo, TX 79189 806—383-3321. EOE.

**TV Engineer.** Full responsibility for repair/maintenance of B/W studio/control room. Tech school and experience in comparable situation required. Prefer FCC 1st class. Salary \$15,000-\$16,500. Letter/references to: Chairman, Dept. of Communication, Seton Hall University, South Orange, NJ 07079.

**Transmitter Maintenance Technician:** Major market TV station has an opening for transmitter maintenance technician. Minimum 5 years experience, preferably with RCA E & F lines. Knowledge of ENG, STL and TSL microwave. Strong in preventive maintenance. Digital knowledge. Send resume to WDIV Personnel, 622 Lafayette, Detroit, MI 48231. Equal Opportunity employer.

**ENG Maintenance Technician.** Prefer applicant with 3-4 years experience in maintenance dealing with ENG equipment. Strong mechanical and technical ability. Equal Opportunity Employer. Send resume to Box F-131.

**Director of Engineering** for stereo FM and color/quad teleproduction facility. Operate, maintain system, consult with faculty, staff. FCC 1st phone required, bachelor's degree preferred. Salary competitive. Send resume to Robert Snyder, UW Oshkosh, Oshkosh, WI 54901 by July 12, UWO is EO/AA employer.

**ENG Editor.** Minimum 2 years experience ENG editing. Experience in cinematography and electronic news gathering. Able to make minor repairs and perform simple maintenance on ENG equipment. Equal Opportunity Employer. Send resume to Box F-144.

**Chief Engineer:** For new ABC-TV Affiliate, we have excellent facilities and need a "hands-on" person who can keep them that way. Our Director of Engineering takes care of the paperwork so our C/E will be free to set-up maintenance and operations. Our location is ideal, near to Washington, D.C., Baltimore, Philadelphia, Atlantic Ocean Beach Resorts, Chesapeake Bay. Climate is moderate (no bitter cold winters or excruciating summers) and perfect for the outdoors person. We offer excellent benefits, \$25-28,000 annually depending on experience and education, and will pay for moving expenses. WMDT-TV, P.O. Box 321, Salisbury, MD 21801. EEO, A/A Employer.

**TV Operations Technician:** 2 years operation or maintenance experience with 3/4" videocassette recorders, and studio equipment, or equal. Associate degree or equal. Must work with students and faculty in daily operations. Application deadline: July 18, 1980. Salary commensurate with experience, \$10,250-15,591, subject to budgetary approval. Excellent fringe benefits, including 21-days earned vacation. EEO/AA. Send resume to: Mr. Edward Wright, Learning Resources Center, State University College, Oswego, NY 13126.

**Director of Engineering**—Responsible for technical operations of TV-FM-ITV. Capable of activating new UHF station, hiring staff and managing department. BA degree and/or comparable work experience. Salary range \$22,000-26,000 with fringe benefits. Send resume to: General Manager, Public Broadcasting Foundation, 505 South Congress Avenue, Boynton Beach, FL 33435.

**Media Technical Supervisor,** minimum \$13,300. Requires two years electronics training and two years experience diagnosis/repair of non-broadcast video/audio equipment. Responsibility for 6 channel CCTV and portable video systems. Call Don Smith (614—594-5374).

**KPBS-TV seeks a Maintenance Supervisor.** Responsible for all studio equipment. Must be familiar with broadcast videotape formats, TBC's color cameras, video switchers, ITFS, and CCTV equipment. Supervisory experience and First Phone required. Salary: 19,320-23,268/yr. Apply before 7/18/80 to Employment Division, San Diego State University, San Diego, CA 92182. An Equal Opportunity/Affirmative Action/Title IX Employer.

**Video Operator/Engineer** with maintenance background. RCA cameras and related terminal equipment. Minimum 2 years experience in broadcast or production. Salary competitive and excellent benefits. Must be willing to relocate. We are an equal opportunity employer. Send resume and references to: Box F-203.

**TV Engineer:** Houston independent station needs engineer with 1st class license and broadcast experience. Call 713-626-2610 or send resume to KRIV/Metromedia, P.O. Box 22810, Houston, TX 77027. EOE.

**Videotape Duplicating, Post-Production, Remote Fax company** looking for Operating Engineers. Requires broadcast related experience, electronics school graduate or equivalent technical training and first class FCC license. Career opportunity, excellent salary and company benefits, including pension plan. Send resumes to Personnel, NET Television, Incorporated, 2715 Packard Road, Ann Arbor, MI 48104. An Equal Opportunity Affirmative Action Employer.

## HELP WANTED NEWS

**Photographer/ENG Editor:** All ENG group owned station. Heavy commitment to news with large staff and live microwave. The right person has excellent opportunity for advancement. Box F-119.

**Experienced, innovative,** creative producer to help lead a news department with a strong staff and equipment ranging from color radar to live ENG. EOE. Box F-120.

**News Photographer; ENG.** Minimum one year experience. Tape and resume to Personnel Director, Broadcasting, WSM-TV, Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

**Top major market sports mad city** wants weekend sports anchor weekday reporter with unique approach, good live shots and packaging, the sports director's right hand person. Hard work and two years experience a must. Clock watchers don't apply. E.O.E. M/F. Box F-149.

**Photographer**—Experienced in film and ENG. Send tape and resume to News Director, WKBW-TV, 7 Broadcast Plaza, Buffalo, NY 14202. E.O.E.

**Medium midwest affiliate** needs strong news anchor. Must have reporting, writing and producing experience. Salary negotiable. EOE M/F. Send reply and resume to Box F-160.

**General Assignment Reporter** with minimum one year's experience. Send tape and resume to Personnel Director, Broadcasting, Box 100, Nashville, TN 37202. Equal Opportunity Employer.

**Sports Director.** Auditions are being taken from aggressive sports talent interested in local sports and capable of producing, shooting, and presenting sports at six and ten weeknights. If you are interested in becoming a part of a team that's making its mark in the community, please contact Harry L. Strader, Station Manager, KTSB-TV, Box 2700, Topeka, KS 66601, phone 913—582-4000. We'll audition until we find the best! KTSB is an equal opportunity employer.

**Weather person** for sunbelt network affiliate. Top pay for top person plus outstanding benefit package. Send complete resume including salary history to Box F-147. EOE.

**Wanted: News Field Producer.** Good organizer with news judgement, editing ability and an eye for video. Send tape and resume to: George Mills, WCKT-TV, P.O. Box 1118, Miami, FL 33138.

**ENG camera operator** for Washington, D.C. bureau. Must have Washington experience. Good starting salary, reasonable working hours with some travel. Resume to Box F-245.

**TV News Producer:** Must have minimum of 2 years television news experience and possess the skills necessary to produce a fast-paced, lively newscast. Must be creative and have working knowledge of ENG tape editing systems and techniques. Send resume to News Director, WALA-TV, P.O. Box 1548, Mobile, AL 36601. No phone calls, please. EOE M/F.

**Meteorologist** for 6 & 11 PM news. Must have credentials and good presentation. An Equal Opportunity Employer. Apply Box F-211.

**Aggressive, experienced, ENG Photographer.** Familiar with RCA TK-76 and 760 cameras. Must hustle. Send tape and resume to Kevin Kelly, News Director, WKEF-TV, 1731 Soldiers Home Rd, Dayton, OH 45418. EEO.

**Meteorologist** for this expanding weather operation at this number one news station with outstanding national reputation. We are looking for another meteorologist who has had experience in television weather forecasting. Send resume and salary history. Box F-205.

**Leading South Florida TV station** is looking for a meteorologist. EOE. Please send resume and salary requirements to Box F-212.

**Producer/Reporter.** No. 1 Midwest CBS Affiliate needs creative combo who can turn out top-notch field reports in the late afternoon and produce the 11:00. Solid journalist only. ENG experience a must, live experience preferred. Send a tape of a show you have produced along with sample field reports to: Kirk Winkler, News Director, WTOL-TV, Post Office Box 715, Toledo, OH 43695. An Equal Opportunity Employer.

**Weathercaster/Reporter:** Top rated, progressive news operation needs personable broadcast professional. Meteorology helpful but not required. Send tape/resume to News Director, KEVN Television, Box 677, Rapid City, SD 57709.

**News Photographer** for general-assignment and magazine stories. Both film and tape. Send audition tape and salary requirements to News Director, WEAU-TV, 1907 S. Hastings Way, Eau Claire, WI 54701. An Equal Opportunity Employer.

**Sports Reporter/Weekend Anchor.** Position open for bright, energetic staff person. Medium market in Midwest with growing sports community. Good benefits, salary commensurate with experience. Equal opportunity employer. Send reply and resume to Box F-214.

**Strong, Experienced Reporter:** for nation's 23rd market and capital city of California. Should have several years reporting experience. Send resume and tape to Jim Morgan, KXTV, P.O. Box 10, Sacramento, CA 95801. Equal Opportunity Employer—male/female.

**TV Reporter:** small market. Excellent opportunity for recent grad. Tape or resume. Barry Jens, KXMD-TV, Box 790, Williston, ND 58801.

**Director:** To handle some commercial production and to direct the 6:00 PM and 10:00 PM news blocks. Good salary and benefits. Small market with great equipment. EEO KNOP-TV North Platte, NE 308-532-2222.

**Anchor 6 & 11 PM news.** Top fifty market with station in growing company. An Equal Opportunity Employer. Resume and salary requirements only to Box F-220.

**Sound technician,** ENG crew. Must have knowledge of lighting and be capable of moving into shooting. Experience required. Send your resume to Capital Broadcast News, 400 First, N.W., Washington, DC 20001.

## HELP WANTED PROGRAMING, PRODUCTION & OTHERS

**Program Manager:** For medium market CBS Affiliate. Must be experienced in television programing and able to administer Production and Promotion Departments. Send resume to James N. Armistead, Vice President & General Manager, WRDW-TV, Drawer 1212, Augusta, GA 30903. A Ziff-Davis Station. EOE.

**Production/Operations Manager** for well-equipped VHF in vacation paradise. Must be creative, able to handle people. EEO employer. Call or write George W. Jeffrey, V.P., Gen. Mgr., KKTU, Box 2110, Colorado Springs, CO 80901.

**Showcase, multi-talented individual** wanted to host innovative weekly variety-magazine program in the nation's 21st largest city. We are one of the most aggressive broadcasters in the business with a number of local and regional network productions to our credit. Applicant should be first class, quality-minded individual on and off camera, intelligent, likeable, sincere, and a good interviewer. One year on-air and/or (entertainment oriented) experience a must. Some traveling will be necessary throughout the season and off-camera responsibilities include writing and field producing. This will be a highly visible position and you will be working with a top of the line production staff. Please send resume, composite and/or tape to: David R. Sams, Executive Producer, Program Development, WBNS Television Center, 770 Twin Rivers Drive, Columbus, OH 43215. WBNS is an Equal Opportunity Employer, M/F.

**Field Producer**—New nationally syndicated Catholic magazine program seeks top videographer/tape editor with magazine style experience. Washington, D.C. based, lots of travel, immediate opening. Contact Martin Doblmeier, 75 Chestnut Hill Ave., Brighton, MA 02135 617-782-2195.

**Co-host** for established 60 minute, fresh, live, topical, talk/variety morning magazine. If you're a strong, creative, versatile talent with experience and, perhaps, a news background and ready for a top ten network affiliate, send your tapes and resume to: Dick Dietrich, Executive Producer, WJBK-TV, Box 2000, Southfield (Detroit), MI 48037. An equal opportunity employer.

**Program Manager**—If you are a creative production, promotion, or operations manager looking for a step up to Program Manager or that small market program/operations director looking to move up: this is your opportunity. Aggressive medium market VHF Network Affiliate wants your talents. We are part of a respected growing group. An equal opportunity employer. Send complete resume to Box F-127.

**Writer-Producer** with minimum two years advertising agency/promotion department/or comparable experience. Looking for a creative self-starter, wanting to excel in television promotion. Must be able to conceptualize, write, produce and edit television promotions for all media and be willing to work hard for a forward-looking department. Send resume to Personnel Director-Broadcasting, WSM-TV, Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

**Producer/Reporter** for KETC-TV, St. Louis, MO, to be responsible for the development, production and presentation of public affairs programs. B.A. in journalism or related field, 3 years experience as a journalist, including 1 year in TV journalism required. Knowledge of VTR small format camera preferred. Salary range \$13,000-\$18,000 per year, depending on qualifications and experience. Resume and sample tape required with application. Send materials to: Producer/Reporter, KETC-TV, PO Box 24130, St. Louis, MO 63130. By: July 15, 1980. Equal Opportunity Employer M/F.

**No. 1 station** is seeking co-host/field producer to work with female co-host on PM Magazine. Producing and on-air experience helpful. Send resume tape to Donna Hamilton, WBRC-TV, PO Box 6, Birmingham, AL 35201.

**South Florida** TV station needs an experienced traffic manager. Must be familiar with bias computer systems and communications production. EOE. Send resume and salary requirements to Box F-215.

**No. 1 station seeking creative** photographer/and editor for PM Magazine staff. Experience necessary with 3/4 inch VTR. Send resume tape to Donna Hamilton, WBRC-TV, PO Box 6, Birmingham, AL 35201.

**Individual to coordinate** consortia projects. Requires a strong background in sports and public affairs production. Salary \$20,000. Deadline July 15. Send resume to Joe Zesbaugh, Pacific Mountain Network; 2480 West 26th, Suite 170B; Denver, CO 80211.

**Television Studio Supervisor.** For university ITV, ETV and cable operations to supervise full-time and student workers, studio set-up, lighting, set construction, studio equipment maintenance. Required: B.A. and experience in preparing working drawings, scenery construction, lighting and studio operations. Salary dependent upon qualifications. Send resume by 7/15/80 to Office of Personnel, Coates Building, Eastern Kentucky University, Richmond, KY 40475. Equal Employment Opportunity (M/F) Affirmative Action Employer.

**Director/Switcher** to direct live news program. experience required. Send resume to Charles Moody, Production Manager, WRDW-TV, Drawer 1212, Augusta, GA 30903. EOE.

**Assistant Director.** Two years studio production experience required. One year switching experience required. Experienced only need apply. Equal Opportunity Employer. Send resume and salary requirements to Box F-234.

**Producer/Director** needed for all locally originated television productions. Minimum 2 years experience in directing television news and commercial productions. An Equal Opportunity Employer. Send resume, salary range, to: Personnel Office, WIVB-TV, 2077 Elmwood Avenue, Buffalo, NY 14207.

**ENG Photographer/Editor** for top rated prime magazine in a top ten market, E.O.E. If you're creative, energetic, care about quality and have a tape to prove it, send your resume to Box F-237.

**Producer/Director (Special Projects).** Responsible for production of minimum of eight documentaries and eight performance programs annually. Requires: Degree in television production or related field and three years television production experience or high school diploma and seven years television production experience. Send resume and tape to: Personnel Division, The HUB, University of Florida, Gainesville, FL 32611, by July 11, 1980.

