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and
for all time periods**

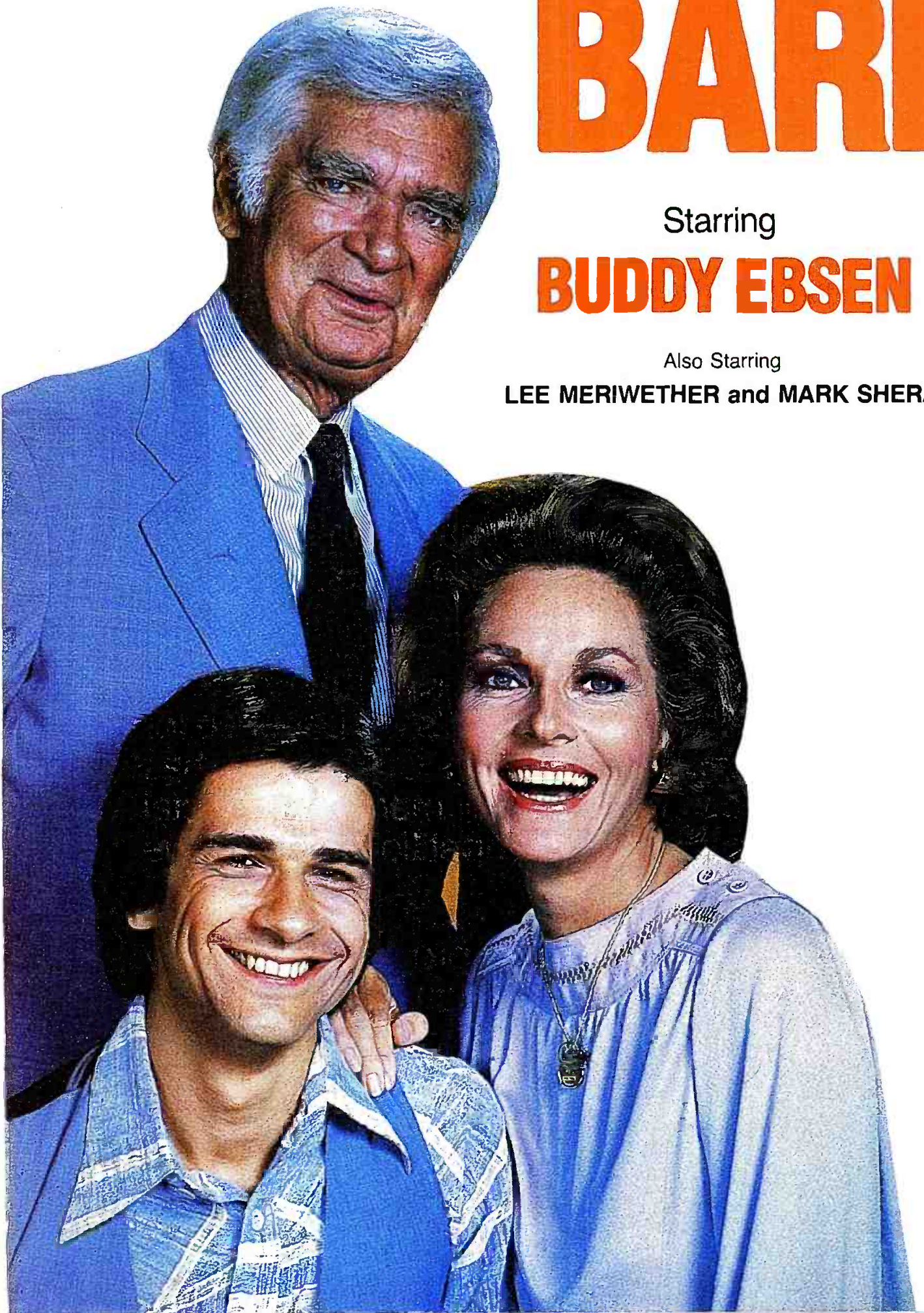
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Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single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

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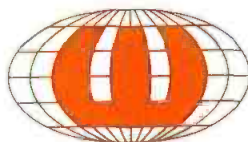
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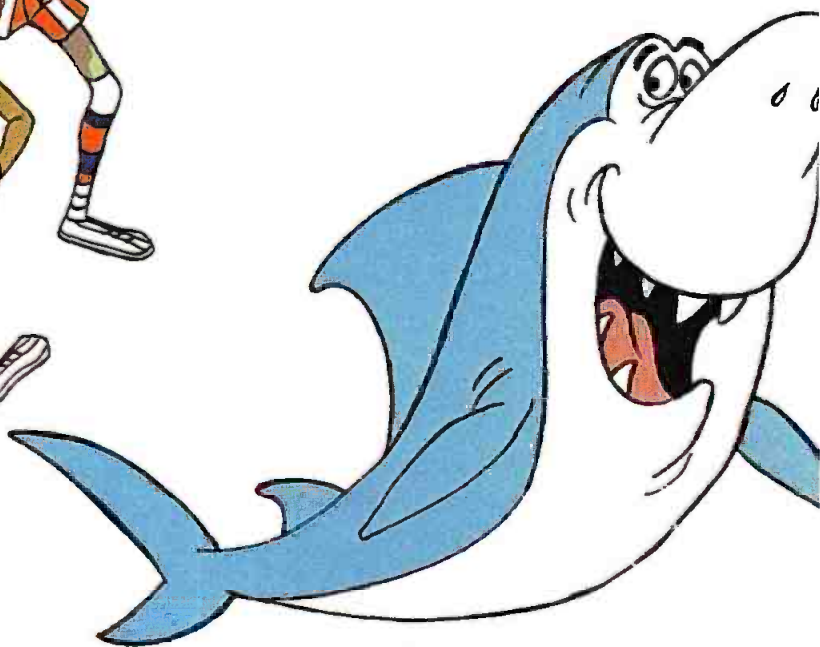
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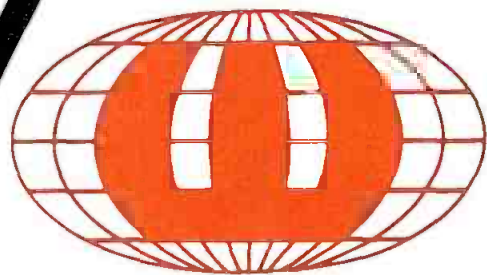
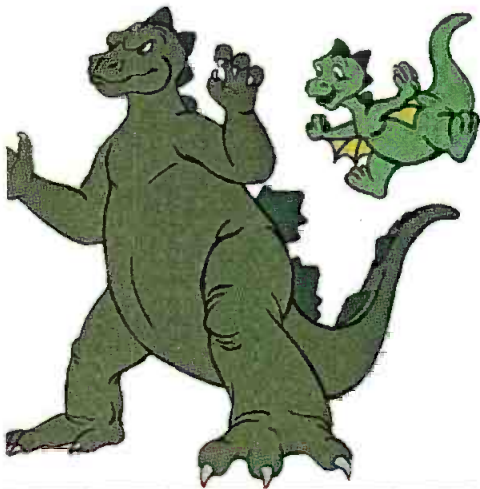
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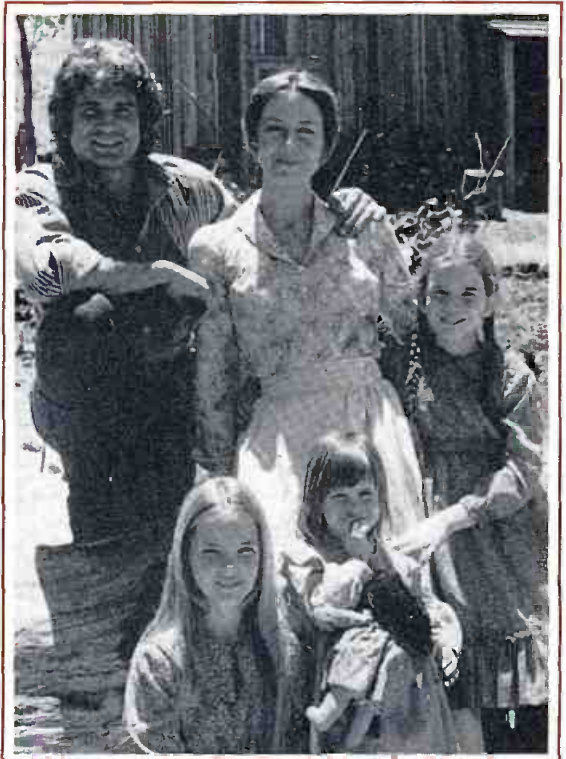
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* Ask Rhoda, Alice, Phyllis, Billy, Kotter, Tony Orlando and Dawn, Captain and Tenille, Wonder Woman, Bionic Woman, Six Million Dollar Man, Logan, Lucan, Young Daniel Boone, San Pedro Beach Bums, The Jeffersons, White Shadow, 240 Robert and the entire National Football League.

Source: NTI (Sept.-Feb. 1974 -1979;
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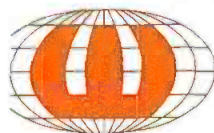
The musical variety talk show of the 70's is here today! One Hour/Strip

* He's 6'5" tall: he's a New Yorker working in Australia.



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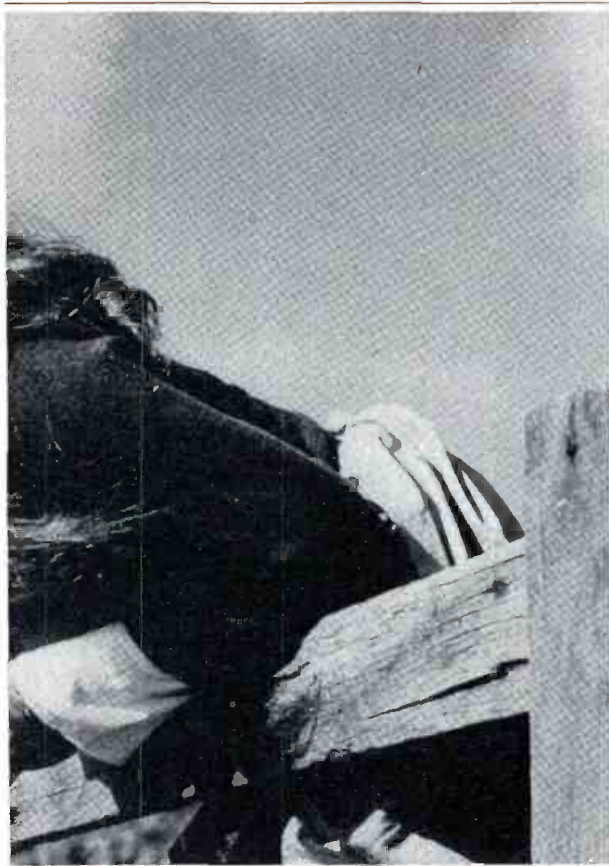
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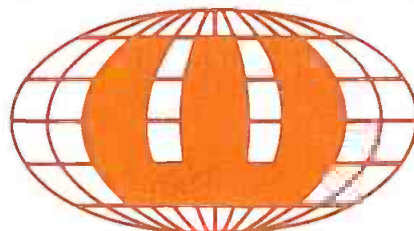
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Boston	WLVI-TV	Orlando	WOFL
Detroit	WKBD-TV	Louisville	WLKY-TV
Washington, D.C.	WTTG	Norfolk	WTVV
Houston	KRIV-TV	Greensboro	WFMY-TV
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3 Hours/Produced by Dick Clark



An extraordinary dramatization of the life of the late king of rock-and-roll, Elvis Presley, starring Kurt Russell "in a wonderfully complex portrait." (*The New York Times*) In fact, it's "close to perfection. Joined in an excellent performance by Season Hubley as his wife, Priscilla." (*THE NEW YORKER*) Elvis was aired on ABC in direct competition with two smash box-office Oscar winners, "Gone with the Wind" on CBS and "One Flew Over the Cuckoo's Nest" on NBC . . . and Elvis won!

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— **The New York Times**

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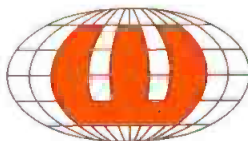
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Now that it's perfect, what's wrong with it?

That question ranks near the top of the precepts that guide BROADCASTING's editors each week. It reflects, on the one hand, our effort to make each issue the best of its breed. It acknowledges, on the other, a continuing dissatisfaction with yesterday's achievements that keeps pushing the magazine into ever newer frontiers.

That's why this week's BROADCASTING is different in several respects from last week's, and why next week's is likely to be something else again. It's our good fortune to be in harness with the most volatile of America's industries and art forms, and we're determined to keep pace. And even, on occasion, to take a step or two in front.

BROADCASTING's been doing it for almost half a century now. We mean to keep at it forever—following the trail of electronic media wherever it may lead.

For one major contingent of BROADCASTING's editorial team, that trail leads this week to NATPE in San Francisco. But that will be only a part of our newsgathering locomotion. A staff correspondent will be in Lake Placid covering television's coverage of the winter Olympics. Another will be in New Hampshire tracking the broadcast media's role in that state's primary campaign. We'd hardly unpacked our editorial bags from covering WARC '79 in Geneva before it was time to follow the SMPTE to Toronto, and now we're getting ready to fly south for the Region 2 meetings in Buenos Aires. Remember those stories of how the networks covered the embassy takeover in Iran? Many contained

dispatches from BROADCASTING's now permanent correspondent in London—in liaison, of course, with headquarters in Washington and the principal bureaus in New York and Hollywood.

The advertising and marketing staffs have been busy, too, as the heft of this issue demonstrates convincingly. What may not be obvious is that BROADCASTING now ranks 34th among *all* U.S. magazines—business and consumer—in the number of advertising pages carried each year. (*Time*, for example, ranks 24th.) And we're 22nd among all business magazines in advertising pages. Within the broadcasting universe, of course, BROADCASTING continues to stand alone.

We don't mean to stop now. Among our coming innovations: the merger of BROADCASTING's *Cable Sourcebook* into its annual *Broadcasting Yearbook* to create the largest one-volume reference resource available in the fields of television, radio, cable and their allied arts and services.

All of us at BROADCASTING hope you've both profited from and enjoyed what we began in the 1930's. And tried to do better in the 40's. And to improve upon in the 50's. And to top in the 60's. And to surpass again in the 70's.

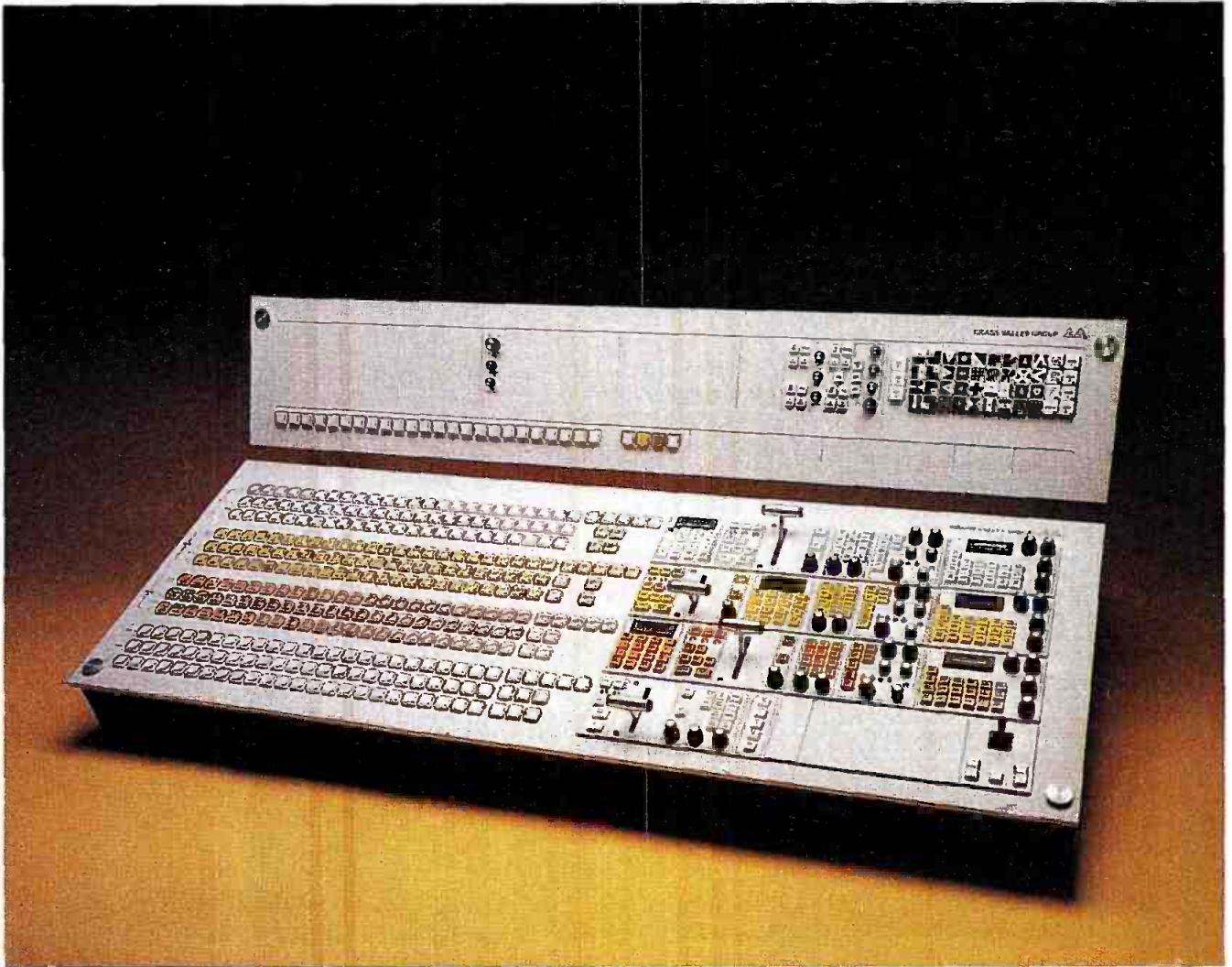
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The Week in Brief

TOP OF THE WEEK

EEO TIGHTENING □ The FCC will study current network practices in employing women and minorities in the program area, and it imposes higher percentage requirements for stations. **PAGE 43.**

RATHER'S THE ONE □ The veteran CBS newsmen is picked to succeed Cronkite starting sometime early next year. What Roger Mudd will do remains a question. **PAGE 44.**

PLACID BEFORE THE STORM □ The winter Olympics are off to a smooth start for ABC-TV. But NBC-TV's plans for the summer games encounter more rough weather. **PAGE 45.**

ANOTHER NEW SEASON □ ABC-TV and NBC-TV announce major changes in their prime-time line-ups for next month, and CBS maps countermoves. It adds up to the creation of still another new prime-time season. **PAGE 46.**

POLITICAL PEEVES □ Kennedy, upset about Carter's broadcast news conference last week, demands equal time. The contender also is vexed that WCVB-TV Boston will not sell him time. And both the Carter and Kennedy camps are irked by CBS's early call of a winner in the Maine caucuses. **PAGE 48.**

SPECIAL REPORT

SHOW AND SELL □ That's name of the lively game in San Francisco where NATPE started its annual conference last Saturday. Here's a reprise of the agenda plus an update on the exhibitors. **PAGE 54.** NATPE mirrors a trend among local station buyers who want programming more attuned to community and local interests. **PAGE 68.**

AT LARGE

SOUNDING OFF □ Some of the biggest names in TV production give vent to their feelings about the condition of television programming today. In this "At Large" report they express particular dissatisfaction with the networks and confess some confusion about what the future holds for them. They are heartened by the promises of the new

video technologies and the prospect of more buyers for their products. **PAGE 72.**

MEDIA

UPBEAT OUTLOOK □ A Petry-sponsored study peeks ahead five years and sees short-term outlook good for TV, and even better for cable and other new media. **PAGE 98.**

PROGRAMMING

ELECTRONIC CHURCH DEFENDED □ Participants at a New York seminar say that radio-TV religious groups are drawing a billion dollars a year from audiences, but not necessarily from members of traditional churches. They also cite positive influences of religious broadcasters. **PAGE 118.**

JOURNALISM

NEWS HONORS □ CBS takes the lion's share of Emmy awards for news and documentary programming. **PAGE 132.**

TECHNOLOGY

SATELLINK OF AMERICA □ That's the name of the new Wold subsidiary that will provide portable and fixed stations to enable broadcasters to make broad use of satellite potential. **PAGE 138.**

LAW & REGULATION

WRAPPING UP KRLA □ Pointing out that the new operator of the Pasadena station has been in charge since November, the FCC tosses out the authorization-revocation proceeding against the former and interim operator. **PAGE 147.**

BUSINESS

BRANCHING OUT □ All three commercial TV networks have started to put eggs in the home-video basket. Their approaches for a share of the market are different, but all see themselves operating from an ideal base. **PAGE 154.**

PROFILE

FUNDAMENTALS AND FLAIR □ Chuck Gingold advises beginners to learn all the ropes at a small station. He did that and added to the show business savvy he already possessed. The dual payoff came last year when he became programming director of WABC-TV New York and ascended to the presidency of NATPE. **PAGE 209.**