**We need a director** of Advertising and Promotion. If you are interested, send resume to: John O. Gilbert/Pres., Gen. Mgr. KOAA-TV, 2200 7th Avenue, Pueblo, CO 81003. No phone calls please!

**Director:** Create, produce, and direct on-air promotion activities for a top of the line PBS affiliate. Requires 2 years experience in studio and ENG production as well as post production techniques. Must have strong writing, organization, and conceptual skills. Resume to Personnel Dept., WXXI, PO Box 21, Rochester, NY 14601 EOE.

**Field Producer**—for top ten market prime time magazine show. Our ratings have been going up for the last three years. If you're experienced at telling great visual stories and can keep up with us, we'd like to see your resume. Please don't apply unless you can show us a great sample tape later. E.O.E. Box F-202.

## SITUATION WANTED MANAGEMENT

**Hire this experienced** broadcast manager now! General Manager (Suburban Major Metro Radio), Program Administration (Major Market Radio), Promotion Manager (Radio and TV, Affil and Indie), Community Affairs Manager (TV, including ascertainment), Marketing Director (Major syndie TV). Agency Account Exec. Write: Manager, 3077 Picwood Court, Cincinnati, OH 45211. Phone: 513-451-4144.

**National Sales Manager:** 10 years multi-station experience. Knowledgeable in all areas of TV operation: Box F-192.

**West Coast college professor,** 44, teaching TV production and related courses, seeks challenging industry position, any locale. Some previous professional experience. Resume available. Box F-225.

## SITUATIONS WANTED TECHNICAL

**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.

**Director of Engineering** who has corporate level and hands on experience in construction, maintenance of TV/AM/FM group owned stations, seeks position with a company who has plans to expand, operate, update, modernize an efficient operation. Prefer sun belt headquarter location. Box F-137.

**Experienced engineer:** operations, maintenance, transmitter or studio. Will relocate. 816-833-3582.

## SITUATIONS WANTED NEWS

**Willing to leave New York.** Young woman now anchoring evening newscast in City. MA Journalism, good writing, ENG reporting. Strong on-air delivery. Box F-114.

**Experienced Reporter/Producer.** Currently employed, medium market, net affiliate. Duties include producer/anchor, midday report; general assignment reporter; ENG photographer/editor. Previous major market internships. BA, Broadcast Journalism/Political Science. Seeks move to medium-large market station with high commitment to news. Tape, resume, solid references available. Bill Chandler 912-742-0165.

**Black reporter** wants move up from small market. Solid reporting skills. Several awards. 6 years of experience including management. I know what it takes to put a good story together. Box F-150.

**Black Male Anchor-Reporter.** I have earned a 31-rating/share in a top-ten market on our early evening Newscast and I have also received numerous awards for spot-news reporting. Now, I'm looking to move to another market. Box F-155.

**Experienced, energetic reporter/photographer** strong on photography can prove he's an asset to your station. Will prove creativity and ability to shoot great pictures on audition tape. Willing to relocate for any reporter, photographer or any combination of two. Box F-148.

**Educated, experienced** sport journalist looking for work. 4 years in the business, will listen to all offers 318-433-2971. Box F-158.

**Meteorologist:** 1980 BS. Will go anywhere. Resume and tape available. John 1-617-632-3687.

**Top rated sportscaster** will help your station bring home the bacon. Bright, young, face: witty, articulate. Can do it all. Ideally would like to combine anchoring with PBR but will consider reporting in a good sports market. Box F-232.

**Sportscaster**—Top 20 front line—strong studio & field. Box F-201.

**Weather Reporter,** A.M.S. Seal, five years medium market. Box F-222.

**Wanted,** anchor reporter job in top forty market or reporter position in major market, have top ten and network experience, ten years in broadcasting. Box F-217.

**Is your weather dull and boring?** The nation's number one weather family can add personality, credibility and a rating-getting gimmick. We do telethons, commercials, promotion and talk shows. Box F-226.

**Major Market Anchor/Interviewer/Reporter.** Strong on delivery, camera presence and writing skills. Background includes M.A. political campaigns, 4 years R-TV News and PA in number 2 market. Contract expires June 30. Let's talk! 714-673-7086.

**ENG Photographer** seeks position. Has experience with major station, live shots, remotes and News stories. Also has remote exp., 1st ticket and Tech background. Box F-235.

**Designated Sportscaster** . . . ready to come to bat for your slumping sports dept. Big stick with 2 yrs. experience that'll bring home the bacon in your committed medium market. 607-797-3355 or 609-845-8717.

**Hard-driving,** aggressive broadcast journalism graduate with three years R/TV news broadcasting experience including news, public affairs director, and ENG producing, reporting, editing, and writing, seeks TV news writing/field reporting position. Emerson college grad. Willing to relocate anywhere. Richard Reeve, 23 West Ridge Road, Brewster, NY 10509. 914-279-2403.

## SITUATIONS WANTED NEWS CONTINUED

**Mild-mannered videographer** experienced in news and production desires news reporter-photographer position. Box F-240.

**ENG News Photographer.** Qualifications: shoot, edit, and report. Young, aggressive, and have what it takes. Available immediately. Contact: Michael Trufant, 1239 Philip Street, New Orleans, LA 70130.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Recent Syracuse Newhouse graduate** with commercial/industrial television experience. Ready to go! Resume. Box F-126.

**TV Intern available immediately.** ENG, switching, audio, lighting, more. Ginny Holder 507-433-6000.

**A phone call is all it takes.** Versatile Writer/Producer, two years experience, hungers for a creative, challenging, responsible and rewarding position. 717-562-1317.

**BBC London Introductions:** Ex BBC producer's Assistant would introduce key BBC contacts and services, liaise and coordinate on freelance basis as required. Tanya Malone, 1906 Jackson St., Oakland, CA 94612.

**I have one year commercial TV production experience.** including studio and remote camerawork, lighting, set design and editing. Degree. Seeking challenging position. Videotape available. Steve White. 215-637-1451, mornings.

## CABLE

### HELP WANTED MANAGEMENT

**System Manager:** Wanted for independently owned, 300 mile, 16,000 subscriber cable system in one of the fastest growing areas in the northeast. System has pay tier in place, looking to add satellite services. Individual must have solid managerial experience, plus technical and engineering knowledge. Excellent working conditions, good company benefits and a great place to plant roots. Salary commensurate with ability. We are an equal opportunity employer. Send resume and salary requirements to Box F-199.

### SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Seeking creative position** producing local origination public access programming. Experienced. Call Jeff 312-446-3590.

## ALLIED FIELDS

### HELP WANTED TECHNICAL

**Unusual Opportunity**—Washington, D.C. consulting firm seeks versatile broadcast engineer for station appraisal and inventory work. FCC first phone, 3-5 years experience, and ability to do detailed work required. Some travel, pleasant professional environment. Call Jim Bond at 202-966-3196.

**Chief Engineer:** Major broadcast consulting firm in Southwest seeking engineer with background in television, microwave, and computers. Applicant must have E.E. and/or equivalent experience of no less than ten years. Full benefits. Send resume and reply to Box F-173.

**Photographic Services Resource Specialist**—Advise, plan and produce materials for a University media unit. Must be experienced and highly skilled in all phases of still, motion picture and electronic media production and presentations. Some instruction and administrative duties. Five years minimum professional experience, Bachelor's degree or equivalent. Approximate starting salary \$14,500-\$15,500. Send letter and resume to arrive by August 1, 1980. Search Committee, Educational Communications Division, University of Wisconsin-Milwaukee, Box 413, Milwaukee, WI 53201. Equal Opportunity Employer. (M/F) Affirmative Action Employer.

**Video Maintenance Engineer:** Experienced in quads, electronic editing equipment and color cameras. Salary, OT and benefits. Call collect 313-882-9166, ask for G. Guerin.

## HELP WANTED NEWS

**A major national trade association** located in Washington, D.C. has immediate need for a nationwide spokesperson to represent it on major issues. Responsibilities include: active participation in media interviews, addresses to live audiences and appearances in radio/tv. "talk" and "call-in" programs. A minimum of 3 years experience is required in radio-tv-public speaking and press interviews and demonstrable speaking ability. Willingness to travel extensively in the U.S. Excellent fringe benefits. Salary commensurate with experience. Please reply in confidence to Box F-204.

## HELP WANTED PRODUCTION

**Documentary Producer/Director** with ideas and energy sought by new multi-media company. We're seeking talented individual to add to our team that will produce broadcast and non-broadcast films and related audio/print materials (especially for the educational market). He or she must have impressive credits in producing and directing documentaries and series for non-commercial television here and abroad. International experiences and ability to speak foreign language a big plus because we want to develop and promote our films and related materials to an international market. The person we want must have management experience and be skilled in selling ideas to the uninitiated. If entrepreneurial ventures challenge you, send complete resume and salary requirements to National Video Communications, PO Box 254, Charlevoix, MI 49720.

**Communications Associate:** The Agency for Instructional Television seeks experienced public relations professional to plan and execute promotional activities for selected AIT instructional series. Duties will include working with national press and education organizations and developing promotional print. An M.A. in journalism or English plus teaching experience desired. Send resume, salary history and list of references to the Agency for Instructional Television, Box A, Bloomington, IN 47402. An equal opportunity employer.

## HELP WANTED INSTRUCTION

**Instructor**—11 month TV Production course in a Vocational-Technical Institute. Salary commensurate with experience. Excellent fringe benefits. Minnesota Vocational Teacher Licensure required (min. 6000 hours industry experience). Teach production in PTV station facilities, studio and remote, to classes averaging 10-14 students. Produce/direct associated production load. Prepare and administer own curriculum and budget. Consult and plan with faculty and industry advisors. August start. Contact: Mrs. Marge Kirchhoff, Assistant Director, Austin Area Vocational-Technical Institute, 1900 8th Avenue, NW, Austin, MN 55912. 507-437-6681.

**Radio/Television:** Search Reopened; Instructor/Assistant Professor (Term Appointment) renewable. Begins August 26, 1980. Salary \$11,500-\$13,000. Masters in RTV required, teaching and broadcast experience preferred. Instruct RTV in AD program plus basic speech and/or journalism, advise RTV majors, serve on the faculty and in community. Send placement credentials (if available), vita, copies of college transcripts, names, addresses and phone numbers of recommenders, and letter of application to Mr. Reed Smith, RTV Search Committee, Ohio University Zanesville, Zanesville, OH 43701. Materials must be received by July 18, 1980. An Affirmative Action, Equal Opportunity Employer.

**Broadcasting:** Tenure-track position for Fall, 1980. Required: M.A./M.S. in Broadcasting or related area, commitment to teaching in a professionally-oriented program, and minimum of five years professional experience with demonstrated teaching ability. Ability to teach advanced television production, studio and field. Prefer additional competency in cinematography and writing for television and radio. Deadline for application: July 8, 1980. Send application, resume, transcripts and three letters of recommendation to: N. Doyle Satterthwaite, Broadcast Faculty Search Committee, Department of Communication and Theatre, Western Kentucky University, Bowling Green, KY 42101. An Affirmative Action/Equal Opportunity Employer.

## WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters.** Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**Instant Cash For TV Equipment:** Urgently need transmitters, antennas, towers, cameras, VTRs, color studio equipment. Call toll free 800-241-7878. Bill Kitchen, Quality Media Corporation (In Georgia call 404-324-1271.)

**Automation System,** Schafer 800 preferred, complete with sources and racks. Send equipment list, space requirements and lowest acceptable cash price to Mr. Smith, PO Box 969, Klamath Falls, OR 97601, or call 503-882-8833.

**Collins 10KW 830-F-1 FM power amplifier or en-tire transmitter.** Call Jim TerLouw 303-245-9000.

**Wanted 750 to 1000 Ft tower** capable of 12 FM bays. Clarence Jones. 803-492-7613.

## FOR SALE EQUIPMENT

**AM and FM Transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

**5' Air Heliaz Andrews HJ9-50.** Can be cut and terminated to requirement. Below Mfgs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

**1 KW AM Continental 314-D,** all new tubes, s.s. rectifiers, excellent condition. M. Cooper 215-379-6585.

**For sale:** Harris system 90 automation equipment with two NTI "go carts", logging and full encoder, less than one year old. Call George Langan 217-789-0880.

**FM Equipment,** used-Collins 310Z1 exciter, with factory warranty, Spectrosonic 610 comp limiter, Microtack 6401 stereo preamp, Wilkinson SR-20-12 rectifiers, Revox A77. M. Cooper 215-379-6585.

**RCA TT-10AL VHF Transmitter**—Working good, Channel 6, many spares, \$5,000.

**RCA TT-35CH VHF Transmitter**—All spares, good condition, Channel 10, \$20,000.

**RCA TT-50AH VHF Transmitter**—Excellent, many spares, Channel 11, \$12,000.

**Complete film island**—PE 240, Eastman 285's, TP7, Eastman multiplexer, \$30,000.

**IVC 500A Color Cameras**—complete, beautiful pictures, ea \$7,500.

**GE PE-400 Color Cameras**—Pedestals, racks, super low price! ea. \$7,000.

**GE PE-350 Color Cameras**—All accessories, good condition, ea. \$4,000.

**GE PE-240 Film Camera**—Automatic gain & blanking, \$8,000.

**ADC 558-3 Switcher**—\$40,000 if new, loaded, perfect, \$20,000.

**CDL VSE-744 Switcher**—12 input, chroma key, \$4,000.

**RCA TK-27A Film Camera**—Good condition, TP 15 available, \$12,000.

**Eastman CT-500 Projector**—Optical and mag sound, ea. \$7,000.

**RCA TP-6 Projectors**—Reverse, good condition, ea. \$1,000.

**Ampex 1200 A VTR'S**—Amtec, Colortec, one with editor, ea. \$22,000.

**IVC 980C VTR'S**—Portable model, working good, ea. \$3,000.

**Norelco PC-70 Color Camera**—16x1 200M Lens, in-hancer, scope, monitor, 2 available, new low price, ea. \$14,000.

**New Edutron CCD-24 Time Base Corrector**—Broadcast specs, \$5,800.

**VHF Antenna**—RCA Batwing, Available now, \$8,000.

**UHF Antennas**—Various Models and Prices.

**30 Brands of New Equipment**—Special Prices. We will buy your used TV equipment to buy or sell, call Toll Free 800-241-7878. Bill Kitchen, Quality Media Corporation in GA call 404-324-1271.

**Ampex ATR 100 audio recorders:** Mono Recorders: 6 fully loaded mono recorders at \$3,400 each. Contact Robin Stow at 213-577-5575.

## FOR SALE EQUIPMENT CONTINUED

**Amplex-AVR-2 Videotape Recorder:** Nearly new VTR, equipped with editor, dropout comp., Autochroma/Velocity comp., auto tracking, and full color monitoring, interfaced to CMX-300 system, spare head available. Only one left. Call Rod Hall 213-577-5400.

**Stereo Automation system.** Top condition. DP-1 Programmer. Three reel, five Carousel, Time Announce, Loggers, single carts, tone remote. KYKR, PO. Box 2307, Port Arthur, TX 77640. 713-727-0771.

**RCA BTA-50G 50KW AM Xmr.** Excellent condition. Spare tubes, parts. Asking \$15,000. K-101 415-956-5101.

**General Electric professional light valve TV projection system PJ500.** \$2,000. Mike Lincoln 415-956-5101.

**Dodge Tradesman 200**—3 year old (15,000 miles) Air conditioned, insulated, carpeted, permanent racks, completely wired (audio and video) for news gathering or 3 camera remote production, four 9" conrac monitors, VDA's, PDA's extras: Best offer over \$15,000. Call: Jim Nelson 312-236-5535.

**TRI EA-3 edit control system** with DDT-1 digital reader, S1900, Tektronix 465M Oscilloscope, S2250. Singer-Graflex 93-OR 16mm. film projector, like new, with TV shutter, mirrors and remote control, \$1500. ITE Camera Pedestal P/3/7, S300. Contact National Video Industries, 15 W. 17 St., NYC, NY 10011. 212-691-1300.

**RCA 10 D RM transmitter** with RCA BTE-15A Solid State Exciter. Now in use, available soon. Also RCA BC-6A Dual Channel Console, recently removed from service. 414-743-4411. Ed Allen, Jr.

**5 KW AM Bauer 5000J.** Excellent condition with recent proof of performance. M. Cooper 215-379-6585.

**450 feet of 1-5/8" rigid transmission line** plus 12-bay h/p RCA antenna on 105.1 mhz. \$1,850 or make offer. Bruce Campbell 915-673-2545.

**Ikegami HL-35 complete.** Best offer or \$15,000. Call: Jim Nelson 312-236-5535.

**RCA-20-E 20 kw FM transmitter** with BTF-15-A solid-state exciter and stereo generator and SCA. This unit is like new. All transmitters delivered from inventory. Besco Internacional, 5946 Club Oaks Drive, Dallas, TX 75248. 214-630-3600. Other fine AM and FM transmitters in stock, all powers. Thank you for doing business with Besco.

**20 KW FM CCA 20,000DS.** 3 yrs. old, going to higher power, like new. M. Cooper 215-379-6585.

**Used Broadcast Television Equipment.** Hundreds of pieces wanted and for sale. Please call System Associates to receive our free flyer of equipment listings. 213-641-2042.

**RCA TK-76 Mini/Cam package** w/12:1 Fujinon lens, 3/4" VTR, S30,000. 415-676-7260.

**Harris MW-1 AM transmitter,** Solid state, one KW AM, early serial number, from Mexico, Missouri. Contact Sales Dept., McMartin Industries, 4500 S. 76th St., Omaha, NE 68127 402-331-2000.

**100KW ERP Circular Polarized FM Antennas 2** available: 1 RCA BFC 6 2/radomes tuned to 98.7 and 1. Shively 6 bay with de-icers tuned to 94.7. \$4000 each. Contact W. Clark, KTOC, Jonesboro, LA

**For sale 16mm cameras:** One CP 16A, with crystal sound, Angenieux 12 x 120 F2.8 lens, 2-400ft mags, and case charger & batteries. One Beaulieu R16 auto, with Angenieux 12x120 F2.2 lens, battery, magazine and case. Call Don Hunt 215-821-7750.

**SCA Module 67 kHz** for Harris MS 15 Exciter. Hardly used, same as new. \$750. 516-747-7979.

## COMEDY

**Free sample** of radio's most popular humor service! O'LINERS, 1448-C West San Bruno, Fresno, CA 93711.

**Guaranteed Funnier!** Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twining, Dallas, TX 75227.

**Comedy/Personality Jocks:** Write for our amazing audio sample kit. See "Miscellaneous" ad for L.A. Air Force.

**"Comic Relief"** Just for laughs. Bi-weekly. Free sample. Wildlife Creative Services, 20016 Elkhart, Detroit, MI 48225.

## MISCELLANEOUS

**Custom,** client jingles in one week. PMW, Inc., Box 947, Bryn Mawr, PA 19010 215-525-9873.

**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.

**Five volume production library** jammed with hundreds of dynamite cuts! Exciting music beds, synthesizers, drums, jingles, SFX, gag cuts—the industry's finest package priced right! Audio sample kit \$1.00 (refundable): L.A. Air Force, Box 944-B, Long Beach, CA 90801.

**Prizes! Prizes! Prizes!** National brands for promotions, contests, programming. No barter or trade... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 6-611, call collect 312-944-3700.

**Concepts that sell!** SuperSpots is an all new radio production sales service. For demo: Toby Arnold & Associates, 4255 LBJ, Dallas, TX 75234 214-661-8201.

## RADIO PROGRAMING

**Radio and TV Bingo.** Serving over 1,000 stations, oldest promotion in the industry. World Wide Bingo—PO. Box 2311, Littleton, CO 80160. 303-795-3288.

**Guests like Jimmy Carter,** Dan Rather, Mary Tyler Moore, David Rockefeller, Edward Kennedy, Gloria Steinem, and Henry Fonda appear each week on "FOCUS ON YOUTH", the nation's leading radio public affairs program. Currently broadcast by over 300 stations, the half-hour program is cleared on many CBS, NBC, Group W, RKO, GE, and Metromedia outlets. If you're interested in top-name guests, market exclusivity, and free listener services, call 609-452-1150 or write PO Box 3035, Princeton, NJ, 08540.

**Children's radio program** available soon! Zany wacky, wild, unique! For free test show. Box F-190.

**Astro-Projections**—Find out what tomorrow holds for your audience! Astro-Projections, a 5-day-a-week, 4 times a day, daily program for each zodiac sign. Demo available. Astro-Promotions, Inc., 26651 Sudbury Drive, Cleveland, OH 44070.

## INSTRUCTION

**Free booklets** on job assistance. 1st Class FCC license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

**FCC "Tests-Answers"** for First Class License Plus—"Self-Study Ability Test". Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco, 94126.

**REI teaches electronics** for the FCC first class license. Over 90% of our students pass their exams. Classes begin September 2 and October 13. Student rooms at the school. 61 N. Pineapple Ave., Sarasota, FL 33577. 813-955-6922.

**Get your license** in exciting Music City, USA. Shortest, most economical. Classes July 7, Aug. 4. Call Neil Terrell, Tennessee Institute of Broadcasting, 615-297-5396. 2106-A 8th Ave. S., Nashville, TN 37204.

**KIIS Broadcasting Workshop** in Hollywood. Announcing, Disc Jockey, News, Plus top rated account executive program—all taught by top L.A. radio-TV teaching broadcasters. Evenings or day sessions. Kiis Broadcasting Workshop, 1220 N. Highland, Hollywood 90038. 213-462-5600. "Where tomorrow's broadcasters are today."

**Broadcast opportunities** are always available, if you are prepared. Put your classroom learning to work executive program—all taught by top L.A. radio-TV teaching broadcasters. Evenings or day sessions. Kiis Engineering, Radio, Television, Sales, or Clerical Skills. Write: Broadcasting, Wabash Valley College, Mt. Carmel, IL 62863. Financial assistance available.

## RADIO Help Wanted Sales

### Aggressive—common sense

General Sales Manager needed to run sales department in medium market Eastern AM station. If you have ideas and can also work a list you will be well rewarded by this group owned property. Send complete resume and salary requirements to Box F-197.

## Situations Wanted Management

### GENERAL MANAGER

(The man you want when money matters) Hard working experienced General Manager. Above average knowledge in Business Administration, Sales, sales management programming, promotion/past track record shows an ability to turn turkeys in to geese that lay the golden egg. Box F-186.

### Hard Working

I'm a G.M. who will work 25 hours a day, 8 days a week to get more than you expect out of your station. Medium to large markets. Box F-200.

## Situations Wanted News

### Four years of broadcast news experience

and looking for a stable news organization. Strong in organizational skills and writing. Jeff Ruffner 217-428-2502.

## TELEVISION Help Wanted Sales

### TELEVISION SALES

#### ABC AFFILIATE—DAYTON, OHIO

WDTN TV2/ABC Regional/Local Sales Position. Senior account list. Send resume to Personnel Department, PO. Box 741, Dayton, Ohio 45401 or call Don Meineke, GSM, (513) 293-2101.

An Equal Opportunity Employer M/F/H

## Help Wanted Programing, Production, Others

### TALK SHOW PRODUCER

Top 10 network affiliate looking for an organized, creative, take charge professional to develop and produce daily live studio program. Must have field production knowledge and major market talk show experience demonstrated on tape.

Send complete resume to Box No. F-132 Equal Opportunity Employer

**Help Wanted Programing,  
Production, Others  
Continued**



We are losing our female co-host to New York City's PM Magazine. Her replacement will be an upbeat, dedicated person with broadcast experience who can host PM and produce stories. Send resume and tape to Gary Brasher, WCMH-TV, P.O. Box 4, Columbus, Ohio, 43216. EOE.

**PRODUCER/  
DIRECTOR**

WCVB-TV seeks a producer/director to develop and produce two medical half hour shows, three 90 second news inserts per week, and 1 one hour special during 1981, working closely with WCVB-TV, BBIC, and Johnson Foundation Personnel. This person will also produce and direct either a semi-weekly medical show or a monthly magazine show. Responsible for research/writing, determination of content/format and overall creative integrity of these productions. Must be able to operate within established budgets and meet delivery dates.

Three years experience as a producer and director, preferably with a background in both film and video desired.

**If interested and qualified, please send resume to (no telephone calls please), Boston Broadcasters Inc., Personnel Dept., C622, 5 TV Place, Needham, MA 02192.**

An Equal Opportunity Employer M/F



Top rated PM station is losing male co-host to larger market. His replacement will be a bright, dedicated, experienced person who writes and produces stories.

Send resume and tape to:

Mr. Ed Herbert  
WKRC-TV  
1906 Highland Avenue  
Cincinnati, OH 45219

An Equal Opportunity Employer.

**PRODUCER VARIETY TALK SHOW**

WCVB-TV seeks an experienced variety talk show producer with the ability to manage staff and supervise talent. This individual should be able to generate enthusiasm and motivate the staff and talent. This producer will be responsible for staying within the financial and logistical limits set for the show by management.

Candidate must have a minimum of 3 years talk/variety show producer experience in a major market. A background in new feature reporting is highly desirable. Applicants must be willing to work late-nights and all-night hours when necessary.

**If interested and qualified please send resume to (no telephone calls please), Boston Broadcasters Inc., Personnel Dept., C622, 5 TV Place, Needham, MA 02192.**

An Equal Opportunity Employer M/F

**RESEARCH ANALYST**

Network affiliate TV station in top ten market needs analyst to produce and develop sales presentations from rating services; develop market research projects for station; analyze program and promotion research and plan research projects. Prior experience necessary. Send resume to Box F-244.

An Equal Opportunity Employer.

**WTVJ-TV**

**Producer-Director**

Position requires knowledge of local TV news, sports, weather & in-house production. Must be able to produce, write, script & format TV programs. Minimum 5 years experience as a TV Producer-Director. Salary negotiable. Good company employee benefits. Send resume to Employment Manager P.O. Box 010787, Miami Fla 33101.

Equal opportunity employer m/f

**WTVJ-TV  
PHOTOGRAPHER**

Applicants should have portrait & studio experience. Must have working knowledge of lab procedures including making of half tones, veloxes, black & white & color processing & printing. 3 years professional photography experience required. Position in Art Dept. Salary negotiable. Good company employee benefits. Send resume to Manager of Employment

P.O. Box 010787, Miami Fla 33101  
Equal opportunity employer m/f

**Help Wanted News**

**TROUBLESHOOTER/  
CONSUMER REPORTER**

Top 25 market searching for an experienced Troubleshooter or News Reporters who think they're good enough to be Troubleshooters. Our commitment to news includes several microwave mobile units and live helicopter. What can you do for us? Please send resume to Box F-169. An Equal Opportunity Employer, M/F.

**METEOROLOGIST/  
ENVIRONMENTAL  
REPORTER**

Top 25 market station searching for Meteorologist/Environmental Reporter who can communicate. We are committed to News/Weather. Our commitment includes Color Radar, NAFAX, UNIFAX II, ACCU-WEATHER. Please send resume to Box F-185. An Equal Opportunity Employer, M/F.

**17TH MARKET**

2 positions open in Sunny Tampa, FL. Both require minimum of 3 years experience in top 75 market.

**ENG NEWS  
PHOTOGRAPHER**

Experience with TK-BVU-IKE. Must be able to shoot and handle live shots.

**ENG NEWS EDITOR**

Experience editing 6 & 11 p.m. Newscasts on Sony 500 E Editors, 200 Deck and Shintron Time Code.

Send tape and resume to:

**WFLA-TV**

Richard W. Roberts  
Corporate Personnel Director  
905 East Jackson St.  
Tampa, Florida 33601

an equal opportunity employer m/f

## Help Wanted Technical

### DIRECTOR OF ENGINEERING

WDRB-TV, Louisville, has just completed its move into a new facility. We are seeking an experienced engineer with hands-on skills and administrative abilities.

WDRB-TV is a well-established independent UHF station owned by the Minneapolis Star and Tribune Company and this position offers an outstanding opportunity for growth, security and benefits.

Respond to Elmer Jaspán, President and General Manager, WDRB-TV, Independence Square, Louisville, Kentucky 40203.

WDRB-TV is an Equal Opportunity Employer.

### MANAGER ENGINEERING

KABC-TV, ABC's O&O in Los Angeles, is searching for an individual to manage its new technical operations center. Position requires a thorough knowledge of operations and maintenance of all broadcasting equipment, plus a strong management background. Prefer a technical degree or equivalent experience. All interested parties should send resume in confidence to:

Mike Sweet



4151 Prospect Avenue  
Hollywood, CA 90027

Equal Opportunity Employer M/F

## Situations Wanted Management

### TELEVISION PROMOTION MANAGER

Midwestern advertising agency partner, former television station production/promotion manager desires position as Director of Marketing or Promotion Manager in medium to large market television station.

I have an impressive television station track record and have produced award winning advertising campaigns for my agency's clients.

I could develop an effective marketing strategy and advertising campaign for your station. Box F-198.