Bottom Line..... 170
Business Briefly..... 28
Changing Hands..... 173
Closed Circuit..... 26

Datebook..... 32
Editorials..... 210
Fates & Fortunes..... 203
For the Record..... 176

In Sync..... 142
Inter Media..... 110
Monday Memo..... 38
Monitor..... 131

News Beat..... 134
Open Mike..... 35
Playback..... 122
Washington Watch..... 150

Index to advertisers ■ ARP Films 175 □ Aetna Life & Casualty 118 □ Air Time 164-165 □ American Express 104 □ Arbitron 80-81 □ Associated Press 32, 34 □ BBI 177 □ Blackburn 172 □ Broadcast Personnel 203 □ CB Distribution 155 □ Cinema Shares 141 □ Colbert TV 83-90 □ Columbia Pictures 93-97 □ Continental Electronics 134 □ R.C. Crisler 186 □ Dan Curtis 91 □ Filmways 160-161, 178 □ Four Star 130 □ Freemantle 169 □ Gold Key 135 □ Gould Entertainment 187 □ Grass Valley 24 □ Group W Productions 108-109 □ Harris 119 □ Ted Hepburn 170 □ ICM Marketing 179 □ JWT Syndication Back Cover □ KTLA-TV 174 □ Kaman 114 □ Katz 116-117 □ King World 162 □ Klein & Inside Back Cover □ Knowledge Industry 184 □ Lexington Broadcasting 148-149 □ Lutheran TV 70, 159 □ MCA-TV 27, 36-37, 112-113 □ MGM-TV 55-57, 58-59, 60-61 □ Madison Square Garden 139 □ Robert Mahlman 30 □ Jack Masla 28 □ McMartin Industries 131 □ Metromedia Producers 64-65, 99-102 □ Archer Daniels Midland 188 □ Multimedia Program Producers 33, 35, 47, 147, 189 □ Bristol-Myers 171, 183 □ National Telefilm Associates 120-121, 136-137 □ New World Pictures 143 □ New Zoo Review 156 □ Newsweek 180-181 □ Oak Industries 126-27 □ Outlet Broadcasting 145 □ Paramount 39-41, 49, 67 □ Post-Newsweek 128-129 □ RCA 111 □ Cecil L. Richards 173 □ SFM 124-125, 152-153 □ Spot Time 166 □ Joe Sullivan 162 □ TAV 142 □ TVAC 157 □ Taffner 115, 123, 151, 167 □ Tandem 71, 73, 75, 76-77 □ William B. Tanner 140 □ Teleworld 146 □ 20th Century-Fox 79, 133 □ United Press International 163 □ Viacom 29, 51, 52-53, 106-107 □ WCBS-TV 69 □ WGN-TV 185 □ WKZO-TV 42 □ WNEW-TV 105 □ WPBT-TV 144 □ WSPA 208 □ Warner Brothers Front Cover, 63 □ Weiss Global 31 □ Worldvision Inside Front Cover-22 □

Closed Circuit®

Insider report: behind the scene, before the fact

Last man out

Sudden resignation of David W. Warren Jr., chief of FCC Office of Opinions and Review and veteran of 29 years at agency (retirement pay: \$31,000) makes it full circle in replacement of all major department heads since Charles D. Ferris assumed chairmanship in 1977 and set out to rebuild agency to his political liking. Warren, former assistant chief, who moved to top rung in 1974, presumably will enter private practice after brief vacation. Meanwhile, he's keeping his own counsel about what motivated early retirement.

Mixed marriage

Joint-venture productions by Home Box Office (Time Inc. subsidiary) and Public Broadcasting Service, with pay TV getting first run, are in negotiation. By pooling costs, commercial and noncommercial services would develop product neither could afford individually. PBS—after pay-TV runs—would fit mutually underwritten features into its schedule.

Pooling of resources also might fit acquisition of lower-budgeted, high-quality imported product (mainly British), with corporate underwriters getting first call. Multifaceted transactions would use public TV funds, with public TV centers' participation, along with pay-TV money in cross-ruff to get maximum mileage out of product with noncompetitive audiences. Among those involved in negotiations are Larry Grossman, PBS president, and N. J. (Nick) Nicholas, recently named chairman of HBO.

In contention

Speculation already beginning to build about possible successor to Sam Cook Digges when he retires early next year as president of CBS Radio. Among those currently considered front runners: Bill Grimes, CBS Radio's senior vice president in charge of owned AM and FM stations; Dick Brescia, vice president and general manager of CBS Radio network, and two former high CBS Radio executives now in television: Neil Derrough, vice president and general manager of WCBS-TV New York, and Peter Lund, vice president for station services, CBS Television Stations division. Digges, who has headed division since 1970, reaches CBS mandatory retirement age of 65 next Jan. 6.

Head hunt

Bill Moyers, who put in two-year stint in commercial TV with CBS News but returned to public broadcasting at start of

1979, is being courted on commercial side again, this time by ABC News. Sources there say talks have been going on for several months. Funding for *Bill Moyers's Journal* on PBS is said to run out in June. Replenishment is being sought.

On display

NBC will have show-and-tell on grand scale next month when it holds its first full-fledged management conference at Scottsdale, Ariz. All division and staff heads with rank of vice president or higher—about 150 in all—will be on hand. President Fred Silverman will open it, and Chairman Jane Cahill Pfeiffer (who is credited with originating conference) will close. In between, division heads will make presentations about their activities and, with staff heads, form panels at which other participants may fire questions.

Stated objective is for all to develop broader awareness of what various divisions are doing, get better understanding of corporate direction and "get to know each other better." Subordinates are also aware they'll be performing before top management. Date is March 5-7.

Super superstations

Greatest threat to conventional networks during next decade will come from independent TV stations, not from cable. That's message program consultant and ex-network program chief, Mike Dann, will deliver during NATPE conference in San Francisco this week—along with strong chastising of independents for not capitalizing on program opportunities of past decade. ("The entire time I was at NBC and CBS we were always concerned about the possibility that a major independent or a group would develop a runaway hit. Time showed that we certainly had nothing to worry about.")

Independents now spend \$75 million annually on new program product; by mid-1980's they'll be spending \$400 million, in Dann's view. He believes cable carriage of independents will tie them into marketing vehicle covering 75% of U.S., and eliminating UHF disadvantage.

Advice on consent

National Telecommunications and Information Administration's Henry Geller will deliver message certain to be warmly received by NATPE conference this week. He is expected to state his advocacy of free-market regulation of program distribution. He is against restrictions on pay television and for rules

requiring cable systems to obtain consent of stations or copyright owners before retransmitting their programs.

He is expected to warn that need for retransmission consent will become painfully evident if FCC eliminates its syndicated exclusivity rule, as it has proposed. Without protection that rule affords copyright owners, Geller feels, they will insist on new copyright tribunal hiking fees cable systems pay under compulsory license formula. And then government regulation, through proceedings before tribunal, will really be burden, he predicts.

Slipping schedule

Broadcasting-related legislation, which was to receive consideration in House early this year, may be put off for some time. First order of business for Representative Lionel Van Deerlin's (D-Calif.) Communications Subcommittee is to get common carrier bill to House floor. Full Commerce Committee meets for mark-up this week, but possible Democratic caucus, as well as other bills on agenda, will likely mean consideration of common carrier bill will not come until next week or later.

This will probably mean postponement again of Feb. 27 hearings on bill introduced by Representative Ronald Mottl (D-Ohio) on public disclosure of station financial information. Also pushed back pending completion of common carrier bill might be tentative March hearings on crossownership bill, introduced by Representative Allan Swift (D-Wash.) and mark-up of Van Deerlin's legislation that would partially repeal Section 315 of Communications Act.

Appraisal

Year-end evaluation of Tribune Co. stock (*Chicago Tribune*, *New York Daily News*, four other newspapers, WGN Continental and its four TV and five radio stations, plus paper mills) was pegged at \$530 million. Each of 8,000 shares, held by some 300 stockholders including Tribune-News Employees Trust, was valued at \$66,250, as of last Dec. 31. Even with sharp increase over last year's evaluation, stock is regarded as considerably underpriced.

Notice to stockholders said First National Bank of Chicago and Morgan Guaranty Trust Co. of New York independently determined value for purposes of profit-sharing trust as traditionally used in establishing price at which company would purchase shares from shareholders and beneficiaries of employees trust.



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Business Briefly

TV ONLY

Ziebart □ Second-quarter campaign for car rust-proofing service begins in early April in over 90 markets. Agency: Ross Roy, Detroit. Target: men, 25-54.

Taco Bell □ Fourteen-week campaign for fast food restaurant begins March 24 in 40 markets. Spots are placed in fringe and prime access times. Agency: Grey Advertising, Los Angeles. Target: adults, 18-34.

S.C. Johnson □ Campaign for Raid Crack & Crevice insecticide begins March 24 and runs through May in 50 markets. Agency: Foote, Cone & Belding, Chicago. Target: women, 25-54.

MJB □ Thirteen-week campaign for coffee begins March 31 in 13 markets including Denver and San Francisco. Spots will run during day and fringe times. Agency: Carlson, Liebowitz & Olshaver, Los Angeles. Target: women, 25-54.

United Gilsonite □ Eight-week campaign for wood finishes kits begins this week in Washington, and Wilkes Barre-Scranton, Johnston-Altoona and

Harrisburg-York-Lancaster-Lebanon, all Pennsylvania. Spots will run in fringe, prime and news times. Agency: Weightman Advertising, Philadelphia. Target: adults, 25-54.

Hartz Mountain □ Campaign for various pet products begins in late March in about 40 markets including New Orleans, Dallas-Fort Worth and Houston. Some spots will run during fringe and weekend programming. Agency: Cooper Square Advertising Agency, Harrison, N.J. Target: adults, 25-54.

Darworth □ Eight-week campaign for Cuprinol stain and wood preservatives begins April 26 and runs through September in over 30 markets including Houston, Seattle-Tacoma, Wash., Portland, Ore., Buffalo and Albany-Schenectady-Troy, N.Y. Spots will run during prime, fringe and weekend programming. Agency: Mints & Hoke Inc., Avon, Conn. Target: men, 25-49.

P&R Macaroni □ Eight-week campaign for macaroni products begins this week in four markets. Some spots will run during daytimes. Agency: Sprio &

Rep Report

KOGO(AM)-KPRI(FM) San Diego, Calif.: To Eastman Radio from RKO Sales.

□

WAYL-AM-FM Minneapolis: To Major Market Radio Sales from Buckley Radio Sales.

□

WGNN-TV Winston-Salem, N.C.: To Avery-Knodel Television (no previous rep).

□

WYNK-AM-FM Baton Rouge: To Torbet Radio from Jack Masla.

□

WNYE(AM) Fort Walton Beach, Fla.: To Torbet Radio from Busby, Finch, Lathom & Widman.

Associates, Philadelphia. Target: women, 25-49.

Frito-Lay □ Test campaign for Cheetos snack food begins in second quarter in Greenville-Spartanburg-Asheville and Wilmington, all North Carolina. Test campaign for Ruffles potato chips also begins in second quarter in Beaumont, Tex., Yakima, Wash., and Wilmington, N.C. Agency: Young & Rubicam, New York. Target: teen-agers, adults.

Kasser Distillers □ Six-week campaign for Chateau Luzerne wine begins Feb. 25 in Philadelphia and Pittsburgh. Spots will run during prime, fringe, news and prime access times. Agency: Elkman Advertising Co., Bala Cynwyd, Pa. Target: adults, 25-49.

Wondergrow □ Six-week campaign for fertilizer begins March 17 in seven markets primarily in Michigan and Ohio. Spots will run during day and fringe times. Agency: Desmond & Associates, Oak Park, Mich. Target: men, 25-54.

Mushrooms □ Four-to-five-week campaign for womens' shoes begins in March in about 50 markets including San Francisco, Denver, Charlotte, N.C., Minneapolis-St. Paul and Albany-Schenectady-Troy, N.Y. Spots will run during day and fringe times. Agency: AC&R Advertising, New York. Target: women, 25-54.

Porsche □ Five-week campaign for Audi 5000 begins this week in 15 markets including Pittsburgh, Minneapolis-St. Paul, Charlotte, N.C., Birmingham, Ala., and Denver. Spots are placed in news/

Radio only

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

Viacom **Features VII**

OUT IN FRONT
AT THE NATPE!
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SAN FRANCISCO
HILTON



sports times. Agency: Doyle, Dane, Bernbach, New York. Target: men, 25-49.

Controlontics □ Four-week campaign for Whistler Radar Eye begins March 11 in St. Louis and Oklahoma City. Spots will run in late fringe times. Agency: Ingalls Associates, Boston. Target: men, 18-49.

Lawry Foods □ Four-week campaign for seasoning salt and Mexican food begins Feb. 25 in about eight markets including San Francisco. Spots will run during day, fringe and prime times. Agency: Dailey & Associates, Los Angeles. Target: women, 25-54.

Trappey's □ One-to-four-week campaign for canned beans begins in early March in eight markets in Texas, Alabama and Louisiana. Spots will run in day and fringe times. Agency: Peter A. Mayer Advertising, New Orleans.

Valvoline □ Three-week campaign for motor oil begins March 31 in Atlanta and Dallas-Fort Worth area. Spots will run during day, fringe, prime and weekend programming. Agency: Fahlgren & Ferris, Cincinnati. Target: men, 25-54.

Nabisco □ Two-week campaign for Honey Maid graham crackers begins March 17 in 10 markets including Milwaukee, Richmond, Va., and Mobile, Ala. Agency: William Esty, New York. Target: women, 18-34.

Jos. Garneau Co. □ Four-week campaign for Bolla wine begins March 3 in about 30 markets including Los Angeles, Houston, New Orleans, Cincinnati and Washington. Spots are being placed during fringe and late news times. Agency: Manoff Geers Gross, New York. Target: adults, 25-49.

Control Data □ Six-week campaign for Learning Center begins this week in 23 markets including Seattle-Tacoma. Spots are placed in day, prime and late fringe times. Agency: E. H. Brown, Chicago. Target: adults, 25-49.

Pillsbury □ Four-week campaign for Oven Loven' begins this week in Indianapolis, Fort Wayne, Ind., Kansas City, Mo., and Cleveland. Spots will run during day and late fringe times. Agency: Leo Burnett, Chicago. Target: women, 25-54.

RADIO ONLY

Del Monte □ Twelve-week campaign for various products begins this week in seven major markets in Washington and Oregon. Spots will run during morning and afternoon drive times. Agency: McCann-Erickson, San Francisco. Target: women, 25-54.

Algonquin Gas □ Seven-month campaign for gas company begins April 7

in nine New England markets. Spots will be placed in morning drive times, daytimes and afternoon drive times. Agency: Doremus & Co., Boston. Target: adults, 25-54.

Illinois State Lottery □ Six-week campaign begins this month in Illinois markets and St. Louis, Mo. Spots will run during morning drive times, daytimes and afternoon drive times. Agency: Lee King & Partners, Chicago. Target: adults, 18 plus.

Monsieur Henri □ Four-week campaign for Premiat wine begins April 28 in New York, Philadelphia, Washington and Columbus, Ohio. Spots will run in both morning and afternoon drive times, plus weekend programming. Agency: Ogilvy & Mather, New York. Target: adults, 25-54.

Servistar □ Two-week campaign for hardware stores begins April 7 in 22 markets including Nashville, Tampa, Fla., Cleveland, Ohio, Baltimore, Philadelphia and Rochester, N.Y. Spots will run during morning drive times and daytimes. Agency: Ketchum, MacLeod & Grove, Pittsburgh. Target: adults, 25-54.

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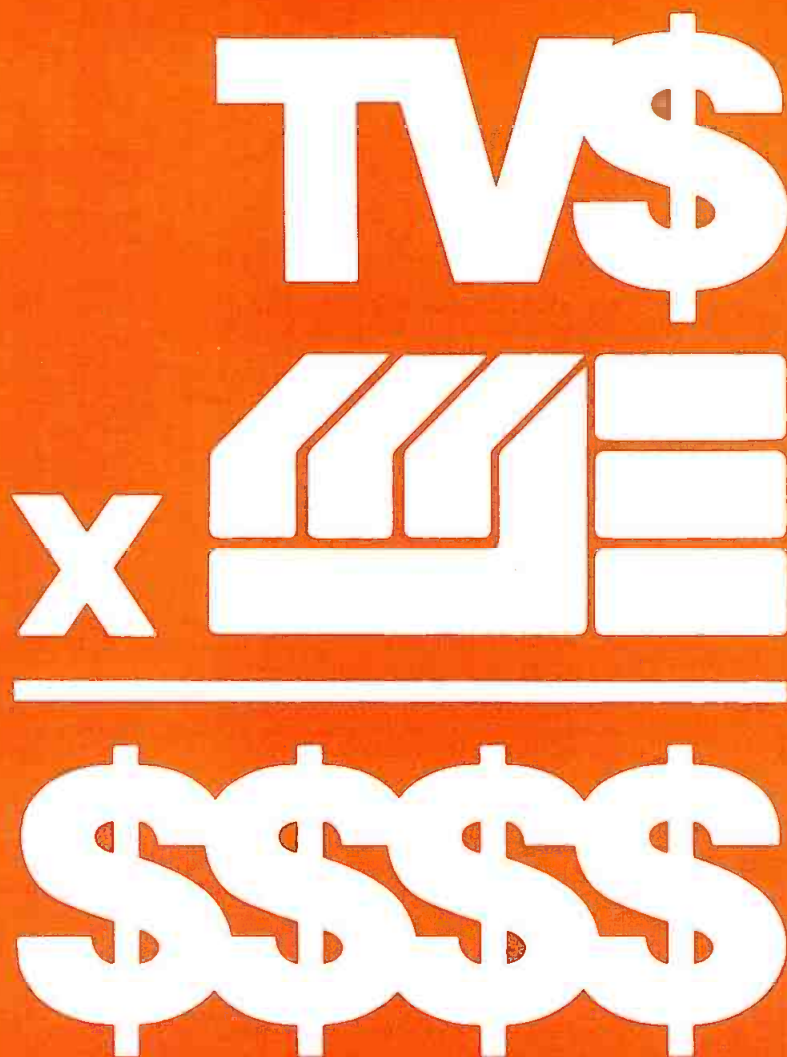
AdVantage



Feminine food. Kellogg's of Battle Creek, Michigan is introducing new cereal designed expressly for women. "Smart Start," rice-flavored cereal containing 100% of U.S. recommended daily allowance of iron, is targeted toward active women, ages 15 plus. TV test marketing has begun in Syracuse, N.Y., Little Rock, Ark., and Spokane, Wash. In mid-March TV spots will also run in Boston. Network TV campaign, still in planning stages, will be handled by Leo Burnett, Chicago. Additional advertising will include print ads with coupons.

□

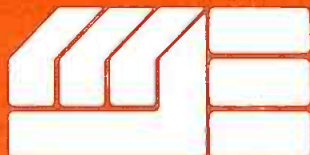
In new home. Turner Television Sales, arm of Turner Broadcasting System, Atlanta, has moved its New York office to 575 Lexington Avenue 10022. Phone: (212) 935-4160. Bill Ganley is president.



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Datebook

■ Indicates new or revised listing

This week

■ **Feb. 12-24**—XIII Winter Olympics, Lake Placid, N.Y.

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

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

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

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

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

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

■ **Feb. 23**—Radio deregulation workshop sponsored by *Syracuse University College of Law* and *S.I. Newhouse School of Public Communication*. Grant Auditorium, Syracuse University, Syracuse, N.Y. Information: Theodore M. Haglin (315) 423-2534

Also in February

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

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

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

Feb. 27—*Radio Advertising Bureau* sales success clinic. Peachtree Plaza, Atlanta.

■ **Feb. 27**—*House Communications Subcommittee* hearings on H.R. 5430, legislation requiring disclosure of station financial information.

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

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

■ **Feb. 28-29**—*National Association of Broadcasters* 25th annual conference of state association presidents and executive directors. Four Seasons hotel, Washington.

Major Meetings

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

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

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

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

May 4-6—*CBS-TV affiliates* annual meeting. Century Plaza hotel, Los Angeles.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Feb. 29-March 1—*National Oceanic and Atmospheric Administration* Spring Snowmelt Media workshop. NOAA National Weather Service River Forecast Center, 6301 34th Avenue South, Minneapolis.

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

March

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

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

■ **March 3**—Deadline for entries in competition for *National Broadcast Editorial Association's* Award for Excellence. Information: Susan Veatch, WCBS-TV, 51 West 52d Street, New York 10019.

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

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

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

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

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

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

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

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

■ **March 6**—Panel discussion of *American Women in Radio and Television* on "You Can Own Your Own Radio and Television Station." Summit Hotel, New York, 9:30 a.m. Speakers: Allen B. Shaw, radio consultant, New York; Bruce Houston, media broker, C. L. Richards Co., Falls Church, Va.; Allan Griffith, VP, Bank of New York.