## Employment Service

### BROADCASTER'S ACTION LINE

The Broadcasting Job you want  
anywhere in the U.S.A.  
1 Year Placement Service \$40.00

Call 812-889-2907

RS, Box 84, Lexington, Indiana 47138

## CABLE Help Wanted Technical

### TELEVISION ENGINEER SATELLITE EARTH STATION CABLE NEWS NETWORK OPERATING CENTER

Satellink of America, a common carrier specializing in satellite transmission for television and radio broadcasters and operating the Cable News Network's Los Angeles studio facility is accepting applications from qualified engineers to fill an assistant manager's position. FCC 1st class license and television or radio station experience desired. Salary commensurate with qualifications. Send resume and salary requirements to Jim Hollinger, Manager:

SATELLINK OF AMERICA, INC.

6290 Sunset Boulevard  
Hollywood, CA 90028

Equal Opportunity Employer

## ALLIED FIELDS Help Wanted Instruction

### BROADCAST INSTRUCTOR

Do you have solid radio experience? Are you a motivator in the classroom? Recent growth and expansion of our nationally accredited programs have created an exciting, full-time opportunity for a creative, self-starting broadcast professional. Classroom teaching experience essential. Successful background in all phases of broadcast operations including air work, production and news required. Salary competitive. Contact Mr. Ira Rubins, Ohio School of Broadcast Technique, 3940 Euclid Avenue, Cleveland, Ohio 44115 EOE/MF.

## Help Wanted Programing, Production, Others

### COMEDY RECORD

Producer wanted for comedy album—Excellent script.

Box F-247

## BROADCAST PRODUCER

We're looking for a producer who's worked long enough to take control at a shoot, can think on his/her feet rapidly, has demonstrated creative potential, and wants a chance to put all those skills together. Our heavy production load necessitates the ability to organize and perform under pressure. If you thrive under challenges, send resumes and reel to:

Eric Light

Byer & Bowman Advertising Agency  
66 South Sixth Street  
Columbus, Ohio 43215

## Help Wanted Technical Continued

# Broadcast Engineers

## Bored With Your Job Or Career?

If you feel confined in your present job, sitting behind a desk or trapped in a day-to-day routine with no future in sight, then a career with RCA Service Company may be your ticket out.

RCA Service Company's Broadcast Engineers travel all over the world to install, maintain and service transmitting systems, television cameras, and/or television tape recording equipment. Experience in the maintenance of television broadcast and related equipment necessary. Digital background helpful.

We are looking for a few of the best Broadcast Specialists, who are able to work without close supervision and who would enjoy working from home to travel throughout the U.S. and occasionally to many foreign countries. A first class radio-telephone license is required.

Naturally we provide excellent salaries and Company paid benefits including medical and life insurance, vacations, holidays, and an income savings and retirement plans.

For immediate consideration, call collect, or send a letter or resume to: Mr. Rob Robinson, (609) 338-6517. RCA Service Company, Building 201-2, Rt. 38, Cherry Hill, NJ 08358. An Equal Opportunity Employer.

# RCA

A Tradition On The Move!

# BROADCAST SYSTEMS PROFESSIONALS



**WALSH**

Broadcast Placement Service  
The Commons West  
Dept. B  
638 Newtown Yardly Road  
Newtown, PA. 18940

An Equal Opportunity Employer

We represent several well known companies in the Broadcast manufacturing industry with current requirements for outstanding talent in several key areas. Products include camera, VTR and transmitter/antenna systems. Some of these immediate opportunities include:

### DESIGN ENGINEERS:

Design state-of-the-art camera and antenna systems. Need either a BSEE or BSME, preferably with experience in broadcast equipment.

### TRAINING SPECIALISTS:

Interpret new engineering developments for manufacturing and marketing as well as the customer; develop training manuals & audiovisual training tools. You should have a BSEE & the ability to communicate effectively verbally and in writing.

### FIELD PROJECT ENGINEERS WORLD WIDE ASSIGNMENTS

Direct technical projects in a field that extends around the world! You should be willing to travel WORLD WIDE 50% of the time. To qualify you must have understanding of the latest generation of T.V. Broadcast equipment.

### PRODUCT MANAGEMENT/ TRANSMITTERS

Assist in planning new equipment, marketing strategy and work closely with advertising and sales organizations. Prefer BSEE with knowledge of UHF/VHF television transmitters.

Excellent compensation packages and relocation programs if needed. If you are interested in any of these positions or are qualified in other Broadcast equipment areas, we are waiting to hear from you. Call COLLECT, 215-968-0707 or send resume to:

## Help Wanted Management

### MANAGER OF PROGRAM FUND BUSINESS AFFAIRS

Public broadcasting organization is seeking an individual with a B.A. or B.S. in business, contracting, accounting, theater arts or related fields. At least five (5) years experience in broadcasting business management with specific experience in TV or film production, budget control and contract administration.

This position will be responsible for the execution, administration and coordination of all the Program Fund's contract functions. Reviews proposals for proper financial and procedural content. Supervises the administration, fulfillment and completion of the terms of conditions of all agreements.

Serves as chief contract administrator with responsibility for directing and participating in the negotiation, administration and termination of contractual agreements. Deadline date: 7/30/80

Salary range is \$28,141 to \$40,494. Send resume to the Director of Personnel, 1111 16th Street, N.W., Washington, DC 20036 EOE/M-F-H-V

## Public Notice

### PUBLIC NOTICE

The Village of Cedarhurst, located in Nassau County, New York, invites application for a cable television franchise. Applications shall be prepared and submitted in accordance with a "Request for Proposals" available from the undersigned. A non-refundable application fee of \$100 must be submitted with bid. Sealed bids will be accepted until 4:00 P.M. on September 8, 1980, at the Village Hall, 200 Cedarhurst Avenue, Cedarhurst, N.Y.

Daryl Ann Burke  
Village Clerk-Treasurer

Dated: June 16, 1980  
Cedarhurst, N.Y.

By order of the Mayor  
and Board of Trustees

## Radio Programing



**LUM and ABNER**  
5 - 15 MINUTE  
PROGRAMS WEEKLY  
Program Distributors  
410 South Main  
Jonesboro, Arkansas 72401  
Phone: 501-972-5884

**Public Notice  
Continued**

**PUBLIC NOTICE  
APPLICATION FOR CABLE  
TELEVISION  
LICENSE**

Rockport, Massachusetts

The town of Rockport, Massachusetts will accept applications for a cable television license pursuant to the regulations established by the Massachusetts Community Antenna Television Commission. Applications may be filed at the address below until 1:00 P.M., on 5 September, 1980. Applications must be filed on the Massachusetts C.A.T.V. Commission Form 100 and must be accompanied by a \$100 non-refundable filing fee, payable to The Town of Rockport, Massachusetts. A copy of the application shall be filed with the Massachusetts C.A.T.V. Commissioner. Applicants shall furnish 14 copies of each application.

All applicants are encouraged to submit two separate Form 100 applications. One application will fully detail a Rockport "stand alone" system, that would serve the single community of Rockport. The other Form 100 will detail a system wherein the Town of Rockport would join with the City of Gloucester to form a regional system. Applicants may submit a Form 100 application based on either alternative.

The regional system application shall: (1) detail the features, the services and subscriber costs for a system that would provide a single regional Television Studio; and, (2) the application shall further detail the features, services, and subscriber costs for a system that would provide a local Gloucester Television Studio, plus, a local Rockport Television Studio.

All applications will describe in detail the technical features and the maintenance provisions of the total system, that will assure maximum protection to the entire system from the high density salt corrosion atmosphere prevalent in the Cape Ann area.

A single filing fee shall apply for applicants filing both Form 100 applications.

All applications received will be available for public inspection in the Town Clerk's office during regular business hours and for reproduction at a reasonable fee.

This is the only period during which applications may be filed.

Nicola A. Barletta  
Chairman  
Board of Selectmen  
Town of Rockport  
Rockport, MA 01966

**PUBLIC NOTICE  
APPLICATIONS FOR CABLE TELEVISION  
LICENSE  
WESTWOOD, MA**

The town of Westwood will accept applications for a cable television license pursuant to the regulations established by the Massachusetts Community Antenna Television Commission. Applications may be filed at the address below until 4:00 PM E.D.T. on Wednesday, September 3, 1980. Applications must be filed on the Massachusetts C.A.T.V. Commission Form 100 and must be accompanied by a \$100 non-refundable filing fee, payable to the town of Westwood. A copy of the application shall also be filed with the Massachusetts C.A.T.V. Commissioner.

All applications received will be available for public inspection in the Town Clerk's office during regular business hours and for reproduction at a reasonable fee.

This is the only period during which applications may be filed.

John M. Welby  
Chairman,  
C.A.T.V. Committee

Board of Selectmen  
Town of Westwood  
580 High Street  
Westwood, MA 02090  
Tel. 326-6450

**Miscellaneous**

**Satellites for news**

a primer for news directors producers, editors, reporters. Available mid-July. The ins and outs of using satellites for your newscasts. Report includes introduction to technology as well as a practical guide to satellite use. Send ten dollars to Special Report Service, Suite 721, 400 First Street, N.W., Washington, D.C. 20001. Extra copies, two dollars. SRS is a division of Capital Broadcast News.

**CORRECTION**

The advertisement that appeared on page 57 of the June 16, 1980 issue of BROADCASTING should have listed a price of \$625 for the International Tapetronics Eraser-Splice Locator.

**Services**

**MANAGEMENT SERVICES COMPANY**  
Specializing in Individual & Corporate  
VIDEOTAPE INVESTMENT  
Representing over 500 Clients & 1100 Episodes  
CALL TOLL FREE

NATIONALLY 800/528-6050 Extension 758  
INVESTORS MANAGEMENT SERVICES, INC.  
366 No. B'way, Jericho, NY 11753 516 935-5567

**HUMOR FOR TODAY'S  
RADIO PERSONALITIES!**

- Kickers that fit your setups
- Relates to your music and the way things are today
- Easy to use, weekly issues
- Send \$1 for sample to: "Q"  
Box 56028, Wash. D.C. 20011

**Wanted To Buy Stations**

**WANT TO BUY FM  
OR AM/FM**

Any size market in Iowa, Missouri, Arkansas, Nebraska, Kansas, Oklahoma, or Texas. Brokers protected. Reply held in strict confidence. Box F-110.

**For Sale Stations**

THE  
KEITH W. HORTON  
COMPANY, INC.

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

Brokers and  
Consultants  
to the  
Communications  
Industry



**For Sale Stations  
Continued**

**RALPH E. MEADOR**

Media Broker  
AM - FM - TV - Appraisals  
P.O. Box 36  
Lexington, Mo. 64067  
Phone 816-259-2544

**Idaho  
Arizona  
Colorado  
Wyoming**

MOUNTAIN STATES MEDIA BROKERS  
P.O. Box 99  
Broomfield, CO 80020  
(303) 466-3851

**R.D.HANNA  
COMPANY**

BROKERS • APPRAISERS • CONSULTANTS

5944 Luther Ln., Suite 505, Dallas, Tx. 75225 • 214-696-1022  
8340 E. Princeton Ave., Denver, Co. 80237 • 303-771-7675  
1819 Peachtree Rd. N.E., Suite 606, Atlanta, Ga. 30309 • 404-351-0555

**CONFIDENTIAL LISTINGS**

100,000 watt FM in large S.W. Market profitable. 1,675,000 20% down or less for cash.

3,000 watt FM in attractive Sunbelt suburban. \$595,000 29% down or \$495,000 cash. Box F-219

**Dan Hayslett**

A ASSOCIATES, INC.  
*dh* Media Brokers  
RADIO, TV, and CATV  
(214) 691-2076  
11311 N. Central Expressway • Dallas, Texas

**LARSON/WALKER &  
COMPANY  
RADIO STATIONS**

Mid-Atlantic FM	\$450,000
Mid-Atlantic AM	550,000
Southern AM-FM	405,000
Southeastern AM	300,000
Southern AM	255,000
Rocky Mountain AM	225,000

Contact:

Ben Larson Suite 214 11681 San Vicente Blvd. Los Angeles, Calif. 90049 213/826-0385	Bill Walker Suite 417 1730 Rhode Island Ave., N.W. Washington, D.C. 20036 202/223-1553
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For Sale Stations Continued

- Fulltimer. Major market ID. \$680,000 terms.
- AM/FM in Alaska. \$1,425,000.
- Daytimer. NC. About 50 miles from coast. \$240,000. Terms.
- Chattanooga area daytimer. Good real estate with living accommodations at studio. \$350,000. No down payment, \$5,225.80/month for 10 years.
- Two AM's. CA. fulltimer and daytimer.
- Class C plus powerful daytimer. S.E. \$4 million cash.
- S.E. 50,000 watt AM. 3.8 million.
- Fulltimer. City in Iowa. \$680,000. Terms.
- AM/FM in No. Mich. \$190,000.
- Atlanta area daytimer. \$680,000.
- Louisville area daytimer. \$450,000.
- Fulltimer W. Va. city. \$420,000.
- Eastern Kentucky AM/FM. Bargain. \$990,000. Terms.
- VA. Coastal. Attractive. \$800,000.
- Powerful daytimer in Atlanta area. \$980,000. Terms.
- Powerful daytimer in Northern Michigan. \$430,000 Terms.
- Fulltimer. Wyoming. \$260,000. Terms.
- Class C in Colorado. \$590,000. Terms.
- Dynamic Fulltimer covering half of Alaska population. \$1,600,000.
- Powerful Daytimer in Eastern central New Jersey. \$650,000.
- Fulltimer. Coastal city in Southeast. \$500,000.
- Daytimer. Northeast Texas. \$660,000.
- Ethnic station in large Northern city. \$1,900,000.
- South Alaska. Includes Real Estate. \$200,000. Terms.
- Indiana. Large metro. \$200,000 down. Good coverage.
- Daytimer. Boston area. \$680,000.
- Fulltimer. Dominant. Metro. TX. \$1,200,000.
- Southern Arizona. Fulltimer. Good county population. \$390,000. Terms.

Let us list your station. Confidential!

**BUSINESS BROKER ASSOCIATES**  
615-756-7635 24 HOURS

**MEDIA BROKERS - APPRAISERS**  
AT YOUR SERVICE WITH OVER 20 YEARS EXPERIENCE

RICHARD A.  
**SHAHEEN** (INC.)  
435 NORTH MICHIGAN AVE. • CHICAGO 60611

312/467-0040



**H.B. La Rue, Media Broker**

RADIO • TV • CMTV • APPRAISALS

West Coast:  
44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750

East Coast:  
500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

**CHAPMAN ASSOCIATES®**  
media brokerage service

STATION

E	Small	AM	\$180K
SE	Small	AM	\$185K
MW	Small	AM	\$300K
SW	Small	AM/FM	\$375K
MW	Small	AM/FM	\$500K
MW	Metro	Fulltime	\$1300K
W	Major	Fulltime	\$3150K

CONTACT

\$29K	Art Simmers	(617) 848-4893
\$54K	J.T. Malone	(404) 458-9226
Terms	Paul Crowder	(615) 298-4986
29%	Dan Rouse	(214) 387-2303
\$100K	Peter Stromquist	(218) 728-3003
Terms	Jim Mackin	(312) 323-1545
29%	E.L. Cartwright	(303) 741-1020

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

**OWN A RADIO STATION IN PARADISE**

Top Honolulu, Hawaii Radio Facility available. 10,000 Watt Non-Directional fulltime, low frequency AM Powerhouse. Excellent ratings and billings. Station available for approximately 2X gross—portion of price can be consultancy if buyer financially qualified. For Details call: Dave Wagenvoord/Media Broker (808) 949-6648.

**FOR SALE:**

Two AM-FM combinations. Daytime AM plus Class A FM in city of 20,000. Also, daytime AM and Class C FM in city of 18,000. No other stations in these markets. Total price \$1,250,000. Terms possible. Principals only. Write Box F-224.

**FOR SALE, CLASS C**

Powerhouse FM near a SE top 30 market. Providing city grade service to large metro area. Substantial down payment, and assume low interest note.

Box F-207

**SELECT MEDIA BROKERS**

TN	Daytime AM	360K	Small
NC	Daytime AM	350K	Small
MI	Daytime AM	370K	Small
NC	Daytime AM	165K	Small
MO	Daytime AM	225K	Small
WY	Fulltime AM	235K	Small
MS	Daytime AM	295K	Medium
MA	Daytime AM	650K	Major
SC	Daytime AM	150K	Small
FL	Fulltime AM	340K	Medium
SC	Daytime AM	375K	Medium
VA	Daytime AM	180K	Small
GA	Daytime AM	385K	Small
NC	Fulltime AM	750K	Medium
IN	Daytime AM	1.25 M	Major
CO	Daytime AM	300K	Small
CO	Fulltime FM	500K	Metro

912-883-4917

PO Box 850, Albany, GA 31702

**BROADCASTING'S CLASSIFIED RATES**

Payable in advance. Check or money order only (Billing charge to stations and firms: \$2.00).

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

Replies to ads with Blind Box numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St. N.W., Washington, DC 20036.

Rates: Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. Blind Box numbers: \$2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

**901/767-7980**

**MILTON Q. FORD & ASSOCIATES**  
MEDIA BROKERS—APPRAISERS

Specializing in Sunbelt Broadcast Properties  
5050 Poplar - Suite 815 - Memphis, TN 38157

# THE BIGGEST BOOK

Broadcasting & Cable

## Yearbook 1980

A & C's of Radio & TV	A 1	Commercial Producers	D 52	Radio Call Letters	C 295
ADI Market Atlas	B 1	Engineering Consultants	F 14	Radio Formats	D 74
Advertising Agencies	D 1	Equipment Manufacturers	E 1	Radio Frequencies	C 314
Associations	F 30	FCC	A 9	Radio Station Directory	C 1
Attorneys	F 20	Group Ownership	A 36	Representatives	D 7
Broadcasters in Cable	A B 1	NAB	F 31	Salesites	E 45
Brokers/Consultants	F 7	Networks	D 72	TV Call Letters	B 148
Buyer's Guide	E 49	Pay Cable Services	D 71	TV Channels	B 150
Cable Systems U.S. and Canada	G 1	Program Services	D 52	TV Station Directory	B 87

Complete Index - Opening Page

IMPORTANT  
STATIONS IN  
IMPORTANT  
MARKETS

**IN THE  
BROADCASTING  
NEW IN OUR 53  
BUSINESS**

The 1980 Yearbook is off the press and on the market. Thick (1,212 pages). Heavy (5 pounds 7.5 ounces). Fulfilling (everything you need to know about radio, television, cable and their allied arts).

**\$55.**

# Fates & Fortunes

## Media

**Nicholas J. Verbitsky**, VP-general manager of Mutual Broadcasting System's WHN(AM) New York, named senior VP for operations and stations for Mutual. He will be responsible for Mutual's WHN and WFLL(AM) Chicago, and for network's sales, programming, station relations, advertising and promotion and sports divisions. **Jerry Wallace**, VP-finance and administration, Mutual, named senior VP for corporate services.



Verbitsky



Longwell

**Robert Longwell**, general sales manager, WRIF(FM) Detroit, named general manager of WJR-FM there. Appointment completes separation of management responsibilities for Capital Cities Communications' WJR-AM-FM. Ronald Pancratz was named general manager of WJR(AM) earlier this month (BROADCASTING, June 9). Both posts were formerly held by William R. James, now in charge of Capcities' cable operations (BROADCASTING, June 2).

**George E. Mills**, general sales manager at Gannett's WCZY(AM) Detroit, named president and general manager of Gannett's newly acquired WJYW(FM) Tampa, Fla. Mills was formerly general sales manager at KTAR(AM) Phoenix.

**N. Arthur Astor**, VP and general manager of K-Orange Broadcasting Corp. and its KORJ(FM) Garden Grove, Calif., elected president of K-Orange and continues as general manager of KORJ.

**Hal Harrill**, sales manager, WGIV(AM) Charlotte, N.C., named VP-general manager, succeeding Kenneth Goldblatt who died May 29 (see page 94).

**Ed Shannon**, general manager of noncommercial KTSU(FM) Houston, joins KJET(AM) Beaumont, Tex., as station manager.

**Bruce Erlandson**, corporate engineer for Sorenson Broadcasting, radio station group owner based in Pierre, S.D., named station manager of its K1XX(FM) Watertown, S.D.

**Don Williams**, account executive, WEWZ(FM) Fort Lauderdale, Fla., named operations director.

**Lester Strong**, community affairs director, WBTV(TV) Charlotte, N.C., and formerly with WSB-TV Atlanta and with ABC-TV in New York, rejoins WSB-TV as special projects manager.

**Martin Lafferty**, advertising and sales promotion operations producer, General Electric, joins Cox Cable Communications, Atlanta, in newly created position of coordinator of local origination.

## Advertising

**Andre Smith** and **Janet Wylie**, account executives, Foote, Cone & Belding, New York, named account supervisors on Clairol account. **Edward Volchok**, assistant account executive, named account executive.

**Frank Yurasek**, with Grant/Jacoby, Chicago, where he is responsible for Nippon Electric Co.'s consumer and broadcast divisions, and other accounts, named VP.

**Christopher Robbie**, senior media planner, Benton & Bowles, Los Angeles, joins D'Arcy-MacManus & Masius there as media director. **Patricia Vargo**, account executive, Clint E. Frank, Chicago, joins DM&M there in same capacity.

**Susan Thurston**, assistant producer, Wells, Rich, Greene, Los Angeles, joins McCann-Erickson, Chicago, as associate producer. **Pamela Burrows**, broadcast production coordinator, McCann, Chicago, named copywriter.

**Robert Wallen**, director of daytime and sports sales service, ABC Television Network Sales, named director of prime-time sales proposals, succeeding Jo Maggio, who was named director of regional sales for ABC-TV (BROADCASTING, June 23). **Robert Sedlachek**, manager of daytime sales proposals, named director of sales proposals and development, central division, based in Chicago. **Michael Kay**, manager of daytime and sports sales service, succeeds Wallen as director of daytime and sports sales service.



Marchese

**David Marchese**, former head of his own advertising and marketing consulting firm in Los Angeles, and former VP-director of Western operations for Action Marketing and VP-management supervisor, Ogilvy & Mather, joins W.B. Doner and Co. as VP-general manager for Los Angeles office. Joining Detroit

office of Doner are **Linda Wolfe** as producer, who was former editor at Image Express in Southfield, Mich., and **Michael Rutka**, graduate, Michigan State university, and **Melinda Green**, graduate, Yale university, as copywriters.

**Evan Kurtz**, **Carl Palmento** and **John Shannon**, research assistants, named senior research analysts, Blair Television, New York.

**Jack Patterson**, Midwest regional sales manager, RKO Radio Network, named manager of Detroit sales office.

**Bill Scatliffe**, manager of Cleveland office of Top Market Television, joins WUAB(TV) Cleveland (Lorain), as local sales manager.

**Clint Albright**, account executive for KKYK(FM) Little Rock, Ark., named local sales manager for co-owned KARN(AM) there.

**Diane Rosenthal**, account executive,

WFLL(AM) Fort Lauderdale, Fla., named sales manager of co-owned WEWZ(FM) there.



Van Houten

**Russell (Buzz) Van Houten Jr.**, national sales manager, WRIF(FM) Detroit, named general sales manager, succeeding Robert Longwell (see this page).

**Laura Richbourg**, general manager, WTWC(AM) Lexington, Ky., joins North Carolina Broadcasting Co. as general sales

manager of its WBIG(AM) Greensboro, N.C., and WWIL(AM)-WHSI(FM) Wilmington, N.C.

**Jim Votaw**, account executive, KORJ(FM) Garden Grove, Calif., named sales manager.

**Sharon McGill**, research manager, KTVI(TV) St. Louis, joins WLS-TV Chicago as assistant director of research and sales development. **Judy Alderson**, from Blair Television's ABC sales team in Chicago, joins WLS-TV as account executive on local sales staff.

**Mark Jorgenson**, account executive, WLWT(TV) Cincinnati, joins WPLG(TV) Miami as

**"The person you describe is the person we'll deliver"**



**Joe Sullivan & Associates, Inc.**

Executive Search and Recruitment in Broadcasting, Cable Television, and Publishing

1270 Ave. of the Americas, N.Y., N.Y. 10020  
(212) 765-3330

retail development coordinator.

**Tony Oestreicher**, associate creative director, Stern Walters Earle Ludgin, Chicago, joins Sawdon & Bess, New York, as senior writer and special creative project coordinator.

**Richard Kaufman**, account executive, Mutual Broadcasting System, joins Sheridan Broadcasting Network as account executive in New York office.

**Rob Fields**, account executive, WLWT(TV) Cincinnati and Cincinnati Reds Television Network, joins KXAS-TV Fort Worth as account executive based in Dallas.

**Sue Podschwit**, formerly with KCEZ(FM) and KFIX-AM-FM, all in Kansas City, Mo., joins KMBC-TV there as account executive.

**Sherry Jackson**, account executive, KXTR(FM) Kansas City, Mo., joins KCEZ(FM) there in same capacity.

**Rick Brown**, graduate, Rockhurst College, Kansas City, Mo., joins sales department of KCMO(AM) Kansas City.

**Ken Miller**, senior account executive, WBFF(TV) Baltimore, retires. **Brock Abernathy**, former station manager, WLPL(FM) Baltimore, joins WBFF as account executive.

**Megan Shaughnessy**, formerly with KVRO(FM) Stillwater, Okla., joins KFJZ-AM-FM Dallas-Fort Worth as account executive. **Holly Cerny**, sales and circulation administrator for *Fashion Showcase* publication at Dallas Trade Mart, joins KFJZ's local sales department.

**Bob Barnett**, general manager of WRPL(AM) Charlotte, N.C., named account executive with KYUU(FM) San Francisco.

**Deborah Novess**, senior media buyer, W.B. Doner & Co., Detroit, joins WCXI(AM) there as account executive.

## Programing



Engel

**Charles Engel**, senior VP covering NBC series, movies for television, miniseries and novels for television, Universal Television, Los Angeles, named executive VP.

**Barry Lowen**, independent television producer and former VP of program development for Columbia Pictures Television, named VP-

executive producer, special projects, 20th Century-Fox Television, Los Angeles. **Harriet Brown**, executive assistant to Ronald Lyon, independent producer headquartered at MGM Television, joins 20th Century Fox-Television as associate director of movies for television and miniseries.

**Thomas L. Wilhite**, director of creative affairs, Walt Disney Productions, named VP of creative development for motion pictures and television. At 27, he is youngest VP in Disney's history.

**Peter Calabrese**, who formerly worked for 20th Century-Fox and Viacom developing programing for syndication, joins NBC Entertainment as director of specials and late-night programs, based in Los Angeles.

**Carla Singer**, director of program development, Group W Productions, Los Angeles,

joins CBS Entertainment there as director of dramatic program development.

**Terry Strauss**, producer of *The Baxters* on KBHK-TV San Francisco, joins Hillier Productions, Sausalito, Calif., as associate producer of its new syndicated strip show, *The World of People*. **Steve Edelman**, host and executive producer of *Twin Cities Today* on KSTP-TV Minneapolis, and **Sharon Anderson**, co-host of *Twin Cities Today*, named presenters of *The World of People*.

**Patricia Straub**, program coordinator, Time-Life Television, joins Telepictures Corp., New York, as director of sales administration.

**Janet White**, independent producer, named manager of creative services, EMI Television Programs Inc.

**Richard Schreier**, production manager and executive producer, KCST-TV San Diego, joins WFLD-TV Chicago as executive producer of *PM Magazine*, scheduled to premiere in August.

**Christopher Walden**, executive producer of programing and production manager, WTVN-TV Columbus, Ohio, joins WJAR-TV Providence, R.I., as executive producer of *PM Magazine*.

**LJay Goodyear**, executive news director, WMT-TV Cedar Rapids, Iowa, joins WDTN(TV) Dayton, Ohio, as producer of *PM Magazine*.

**James Keeler**, from Curtis Institute of Music in Philadelphia, and formerly VP-program development, WFLN-FM Philadelphia, joins WQRS-FM Detroit as program director.

**Johnny Long**, from WEAM(AM) Arlington, Va., joins WPRW(AM) Manassas, Va., as program director.

**Allan Browning**, with KTKT-FM Tucson, Ariz., named program and music director.

**Juanita Gonzales**, public service director and air personality, KDCE(AM) Espanola, N.M., named program manager.

**Mike Radel**, former director and cameraman for Purdue University veterinarian school, joins WLFI-TV Lafayette, Ind., as daytime director.

**Harold Davis**, formerly with WAZY-AM-FM Lafayette, joins WLFI-TV as continuity writer.

**Dan Magnotta**, sports director-announcer, KWLS-AM-FM Pratt, Kan., joins KSTC-AM-FM Sterling, Colo., as sports director and account executive.

**Sue Watts**, weekend news editor, KTAR(AM) Phoenix, named assistant to producer of *Mid-day* program.

**Mike Millard**, program director, KERE(AM) Denver, joins KOAX(FM) Dallas as morning air personality and producer of public affairs program.

**Mary Jane Phillips**, director of educational services, New Jersey Public Television, Trenton, retires.

**Joe Zone**, sports director, WNEP-TV Scranton, Pa., joins WJAR-TV Providence, R.I., as weekend sports anchor and sports reporter.

**Drake Akroyd**, production manager, WPTA(TV) Roanoke (Fort Wayne), Ind., joins WRTV(TV) Indianapolis as producer-director.

**Rita Boyles**, creative assistant for print-publicity, WJBK-TV Detroit, named on-air production assistant.

**Sandra Hoffman**, assistant traffic coordinator, KIRO-TV Seattle, named traffic supervisor.

## News and Public Affairs



Leone

**Peter Leone**, news manager and executive producer, WNAC-TV Boston, named news director. He succeeds **Dick Graf**, who resigns position because of health problems. Graf will act as director of special projects for station.