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

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

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

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

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

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

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

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

March 16—*Public Radio in Mid-America* business

Errata

In Feb. 11 Errata on **revenues of Washington Post Co.** for four quarters through third quarter of 1979, correct figure should have been listed as **\$569,371,000.**

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

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

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

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

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

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

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

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

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

tion: Denise Recht, (617) 527-7870.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

April

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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Broadcasting TELEVISION®

The newsworthy of broadcasting and allied arts
Executive and publication headquarters
Broadcasting-Television building
1735 DeSales Street, N.W., Washington 20036.
Phone: 202-636-1022.

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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. *Telecast** in 1953 and *Television** in 1961. *Broadcasting*—*Television* was introduced in 1946. □ *Reg. U.S. Patent Office. □ Copyright 1980 by Broadcasting Publications Inc.

Two sides on Seltzer

EDITOR: I must commend Louis N. Seltzer, president of WCOJ(AM) Coatesville, Pa., for his excellent insight in his "Open Mike" letter in the Jan. 28 issue.

As the environmentalists led America down the road to our present energy condition with unleaded gasoline and catalytic converters, legislating us into inefficient machines, so today the "broadcast environmentalists" want to duplicate all clear channels, thus ruining any skywave nationwide coverage yet accepting any coverage or interference from other nations.

Now it seems each community, in the name of providing minority ownership opportunities, is to be provided so many services that profitable (hence able to provide good local service) stations will cease to exist. Actually, the minorities don't want channels in Podunk, they go for them only in Metroplex. Just ask any broker.

BROADCASTING, and many others, lead us to believe that there really is a Daytime Broadcasters Association to champion us daytime-only licensees. Don't be fooled. A one-man campaign of personal views should not be mistaken as a consensus of "daytime broadcasters," absent a "polling of the delegation," according to Hoyle.

The antiquated, behemoth FCC is the biggest deterrent to effective use of broadcast channels. As long as economists and the like, oblivious to the physics of electronics, can dictate from their ignorance—or arrogance—we are all in trouble. The commission certainly needs a strong contingent of sensible engineers to get things in step with mother nature, then leave broadcasters free to serve their communities.

The National Association of Broadcasters Distinguished Service Award should go to a man like Seltzer, who has the courage to be a Paul Revere for broadcasters.—*Paul Dean Ford, consulting engineer, West Terre Haute, Ind.*

EDITOR: Louis N. Seltzer's letter concerning his opposition to opening up additional AM channels and his violent reaction to permitting daytime stations to operate at night under any circumstances was quite interesting.

WABT is one of three daytime facilities in what is (effectively) a 14-station market. The competition is severe, even among the full-time facilities; a daytimer must be operated in a heroic manner to break even. I knew what I was in for when the purchase was made, but I dispute the notion that I should be precluded from attempting through regulatory change to improve my property.

Seltzer contends that daytimers want to obtain nighttime authority "...without working, or going to the bank." This

would appear to be a slur against all daytime broadcasters who, after all, are only seeking parity. If WABT, like Seltzer's station, could obtain a full-time signal by merely erecting a four-tower array, it would have cheerfully done so. All we seek is that right.

I can understand Seltzer's frustration; however, I do not believe that his cause is properly served by casting aspersions on the character and goals of thousands of daytime broadcasters. There are better ways to argue regulatory and technological points than by the use of bitter sarcasm and hyperbole.

Yes, Seltzer, I want to better serve my community and (eventually) make a profit. In that, I doubt that our goals are that disparate. And since we have at least that much in common, shouldn't we be emphasizing our commonality rather than our differences? After all, there are enemies common to us both lying in wait out there.—*Jay Lewis, president, WABT(AM) Montgomery, Ala.*

Not these Latinos

EDITOR: In your Jan. 28 issue we read that three Hispanic representatives suggest that

many Latino broadcasters were behind FCC Commissioner James H. Quello's reappointment, due to the lack of a qualified Latino candidate who matched Quello's experience. It is interesting to note that you failed to include statements by such Latino broadcasting groups as Latinos in Communications of New York, the Chicano Media Coalition of California, Latinos in Public Broadcasting, the Latino Consortium and many others who have communicated to the White House and congressional representatives that we do indeed need a Latino presence at the FCC.—*Joe Aguayo, Children's Television Workshop, and president, Latinos in Communications, New York.*

Teaching tool

EDITOR: I am retiring at the end of this semester, in May.

I certainly want to thank BROADCASTING for the great contribution the magazine has made to my teaching. It has been my only textbook for courses in station management for many years.—*Edward C. Lambert, professor of journalism, School of Journalism, University of Missouri, Columbia.*

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Monday Memo®

A broadcast advertising commentary from Marie Luisi, senior vice president, J. Walter Thompson Co., New York

Crawling before walking in the new video media

When many of us in the agency business attended our first National Association of Television Program Executives convention in the early 70's, we felt like programming pioneers, inventors of a new form.

Syndication was undergoing a rebirth in television. The prime-access ruling, longer-length local news programs, the needs for specials beyond the weekly series diet and to reach the many different interest groups of the Me Generation—all were opportunities for advertiser-supplied programming.

And supply we did. Dancer Fitzgerald Sample, Grey Advertising, Young & Rubicam, J. Walter Thompson and many other agencies and their clients experimented in the "new" form: syndication. Early agency tries such as *Speakeasy*, *Andy Williams* and *David Niven's World* gave way to *Sha Na Na*, *Tales of the Unexpected* and *Guinness Game*. Short forms flourished with *Sportstime*, *Newsweek News Inserts*, *Today's Woman* and *Quality of Life*. Specials such as *Your Show of Shows*, *I Am Joe's Heart*, *The Mrs. America Pageant*, *Night Flight* and *American Black Achievement Awards* were syndicated by agencies to advertisers. Indeed, agency/advertiser syndication became a hot topic in broadcast circles. Words such as barter, time banking, stripping and magazine concept dominated our business talk in the 70's. But actually, what we were doing in programming for syndication was no different from what innovative advertising people have always done with each new media form. As we begin the 80's, it becomes even more apparent that the past is a shadow of the future. I did a fast back-track into the agency programming world at JWT and found that while we were supplying radio with several advertiser programs in the 30's, we were also experimenting in television. In fact, it was only 1930 when JWT produced the world's first advertiser TV program for Libby, McNeill & Libby, from an experimental station in Chicago. The show featured news, music and a one-minute exhibition boxing match. It was simulcast on radio, and listeners were told they could be seeing it if they had a television set. In 1937, we created a motion picture department, recognizing the needs for software in the soon-to-emerge, although war-delayed, world of television.

In 1948, JWT produced the first, regular, daily half-hour TV show—*Kukla, Fran and Ollie*, sponsored by RCA Victor. In 1960, we produced the first color TV special, which previewed Paris fashions for Pond's. In 1965, our client, Kraft, had the first advertiser program on the Early Bird satellite for trans-Atlantic broadcasts.



Marie Luisi directs local broadcast for J. Walter Thompson. A senior vice president of the agency, she oversees all of JWT's regional buying offices across the U.S. and supervises clearance of all JWT syndicated television programs. She is also actively involved in exploring the new media—cable, pay cable, satellites, videodisks, cassettes—and all the elements that make up the new technology of the 80's.

We started by translating our material from the previous form. In the early days of television, much of what was popular on radio became the first TV fare. From the *Kraft* and *Lux* radio theaters emerged *Kraft* and *Lux* television theaters. But soon, these and subsequent TV programs developed into a unique style for the new medium, and the commercials themselves, with exciting new demonstration capabilities, became a popular part of the entertainment. Mouths watered at those Kraft menus and recipes.

New syndicated shows in the 70's translated a lot of the program types already popular on the networks—game shows, audience participation, wildlife and variety.

And now, the 80's—and all the work in agency syndication faces a translation to the fragmented video world of cable, disks, cassettes, viewdata. The whole concept of time-shift media must be re-explored. It is our belief at JWT that agencies and their clients will be prominent in all the new video forms just as they have been in radio, in early television, in color television, in network television and in 70's syndication.

But with a multiplication of video services and entertainment, we must be ready to experiment and come up with the programming forms that will work best across as many parts of the new media as possible.

It's been said over and over that software is the key to success of the new video

media, and that's so true. But what type of software and how many types? At JWT, we are experimenting in many of the new forms, trying to come up with the answer.

One of our disk ideas springs from a syndicated property we just introduced, *Kenneth & Co.* It's a weekly, spa-type makeover program covering all aspects of exercise, diet, and make-up—even cosmetic surgery. It won't be enough to show just highlights of how experts advise our "person of the week" to make herself feel and look better. Rather, in a disk, we would want to concentrate on step-by-step beauty and hair-care techniques (at what point you should switch from shampoo-in hair coloring to a more permanent type, at what point you're ready to shift from daily jogging to marathon competition and when—or if—you need an eyelift).

Our advertisers' commercials will be different as the products are blended into the program environment content of the show. Our advertising will be different because we will be able to really talk to the special audience that is so hard to reach.

Our new media will provide considerable audience selectivity. As the new media come into their own, our guess is that programming and advertising will sometimes be one—the medium will be the message. Innovative, creative and media execution will co-exist. The program and the sales message are one.

It's a lot to digest as we distribute our wares at NATPE 80. But there's no question that at future NATPE's we'll be distributing to many different outlets, and our product may include a viewdata currency-exchange guide sponsored by an airline, a home-decorating cassette focusing on the room where our advertisers' products are most used, a disk on pet training, and a cassette on the preparation of a 10-course Chinese banquet.

Our software springboard from syndication will provide quite an impetus for experimentation in the new video forms, even in those where penetration levels are low and may not really flower until the end of this decade. A learning involvement today certainly speeds up our knowledge of what may be standard procedure tomorrow. One must crawl before one can walk.

We in advertising cannot wait for all the answers to the new media or for all the problems to be solved. We want to maintain our position as innovators. We'll move quickly from what suddenly seems a comfortable structure (Did we ever think that in those early syndication days?) to the brave new world of the 80's, where program environment will be essential to our advertisers. Perhaps the springboard is no different from that 1930 radio-to-television experiment: translate, experiment, innovate.

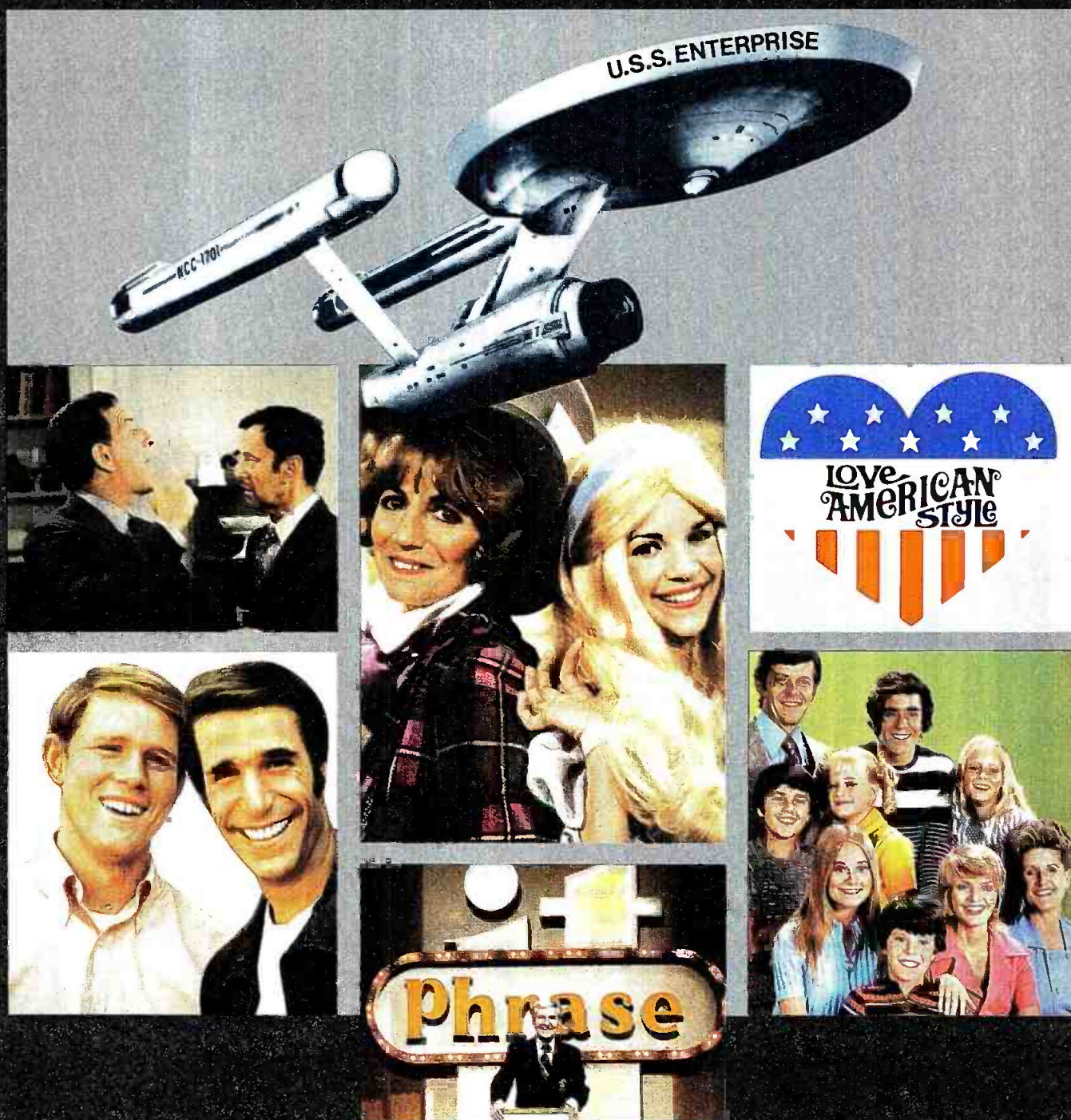
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The energy series, produced in cooperation with the Kalamazoo Nature Center, was designed to acquaint youngsters with the concept of energy and how they might help preserve our natural resources. It shouldn't have been surprising then, when the kids started reminding their parents that they were wasting energy by leaving lights and appliances on when not in use.

Educating and informing tomorrow's consumers today is all part of the Fetzer tradition of total community involvement.



The Fetzer Stations

WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island
WJFM Grand Rapids	WKJF(FM) Cadillac	WWAM Cadillac	KMEG-TV Sioux City

TOP OF THE WEEK

FCC targets networks for EEO scrutiny, tightens up on stations too

While commission is increasing requirements for stations, it also votes to determine how women and minorities are involved in program decision-making; jurisdictional battle looms

The FCC last week set sail into untested jurisdictional waters when it voted to investigate network-television EEO practices, particularly as they affect employees in the programming area. At the same time, it decided to increase the equal-employment requirements of stations.

At last Wednesday's meeting, the commission directed the Broadcast Bureau to arrange meetings with representatives of the three commercial networks as part of an effort to determine which network jobs have decision-making responsibility. The FCC posits that if there are women and minorities making programming judgments, they would help alleviate sexual and racial stereotyping in programming. Since the commission cannot look at programming *per se* because of First Amendment considerations, it feels strict adherence to equal employment opportunity criteria will circumvent that problem.

Commissioner Abbott Washburn cautioned that the FCC was walking on shaky ground. "I think it's most difficult for the commission to try to correct stereotyping without getting into the determination of program material," he said.

Chairman Charles Ferris, however, disagreed. "For the first time we're getting to those who do the most programming... for the first time we're getting to where the real money is," he said. "We should use the same structural approach we use on the licensees."

Once the network review is conducted, the bureau will analyze the information to determine what, if anything, needs to be done and report back to the commission for further orders.

But the first big battle in this case could come sooner. Should the networks refuse to meet with the FCC, the commission

will have to face up squarely to the question of jurisdiction.

For his part, Ferris has no doubt about it. "When I vote [to seek information], I'm assuming jurisdiction," he said. "Implicit in [the request] are all sorts of threats. If we have no jurisdiction, why are we examining them?"

Washburn and Commissioner Anne Jones, however, questioned whether the FCC did have jurisdiction. Jones said: "I'm not so sure we do. I'm not comfortable with that." Washburn agreed, asking, "What's our muscle... if they don't comply?"

Currently, the three networks file annual employment reports with the FCC which give sex and ethnic information in the top job categories for each of their offices throughout the country. The FCC's 1979 report on women and minorities at the three television networks and their 15 owned-and-operated stations showed that 16.5% of the total 13,994 employees are minorities and 32.5% are women. In the top four job categories, 11.7% are minorities and 19.1% are women.

During last week's meeting the staff explained that "in the top four job categories the networks have approximately 50% parity with the available female and minority workforce nationwide."

The commission said that in view of the size and complexity of the three networks, the reports they currently file do not provide a clear picture of which employees are involved in the decision-making process."

The decision to review the networks'

practices was prompted by two petitions for rulemaking. One, filed by the National Association for the Advancement of Colored People, asked the FCC to extend its oversight of EEO practices to the networks, as distinct from the network O&O's. The other, filed by the National Black Media Coalition, asked the FCC to look into what NBMC described as the lack of significant minority participation in network news, public affairs and sports programming and lack of network service to minority audiences (BROADCASTING, Oct. 15, 1979).

The commission's decision to survey the networks' employment profiles came on the heels of another move to tighten broadcast EEO standards.

The FCC adopted new criteria, to be effective with the three-year April 1, 1980, renewal cycle. They are: Stations with fewer than five full-time employees will continue to be exempted from having a written EEO program; stations with five to 10 employees will have their EEO programs reviewed if minority-group or women employees do not number, in comparison with the local workforce, 50% over-all and 25% in the top four job categories (officials and managers, professionals, technicians and sales); stations with 11 or more full-time employees must reach 50% parity over-all and in the top four job categories. In addition, all stations with 50 or more employees will receive a complete review of their EEO programs.

The previous 50%/25% guidelines applied to stations with 11 or more

The heir apparent is now for real at CBS News: Walter Cronkite will yield the evening news to Dan Rather in early 1981 (story page 44).



employees, while there was no complete review as will now take place with stations with 50 or more workers, and stations with fewer than 11 employees received review only if they employed no females or minorities during their license term.

The FCC's EEO program has received criticism from the General Accounting Office and a 1979 report of the U.S. Civil Rights Commission. Broadcast Bureau Chief Richard Shibben, commenting on the new station criteria, said, "What we propose here is to look at EEO programs in depth to insure that there is no substantial misclassification in 50% of the market."

Commissioner Tyrone Brown said: "There is a huge amount of frustration" among minorities and women who argue that 20 years after federal equal employment legislation they still cannot get decision-making jobs "in an industry that ranks probably in the top three as having an effect on our society."

Jones, who dissented with Washburn on the requirement for stations involving five to 10 workers, said she feels this provision is "overkill." The commission is "getting carried away," she said. "If program diversity is the name of the game for us, why do we care about all these jobs? I find this is overkill. My biggest concern is with the five-to-10 employee station."

Ferris agreed that some of Jones's concerns were valid. "But," he said, "we have two concerns here: It is a good social policy to have a broadcaster represent his community, but those entry-level jobs should be considered, because hopefully [they] will climb the ladder and the new decision-makers will come from within."

Commissioner James Quello disagreed, saying "The opportunity for upward mobility is not with small stations, it's in larger stations with money. We are being overrestrictive in a nonproductive area."

New spin on the revolving door.

Three top black FCC staff members are leaving to form their own broadcasting company. Booker T. Wade Jr., legal assistant to Commissioner Tyrone Brown; James L. Winston, legal and engineering assistant to Commissioner Robert E. Lee, and Samuel Cooper, assistant general counsel for legislation, announced their resignations, effective last Friday. This will be the first time that blacks, having gained a valuable background in communications law at the commission, have set up a station-acquisition enterprise. Brown, in commenting on the announcement, said: "I've worked with all three of these guys, and they're among the strongest people we've had. For that reason I'm sorry to see them go. But on the other side, I'm pleased to see these three have been able to gain the experience and ability that allows them to start their own entrepreneurial effort. That traditionally has been available to white attorneys and other commission employees but not to minorities because they have not been in the mainstream of work here." Winston said, "We know people are going to be looking at us very carefully, and therefore we're going to move very cautiously." Wade, who will operate in California until the trio forms offices, said, "we have no particular stations in mind. We're going to look at vacant frequencies, look at what's out there and what makes sense." The Ethics in Government Act prohibits those who have held grade 17 positions and higher in government from entering private service in the same field in which they practiced while in government. These three, however, were all grade 15.

And this is the way it will be: Rather to get Cronkite job

He'll step up to anchor slot early next year; Mudd now becomes a question mark

CBS News Correspondent Dan Rather will become anchorman and managing editor of *CBS Evening News* in early 1981 when Walter Cronkite steps down to take an active but less grinding role in CBS News coverage.

The announcement was made by William Leonard, CBS News president, at a news conference last Thursday. It ended intense speculation over whether Rather or his colleague Roger Mudd would get the assignment (BROADCASTING, Feb. 11). It did not end speculation over whether Mudd would now move to one of the other networks. There has been consistent talk that the Mudd-or-Rather question loser would become available for work elsewhere.