**Kent Baker**, former Sunday editor of *Des Moines (Iowa) Sunday*

*Register*, named executive news director of co-owned KHON-TV Honolulu.

**Albert Johnson III**, general assignment correspondent, NBC News, New York, joins KPVI(TV) Pocatello, Idaho, as news director.

**Marci Christensen**, co-anchor, KEVN-TV Rapid City, S.D., named news director of KEVN-TV and co-owned KIVV-TV Lead City, S.D.

**Kris Kridel**, anchor and reporter, WFYR(FM) Chicago, named news director.

**John Frazee**, executive news producer, KMOX-TV St. Louis, named assistant news director.

**Ian Pearson**, news director, KOTV(TV) Tulsa, Okla., joins KHOU-TV Houston as executive producer of daily newscasts.

**Bill Rossi**, former sports director and newscaster with WRKO(AM) Boston, joins WXKS-FM Medford, Mass., as news director.

**Kent Phillips**, from KUJ(AM) Walla Walla, Wash., joins KWWW(AM) Wenatchee, Wash., as news director.

**Mark Nykanen**, investigative reporter and producer for *Arizona Weekly* on noncommercial KAET(TV) Phoenix, joins NBC News as correspondent based in Chicago.

**Rita Travino Flynn**, anchor and chief political reporter, WFAA-TV Dallas, joins CBS News as reporter based in Washington.

**Bob Jordan**, assistant news director, WBZ-TV Boston, joins ABC-TV in Washington as producer of *ABC News Nightline*. **Steve Steinberg**, weekend Washington producer of news and producer-writer for *World News Tonight*, ABC-TV, named writer for *ABC News Nightline*.

**Chris Gordon**, reporter and substitute anchor, WDMV-TV Washington, joins WJLA-TV there as noon anchor, 7 and 5:30 p.m. co-anchor, general assignment reporter and will also do regular legal column on 6 p.m. broadcast.

**Kim Peterson**, 6 and 10 p.m. anchor, WDSU-TV New Orleans, joins WLS-TV Chicago as reporter. **Amy Green**, from WKQX(FM) Chicago, and **Michael Nelson**, Washington bureau chief for Pacifica National News Service, join WLS-TV as newswriters.

**Keven Berger**, producer of early evening news, WJBK-TV Detroit, joins KXAS-TV Fort Worth as weekend producer and reporter.

**John Pronk**, formerly with WQAD-TV Moline, Ill., joins WSM-TV Nashville as feature reporter.

**Gina Gregory**, executive news producer and 11 p.m. anchor, WCJB(TV) Gainesville, Fla., joins

WSFA-TV Montgomery, Ala., as weekend anchor and reporter.

**Jody Davis**, reporter, WEAR-TV Pensacola, Fla., joins WDAU-TV Scranton, Pa., as general assignment reporter.

**Catharine Murray**, former news director for noncommercial WSDN-AM-FM Notre Dame, Ind., joins WLFI-TV Lafayette, Ind., as general assignment reporter, based in Kokomo, Ind., bureau. **Allen Brown**, formerly with KTVO(TV) Kirksville, Mo., joins WLFI-TV as ENG photographer and reporter-producer.

**Tondelajo Smith**, talk show host, KACE(FM) Inglewood, Calif., joins KNX(AM) Los Angeles as reporter.

**Kent Cornish**, from WBW-TV Topeka, Kan., joins WDAF-TV Kansas City, Mo., as weekend news producer.

**John Price**, anchor and director of news operations, KBEA(AM) Kansas City, Mo., joins KCMO(AM) Kansas City as morning anchor.

New officers, Florida Associated Press Broadcasters: **Les Smith**, WVGC(AM) Coral Gables, president; **Emmett Rozier**, WDAT(AM) Daytona Beach, executive VP; **Roger Cristy**, WPLP(AM) Pinellas Park, VP for radio, and **Howard Kelly**, WTLV(TV) Jacksonville, VP for television. **John McBrean**, KGAK(AM) Gallup, N.M., and **Jerome Orr**, KCIA(AM) Humble City, N.M., elected president and VP, respectively, of New Mexico Associated Press Broadcasters. **Ken Booth**, KRMD-AM-FM Shreveport, and **Art Angelo**, KNOE-TV Monroe, elected president and VP, respectively, of Louisiana Associated Press Broadcasters.

**Bob Zappe**, weathercaster, host and associate producer, WKYC-TV Cleveland, joins KXTV(TV) Sacramento, Calif., as weathercaster.

**David Busse**, news photographer, WAVE-TV Louisville, Ky., joins KABC-TV Los Angeles in same capacity.

**Joseph John Domek**, former teletype technician for UPI in Chicago, named international communications manager for UPI, based at UPI's Dallas Technical Systems Center. **Malcolm Leary**, managing editor, Maine Information Radio Network, named to UPI New England Broadcast Advisory Committee.

**Nancy Novelline**, director of advertising and promotion, WROR(FM) Boston, joins WNAC-TV there as director of community services.

**Kathryn Pratt**, reporter, KMST(TV) Monterey, Calif., named public affairs director, and will also host daily talk show.

**Dennis Gimmel**, news photographer, KOCO-TV Oklahoma City, named assistant chief news photographer.

**Craig Allsopp**, reporter based in Tallahassee for UPI, named manager of UPI's Orlando, Fla., bureau.

## Promotion and PR

**Joe Policy**, director of creative services, WPEC(TV) West Palm Beach, Fla., elected chairman of ABC-TV Network's promotion advisory board. Other new officers: **Lois Hinkle**, WKRC-TV Cincinnati, vice chairman; **Lisa East**, WBRZ(TV) Baton Rouge, La., secretary, and **Edle Reno**, WSOC-TV Charlotte, N.C., treasurer.

**Pamela Haslam**, publicity manager for Fawcett Books of Consumer Publishing Divi-

sion of CBS, New York, named manager of press information for CBS Radio Network.

**Scott Brickell**, former cinematographer-producer, WHP-TV Harrisburg, Pa., named promotion manager for WHP-AM-FM-TV Harrisburg.

**David Sanks**, program services director, WISC-TV Madison, Wis., named promotion manager.

**Glen Meek**, continuity writer, WLFI-TV Lafayette, Ind., named promotion manager.

**Ralph Oakley**, graduate, Quincy (Ill.) college, and formerly with WGEM-AM-FM-TV Quincy, named promotion manager for co-owned WSJV(TV) Elkhart, Ind.

**Arnetta Davis**, assistant director, department of information services, Florida International university, Miami, joins WPLG(TV) Miami as information services director.

**Martin Pottle**, former director of public relations, Gilbert, Whitney & Johns, Morristown, N.J., joins Creamer Dickson Basford/New England, Providence, R.I., as account supervisor.

**James Crosson**, former NBC News producer, and most recently, editor and writer for broadcast division of *Wall Street Journal*, joins Carl Byoir & Associates, New York, as Northeast manager, *The Road Information Program*.

**Rick Painter**, operations manager, KQLH(FM) San Bernardino, Calif., joins Rainbow Promotions, Phoenix, as promotion and A&R director.

**Jane Hogan**, promotion director, WFBR(AM)-WBKZ(FM) Baltimore, joins WTOP(AM) Washington as promotion director.

**Jane Norris**, from WMMR(FM) Philadelphia, joins WCOZ(FM) Boston as promotion director.

**Wendy Clem**, promotion manager, WSJV(TV) Elkhart, Ind., joins KRDO-AM-FM-TV Colorado Springs in same capacity.

**Jean Herdman**, with WJBK-TV Detroit, named advertising and publicity assistant.

## Technology

**Kusuo Hirata**, president and chief executive officer of Fuji Photo Film Co. Ltd., Tokyo, elected chairman of board. **Minoru Ohnishi** and **Ichiro Karikome**, senior managing directors, elected president and executive VP, respectively. **Fred Nakamura**, executive VP of Fuji Photo Film U.S.A., American marketing arm of Fuji Photo Film Co., New York, named general manager of domestic marketing division, based in Tokyo. Nakamura succeeds Ohnishi. Succeeding Nakamura in New York as executive



Hirata



Yasunaga

VP of Fuji Photo Film U.S.A. is **Bernie Yasunaga**, who has been general manager of consumer photographic department of international division of Fuji. Fuji's primary business is photographic manufacturing but it also

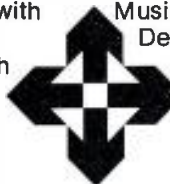
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manufactures industrial and consumer video and audio tapes.

**Eugene Beyer Jr.**, senior VP-general counsel, RCA Corp., New York, named executive VP. **Carm Santoro**, senior VP of American Microsystems, Santa Clara, Calif., joins RCA Solid State Division, New York, as division-VP-integrated circuits. **James Bailey**, national sales manager, Showtime Entertainment, joins RCA Cablevision Systems as Eastern regional sales manager of newly opened suburban Philadelphia office in Folcroft, Pa. Office will serve as combined sales and turnkey management facility for cable systems. **Jerry Horton**, systems manager, Gulf Coast Cable Television, Bellaire, Tex., joins RCA Cablevision Systems, Van Nuys, Calif., as Western sales representative, based in Granburg, Tex.

**Paolo Zaccarian**, director of television production engineering, responsible for planning, design and installation of television facilities, Radiotelevisione Italiana, joins CBS-TV as director of engineering and development, Europe, based in Rome.

**Michael D. Campbell**, VP-operations and law, American Satellite Corp., Germantown, Md., elected senior VP-operations.

**Phillip Rau**, manager of distribution sales plans, Zenith Radio Corp., Glenview, Ill., named VP-sales plans. **Michael Tamkin**, director of manufacturing methods and equipment, Zenith, named general manager of black-and-white television operations.

**Irving Kolodny**, operations VP, research and technical services, communications products operation of General Cable Co., Greenwich, Conn., named VP-research and technical services.

**Angus MacArthur**, VP of Times Wire & Cable Co., in charge of cable marketing, Wallingford, Conn., named director of optical fiber and cable marketing for Times Fiber Communications.

**Jerry Berger**, credit-collection manager for Burbank Calif., office of U.S. Video Corp., named facility manager for Hollywood office.

**Judith Hodges**, graduate of Institute for New Cinema Artists, New York, joins WNCN(FM) New York as assistant engineer.

## International

**Roy D. Bright**, former head of British Post Office's Prestel International Division, named managing director of Intelmatique, international marketing arm of France's Telematique program. Intelmatique was created in March to provide central direction to worldwide promotion and marketing of French telecommunications products developed under national program, Telematique.

**Jim Rosenthal**, sports commentator on BBC Radio, joins Britain's London Weekend Television as sports reporter.

## Allied Fields

**Patricia Grace**, director of station relations and programing, Sheridan Broadcasting Network, joins FCC, Washington, as chief of consumer assistance and information division of Office of Public Affairs. **Erika Jones**, acting chief of division, named assistant to director of public affairs for policy and management.

**Clint Formby**, of Formby group of Texas radio stations, elected to board of Broadcast Music Inc. He is also member and immediate past chairman of board of regents of Texas Tech university and former chairman of National Association of Broadcasters radio board.

**Lee Polk**, VP, program development, Gold Key Entertainment Corp., re-elected president of New York chapter of National Academy of Television Arts and Sciences. Others re-elected: **Dick Schneider**, Cazadero Productions, first

VP; **George Dessart**, CBS-TV, second VP; **David Davidson**, TV writer, secretary, and **Robert G. Simon**, McCann-Erickson, treasurer.

**John Willett**, executive VP of Mel Wheeler Inc., owner of WSLQ(FM) Roanoke, Va., of which Willett was general manager, and KDNT-AM-FM Denton, Tex., joins SESAC as regional manager of Southeastern area.

**Ralph Mann** and **Jeffrey Berg** named chairman and president, respectively, International Creative Management, talent and literary agency division of Marvin Josephson Associates. Mann has served as chairman of ICM's executive committee and vice chairman of MJA. Berg has been serving as senior agent in ICM's motion picture department.

**Ronald Jamison**, president of Jamison Communications, licensee of KBAB(AM) Indianola, Iowa, joins Richard A. Shaheen, media broker, based in Chicago.

**Peter Jacobl**, who has been associated with Jack Hilton/Inc., New York, as consultant in television and corporate communications, joins staff as VP.

**Claire L. Kummer**, client service manager, Arbitron Television, New York, appointed production manager for company in Laurel, Md.

**Clifford Hall**, who recently completed work with satellite radio project of National Public Radio, where he coordinated planning, site evaluation, design review and cost analysis for installation of satellite interconnection system for public radio, joins National Association of Educational Broadcasters, Washington, as director of membership activities.

**Dick Bruce**, business manager of minicomputer division of Data Communications Corp., Memphis, named director of broadcast services in broadcast division.

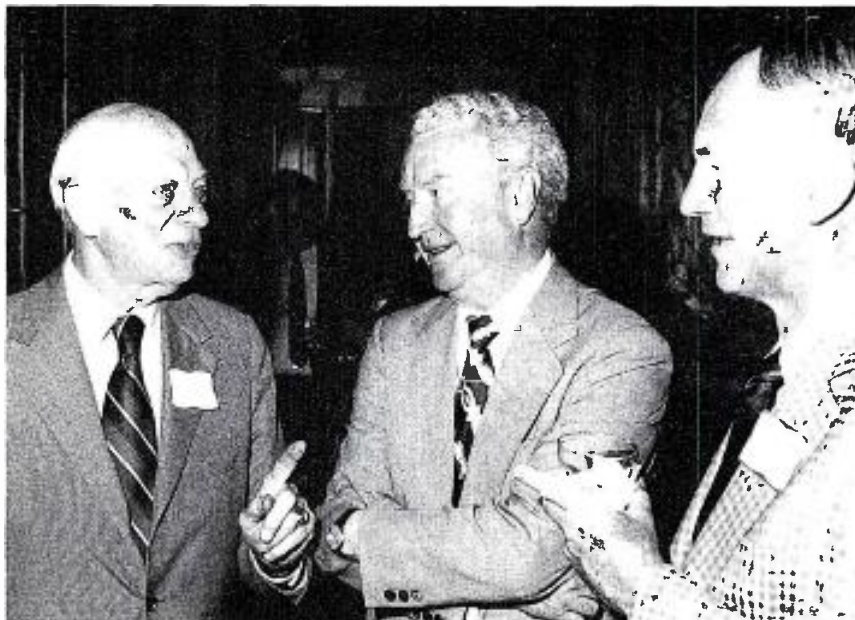
**Frederick Williams**, dean of Annenberg School of Communications, University of Southern California, named research fellow of International Communication Association.