While the three principals at the news conference took every opportunity to praise Mudd and express hope that he would stay, Mudd himself was keeping his counsel. His office issued a statement in which he said, "From the beginning, I've regarded myself as a news reporter and not as a newsmaker or celebrity."

Leonard said Cronkite, who is 63, told him more than a year ago he wanted to get away from daily deadlines and that they have discussed it often since then. In his new role, he said, Cronkite will be active in hard news, documentaries and special events, including anchoring the new science series, *Universe*. Cronkite said he would be "very active in CBS News for a

In Brief

George Back, president of syndicator George Back Associates, last Friday received board approval as **first executive director** of National Association of Television Program Executives. Closed-session vote prior to opening of NATPE's annual conference in San Francisco was said to have been unanimous. In accepting position, Back, former NATPE board member, pulls himself out of direct participation in syndication business but remains as consultant. He will be based in New York, in office next to March Five Inc., NATPE's public relations firm. Back's salary was not revealed; however, during search for executive director, ceiling was understood to have been \$50,000 per year.

Plans for **introduction of network late-night news** are expected to be announced shortly by Roone Arledge, president of ABC News and Sports. James E. Duffy, ABC-TV president, was to **give ABC affiliates that word at this week's NATPE** conference. Apparently still undecided late last week was how many nights it would run and what length it would be. It would start at 11:30 p.m. NYT and, sources said, might be more than 15 minutes but not necessarily 30 (BROADCASTING, Feb. 11).

RCA Americom will put end to months of speculation on what its **plans are for accommodating 11 cable programmers** (holding contracts for 13 transponders) placed in limbo following **loss of Satcom III** last December. RCA will reveal plans in New York Wednesday (Feb. 20). Hav-

ing accepted AT&T's offer of 11 transponders on Comstar, RCA now has enough transponders to go around, but key issue of who will be awarded two highly coveted transponders on Satcom I remains to be resolved. Four programmers—Home Box Office, Viacom, Southern Satellite Systems (Cable News Network) and National Christian Network—were all promised transponders on Satcom III, which was to have been primary cable satellite, but Satcom I, for time being Satcom III's replacement, has room for only two. Therefore two of four—best guess is National Christian Network and Viacom—will leave meeting unhappy. Meanwhile, RCA filed last week at FCC for **authority to launch replacement for Satcom III** and place it into geostationary orbit at 132 degrees. It also amended applications for launch of Satcom IV and construction of ground spare to include some technical improvements. All three satellites will have more powerful transponders (either 5.5 watts or 8.5 watts) and back-up amplifiers for increased reliability. RCA expects to launch new Satcom III in June 1981 and Satcom IV five months later.

Class-action suit, for \$50 million, reportedly has been filed on behalf of **40,000 General Tire & Rubber stockholders** against GTR, its RKO General subsidiary and officers of both companies over alleged illegal management actions that resulted in FCC lifting three RKO TV licenses (BROADCASTING, Jan. 28).

FCC has decided to set up **clearinghouse program** to facilitate hiring of handicapped persons in broadcasting. In same action, FCC **declined to include handicapped under its equal employment opportunity**

long time to come, I hope—including [occasional] participation in the *Evening News*, if Dan will have me." He called *Universe* "the 60 Minutes of the future."

Rather, 48, will continue as correspondent and co-editor of *60 Minutes* "for the time being." He will also fill in for Cronkite during the latter's three-month vacation this summer and whenever Cronkite is away on assignment, barring conflict with his *60 Minutes* work. After the changeover, Rather, like Cronkite in the past, will also anchor political convention and election night coverage and special events.

Leonard, who said Rather had signed a new long-term contract about an hour and a half before the news conference after three months of negotiation, called him "a journalist of impeccable qualifications, who embodies the great traditions of CBS News that go back more than 50 years." Cronkite said of Rather that "I can't think of anyone in the business, at this network or any other, as qualified as he is."

For his part, Rather said he felt "humbled." Asked how he saw his responsibility for shaping public opinion, he said that "I don't think much about shaping public opinion. I'm a line reporter," he said, "and what I seek to be is—like Walter Cronkite and Ed Murrow before him—an honest broker of information."

He said he intends to spend "the rest of my professional life" at CBS News—and would have stayed even if he had not got the Cronkite job. But he also said he had "listened very carefully and thought long and hard" about an offer received from ABC News—"probably longer than Bill Leonard and others would have liked." Unconfirmed reports have put the offer as high as \$8 million over five years.

Leonard refused to discuss details of

Rather's new contract, out of deference, he said, to CBS policy.

Pushed to explain the choice of Rather, Leonard said it was "a very close call."

"I think Dan's outstanding experience in the field, overseas, in the Vietnam war, under fire—under every conceivable circumstance, his performance has been extraordinary," Leonard continued.

"I could give you about the same list on Roger Mudd, and on others—and God knows on Walter—but it just came down on Dan."

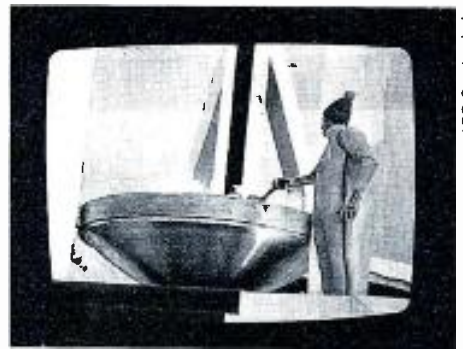
Leonard made a trip to Washington a few hours before the news conference to break the news to Mudd. "It started with a handshake and it ended with a handshake," he reported.

He said he "would certainly hope that Roger will stay. If I had a wish remaining in this world, it would be that Roger Mudd continue to play an extremely important role in CBS News. He's very much one of a kind. I hope his role will expand."

Cronkite said he'd had no part in the decision but endorsed it, but also thought "it would be a tragedy for us at CBS News if we lost Roger Mudd. He's one of the very best."

Leonard said the choice of Rather was "largely" his decision, though he shared it with a few key CBS News executives and "it couldn't have been done" without the concurrence of CBS/Broadcast Group President Gene Jankowski, CBS President John Backe and CBS Chairman William S. Paley.

The announcement said the changeover would occur "in early 1981." Leonard said this could be any time between Feb. 1 and June, when Cronkite's vacation begins. Speculation was that it might be in February. "I've inaugurated every President since Harry Truman," Cronkite said, "and I want to inaugurate one more."



ABC Sports photo

Winter games open, prospects for Moscow fading fast

Lake Placid events get under way with accelerating ratings on ABC; hopes for summer grow dimmer as IOC refuses to transfer site

The winter Olympics got under way last week, but the summer Olympics seemed more and more likely to slip away.

ABC-TV's first coverage of the Lake Placid, N.Y., winter games Tuesday night was edged out in the ratings by CBS-TV's showing of "The Exorcist," but ABC officials said they were "very pleased" anyway, because the Olympics' 20.5- and 31-share performance was six points better than the 1976 opener at Innsbruck, Austria. In head to head competition with the 90-minute Olympics coverage, "The Exorcist" had a 21.9/33 and NBC's showing of "The Swarm," 16.7/25.

On the second night, two and a half hours of Olympics made a clean sweep with a 22.7/36 against 19.2/31 and

rules or take steps to facilitate ownership and management of stations by handicapped. California Association of Physically Handicapped had petitioned for those actions. FCC said it lacked staff and expertise needed to handle cases on ad hoc basis. FCC is also reluctant, without legislative directive, to impose requirements on broadcasters that would demand substantial expenditures for facilities that might only be used by few individuals for relatively short periods of time.

□

Spending in network television in 1979 rose 14.4% over 1978 to \$4.7 billion, according to Broadcast Advertisers Reports figures released by Television Bureau of Advertising. Nighttime investments climbed by 15.3% to \$3.1 billion; weekday daytime, by 10.5% to \$1 billion, and weekend daytime, by 17.1% to \$570.2 million.

□

National Association of Broadcasters has asked FCC to **reconsider declaratory ruling that Iowa Republican caucuses were integral part of primary elections** and that candidates should be afforded **lowest unit charge**. NAB said FCC has established "new policy applicable to all political caucuses substantially the same as the Iowa Republican caucuses." NAB suggested FCC issue proposed rulemaking to allow "full and robust consideration of this matter."

□

FCC has designated its **first radio price-fixing case** for hearing. License renewal applications of Near-North Broadcasting Inc. for its WMAM(AM)-WLST(FM) and CJL Broadcasting Inc. for WCJL(AM), all Marinette, Wis., have been designated for hearing to determine whether they engaged in anticompetitive practices by combining or conspiring to

price fix their commercial advertising rates by setting them at the same level.

□

House-Senate conferees are expected to be named soon—perhaps this week—to hash out compromise language in **Federal Trade Commission authorization bill**. Three House members expected to be named to committee are Representatives Matthew Rinaldo (R-N.J.), Richardson Preyer (D-N.C.) and Richard Ottinger (D-N.Y.)

□

Don Farmer, ABC News correspondent whose assignments include covering presidential campaign of Senator Howard Baker, is slated to join Ted Turner's Cable News Network by May 1, according to CNN. Farmer and his wife, WJLA-TV Washington newswoman Chris Curle, will team as co-anchors of two-hour "Today Show format" noon broadcast on CNN.

□

David Janssen, 49, star of television series, *The Fugitive*, and more recently, *Harry O*, died of apparent heart attack Feb. 13 at his Malibu Beach, Calif., home. *The Fugitive* appeared from 1963 to 1967 on ABC-TV. Earlier, he played title role in television series, *Richard Diamond, Private Detective*, from 1957 to 1960. Survivors include his wife, Dani.

Donald A. Getz, 61, general sales manager of WGN(AM) Chicago, and vice president of licensee, WGN Continental Broadcasting Co., died Feb. 12 at Lutheran General hospital in Park Ridge, Ill., of heart attack. He had been with company 32 years. Survivors include his wife, Elaine, daughter, Carolyn, and son Lawrence Getz, who is general sales manager of WEL(AM) New Haven, Conn.

17.8/28 for their competition on CBS and NBC respectively. National ratings for the third night were not available Friday, but ABC spokesmen said that in the overnights in New York, Los Angeles and Chicago, the Olympics swept every half-hour.

But prospects for U.S. participation in the summer Olympics in Moscow receded further: The International Olympics Committee refused to cancel, delay or move the games from Moscow. The White House reaffirmed its determination to boycott them unless the Russians withdraw from Afghanistan by Feb. 20. And NBC pulled most of its technicians out of Moscow when the U.S. trade embargo left them little more to do there.

The White House professed to see a thin thread of hope in a statement by Lord Killanin, IOC president, that he would

"keep all possible options open" until May 24, deadline for national Olympics committees to refuse or accept invitations to send teams to Moscow. But White House sources said at the same time that they had little choice but to proceed with plans to seek an American boycott of the games, scheduled July 19 to Aug. 4.

NBC sources confirmed a report from Moscow that the network had called home 11 of the 14 technicians who had been installing gear in preparation for coverage of the games. The sources said the technicians had finished installing all equipment shipped before the U.S. embargo on exports of high-technology equipment to Russia.

They did not confirm but also did not challenge reports that shipment of \$4 million of additional equipment, including 47 videotape recorders, was being held up

by the U.S. embargo, imposed after Russia invaded Afghanistan. There also was speculation that NBC was not eager to continue sending equipment because the risk of boycott seemed so high and because it might be difficult to get the equipment out if a boycott occurs.

Monique Berlioux, IOC director, meanwhile said that any country that boycotts the games will not be able to get accreditation for journalists to cover them. This, she said, is because such accreditation is handled by the national Olympics committees of the countries involved, and if a committee does not send a team it cannot accredit journalists. This does not apply, however, to an electronic medium that has a contract with the organizing committee, such as NBC, or to organizations accredited by the organizing committee, such as international news agencies.

Networks cutting up the year into four seasons

Now March becomes another time for debut of new shows and schedules; with summer try-outs, traditional fall start-ups, winter reshuffling, a new cyclical pattern emerges

With two television networks announcing major changes in their series line-ups last week and a third already set for changes in the coming weeks, the month of March is now shaping up into yet another television season. With the traditional fall and winter schedules permanent fixtures of the television year and summer having become a period given over to reruns and new show try-outs, the emergence of March as another debut time at the networks indicates that there are now four distinct seasons in the course of a year.

That seemed to be the consensus among the presidents of the ABC, CBS and NBC Entertainment divisions in an appearance last Wednesday at an International Radio and Television Society luncheon in New York.

Asked how they would avoid the program-failure syndrome afflicting fall seasons, Bob Daly of CBS Entertainment, whose network does not carry the World Series—said he would "strongly suggest that [the season] start after the World Series." He observed that in recent years, CBS-TV has begun to make its move in the ratings about November, and added that CBS is "looking into" the question of how to start the 1980-81 season.

Tony Thomopoulos of ABC Entertainment noted that more and more programs are being introduced in the course of the season and said he thought this trend would continue. Brandon Tartikoff of NBC Entertainment added that in his view, fall seasons will become less important.

Many of the 21 questions put to them from the audience were facetious or turned away lightly, and they made no formal statements. But among the more or less

serious answers offered were these:

Daly, whose network has two prime-time soap operas, *Dallas* and *Knots Landing*, said he didn't think a soap-opera trend would develop to the point of a Monday-Friday strip, but that he thought "there might be room for one more." He said CBS had no present plans for another.

Thomopoulos said he'd like to see the networks pay less for a program if it has already been on pay TV, but that it's too early to tell what effect, if any, pay cable exposure has on subsequent network exposure. The panelists seemed to agree that pay isn't apt to become a factor in network audience size for five to seven years.

As for the probable effects of the other new technologies five or 10 years hence, Thomopoulos suggested they would "serve the purpose of specialty programming." Tartikoff said that over the next five years, networks "have to do what we do now, and do it better, to keep the mass au-

diences committed."

They seemed agreed, too, that the networks are, as Daly put it for CBS, "amenable and open" to client-provided programming, "if it fits our specific needs."

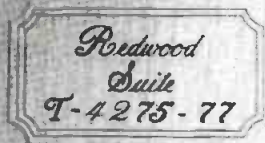
Tartikoff said he would have to stick to NBC's position of not commenting on NBC's negotiations with Johnny Carson while they're in progress, except that NBC hopes to keep him with NBC and with the *Tonight* show and has also discussed other

moves that necessarily involved risks. "In hindsight," he said, ABC would do essentially the same things again, "with minor variations." Daly attributed CBS's rise to "a combination of things that worked well for us and some that didn't do well for ABC."

The tone of many of the questions was set by the first one, directed to Tartikoff: NBC is in third place, *Today* is slipping, Johnny Carson may leave *Tonight*, the



Tartikoff, Thomopoulos and Daly



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summer Olympics probably won't come off, the Russians won't get out of Afghanistan—"and what are you going to do about it?"

From the dais, CBS's Daly quipped: "Prior administrations..."

The entertainment chiefs made their remarks in the context of a week in which NBC-TV came through on its promises for more comedy and variety while ABC-TV performed less drastic surgery on its schedule.

■ In a revamp of its prime-time schedule affecting every day but Monday, NBC announced a second season where comedy and variety will occupy about 40% of its air time—nine of the 22 prime-time hours.

The current effort to pull NBC up from its consistent third-place standing involves the addition of eight new series and the rescheduling of four others. And like ABC, the network will be looking to make a dent in the CBS Sunday stronghold. The NBC strategy is to move one of its few hits, *CHiPs*, to that evening.

Joining the NBC schedule are *Boomer* (Friday, 8-8:30, beginning March 14), described as "the tales of a lovable mutt...," *Pink Lady and Jeff* (Friday, 9-10, beginning March 14) with a Japanese singing duo and comic Jeff Altman, and *Me and Maxx* (Saturday, 9:30-10, March 22) about a "swinging" divorced New Yorker raising his daughter.

Previously announced and also soon to find network life are *The Big Show* (Tuesday, 9-10:30, March 4), comedy and variety; *United States* (Tuesday, 10:30-11, March 11), Larry Gelbart's look at contemporary marriage; *From Here to Eternity* (Wednesday, 10-11, March 12), the war story that originally had been expected on NBC's schedule last fall; *The Facts of Life* (Friday, 8:30-9, March 14), an NBC limited series last summer and again now spinning Charlotte Rae off from *Diff'rent Strokes*, and *Sanford* (Saturday, 9-9:30, March 15) with Redd Fox recreating his earlier role but now with a rich widow as a love interest.

Dropped from the NBC-TV schedule are *Skag*, the Karl Malden vehicle about a Pittsburgh steel mill family; *Shirley*, a Procter & Gamble show with Shirley Jones, and movies on Tuesday and Friday. Although *Skag* and *Shirley* have not achieved ratings success, NBC officially is maintaining that the two are candidates for next season.

Remaining on the air but in new time periods are *CHiPs*, which moves from its winning time period Saturday at 8 to Sunday at the same hour. That could be the most competitive time period of the week with *CHiPs* up against CBS's hits, *Archie Bunker's Place* and *One Day at a Time*, and ABC's new-found success with *Teenspeed* and *Brown Shoe*.

NBC's *The Big Event* stays on Sunday but as of March 23 will be trimmed from three to two hours to follow *CHiPs*. Among upcoming *Big Events* are the *Beulah Land* miniseries; *The Golden*

Try it this way. While the other two networks were announcing overhauls of their prime-time lineups, CBS came out with one change. The network said that a reformatted *Stockard Channing Show* will have its debut on Monday, March 24, at 8:30-9 p.m., the slot currently occupied by MTM Enterprises' *Last Resort*. *Channing* stars Stockard Channing as Susan Goodenow, assistant to television consumer advocate Brad Gabriel (Ron Silver), whose program is titled "The Big Ripoff." David Debin is executive producer for Little Bear Productions, and Aaron Ruben is executive producer.

Movement Olympic love story; Jason Robards in *FDR's Last Days*; *The Sunday Games*, a look at amateur sports, and a repeat of *Jesus of Nazareth*. *BJ and the Bear*, now on Saturday at 9, will run an hour earlier beginning March 22 in *CHiPs*' former slot. As of Feb. 28, *The Rockford Files* returns to the schedule but in repeats. *The Best of Saturday Night Live*, now Wednesday at 10, moves to Friday at 10.

Two other comedies, *Joe's World*, which already has had a limited run, and *Good Time Harry* with Ted Bessell as a sportswriter, will be scheduled later this season, NBC said.

To introduce several of its shows, NBC will have a special *Pink Lady and Jeff* March 1, 10-11; *Big Show*, March 4, 9-11; *Eternity*, March 10, 9-11; *Diff'rent Strokes* special launching *Facts of Life*, March 12, 9-10, and *Sanford*, March 15, 9-10.

■ Once again, ABC is moving Paramount Television's *Laverne & Shirley*, while giving Universal Television's *Galactica 1980*, the updated remake of last year's *Battlestar Galactica*, yet another new lease on life. Two more new shows—*When the Whistle Blows* and *That's Incredible!*—will be joining the network in March.

In announcing the new line-up, the network confirmed that Aaron Spelling Productions' *The B.A.D. Cats* has been canceled ("In Brief," Feb. 11). The network is also putting two situation comedies, Paramount's *Angie* and the new *Goodtime Girls*, "on hiatus." ABC will also flip the time slots for its Monday night programs, *Family* and *Stone*.

Beginning Feb. 26, *Laverne & Shirley*, one of the network's top shows of last year, will move back to its old Tuesday 8:30-9 p.m. NYT time slot following *Happy Days*. It will be the third time period occupied by the Paramount sitcom this season. Last fall, ABC placed the show at Thursday 8-8:30 as part of its concerted effort to spread its comedy strength across the broadcast week. Later, the show was moved to Monday 8-8:30. Consistently among the top-10 programs last season, *Laverne & Shirley* has suffered considerably this year. (In the ratings for the week ending Feb. 10, for example, the show had a 14 rating/20 share—ranking 60th of 68 shows that week.)

With a network pick-up for *Galactica*,

Universal moves back into the number-one spot it has held in prime time but lost temporarily to independent producer Aaron Spelling (BROADCASTING, Feb. 11). Beginning March 16, the program will have a permanent berth at Sunday 7-8.

Galactica will be occupying a time period originally set aside for Alan Landsburg Productions' *Incredible Sunday*—which has now been renamed *That's Incredible!* and will debut Monday, March 3 8-9.

Also joining the ABC line-up is *When the Whistle Blows*, an hour comedy-adventure series from Goldberg/Weintraub Productions (Leonard Goldberg and Jerry Weintraub). It will premiere Friday, March 14 8-9. The program is about a group of heavy construction workers.

Also effective March 3, Spelling/Goldberg's *Family* will move from its current 10-11 time period to 9-10, and Universal's *Stone* will shift to the 10-11 slot. *The B.A.D. Cats* had its last network airing Feb. 8 and will not return to the schedule after the winter Olympics.

Campaign 1980

Media get singed as campaigns begin heating up

Kennedy goes to FCC over Carter's press conference and WCVB-TV's refusal to sell time; both criticize CBS for calling results of primary in Maine; Republicans begin spending money

The increasingly bitter battle between President Carter and his challenger for the Democratic presidential nomination, Senator Edward M. Kennedy (D-Mass.), spilled over into the arena of the FCC last week. Kennedy aides sent letters to ABC, CBS, NBC and the Public Broadcasting Service, with a copy to the FCC, demanding time to reply to the President's attack on him during Carter's prime-time news conference on Wednesday. And in a separate letter to the commission, Kennedy's lawyers filed a reasonable-access complaint against WCVB-TV Boston for its refusal to sell the senator a half hour for use in his New Hampshire primary campaign.

The letter to the networks said that five minutes of the President's news conference—which were devoted "to direct attacks on or explicit references" to Kennedy—was evidence that the President used the news conference to advance his own candidacy. Kennedy, in a speech in Exeter, N.H., said Carter had "misused presidential access to the television networks" and that they have an "obligation to redress the balance."

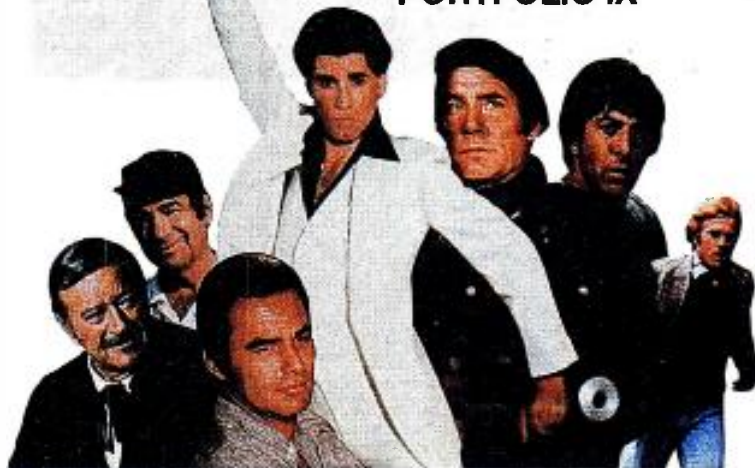
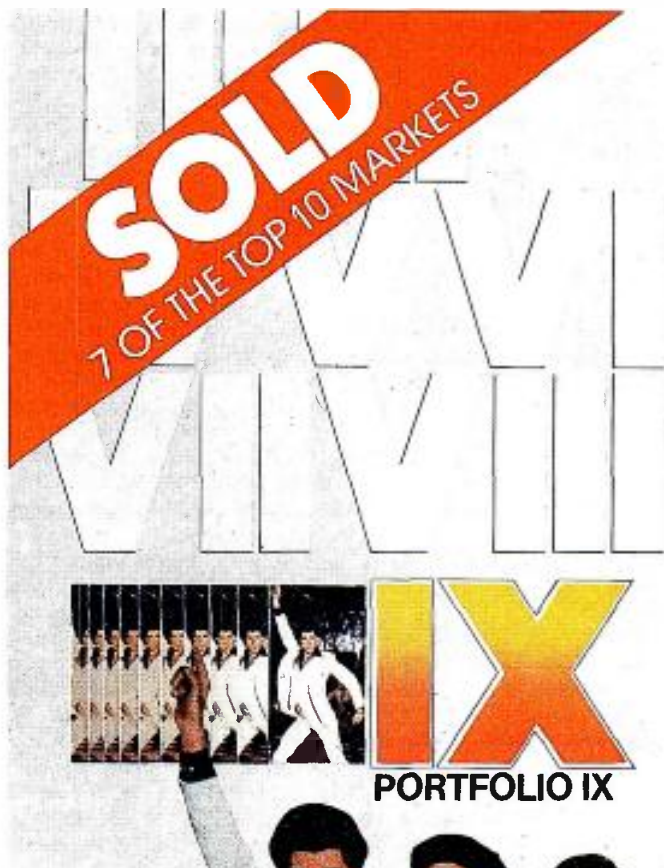
Stephen Smith, the senator's campaign

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manager, who wrote the letter, cited the extraordinary action of WJAR-TV Providence, R.I., in cutting the conference off at 8:15 p.m. as proof of its political nature. Smith noted that Dick Tomlinson, the station's vice president and general manager, was quoted in the *Providence Journal* as saying that he felt the President was "on the campaign trail" during the conference.

Tomlinson, however, told BROADCASTING last week he had decided even before the news conference began to cut it off if nothing of what he regarded as "substance" was discussed—the station was scheduled to carry one of the area's biggest college basketball games of the season—Providence College vs. University of Rhode Island—at 8 p.m. that night.

Tomlinson said he persuaded the two schools to postpone the tip-off until 8:15 p.m. to give him time to assess the message Carter was expected to deliver. Reports from Washington during the day had indicated the President would announce a major break in the Iranian hostage story, he said.

The President's opening remarks on efforts to win the hostages' release took three minutes. But since the next 12 minutes contained "no more substance but a political campaign maneuver," Tomlinson said, "I cut away to the basketball game."

WJAR-TV's experience aside, it seemed doubtful last week any of the networks would grant time to the senator to reply to the President. CBS and PBS on Friday were reported to be preparing responses noting that, as a bona-fide news conference, the program is exempt from equal-time requirements. The other networks are expected to follow suit. Commission officials said they would wait for the network responses before responding to the Kennedy campaign.

WCVB-TV may have a tougher time than the networks justifying its refusal to sell the Kennedy campaign the time it requested. The commission has held that, under the reasonable access law, stations must make available to federal candidates the same kind of blocks of time they sell to commercial advertisers. And WCVB-TV sells half hours. Nor is a plethora-of-candidates argument likely to prove more persuasive than it did when the networks used it in explaining their refusal to sell time to the Carter-Mondale campaign last fall.

WCVB-TV lawyers were preparing a response to the Kennedy complaint, explaining that the station's policy is not to sell program time to candidates. The station does make free time available, but at times of its choosing.

However, it will sell the time requested by Kennedy if that is the commission's decision.

Kennedy's lawyers said the senator wanted to purchase a half hour during the weekend of Feb. 2-3 to air the senator's Georgetown University speech (WNAC-TV Boston carried it). The letter said the station not only refused that request but sub-



From Crane's commercial

sequent ones to purchase five-minute or 10-minute programs.

The commission is expected to issue an order in the matter this week.

Elsewhere on the campaign front:

CBS has become the first network—but probably won't be the last in this election year—to be criticized for calling an election before voting had ended. Making it easier for CBS to accept, however, was that it came from both sides. The call—that President Carter was "the winner" of the Maine Democratic caucuses with "more than" 50% of the vote—came at 4:30 p.m., between the first and second sets of the Bjorn Borg-Vitas Gerulaitis tennis match on Sunday, Feb. 10. About one third of the delegates were still to be chosen.

Senator Edward M. Kennedy's aides promptly charged that the call had cost Kennedy three or four percentage points. Voters whom Kennedy headquarters called with a plea to participate in the caucuses were said to have remarked that there was no point in going, since Kennedy was being badly beaten.

Robert Strauss, President Carter's campaign manager, appeared equally unhappy. He said Carter would have done better but for the CBS report.

The latest—but still not final—count showed Carter with 45.2% of the delegates, with Kennedy about six percentage points behind. CBS's early report had him with "just over a third" of the delegates.

Ernest Leiser, CBS vice president for

special events and political coverage, conceded the language in the report could have been less certain, more general. "It will make us more cautious next time," he said.

In other campaigns, the emphasis was on material going on the air, rather than going off.

Aides to Representative Philip Crane (R-Ill.), who is still back in the pack of Republican candidates, screened nine television commercials the campaign is showing in New England stations as part of a \$250,000 broadcast advertising effort that will continue until the Massachusetts and Vermont primaries, on March 4.

The 30-second commercials—featuring Crane on issues ranging from inflation and government waste to taxes—are running on stations in Burlington, Vt., Portland-Poland Springs, Me., Manchester, N.H., and Boston. The campaign also involves 60-second spots taken from the audio portion of the television commercials.

But Crane's major impact in the New England area might be in a half-hour program that was filmed when he addressed the James Robison annual Bible conference in Fort Worth on Jan. 23. Where the 30-second spots amounted largely to headlines, the longer program permits Crane to articulate his particular brand of conservatism, laced with references to Bible precedents for his views, at considerable length. The program, which will be seen once in each of four New England markets over the next several weeks, closes with an appeal for funds for the campaign. It will be shown later in the Southeast and Midwest.

Fund raising was also the object of the one-hour "Freedom from Crisis" broadcast by the Connally for President Campaign, on Feb. 14, by satellite and cable (BROADCASTING, Feb. 4). The program, featuring the candidate, John Connally, originated on two superstations—WGN-TV Chicago and WTBS(TV) Atlanta—and was transmitted by satellite to cable systems all over the country as well as 23 other independent television stations. Connally aides said an initial count showed about \$1 million had been raised.

Oriented. The U.S. will send two delegations to the Peoples Republic of China this spring in response to invitations to discuss telecommunications matters. One, headed by Henry Geller, head of the National Telecommunications and Information Administration, will leave April 19 and return May 3. The other, headed by FCC Chairman Charles D. Ferris and including four other commissioners, will leave April 30 and return May 19. Geller's delegation will include Rick Neustadt and Steve Simmons, White House aides; Mary Jo Manning, counsel to the Senate Communications Subcommittee, and Brian Moyer, counsel to the House Commerce Committee; other NTIA staffers, and representatives of the Department of Defense, National Aeronautics and Space Administration, and State Department.

Ferris has picked two commissioners who serve with him on the International Telephone Committee—Joseph Fogarty and Robert E. Lee—as well as two alternates to the committee he appointed—Anne Jones and Tyrone Brown—to make the trip with him. The delegation will also include staff members.

The Chinese originally had invited only Geller. He was asked, last spring, to head a delegation in the fall. As a preliminary, Geller urged Ferris to participate as co-chairman. But the chairman said the Chinese had already informally approached him regarding a visit by the FCC. So he checked that out and, in time, a second invitation, to the FCC, was received. Geller had to postpone the original date of his trip because of his concern over the progress of the administration's common carrier bill through Congress. Work on the bill is expected to be completed by April.

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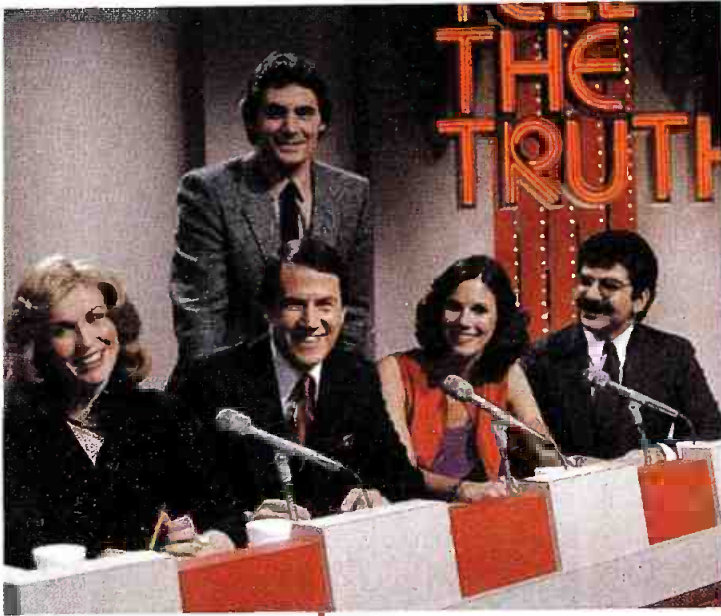


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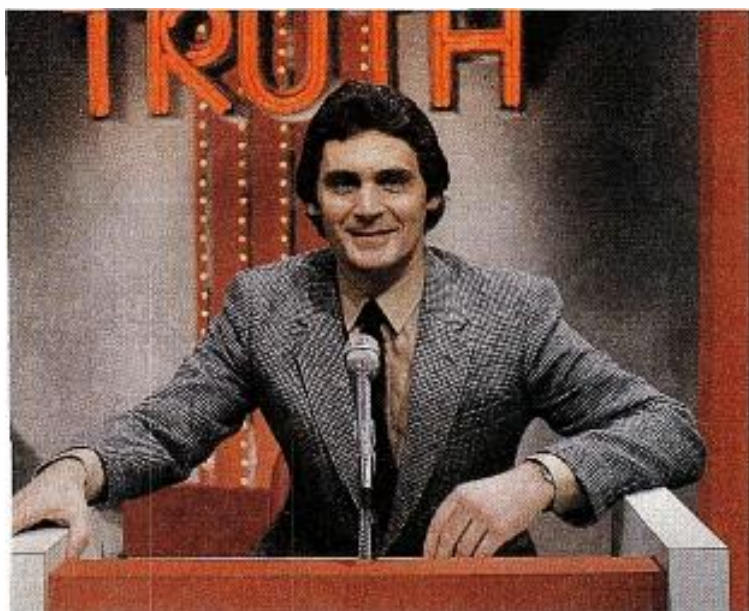
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THIS is the official agenda for NATPE 1980, including such key events as Sunday's affiliate meetings, Monday's keynote address, Tuesday's Iris awards, Wednesday's children's TV panel and Thursday's two-part forecast of television in the 1980's and the 1990's. The full schedule event by event:

Saturday, Feb. 16

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

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

What Is NATPE? Welcoming Session. Producer-moderator: A.R. Van Cantfort, wsb-tv Atlanta, NATPE immediate past president. The present: Chuck Gingold, wabc-tv New York, president. The future: Lucie Salhany, wlvi-tv Boston, first vice president.

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

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

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

Sunday, Feb. 17

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

Affiliates meetings. 10:30-noon. *ABC*, Continental Parlors 1, 2 and 3. Moderator: Don Wilburn, wvue-tv New Orleans. *CBS*, Imperial Ballroom. Moderator: Steve Currie, KOIN-TV Portland, Ore. *NBC*, Continental Ballroom 6. Moderator: Carl Stephens, wsfa-tv Montgomery, Ala. *Public Broadcasting Service*, Franciscan Room. Moderator: Peggy Hughes, KAET-TV Tempe, Ariz., with guest David LeRoy, University of Houston. *Independents*, Pacific Room. Moderators: Don Tillman, WTTV(TV) Indianapolis, and Clyde Formby, KHTV(TV) Houston, with guests Lee Rich, Lorimar, and Michael Dann, Warner Communications.

Hospitality suites open. Noon-7 p.m.

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

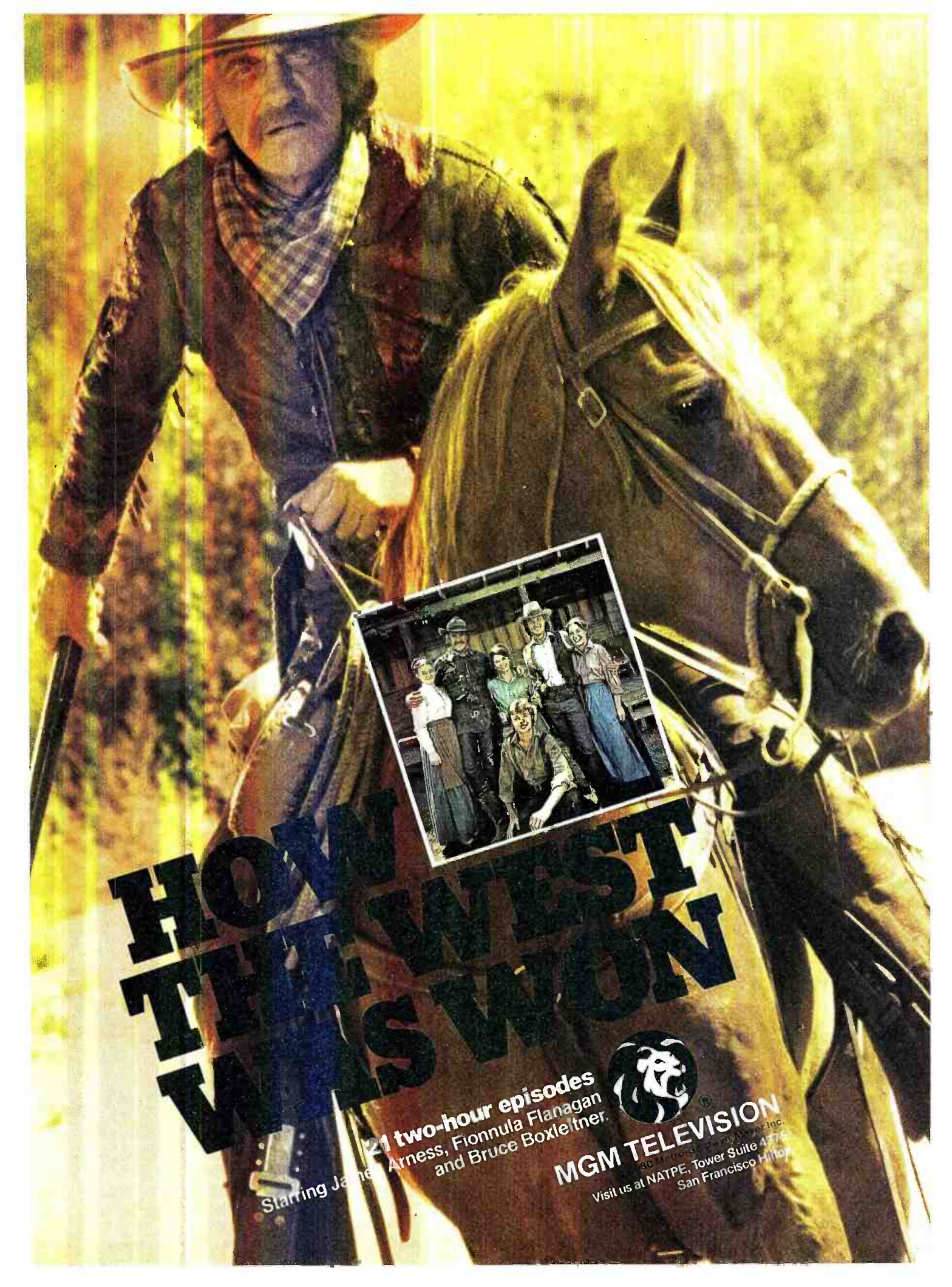
Station representatives, network and group meetings. 7 p.m.

Monday, Feb. 18

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

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

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

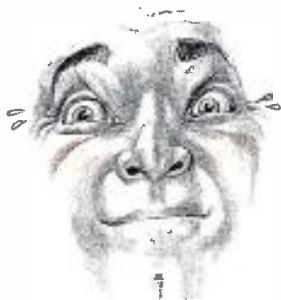


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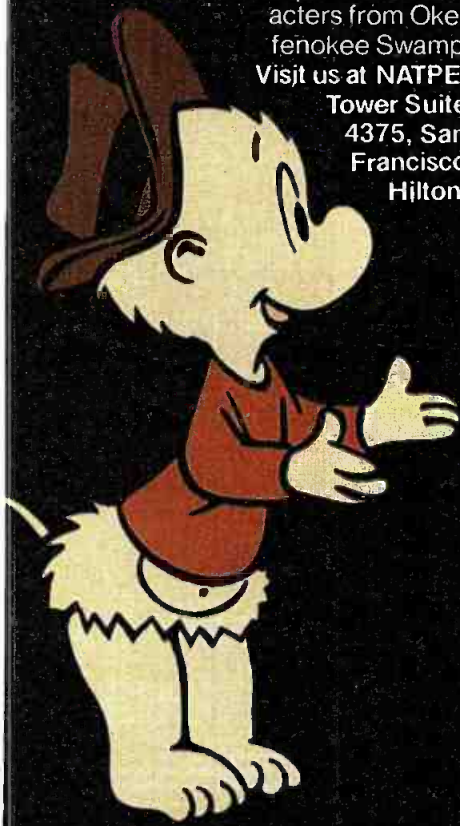
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MGM TELEVISION

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(CONTINUED)

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

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

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

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

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

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

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

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

Tuesday, Feb. 19

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

Early-bird workshop. 8-8:55 a.m. Imperial Ballroom. *Can You Afford To Be Number One?* Moderator: John Atkinson, WNAC-TV Boston. Speakers: Kenneth Bagwell, Storer Broadcasting; Anthony Cassara, KTLA(TV) Los Angeles; Robert King, Capital Cities; Ellen B. Sachar, Goldman, Sachs & Co., New York.

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

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

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

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

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

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

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

Hospitality suites open. 2-5 p.m.

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

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

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

Wednesday, Feb. 20

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

Workshops. 9-10:15 a.m.

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

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

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

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

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

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

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

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

Hospitality suites open. 2-7 p.m.