**Sharon Epstein**, accountant, Parks, Adams & Palmer, joins Station Business Systems, New York, as systems assurance specialist. **Janice Lee**, producer, Warner Cable's Qube system, Columbus, Ohio, joins SBS as documentation specialist. **John Baxa**, operations manager, WMBG(AM)-WBCI(FM) Williamsburg, Va., joins SBS as broadcast account manager.

## Deaths

**Kenneth Goldblatt**, 59, VP-general manager of WGIV(AM) Charlotte, N.C., died of cancer May 28 at Charlotte Memorial hospital and medical center. He had held that position since 1975. Before that, he worked at WAOK(AM) Atlanta for 15 years. WGIV and WAOK are owned by Broadcast Enterprises Network. Earlier in his career, he worked for Mutual Radio. Survivors include his wife, Irene, son and daughter.

**Paul M. Riddick**, 91, one of founders of Society of Professional Journalists, Sigma Delta Chi, died June 17 in LaGrange, Ind., after short illness. He was last living member of original 10 founders of organization, which was formed in 1909 at DePauw university, Greencastle, Ind. Riddick retired in 1959 as publisher of *LaGrange, Ind. Standard and News*, but remained active in Sigma Delta Chi. Survivors include his wife and daughter.



**Golden anniversary.** The National Association of Broadcasters sponsored a reception in New York for the executive director of the Broadcast Rating Council, Hugh Beville Jr. (l). The reception marked his 50th anniversary in the broadcasting industry, coinciding with the 50th anniversary of the field of broadcast ratings. Attending the celebration was Julian Goodman (center), former chairman of NBC, and James Seiler (r), president of Media Statistics Inc. and founder of the American Research Bureau, the forerunner of Arbitron. Beville began his career as a statistician for NBC.

# Stock Index

Exchange and Company	Closing Wed. June 25	Closing Wed. June 18	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>BROADCASTING</b>						
N ABC	30 1/8	30 3/4	- 5/8	- 2.03	6	849
N Capital Cities	51 7/8	53 3/8	- 1 1/2	- 2.81	14	686
N CBS	50 3/4	50 1/2	+ 1/4	+ .49	7	1,471
N Cox	76	76 3/8	- 3/8	- .49	15	512
A Gross Telecasting	26 1/4	26 3/4	- 1/2	- 1.86	8	21
O LIN	49	48 1/2	+ 1/2	+ 1.03	12	135
N Metromedia	71 3/4	73 1/2	- 1 3/4	- 2.38	10	330
O Mooney	9 3/4	9 3/4				4
O Scripps-Howard	53	53			9	137
N Storer	27	27 3/4	- 3/4	- 2.70	14	294
N Taft	30 3/4	29 3/4	+ 1	+ 3.36	10	268

Exchange and Company	Closing Wed. June 25	Closing Wed. June 18	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>						
A Adams-Russell	19 3/4	19 7/8	- 1/8	- .62	16	36
A Affiliated Pubs.	18 3/4	19	- 1/4	- 1.31	7	96
N American Family	8	8 1/2	- 1/2	- 5.88	4	84
N John Blair	20 1/8	18 7/8	+ 1 1/4	+ 6.62	5	74
N Charter Co.	25	24 5/8	+ 3/8	+ 1.52	21	695
N Chris-Craft	23	20 3/4	+ 2 1/4	+10.84	13	63
N Coca-Cola New York	5	4 7/8	+ 1/8	+ 2.56	6	88
N Cowles	24 3/4	24 1/4	+ 1/2	+ 2.06	20	98
N Dun & Bradstreet	47 3/8	47 3/4	- 3/8	- .78	19	1,318
N Fairchild Ind.	48 1/4	48 1/4			10	275
N Fuqua	15 5/8	16	- 3/8	- 2.34	5	198
N Gannett Co.	45 1/4	46	- 3/4	- 1.63	15	1,571
N General Tire	15 1/2	16 3/8	- 7/8	- 5.34	3	366
O Gray Commun.	34	35	- 1	- 2.85	11	16
N Harte-Hanks	23 1/4	23 3/4	- 1/2	- 2.10	13	217
O Heritage Commun.	12 3/4	14 3/4	- 2	-13.55		38
N Inisico Corp.	13 5/8	12 1/4	+ 1 3/8	+11.22	6	146
N Jefferson-Pilot	29 1/2	28 1/2	+ 1	+ 3.50	8	646
O Marvin Josephson	15 1/2	14 1/2	+ 1	+ 6.89	9	40
O Kansas State Net.	29	28 3/4	+ 1/4	+ .86	24	54
N Knight-Ridder	23 1/4	23 1/2	- 1/4	- 1.06	10	757
N Lee Enterprises	20 3/8	20 5/8	- 1/4	- 1.21	11	146
N Liberty	14 5/8	14 3/8	+ 1/4	+ 1.73	6	189
N McGraw-Hill	30 1/8	31 3/4	- 1 5/8	- 5.11	12	742
A Media General	29 1/4	27 7/8	+ 1 3/8	+ 4.93	12	211
N Meredith	35	37 1/2	- 2 1/2	- 6.66	7	109
O Multimedia	23 1/2	21 3/4	+ 1 3/4	+ 8.04	10	234
A New York Times Co.	24 1/8	24 3/8	- 1/4	- 1.02	18	289
N Outlet Co.	23 3/8	22	+ 1 3/8	+ 6.25	6	58
A Post Corp.	16 3/8	16	+ 3/8	+ 2.34	7	29
N Rollins	28	28 5/8	- 5/8	- 2.18	13	375
N San Juan Racing	16 7/8	17	- 1/8	- .73	22	42
N Schering-Plough	39 1/4	38	+ 1 1/4	+ 3.28	11	2,083
O Stauffer Commun.	35	35			9	35
A Tech Operations	8 1/4	6 7/8	+ 1 3/8	+20.00	21	11
N Times Mirror Co.	33 1/2	34	- 1/2	- 1.47	9	1,137
O Turner Broadcasting*	14	14 1/2	- 1/2	- 3.45		143
A Washington Post	17	17 1/2	- 1/2	- 2.85	6	240
N Wometco	19 3/8	19 7/8	- 1/2	- 2.51	9	171

Exchange and Company	Closing Wed. June 25	Closing Wed. June 18	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>CABLECASTING</b>						
A Acton Corp.	11	11 5/8	- 5/8	- 5.37	7	32
N American Express	36	35	+ 1	+ 2.85	7	2,566
O Burnup & Sims	9 7/8	9	+ 7/8	+ 9.72	52	85
O Comcast	19 1/4	19 1/4			19	73
O Entron*	5	5			5	4
N General Instrument	53	51 3/8	+ 1 5/8	+ 3.16	14	445
O Geneve Corp.	39 1/4	35	+ 4 1/4	+12.14	17	43
O Tele-Communications	28	29 3/4	- 1 3/4	- 5.88	35	309
N Teleprompter	18 1/4	17 1/2	+ 3/4	+ 4.28	24	310
N Time Inc.	46 5/8	47 1/4	- 5/8	- 1.32	9	1,313
O TOCOM	14 1/2	15 1/2	- 1	- 6.45	31	43
O UA-Columbia Cable	50 1/2	50 1/4	+ 1/4	+ .49	23	169
O United Cable TV	32 1/4	32	+ 1/4	+ .78	23	132
N Viacom	39 1/8	38 1/2	+ 5/8	+ 1.62	20	149

Exchange and Company	Closing Wed. June 25	Closing Wed. June 18	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>PROGRAMMING</b>						
O Chuck Barris Prods.	2 3/4	3	- 1/4	- 8.33	1	8
N Columbia Pictures	28 1/2	27 3/4	+ 3/4	+ 2.70	4	286
N Disney	50	49	+ 1	+ 2.04	16	1,623
N Filmways	8	7 5/8	+ 3/8	+ 4.91	5	53
O Four Star*	1 5/8	1 5/8			16	1
N Getty Oil Corp.	81 3/4	81 1/2	+ 1/4	+ .30	9	6,716
N Gulf + Western	16 3/8	16 1/2	- 1/8	- .75	4	733
N MCA	47 7/8	49	- 1 1/8	- 2.29	9	1,125
O Medcom	4 1/4	3 7/8	+ 3/8	+ 9.67	17	7
N MGM Film	7 3/8	7 3/8			3	238
O Reeves Commun.	19	18 3/4	+ 1/4	+ 1.33	18	46
N Transamerica	18	17 3/4	+ 1/4	+ 1.40	6	1,176
N 20th Century-Fox	45 3/4	43 1/2	+ 2 1/4	+ 5.17	6	367
O Video Corp. of Amer.	8	6 1/8	+ 1 7/8	+30.61	27	7
N Warner	44 1/8	44	+ 1/8	+ .28	10	1,255
A Wrather	16 1/2	15 3/8	+ 1 1/8	+ 7.31	45	37

Exchange and Company	Closing Wed. June 25	Closing Wed. June 18	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>SERVICE</b>						
O BBDO Inc.	34 3/4	35	- 1/4	- .71	8	87
O Compact Video	15 3/4	15	+ 3/4	+ 5.00		29
N Comsat	39 1/8	35 3/8	+ 3 3/4	+10.60	9	313
O Doyle Dane Bernbach	27	26 3/4	+ 1/4	+ .93	9	70
N Foote Cone & Belding	26 1/2	26 1/4	+ 1/4	+ .95	9	71
O Grey Advertising	46	46 1/2	- 1/2	- 1.07	5	28
N Interpublic Group	30 3/4	30 5/8	+ 1/8	+ .40	6	137
O MCI Communications	8 3/8	8 1/4	+ 1/8	+ 1.51	105	254
A Movielab	7	6 5/8	+ 3/8	+ 5.66	13	11
A MPO Videotronics	6	6			6	3
O A.C. Nielsen	27 3/8	27 1/2	- 1/8	- .45	13	301
O Ogilvy & Mather	24	25 1/4	- 1 1/4	- 4.95	8	98
O Telemation	1 1/2	1 1/2			2	1
O TPC Communications	7 5/8	8	- 3/8	- 4.68	14	6
N J. Walter Thompson	31 1/2	31 1/4	+ 1/4	+ .80	7	96
N Western Union	23 7/8	22 1/2	+ 1 3/8	+ 6.11	10	362

Exchange and Company	Closing Wed. June 25	Closing Wed. June 18	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>ELECTRONICS/MANUFACTURING</b>						
O AEL Industries	7 1/2	7 3/4	- 1/4	- 3.22	6	12
N Ampex	19 1/8	19 1/2	- 3/8	- 1.92	13	218
N Arvin Industries	10 7/8	10 7/8			3	84
O CCA Electronics*	1/8	1/8			1	
A Cetec	5 1/8	5 3/8	- 1/4	- 4.65	11	10
A Cohu	6	5 3/8	+ 5/8	+11.62	20	10
N Contrac	17 1/8	18 1/4	- 1 1/8	- 6.16	27	35
N Eastman Kodak	57 3/8	58	- 5/8	- 1.07	10	9,259
B Elec Missile & Comm.	3 3/8	3 5/8	- 1/4	- 6.89	31	9
N General Electric	51 3/4	50 1/2	+ 1 1/4	+ 2.47	10	9,552
N Harris Corp.	36 3/4	37 1/2	- 3/4	- 2.00	16	1,111
O Harvel Ind	6 1/2	6 1/2			17	3
O Intl. Video*	7/8	7/8				2
O Microdyne	20 3/8	20 1/2	- 1/8	- .60	21	2
N M/A Com. Inc.	29 1/4	28 5/8	+ 5/8	+ 2.18	38	267
N 3M	54	55 3/8	- 1 3/8	- 2.48	11	6,289
N Motorola	49	48 1/4	+ 3/4	+ 1.55	12	1,398
O Nippon Electric	46 1/8	45 5/8	+ 1/2	+ 1.09	42	1,514
N N. American Phillips	28 5/8	26 5/8	+ 2	+ 7.51	5	344
A Oak Industries	28	28 1/4	- 1/4	- .88	19	145
N Orrox Corp.	6	5 7/8	+ 1/8	+ 2.12	9	9
N RCA	22 3/8	23 1/4	- 7/8	- 3.76	6	1,675
N Rockwell Intl.	56 3/8	57 7/8	- 1 1/2	- 2.59	9	1,984
A RSC Industries	4 1/8	4 1/8			23	9
N Scientific-Atlanta	27 1/2	28	- 1/2	- 1.78	16	267
N Sony Corp.	10 1/8	10	+ 1/8	+ 1.25	17	2,183
N Tektronix	50	50			13	899
O Texscan	8 1/2	8 1/2			50	6
O Valtec	26 3/8	25 5/8	+ 3/4	+ 2.92	56	105
N Varian Associates	24	25	- 1	- 4.00	133	164
N Westinghouse	23 1/8	22 7/8	+ 1/4	+ 1.09	6	1,988
N Zenith	10 1/2	10 5/8	- 1/8	- 1.17	10	197

Standard & Poor's 400  
Industrial Average 131.12 130.73 +0.39





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

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

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# Added Attractions

BROADCASTING's editors and writers are at work on a number of special reporting assignments scheduled (\*) to appear during the next few months. Among the more prominent prospects:

- Jul 14  The annual **Awards Issue**, pulling together in one place all the major winners of the principal national awards competitions during the preceding 12 months.
- Jul 28  A special report on **local TV journalism**—a national canvass of extraordinary news coverage and public affairs efforts on the local firing line.
- Aug 25  **Radio 1980**. The latest word on AM versus FM. The new radio networks. Satellite interconnection and the other new audio technologies. How things stand in the oldest of broadcasting's family of Fifth Estate media, at the beginning of its newest and most competitive decade.
- Oct 13  The beginning of BROADCASTING magazine's celebration of its own **first 50 years**—with a companion, year-by-year celebration of the Fifth Estate with which its fortunes are joined. A major historical retrospective that will illuminate each issue of the succeeding 12 months, and climax in **BROADCASTING's 50th Anniversary Issue** on Oct. 12, 1981.

BROADCASTING will continue to update this schedule as appropriate, (a) to give readers an idea of what's upcoming, (b) to give sources due notice that we're at work in their territories and (c) to give advertisers a chance to plan their own marketing strategies in tandem with these editorial opportunities.

**You Belong in Broadcasting  Every Week**

*\* Publication dates are subject to change, dependent on the progress of research and the pressures of and pre-emptions by other breaking news developments.*



## Cable's co-worker couple: UA-Columbia's Koplovitzes

Seven years ago Bill and Kay Koplovitz went job hunting in the cable field: They thought it offered a "reasonable chance of a fast track." Today, he's vice president in charge of corporate development for the country's 10th largest MSO, UA-Columbia Cablevision; she's president of UA's joint-venture, USA Network, and most people would say "fast track" proved an underestimation.