Thursday, Feb. 21

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

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

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

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

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

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

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

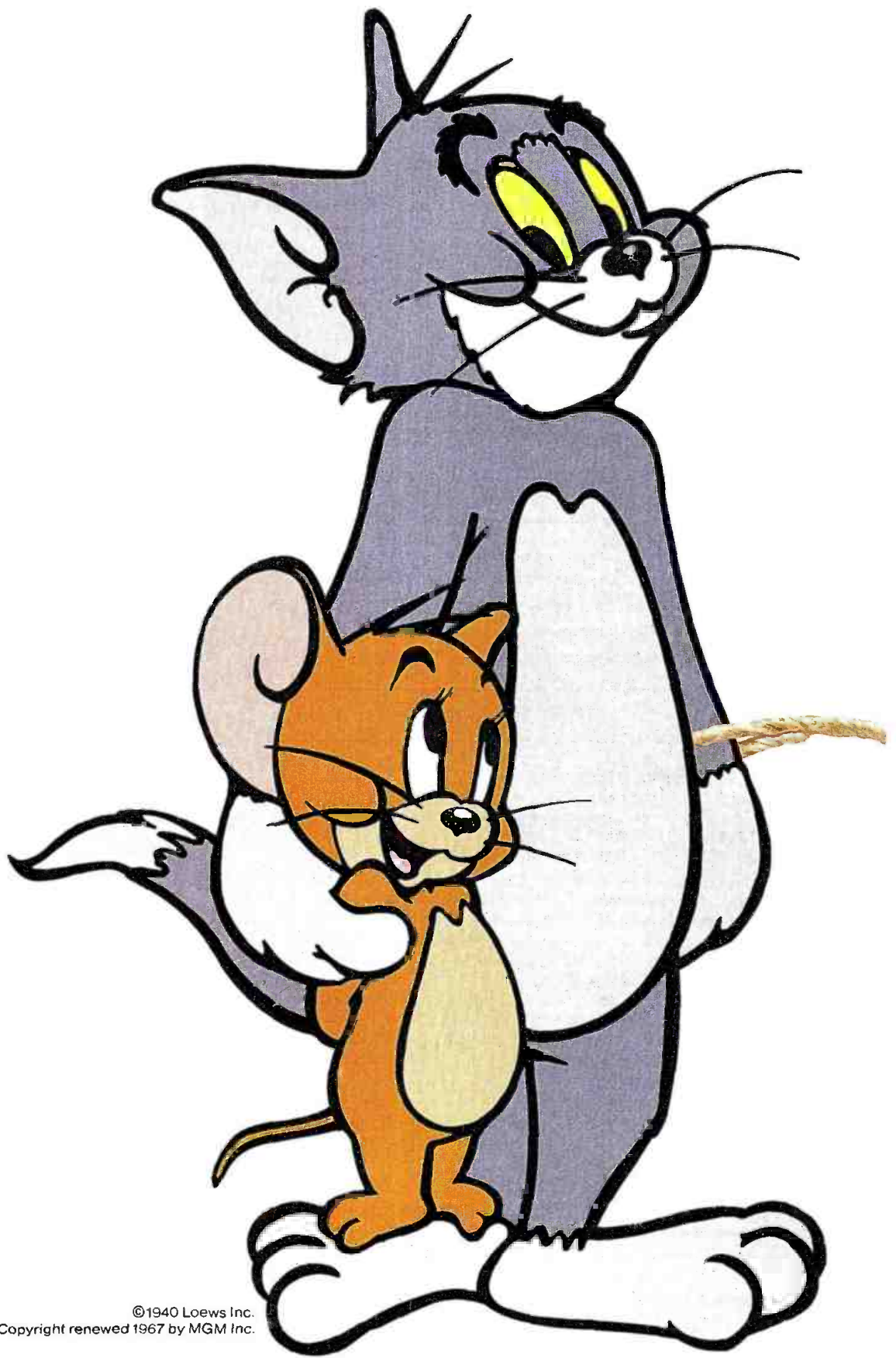
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WTAJ-TV Altoona
WANX-TV Atlanta, GA
WJBF-TV Augusta, GA
WMAR-TV Baltimore
WBRZ Baton Rouge
KVOS-TV Bellingham
WBNG-TV Binghamton
WAPI-TV Birmingham
KBCI-TV Boise
WLVI-TV Boston
WCYB-TV Bristol
WIVB-TV Buffalo
WCIV Charleston, SC
WOWK-TV Charleston/
 Huntington, W. VA.
WSOC-TV Charlotte
WRCB-TV Chattanooga
WFLD-TV Chicago
WXIX-TV Cincinnati
WJKW-TV Cleveland
WIS-TV Columbia, SC
WYEA-TV Columbus, GA
WCMH Columbus, OH
KIII-TV Corpus Christi
KXTX Dallas

WKEF Dayton
WHO-TV Des Moines
WKBD-TV Detroit
WEAU-TV Eau Claire
KVAL Eugene
WFIE-TV Evansville
KMJ-TV Fresno
WOTV Grand Rapids
WBAY-TV Greenbay
WXII-TV Greensboro/
 Winston-Salem, NC
WFBC-TV Greenville, SC
WHP-TV Harrisburg
WFSB Hartford
KRIV-TV Houston
WAFF-TV Huntsville
WHMB-TV Indianapolis
WJXT Jacksonville
KBMA-TV Kansas City, MO
WTVK Knoxville
WTVQ-TV Lexington
KTTV Los Angeles
WMAZ-TV Macon
WCIX-TV Miami
WVTV Milwaukee
WTCN-TV Minneapolis
KNOE-TV Monroe
WSM-TV Nashville
WCTI-TV New Bern, NC
WVUE New Orleans

WPIX New York
WYAH-TV Norfolk
KOSA-TV Odessa
KTVY Oklahoma City
WOFL-TV Orlando
WMBB-TV Panama City
WEAR-TV Pensacola
WMBD-TV Peoria
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KPHO-TV Phoenix
WTAE-TV Pittsburgh
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WJAR-TV Providence
KOAA-TV Pueblo
WOKR Rochester
WQRF-TV Rockford
KCRA-TV Sacramento
KSTU Salt Lake City
KSAT-TV San Antonio
XETV San Diego
KTVU San Francisco
WTOG-TV Savannah
WRGB Schenectady
WHME-TV South Bend
KREM-TV Spokane
KPLR-TV St. Louis
WTVH Syracuse
WTHI-TV Terre Haute
WDHO-TV Toledo
KTEW Tulsa
WTWV Tupelo
WTTG Washington, D.C.
WSAU-TV Wausau
KRGV-TV Weslaco
WYTV Youngstown

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MGM TELEVISION

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

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

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

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

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

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

San Francisco supermarket

The following companies will be exhibiting programs or services in the suites of the Hilton hotel during the NATPE convention. The three networks have their suites in the St. Francis hotel.

ABC Management/VIP Video	1152
ABC Owned Stations	1084
ABC Television Network	St. Francis
Advanswers Media Programming	1120
Advertising Media Services	1112
Air Time International	3875
Alan Enterprises	1133
Alcare Communications	1860
Allied Artists TV	1856
Allied Entertainment	G1664
Allworld Telefilm Sales	1956
American Educational Films & TV	1021
American Television Syndication	1123-24
Arbitron	1401
ARP Films	1105
Artmedia	1040
ASI Market Research	1450
Associated Press	1054
Atlantic Richfield	736
Audio Works	1030
Avco Embassy Pictures	1735
Avery-Knodel Television	1515
George Back & Associates	1061
Bardon Associates	1008
Baron Enterprises	1132
Dick Barrymore Productions	1221
BBi Communications	4483
Behrens Co.	1739
Bently Syndication Services	821
Blackwell Enterprises	1012
Blair Advertising	1057
Blair & Co.	871
Bloom Film Group	1110
Bozell & Jacobs	1160
Bristol-Myers	1939-40, 32
Brookville Marketing	1153
Bill Burrud Productions	1215
Canadian Broadcasting Corp.	4381
Cannon Television	1018
Capital Cities TV Productions	3884
Catalena Productions	Diablo Room
C.B. Distribution	4472
CBS Sports-International Sales	1106-07
CBS Television Network	St. Francis
Chamber of Commerce of the U.S.	1200
Chanowski Production	Shasta Room
Chase, Morgan & Worth	916
Cinema Shares International	1049
Claster Television Productions	4484
Coe Film Associates	4384
Colbert Television Sales	1807
Columbia Pictures Television	4475
Compro Productions	1047
William F. Cooke Television	435
CPM Systems	1721
Dan Curtis Distribution	1610
Data Communications	1684
Deepwood Productions	Tamalpais Room
Jerry Dexter Program Syndication	1066
DFS Program Exchange	1839
Dyna-Metrics	1060
Elias Productions/Global TV	1023
Faith For Today	1019
Don Feddersen Productions	1161

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KUNG FU

THE ART OF MARSHALLING 18-49 ADULTS

In these markets, KUNG FU substantially increased 18-49 adults in November 1979 over programming in the same time period, same station in November 1978.

In New York, WPIX,
Thursdays, 9 to 10 pm,
18-49 adults **up 203%**

In Houston, KHTV,
Saturdays, 5 to 6 pm,
18-49 adults **up 57%**

In Minneapolis-St. Paul, KMSP-TV,
Sundays, 5 to 6 pm,
18-49 adults **up 63%**

In St. Louis, KDNL-TV,
Saturdays, 6 to 7 pm,
18-49 adults **up 86%**

In Tampa-St. Petersburg, WTOG-TV,
Saturdays, 1 to 2 pm,
18-49 adults **up 45%**

In Seattle-Tacoma, KSTW-TV,
Saturdays, 7 to 8 pm,
18-49 adults **up 120%**

In Fresno, KJEO,
Saturdays, 7 to 8 pm,
18-49 adults **up 65%**

In Albuquerque, KGGM-TV,
Saturdays, 6 to 7 pm,
18-49 adults **up 92%**

In Duluth-Superior, KBJR-TV,
Saturdays, 6 to 7 pm,
18-49 adults **up 317%**

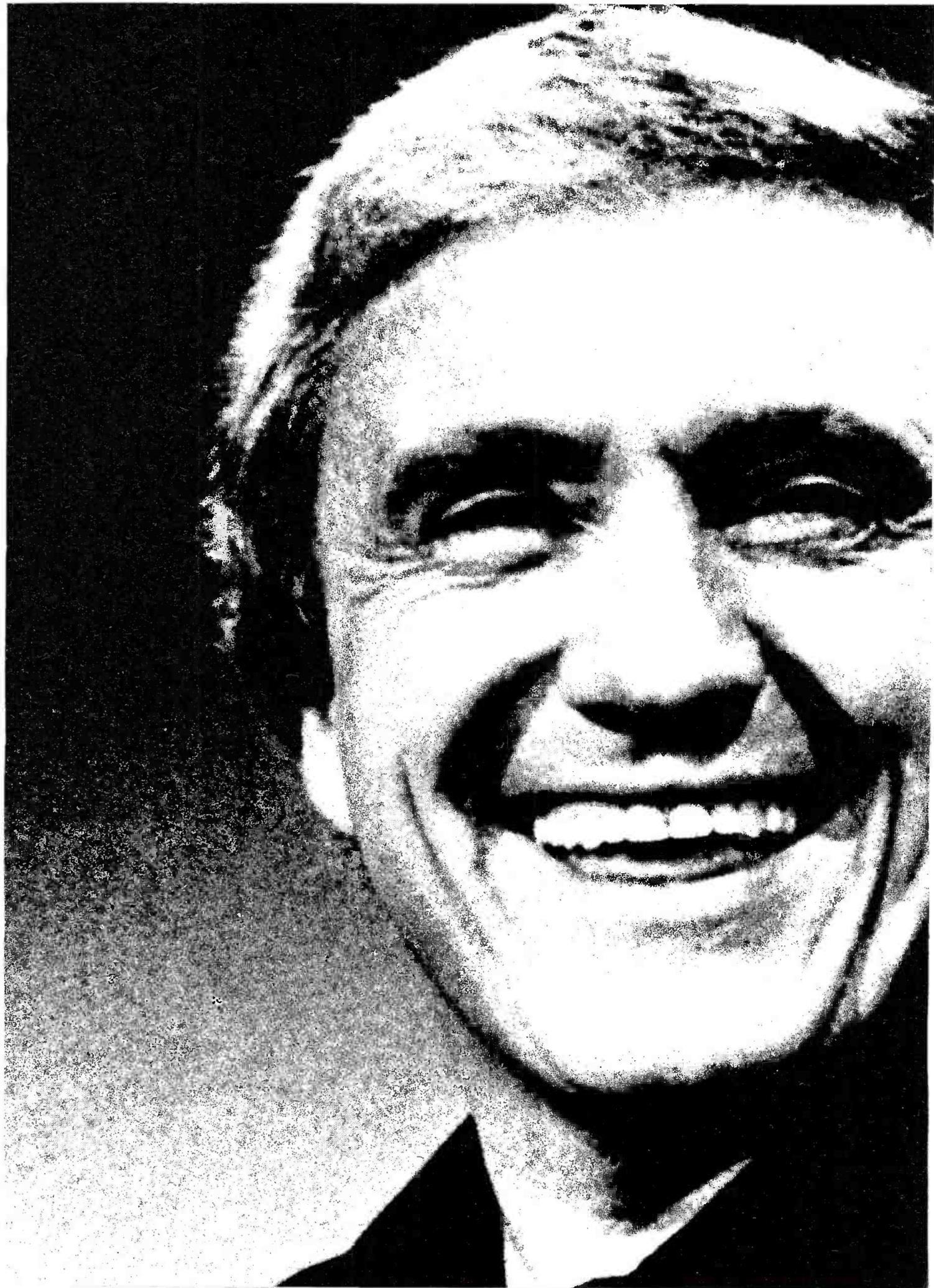
In Las Vegas, KSHO-TV,
Mondays, 9 to 10 pm,
18-49 adults **up 133%**

Source: Arbitron Reports for November 1979 and November 1978. Data are estimates and subject to qualifications stated in reports used.

Warner Bros. Television Distribution



A Warner Communications Company





It's very clear... our Merv is here to stay.

The traffic among talk/variety show hosts has become quite brisk of late.

Perhaps there has never been a time when there was less stability in this category of programming.

But amid all the uncertainty, one fact remains clear: "The Merv Griffin Show" is stronger than ever.

In fact, from sign-on to sign-off, the program is a decisive first — Number One in markets, homes, total persons, adults, men, and women.

Which should surprise no one. For Mr. Griffin is, among other things, one of the medium's brightest showmen and one of its foremost innovators.

It's Merv's show that introduced the "theme" idea. It's Merv's show (and only his) that has regular originations in Hollywood, New York, Las Vegas and Atlantic City. And it's Merv's show that first brought the excitement of such places as Monaco, Israel and Venice to talk/variety viewers. Coming up: Remotes from Lake Tahoe and Marbella, Spain.

Talk/variety show hosts come and go. Indeed, the exception to that rule is quite rare.

But then, Merv is a rare and exceptional guy.

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Source: Nov. 1979 NSI Syndicated Report

**AT THE NATPE,
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FilmLife	1055	Mediavision	3972
Films International	1908-9	Metromedia Producers	4278
Filmways Enterprises	4075	Metro Productions	1028
Firestone Program Syndication	1015	MG Films	1146
Four Star Entertainment	1756	MGM Television	4375
Sandy Frank Film Syndication	1000	Mighty Minute Programs	1065
Fremantle	1949	Warren Miller Productions	716
French TV	1127-31/Rosewood Room	MIS Syndication	1816
Fries Distribution	1003	MMT Sales	1500
Gerber-Carter Communications	1042	William Morris Agency	1850
G.G. Communications	1118	Multimedia Program Productions	4275
Glen-Warren Productions	701	Muscular Dystrophy Association	1020
Globo TV of Brazil	415	National Telefilm Associates	3784
Golden TV	1108	Nationwide Advertising Service	1145
Gold Key Entertainment	1635	NBC Television Network	St. Francis
Samuel Goldwyn Co.	1021	Bob Neece	1039
The Good Earth Journal	716	Newsweek Broadcasting	1164
Gould Entertainment	4184	New World Pictures	4384
Granada Television	Teakwood Room	New Zoo Revue	1706
Sherman Grinberg Film Library	1155	Nicholas Laboratories	1103
Jerry Gross Productions	1158	A.C. Nielsen	1416
Group IV Distributors	1006	Nielsen-Ferns International	4081
Group W Productions	4175	NTN Entertainment	1045
Grundy Organization	1053	Official Films	1162
Leo A. Gutman	1611	One Pass Video Services	1142
Alfred Haber	TBA	Ontario Distributors Group	400-05
Harrington, Righter & Parsons	870	Osmond Television Sales	1116
Hollywood Distributors International	1032	Jim Owens Productions	G1608
Raymond Horn Productions	1052	Ozma Broadcast Sales	1056
HR Television	1535	Paramount Television	1607
Image Audio	1038	Performance Advertising	800
Image Factory	950	Peter Rodgers Organization	1806
Intercontinental Communications	849-50	Peters Griffin Woodward	770, 74, 76
ITC Entertainment	4478	Petry Television	970
Janus Television	1650	Playback Associates	1061
JWT Syndication	1150	Post-Newsweek Stations	1010
Kamen Sciences	1058	Premore Productions	964
Katz Television	971	Productions Associates	1033
M.A. Kempner	1616	Program Syndication Services	1836
King Features Syndicate	1125	Pro Sports Entertainment	G1660
King World Productions	1811	Ramic	764
Klein &	1159	RCA American Communications	1210
Alan Landsburg Productions	3880	Reymer & Gersin Associates	823
Lexington Broadcast Services	1801	Rhodes Productions	1865
Linder, Brooks & Kearce	1165	Dan Robinson Broadcasting	1032
Lorimar TV Distribution	1825	Rohrs Television	4072
Lutheran Television	1043	Jorge Rossi & Associates	1040
Madison Square Garden TV	1025	Ruff House Television	1156
Mag-Net	1104	Sagan Arts/Peanut Butter & Jelly	1044
Major League Baseball Promotion	1656	SFM Media	4272
Marathon Production	1223	Show Biz	1101
Mascom Advertising	1147	Silverbach-Lazarus	4472
Masscasting	815	Sirocco Enterprises	1900
MCA TV	1136	Spot Time	736
Media Associates	1143	Stretch & Sew	1221
Media Communications	1053	Syndicast Services	1907

Not included in last week's listing of NATPE exhibitors, was Syndicast Services. The listing follows:

Syndicast Services 1907

Mike Douglas, The Best of Sullivan, Don Kirshner's Rock Concert, World Events 80, Kid Stuff, Our Town, Olympic Gold, Reader's Digest Animated Specials, NASL Soccer Highlights, NCAA Football Previews. **Staff:** Shel Boden, Len Koch, Gerry Lepkanich, Roger Domal, Bill Koblenzer, Bernie Schulman.

□

All **Operation Prime Time** television stations attending National Association of Television Program Executives convention in San Francisco have been invited to reception and meeting on Sunday, Feb. 17 at 12:15 p.m. in Clift Hotel there. Steering committee of OPT will give member stations status report on all OPT projects for 1980. Station officials also will be shown latest clips.

D.L. Taffner	G1711
Tandem/TAT/PITS	1707
William B. Tanner	1223
TelCom Associates	1436
Telepictures	4084
Teleproductions Gaumont	Toyon Room
TeleRep	771
Telesound	1144
TeleSPOT Productions	1041
Television Business	1029
Television Syndication Group	1005
Television Syndications	1621
Teleworld	1700
Thompson Horton Associates	1167
Time-Life Television	4178
Top Market Television	1549
Total Communication Systems	936
Total Video	901
Traco	835
Trident America Programs	1249
Trident Television Associates	1249
TVAC	1154
TV Cinema Sales	1235
TVNational Releasing	1067
TvNS	1029
TVS Television Network	G1905
Twentieth Century-Fox	1925
United Artists Television	3975
UPA Productions of America	1119
Viacom	4178
Victory Television	4070-74
Video/Films International	1004
Video Tape	1059
Video Transitions	3970
Vidronics	1635
Vipro Syndication	3870, 72, 74
Visnews	Walnut B
Vitt Media International	1601
Warner Bros. Television	3978
Weiss Global Enterprises	1715
Western Union Telegraph	1046
Gene Wilkin Film Syndication	TBA
Robert Wold	1639
Worldvision Enterprises	4078
Y&R Program Services	1749
Yongestreet Program Services	3984
Adam Young	1062
Ziv International	1027

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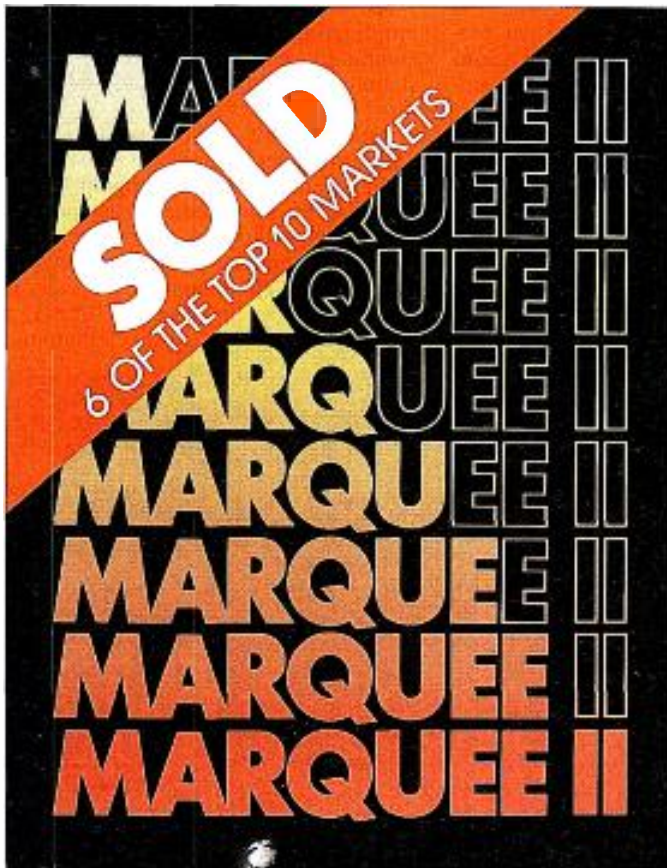
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KMPH, Fresno • KHTV, Houston
WTLV, Jacksonville
KCMO, Kan. City • KCOP, L.A.
WAVE, Louisville • WZTV, Nashville
WVEC, Norfolk • KOKH, Okla. City
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WUHF, Rochester • KTXL, Sacra.
KSL, Salt Lake City • KENS, San Ant.