That they're with the same company is no accident—a tribute to both their salesmanship and the perspicacity of UA-Columbia's president, Bob Rosencrans. In the early 1970's, Rosencrans was looking to build a franchising team; he was impressed with their educational backgrounds (Bill was a lawyer with National Association of Broadcasters experience, Kay a Phi Beta Kappa whose master's thesis was on the political ramifications of international satellite communications) and with an attitude that he describes as "eager to be successful." Rosencrans hired them both.

The Koplovitz name has long been familiar to BROADCASTING readers. William Koplovitz Sr. appeared on the forerunner of the "Profile" page in 1958 at his accession to the presidency of the Federal Communications Bar Association. A one-time assistant general counsel with the FCC, the senior Koplovitz is a retired partner in the Washington law firm of Dempsey & Koplovitz.

Taking several years out to run her own public relations firm, Kay rejoined the company in 1977 to preside over the precursor of USA Network, and has been building the operation ever since. (It's now available to more than five million subscribers). With the network's emphasis on live sports, Kay's job has her hobnobbing with team owners and league presidents. Along the way, she's picked up the Idell Kaitz Award of the National Cable Television Association for outstanding leadership in industry, as well as the first Action for Children's Television Award to cable for the development, with Learning Corp. of America, of the *Calliope* series carried on USA Network.

Does that leave Bill, handling the less glamorous regulatory and franchising end of the business, feeling left in Kay's shadow? "This sounds corny," says Bill Koplovitz, "but I love Kay a great deal and any time she has a success or is in the spotlight I feel proud . . . I wish her more success."

As a lifelong sports fan, he does admit to "a tinge of envy," watching his wife wheel and deal with the big names in pro-



Kay Smith Koplovitz—president, USA Network; b. April 11, 1945, Milwaukee; BS, University of Wisconsin, 1967; MA, Michigan State University, 1968; broadcast analyst, FCC, 1968; public information officer, Comsat 1969-71; freelance producer, 1971-73; corporate development officer, UA-Columbia Cablevision, 1973-75; president, Koplovitz & Co., 1975-77; consultant, Madison Square Garden Sports Network, 1977-79; vice president, executive director, UA-Columbia Satellite Services, 1979; present post since April 1980.

□

William Clarence Koplovitz Jr.—vice president, director of corporate development, UA-Columbia Cablevision; b. May 10, 1944; Washington; BA, Princeton, 1966; JD, University of Wisconsin Law School, 1969; staff attorney, National Association of Broadcasters, 1970-71; station manager, KOB-TV Medford, Ore., 1971-73; present post since 1973; named vice president 1978. m. April 1971.

fessional sports. But as Bill describes his work in franchising, his enjoyment of the strategic component of franchising struggles comes through. And he speaks with pride of the fact that in New Jersey, UA-Columbia received all 52 of the franchises it sought in his tenure, 45 of which were competitive situations, while in Westchester county, N.Y., out of 18 competitive situations, UA lost only one.

Rosencrans offers a description of the couple that puts them in a familiar perspective for many members of the cable industry: "They do everything like they play tennis—they're tenacious, aggressive—and successful." (At the 1979 NCTA convention, the Koplovitzes were runners-up in a *men's* doubles competition.)

Success, of course, is not without its costs. For the Koplovitzes, one price is that the long hours they put in leave them little time together, save for weekends. When both worked on franchising, they'd cover separate territories, representing UA-Columbia at hearings that often drag-

ged on into the night. Although Bill now finds the franchising process allowing for more civilized hours, Kay's presidential duties usually tie her up until 10 o'clock at night. And she often finds those days starting at 5 a.m. Adamantly rejecting the label "workaholic," Kay admits, "I don't think my schedule would be to everybody's liking."

Mutual recognition of each other's success orientation seems to be an important element of the Koplovitzes' marriage. Back in the early '70's, he was manager of a small market television station on the West Coast. But station policy forbade her working either there or at the one other television station in the market. The search for opportunities in the cable industry grew in large measure from their common awareness that the situation simply wasn't providing enough challenge for her.

That's all changed now. For someone for whom "the fun is getting there," working in cable has given Kay the experience of "seeing a new business develop." Since the time she was an undergraduate, she "believed that satellite technology would change communications; it seemed like such an obvious thing," and at UA-Columbia she's been part of what she calls "the marriage of satellites and cable" that "makes software affordable." "It's selection of programs that makes cable a success," says Kay. She draws on the franchising experience she shares with Bill in noting that "in 1973, mayors and councils didn't want to know about you. [Cable] meant you have to pay for TV. Now, mayors, councils—and the public—demand and want cable."

Looking at cable's potential from the franchise level, as opposed to his wife's network perspective, Bill speaks with enthusiasm of the opportunities afforded for local access programming, an element stressed in the company's franchise applications.

At home in the peaceful surroundings of their Franklin Lakes, N.J., home, the couple reveal a relaxed introspection that seems to contrast with their business image. It offers Kay the opportunity to muse on their unusual position: though in their 30's, they've had such a role in building part of the cable industry they can "look at all the former network people getting into cable" and say to themselves: "Why look at those young whippersnappers. Who do they think they are?"

The Koplovitzes hate to see grass growing under their feet, even at home. In fact, when they designed their retreat, (Bill insists Kay did the lion's share of that job) they gave a prominent place to the tennis courts on which they're frequently found. Even at play, they play to win.

## Early deadlines

Beset by mounting pressures from many sides, the FCC is preparing to take another look at its selection of the Magnavox system as the standard for the new AM stereo industry. As reported elsewhere in this issue, the commission's staff is working up the papers for a reopened rulemaking that would give antagonists a chance to go on formal record with the arguments that have been informally but vociferously advanced since the stereo decision was made last April.

The FCC could hardly do anything else, especially knowing as it does that the staff that prepared the Magnavox decision worked under forced draft and would like a chance for more temperate consideration of the mass of conflicting information the FCC stored up in the years that AM stereo has been under study. The mere existence of that mass is, however, the best argument for an expedited form of rulemaking to be undertaken now. There is no need for the FCC to start anywhere near square one in its reconsideration.

It is enough for the FCC to invite comment on such questions as these: Is the Magnavox system the deserving winner? If not, which competing applicant is best? Would it be in the public interest for the FCC merely to announce basic standards and let competing systems enter the market?

The facts are already in the record. The arguments can be prepared easily. On with it.

## More of the same

The FCC's proposal to break up co-located crossownerships of television stations and cable systems is of a piece with actions it has taken against crossownerships of other kinds. The agency is proceeding on merely the assumption that diversification of ownership will lead to diversification of programming. It is proceeding without evidence of any kind that crossownerships have failed to serve the public.

In the later stages of the application of its anticrossownership policy, the commission has also operated in the hope that properties put on the market by its orders will somehow fall into the hands of minorities whose fortunes it wants to promote. That objective, added to the assumed attractions of diversification, gives the crusade against crossownership an enduring life of its own.

There is no sensible way to measure whether programming is more diversified or less in communities where media ownerships have been fragmented by FCC rule. It is possible, however, to say that for the most part the ownership changes have merely meant the rearrangement of group portfolios. The classic example was provided by the *Washington Post's* and *Detroit News's* exchange of hometown television stations. If the FCC's proposed divestiture of cable and television station crossownerships sticks, it will be surprising if the sell-offs don't go to companies already well established in the business.

Another questionable feature in the FCC's notice of last week was noted in a dissenting statement of Commissioner Abbott Washburn. One of the criteria that the FCC said it would consider in entertaining requests for waivers of divestiture was whether crossownership had "increased the performances of either the crossowned station or the [cable] system, especially, in the case of the latter, by the number and type of nonbroadcast programming services."

Washburn criticized the majority's "outright preference for 'nonbroadcast programming.'" He questioned "the propriety of a

government agency making specific kinds of programming the quid pro quo for the waiver of a divestiture rule."

Well, of course, Washburn was right, but he could have gone further to say that the FCC, in its promise of some waivers, had given applicants the burden of proving special virtues. The question here is whether the FCC can continue to evade the burden of proving that the crossownerships it proposes to demolish are indeed wrong.

## Lowered aspirations

For a while journalists had reason to think that Congress was on the way to repair one of the several damages to editorial freedom inflicted by the incumbent Supreme Court. The House Judiciary Committee approved a bill to outlaw the police ransacking of newsrooms that had been approved by the court in the *Stanford Daily* case. The Senate Judiciary Committee followed with a bill of its own, close enough to the House version to raise hopes that a compromise would be possible.

Now, as a story elsewhere in this issue explains, conflicts have developed among key figures on both sides of the Hill. The bill adopted by the House would require investigating agencies to obtain subpoenas before searching for criminal evidence in journalism offices or premises occupied by private citizens who are not themselves suspected of a crime. The Senate bill confines the protection to journalism offices, although it instructs the attorney general to issue guidelines governing searches of other premises. The difference is enough to have ruffled dispositions and authors' prides.

This page has sided with those preferring the broader coverage on the grounds that the Fourth Amendment, which forbids unreasonable searches and seizures, applies equally to everyone. If, however, the blanket protection cannot be attained against the dedicated opposition of such unlikely coalitions as the Carter administration and Senator Strom Thurmond, something less is worth settling for. Journalism organizations that have been active in urging Congress to adopt a measure of relief ought now to work for sensible compromise.



By Auth for *The Philadelphia Inquirer*.

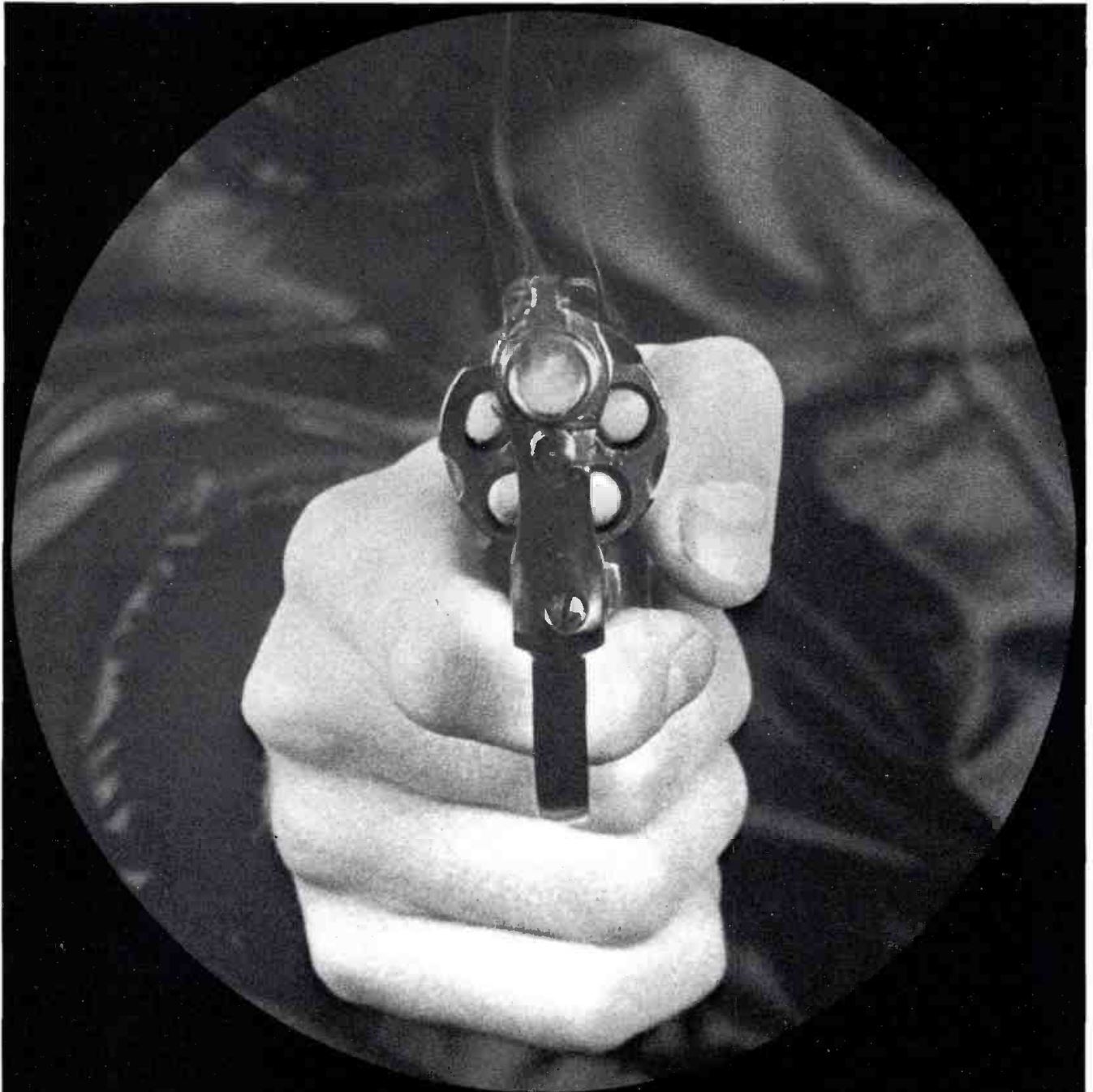
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# "In-Vesting" in lives

Television 7 and the Greater Dayton Jaycees established "Operation In-Vest" to provide extra protection for law enforcement officers through bullet proof vests. The business community, area service clubs, community groups

and general public responded with thousands of dollars in contributions. When the final tally is in, officials hope to outfit some 650 officers in 13 law enforcement agencies in southwest Ohio. The lives we save may one day save ours.

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## Census Countdown

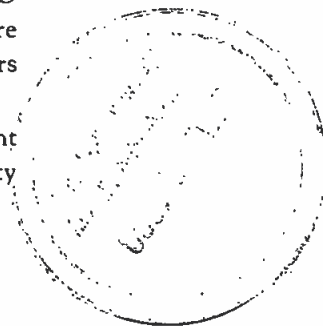
Realizing the tremendous impact the 1980 census would have on the community for the next decade, WKZO Radio in Kalamazoo went all out to see that listeners fully understood the procedure.

During the weeks preceding the nationwide count, WKZO aired public service announcements by community leaders who explained the dates and importance of the upcoming census.

The station also broadcast several programs the week the forms were mailed describing the information requested on each line of the questionnaire.

And, the day the forms were to be filled out, WKZO Radio aired a special "At Your Service" show, where census workers answered questions phoned in by listeners who ran into problems completing the forms.

Providing the service and information that really count is all part of the Fetzer tradition of total community involvement.



### *The Fetzer Stations*

<b>WKZO</b> Kalamazoo	<b>WKZO-TV</b> Kalamazoo	<b>KOLN-TV</b> Lincoln	<b>KGIN-TV</b> Grand Island
<b>WJFM</b> Grand Rapids	<b>WKJF(FM)</b> Cadillac	<b>WWAM</b> Cadillac	<b>KMEG-TV</b> Sioux City