**Paramount Television
Domestic Syndication**

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poolside on the 16th floor.

Tug of war developing for the hearts of programmers

Local production is becoming viable alternative as stations search for shows that are less costly, more attuned to their audience—factor of growing importance in establishing identity in a business that now has to compete with offerings of pay cable and STV; 246 syndicators at NATPE, however, attest to their still-potent attractions

Game-show strips abound. Talk shows are being talked up. The stream of off-network properties continues to flow. Syndicated foreign product has gained a foothold in the U.S.

Evidence of all this—and more—is rolling on videocassette machines in the marketplace at this week's National Association of Television Program Executives conference in San Francisco. But the trend most on the minds of station programmers won't dominate the suites of the San Francisco Hilton. For that, programmers need go no farther than their own backyard.

In a word, it's localism.

The concept isn't new; the fervor behind it, however, may be. To some, it is a return to the spirit of the early days of television, but updated with the technological sophistication of the 1980's.

It is a trend born not only of recognition of a licensee's public-interest obligation: Many programmers see it as the only way to survive as the new electronic media challenge conventional television for viewers. Compound that with a growing belief that it may be cheaper—and bring in the same ratings—to produce certain dayparts in-house rather than just buy a schedule.

That's not to say that syndicators should start scrambling to find another business. The record number of distributors (246) in NATPE suites this week points up that highly profitable end of the broadcasting business. National programming remains the mainstay, while much of the talk of localism is future-oriented. Nevertheless, programmers, more than ever, are scouting for alternatives in their own communities.

For some, like John Goldhammer, program director at KABC-TV Los Angeles, substantial pay-TV competition already has presented itself in the market. And he warns his fellow programmers that "we can no longer keep our head in the sand" regarding cable or subscription television. He foresees "the rise again of local programming."

He says news and program directors are working together, perhaps not in joint projects, but at least in the sharing of personalities and facilities.

Robert Guy, program director and film buyer at KING-TV Seattle, takes it a step further, claiming that it isn't enough just to be local. The programming must be "more pertinent" as well, he adds. Guy explains that "cable systems that are unedited make us look like creamed

wheat" and that program directors are now becoming "more cognizant of the real world."

Lucie Salhany, vice president, programming, for Taft Broadcasting and slated to be NATPE's next president, talks about greater viewer identification with individual stations. She sees a return to the days when viewers knew their stations through on-air personalities, reminiscent of the pre-syndication era for Mike Douglas, Phil Donahue and others. In a way, it will require the formatting techniques that radio has used to reach fractionalized audiences, she says. It has to do with creating an identity with programming that isn't the same across the airwaves. "We can all have off-network shows and game shows," but that isn't the answer, she says.

Then there are others like Ron Klayman, director of broadcast services at WMC-TV Memphis, who expect that program prices can only "cause more stations to look for development of local programming."

It may be the likes of KING-TV's *Seattle Today*, WSB-TV Atlanta's *Super 2children's* fare or Group W Productions' *P.M. Magazine* consortium that first come to mind when local programming is discussed. But as WCVB-TV Boston has demonstrated, the possibilities aren't that limited.

The majority of WCVB-TV's prime-time access slots now are filled with local pro-

duction. Monday night, for example, the station offers *Park St. Under* which, the station believes, may be the only locally produced situation comedy in the country.

As Bob Bennett, the station's president and general manager, says: "We're spending nearly \$10,000 per week on *Park St.* That's only one-third of what an episode of *Laverne and Shirley* might cost in Boston. At those syndicated prices, why shouldn't we try it on our own?" Another access show is *Miller's Court*, with a Harvard Law School professor working with guests and a studio audience to explain such legal topics as cohabitation and landlords vs. tenants.

The WCVB-TV 7:30 schedule represents an extreme. But to others wanting to beef up local efforts, it must be remembered that local commitments still require substantial budgets.

Take KING-TV, which produces 16 local programs each week, some of them strips. KING-TV's Guy has found that it isn't program purchases but salaries that make up the biggest expense. In the past decade, he explains, his program department has gone from 35 to 56 people including a 13-person public-affairs staff. However, Guy points out that "we're not in a philanthropic business" and that the locally produced *Seattle Today*, for example, is "highly lucrative."

Taft Broadcasting's programming-personnel budget doesn't exceed the amount spent on product, but Salhany also notes that "if anyone is doing an A.M. or P.M. show," personnel and hardware costs go up "immediately."

As WMC-TV's Klayman mentions, the proliferation of electronic newsgathering equipment at stations makes it easier for stations to engage in more local production.

Another unit at stations, outside the programming department, may also help. A. R. Van Cantfort, WSB-TV program manager and NATPE's immediate past president, says he expects more stations will be setting up commercial-production units to attract more retail dollars. WSB-TV is hoping to have its own in place by June 1, and while it is not Van Cantfort's domain, he



Guy



Salhany



Klayman

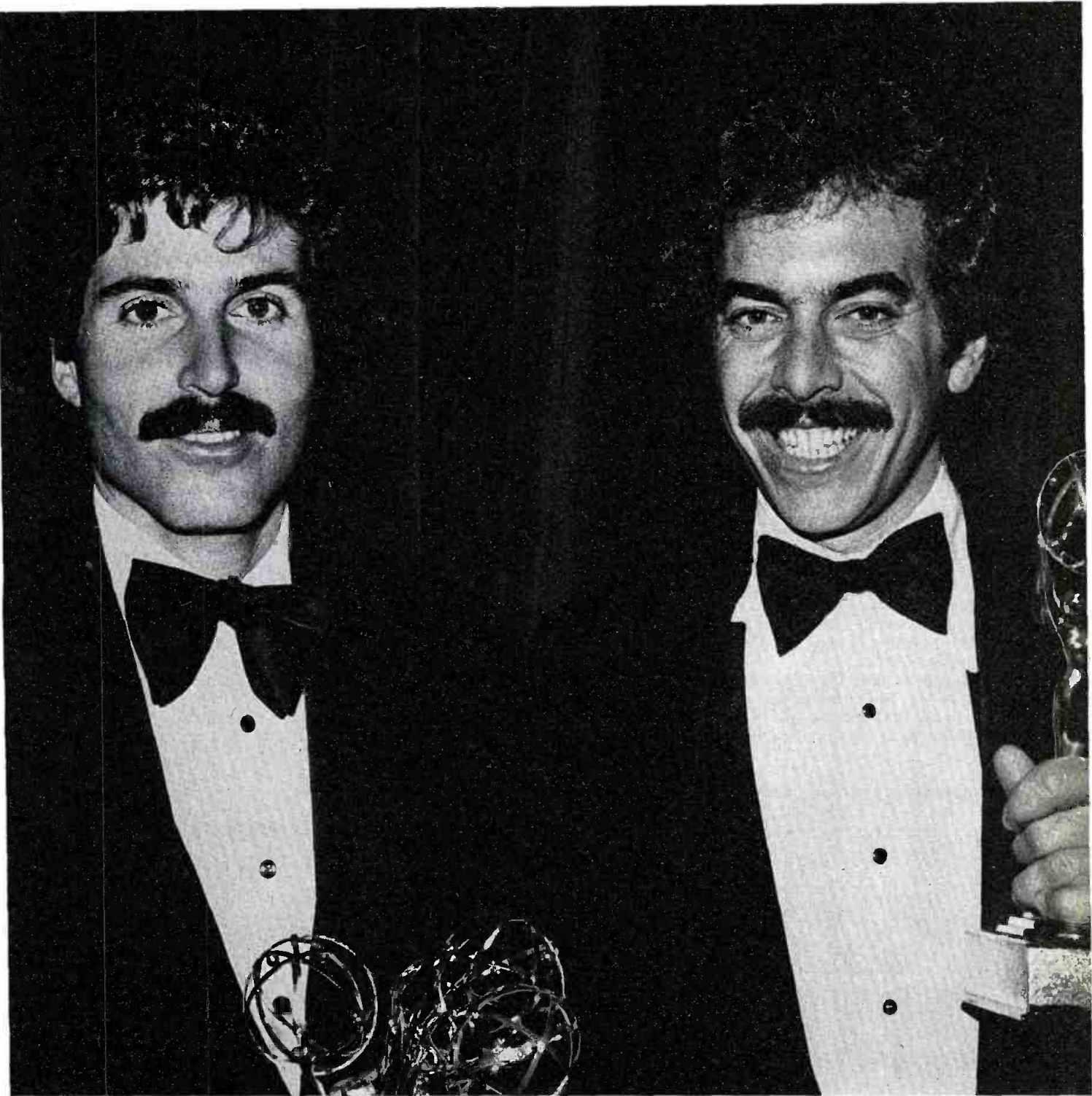
sees it as "another unit that at times can be used for local program production."

For Chuck Gingold, NATPE president and director of programming at WABC-TV New York, the push for more local production may be not only an opportunity to further serve the public, but also to establish the identity of the program director.

The title of program director, he says, doesn't mean all that much because the actual work can run "such a broad spectrum of responsibilities."

Gingold sees local production as a way to separate the real from the "glorified" programmers. And with strong localism, he believes the program director has an opportunity to become "almost an executive producer."

While local programming no doubt will



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generate considerable discussion at this week's NATPE sessions, it is for the most part syndicated fare that will be in the suites.

On that front, programmers—especially those who already have met with sales representatives on their own turf—are finding more offerings from

which to choose. But creative breakthroughs aren't often being reported.

WSB-TV's Van Cantfort is not alone when he says: "The quantity is there; I don't know if the quality is." He says he hasn't seen anything really worth "jumping up and down about." Taft's Salhany claims that the ever-increasing rush to buy early has taken its toll on quality, with many shows looking as if they were put together quickly.

A bright spot for many has been the activity in afternoon and early fringe with the new talk/variety entries in particular. KABC-TV's Goldhammer mentions that "early fringe suddenly has become a glut ... it never rains, it pours."

But Goldhammer has his concerns, especially with the ever-growing use of strips in access. He bemoans the failure of Viacom's *Please Stand By*, an attempt to



Bennett



Van Cantfort



Gingold

syndicate first-run situation comedy in access that, said Goldhammer, could have spawned new forms. He worries: "Are we going to see any further serious developments in access?"

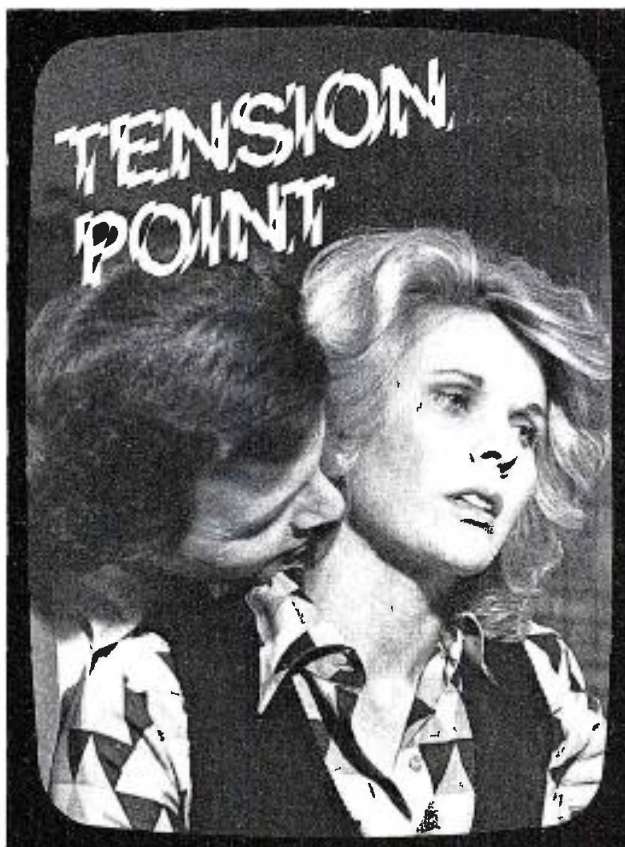
As part of the ABC-owned group, Goldhammer's station still checkerboards with different shows in access. NBC stations will be going with *Family Feud* across the board and CBS-owned stations, with the exception of WCBS-TV New York, also will be stripping.

Van Cantfort of WSB-TV is one who didn't want to strip the same show five nights a week but found he had no choice. After holding out with the checkerboard concept, this season he went with Firestone's *Three's A Crowd*. "I hate it," he says, "but the audience likes it. It makes me feel that the audience is getting exactly what they want."

For some, like WMC-TV's Klayman, there hasn't yet been any sign that spiraling syndicated program prices have peaked, and he continues to find it "more and more difficult to budget for upcoming years without knowing when prices might level off again."

Prices, varying from market to market, have a wide range. And this year, there are broadcasters who believe increases may have slowed. Speaking only of Los Angeles, KABC-TV's Goldhammer says the "incredible percentage" hikes seem to have stopped, adding "not that prices are realistic now." One reason, he said, may be that the "recent big-dollar programming has not been a smashing success." In Van Cantfort's words, "The *Happy Days/Laverne & Shirley* syndrome has tapered off a bit." KSTP-TV's Dolan believes prices may have peaked, but only temporarily.

Whatever the prices, WMC-TV's Klayman finds the programmer's job becoming more difficult as it becomes evident that the audience is "more selective about what they watch." If so, it's becoming even more important for programmers to know the local audience.



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Members of Hollywood's Caucus of Producers, Writers and Directors are responsible for making an overwhelming amount of this nation's—and the world's—television programs. (The caucus estimates that members produce 90% of American television shows.) Their numbers include some of the principal movers in both network and syndicated television.

Clearly, as the following interview indicates, these representatives of Hollywood's creative community are dissatisfied with television today—especially the network variety. Just as clearly, there emerges a sense of confusion about what the coming years will mean to those who currently make television programs. The producers are heartened by the promises of the new video technologies and by the appearance of new buyers for their products—including first-run syndication—but their long experience with television has left them more than a bit wary of the promises of more wealth and greater creative freedom.

BROADCASTING met with members of the executive committee of the caucus in the Beverly Hills home of Alan Courtney of Yongestreet Productions. Present were: Grant Tinker of MTM Enterprises, chairman; Bud Yorkin of Tandem Productions and Ed Friendly of his own firm, co-chairmen; Courtney, treasurer, and committee members Leonard Stern of Heyday Productions, George Eckstein of Universal Television and William Froug, an independent producer. Samuel Sacks, general counsel to the caucus and a partner in the Los Angeles firm of Simon and Sheridan, also was present. Two other members of the executive committee, David Levy and Charles Fries, were unable to attend the round-table discussion.

The more things change in TV programing ...

It's almost a cliché now that television is going to be very different at the end of this decade. And though local stations, networks and corporations are concerned, it strikes me that you people are in the best of all possible worlds. Instead of three buyers, you've got hundreds perhaps. How is that going to change the way all of you do your jobs and how is it going to change television from your end?

Tinker: That's a hard question, for me anyway. Many people can look 10 years down the road to the end of the 80's and know just exactly what television is going to be and how fragmented the audience will be. I don't happen to be one of them—perhaps because I don't know whether I'll be around that long. It seems to me that the paradise that the software people are being promised by all of this new technology is something of a fool's paradise, I suspect, as I

look down into the 80's because I don't see that much more support for all of these new avenues that you suggest we'll have for programing. I see only so much audience and so much money to make those programs. So while there may be 40 things for me to look at at home at night, it may be that 38 of them will be about chess and fishing and how to putt. Maybe the money available won't support the kind of programing that people in this room turn out.

Froug: If the economy is booming and we have a tremendous amount of entertainment dollars to go around, I don't quite agree. We've made room for other forms—pro football and enormous sports events. The recreation money is incredible. So I don't see that drying up or even staying at the same level. It will increase with the economy and there will probably be a pretty good possibility of diversity. I think Grant is right that most of it will turn out to be how to mow the lawn, but nonetheless there are a lot

more possibilities, particularly in the area of live television where the budgets aren't so astronomical as in film. I think there will be room for more theater. I think it was interesting when NBC announced that David Rintels and they were going to go around the country and prepare programs with little theater groups around the United States. Regional theater, for example, will become a very strong entity in the 80's.

Tinker: It seems to me that rather than train a camera on somebody's theater presentation, wouldn't it be great to bring up Kraft or Alcoa or U.S. Steel and do it right?

Mr. Yorkin, your company has gone after the new technologies of cable and pay television. What kind of opportunities do you see?

Yorkin: Obviously, we see it a lot differently. If Ted Turner is willing to spend \$20 million for

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

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

Source: Arbitron. Details available upon request.

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Tinker

his news network, I believe in him. Revenue will be generated by subscribers and advertisers. By 1985, cable will be a \$5-billion industry with over 25% of the audience for pay cable. We believe there is a tremendous amount of money to be made in software. We'll be producing almost exclusively for that area—much more so than networks. I believe that by 1985 or 86 our company will be producing, if not exclusively, primarily for cable and special kinds of shows. We'll veer away from networks.

Stern: Do you want a select audience? A max audience? I mean aren't the figures substantially lower than networks?

Tinker: He's talking 25% of the spectrum now; he's talking one-fourth of 80 million.

York: I agree with Grant. I'm not sure it would make that kind of money. It's certainly not that far away.

Are any of you gentlemen currently involved in producing for Home Box Office or any of the other pay firms?

Sacks: A basic problem is the union problem as it may affect that sort of operation. How that's going to go, Lord knows.

Tinker: I think you're right. A little reality is that they'll meet somewhere in the middle. This whole business whether it's retransmission consent or what people should get paid for doing essentially the same job that they do now, seems to be all a shake-down area where we need to iron out some of the difficulties and, in the case of retransmission, stop some of the stealing that goes on now.

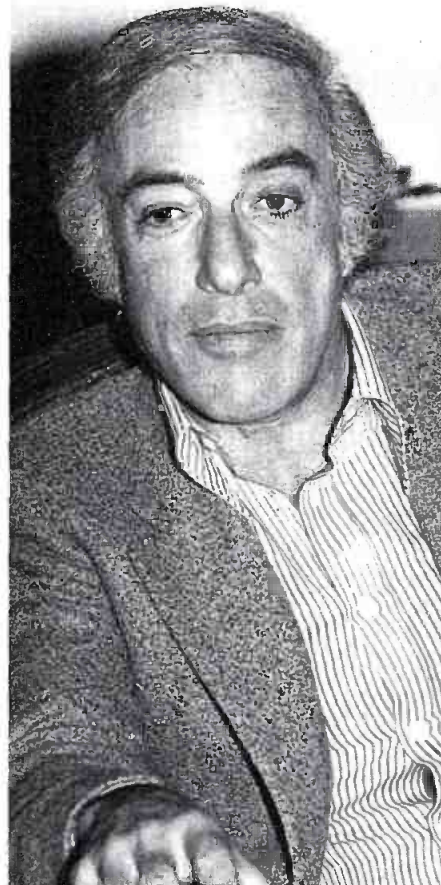
Sacks: One of the big problems that I see with retransmission consent and the problems that we've discussed here—plus the copyright statute which is now in existence and in need of change—and Congress and FCC are taking that problem up and back—is that before any change may fruitfully be made, it is going to take a long time. It took at least 20 years to rewrite the Copyright Act. To get even that single provision settled may take a long time, and unless it's settled, I see it working adversely as far as the creative community is concerned. So there are a lot of serious problems in connection with that, retransmission consent and the copyright laws.

Do the legal and labor issues inhibit anyone in this room from getting into producing for cable?

York: Yeah, I think all of us.

Friendly: Well, let's get back to your first question. There are 74 million homes today and by 1990 90 million. When you add 16 million homes—considering we're in a circulation business—I don't see the networks frankly as losing any audience in terms of circulation. I don't see in the next decade anybody—any one group—having enough money to financially compete with networks for the two-hour motion pictures for television, which are getting close to theatrical budgets now. Maybe some will compete for sporting events. But certainly not in the weekly fare. I believe what's going to happen in the next decade is that the theatrical motion pictures are liable to lose more audience than the television networks. I can't see any cable system being able to spend a half million dollars for an hour episode, the way television does now. Because it will be too fragmented.

Do any of you gentlemen other than Mr.



Yorkin

Yorkin have visions of yourself not making network shows during the decade?

Stern: I'm a little befuddled. We always talk about that group of viewers who are ignored. A show gets a 20 share—10 million people—and we always say that they should be catered to. Won't the current cable allow for such a select group and wouldn't it be profitable if you could come in with some market research and announce you're delivering a certain demographic?

Friendly: Let's use a half million because that seems to be the going rate now for an hour show. If the industry can afford to be subsidized by advertisers for half a million dollars per hour for a 30 share, then wouldn't it stand to reason that if we were only going after a 20 share, you'd have to settle for two-thirds of your budget?

Stern: Not if you can establish that your audience is the buying target.

Yorkin: You're going to collect income from the subscriber as well as from your advertiser. The advertiser is going to jump in, and he's going to have a bite at the apple. Meanwhile, you've got subscribers who're going to pay.

Tinker: Is there anybody in the room who thinks that somewhere—maybe not in the 80's, maybe the 90's—that with all of these homes that the viewer in fact has subsidized the wiring of will wind up with advertising anyway? So that we will have the same system, the same amount of advertising, and be right back in the same ballgame?

Courtney: I don't think it's going to go that way. I think there will be advertising, but I have a feeling that on the pay systems where the subscriber has some sensitivities to be considered because he is paying, I think you'll find that your commercials will be bunched and they will be a little bit more along the lines of what you have in public television now. A program brought to you by Mobil, a program brought to you by any of the advertisers and perhaps a period of commercials grouped together.

I would like to talk about the thing that I think is most encouraging from the standpoint of the lot of the producer, the writer and the director, as the new technologies develop. I agree with what I think is the consensus in this group that we're not going to have a revolution in the next decade. I think television has been in a process of evolution rather than revolution from the very beginning. Television existed before World War II. But it wasn't until the 50's that it really became a factor in people's lives, and I don't think that the technologies that are evolving are going to revolutionize television.

But I think what will happen as these new outlets are available—and they require the services of the best people in the business—is that producers, directors and writers are going to have an opportunity to be more independent with the network, and I think the network may be forced to create a more amicable atmosphere and environment for producers to work in because they will have alternatives. The evolving technologies will afford them an opportunity to say to the network, "I would rather make two features a year free of interference than to have a series with you or three important features with you and have somebody control everything we do in the



Friendly

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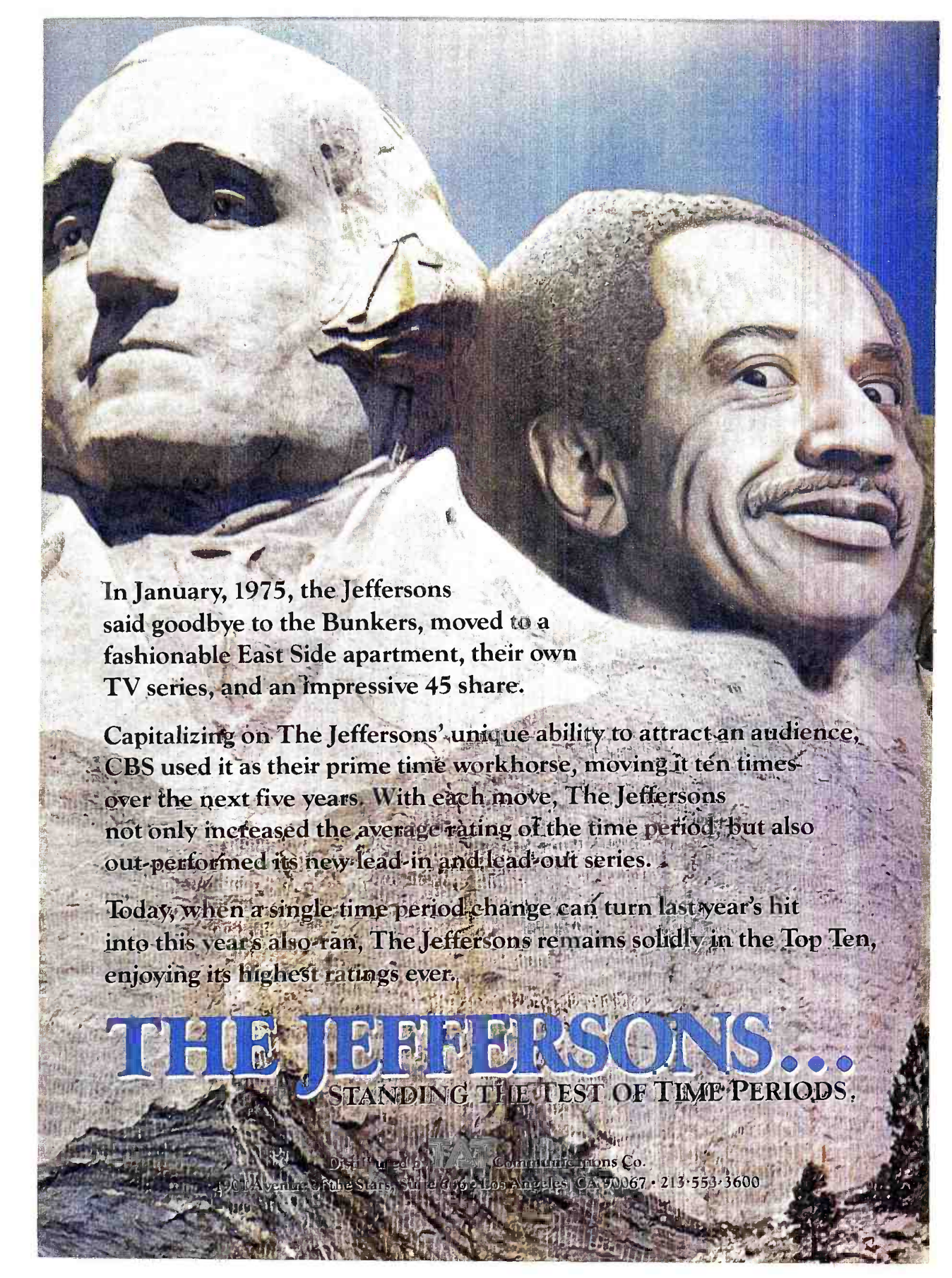
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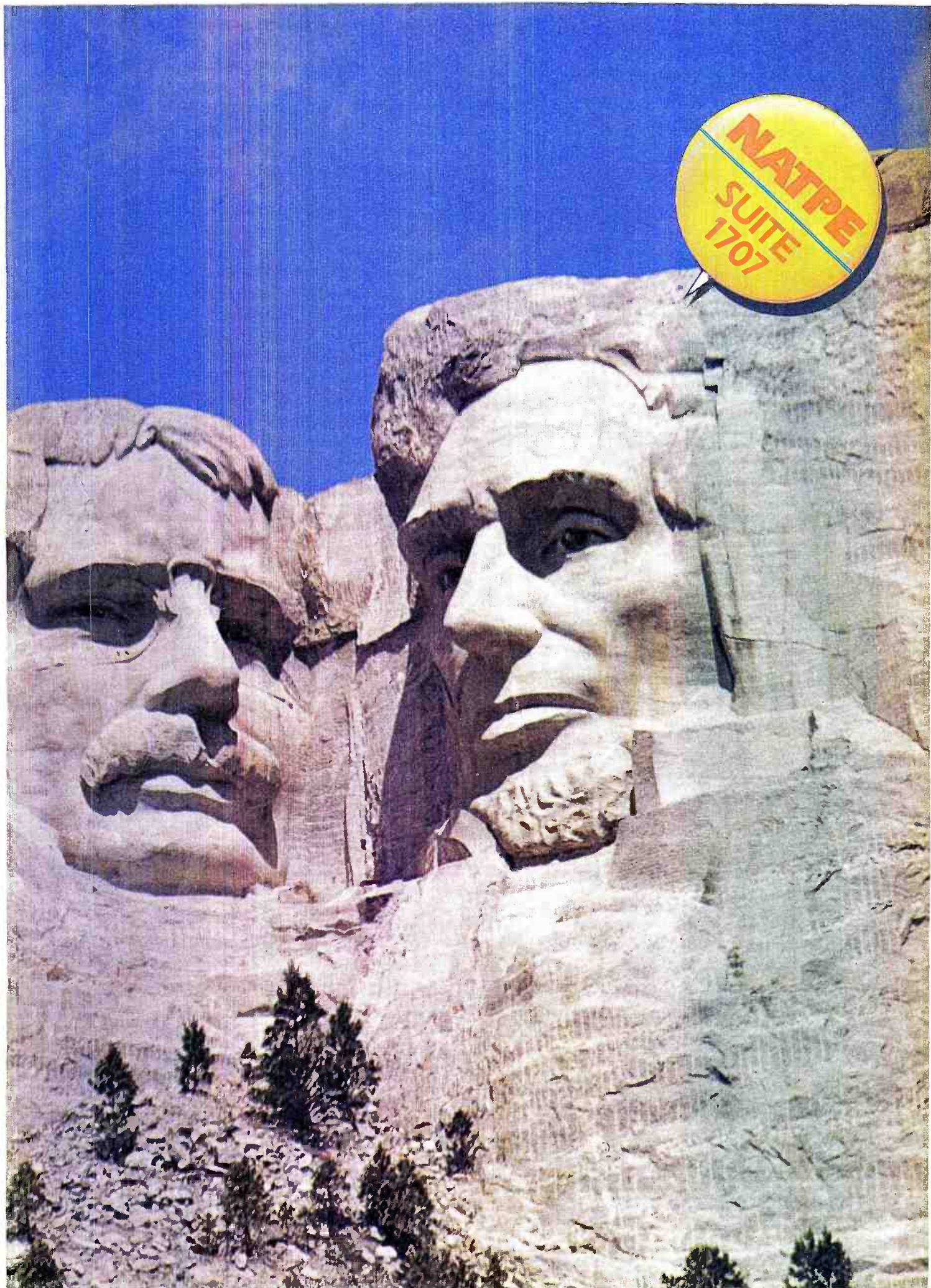
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creative area and rob us of the authority we feel we are entitled to as producers, writers and directors." Certainly nobody is more willing and anxious than the caucus as a group to see to it that the network's requirements are considered. Their business practices, the things that standards and practices require, we certainly give them that as the custom. But I think to a man the membership in the caucus is looking forward to the opportunity to do business with somebody who will say to a producer, writer or director, "I think that's a terrific idea, I think the public will like it, go make it and when it's finished bring it back to us."

It's gotten to the point where you used to do business with the network you know who you would go to see to talk about a particular property with. Now you go through groups and everything has to be tested. And it's got to the point where there is no creativity involved, it's almost fed into a computer. And I think I can safely say that none of the people involved in the creative aspect of this business enjoy that kind of an operation. So what I would look for as the most important thing in the 80's out of the emerging technologies and services is the creation—forced on the networks—of an environment that would be more hospitable to creative control on the parts of the people who are the creators.

Friendly: What makes you think that the most powerful cable buyer isn't going to then inflict the same?

Courtney: Well you're going to have people vying for your services. In addition to which, as we begin with them, we ought to train them right.

Froug: What we're talking about fundamentally, however, is the reinstatement of the free enterprise system in television, which does not exist.

We've already got a sense of competition in the syndication market—syndicated shows, Operation Prime Time, Golden Circle from Metromedia. Are they any easier to work with than networks? Do they come to you and say, "Make us a show?"

Courtney: We have found that to be pretty much



Courtney

the case in syndication. You don't answer to anyone but your own taste and judgment. We've been syndicating *Hee Haw* for 11 years...

Stern: Qualify that—taste and judgment.

Courtney: I do not agree with some of the more august members of this group—that there is a greater degree of independence or taste or judgment exerted in network properties as opposed to syndicated. I think the budget determines taste and judgment in many instances in syndicated product. But I think that the syndication area is almost totally free of any kind of strictures from anything beyond the producer's own objective judgment. I started to say with *Hee Haw* in 11 years we have never had anyone say you can or cannot schedule this song, you can or cannot book this particular piece of talent. The audience tells us when they think the jokes are funny or not funny. Believe me you get both answers. But we can only compare that to the three years experience we had with *Hee Haw* on the network, during which time we booked the talent the network told us they were positive was right, and *Hee Haw* went under network direction from a 50-plus show to its current demographic profile which is number-one in syndication with 18-49 adults, number-one with 18-49 men, second only to network sports.

Tinker: You're talking about something that's really minuscule. It doesn't amount to anything. As we all know there really isn't that much. *Hee Haw* is quite unusual in its program type. Normally we're talking about the sixth episode of a daytime game show. So really, as a factor, it's not important.

Eckstein: Well, I think what will happen is that the more free the market, obviously, the better it will be both financially and in terms of greater freedom for the creative community. It has to be. They have to offer inducements—whether it's Home Box Office or whether it's ABC. So the prevailing situations have to change. The networks may have to reduce their margin of profit, in order to compete. They may have to outbid Home Box Office on particular properties, and Home Box Office and any of the suppliers in order to stay in business will have to compete with the networks. So it is, I think, if not paradise, certainly things bode better.

Tinker: I'm not sure that's true. To start, they don't cheerfully reduce their margin of profit as we know. And that being the case, I think as the fragmentation occurs, the squeeze will be on out here to somehow get it done not just for the same price but for less.

Stern: Let me ask something. Is this a fair statement? When we were allowed our own intuitions and instincts was there not a higher percentage of good programming on the air than is currently in existence? And the profits were commensurate? Twenty years ago. No, 10 years ago. I think we were all more prideful of what we were doing, with exceptions.

Froug: Also the longevity in programming. That's the main thing. Programs stayed on until they found an audience, and they lasted for years instead of three weeks.

Stern: It's quite interesting in the rerun market how selective they are and what succeeds. And so much for all the shows that we one time or another felt very proud about and felt reflected our skills. I think a lot of the black-and-whites, if they weren't black and white, would be rerunning today.

Friendly: Does anybody see in the new technology a weekly series? Do you think Home Box Office or any of the cable channels is going to go into the competition with network TV series?

Yorkin: I don't know why not. I think they will. I think they will and I think you'll see, probably within the next year or two, 11 o'clock at night or 11:30 shows.

Sacks: You know one thing strikes me, generally, in the whole history and concept of television. If we were to go back to the 30's and 40's when television was just a dream—actually in the 1920's I saw some contracts that referred to television—and tried to visualize where television would be in the 50's, 60's, and 70's, whoever was thinking of television in those days didn't visualize it properly at all. And now that we're coming into the 80's and 90's, and we're trying to visualize what television is going to be like in the 80's and 90's, I doubt that anyone is going to really successfully visualize where we're going to be 10 and 20 years from now. The only thing I do know is that in the long



Stern

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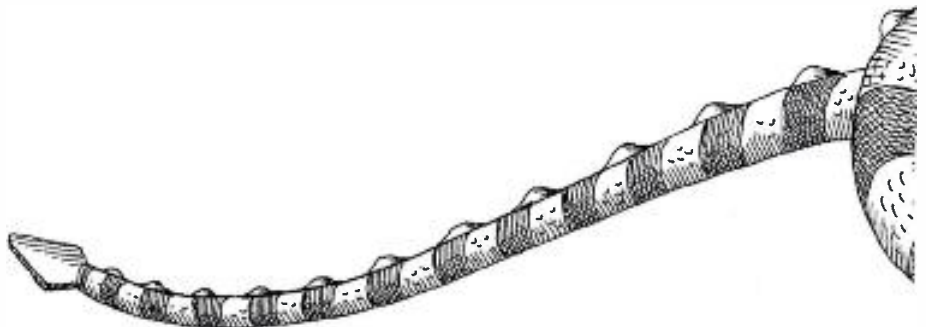


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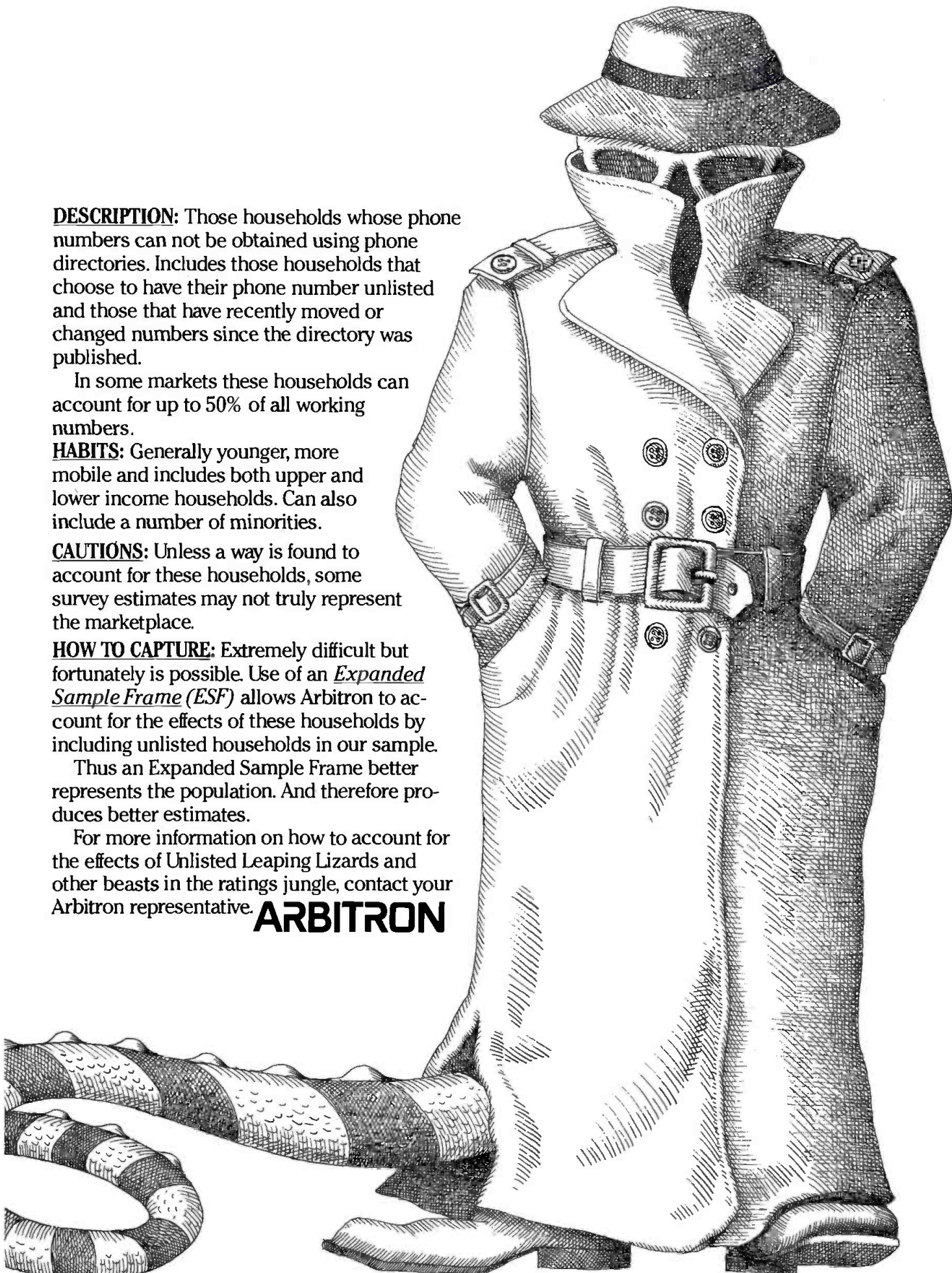
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run the economic health, the competition, is going to work out fruitfully and successfully for networks, for those who become involved with pay television and cable, for those involved in the creative community, for those involved with production. There must be continued progress in my opinion, but what it's going to be and how it's going to be, Lord knows.

Tinker: Probably you're right. Historically nothing has died as the different technologies emerged, and radio, and records and this kind of television all will survive on into the 80's, with just some added opportunities. Nothing has died.

Yorkin: I think you could safely say out of everyone's points of view that the fact of the matter is that the American public is not satisfied today. Pure statistics prove it. A man is willing to pay \$12 or \$20 more a month to get a new kind of entertainment in his house, whether it be Home Box Office, or ON TV, movies or what. And that's really the answer to what we're talking about. The American public is not satisfied with the three networks, they just aren't. They're not getting what they want and the guy's willing to put up his money to get something more than what he's getting. And it's up to us to give him that in the 80's, and I think we will. We'll have more opportunities to do that.

Courtney: I think Bud's made the most important point to come out of this meeting so far. I think that the most popular programs on television today in most instances really qualify as the least objectionable. Out of the choices you have this is the least objectionable so it's the hit. I think the opportunity to do what the creative community thinks the audience would like to see is something we're all looking forward to.

Let's change subjects a bit. Back in the so-called Golden Age of Television there were these marvelous dramas where people had to sleep in separate beds. You couldn't even mention the word sex on television except in a joke or something like that. Twenty years ago had someone

said there was going to be a show like Dallas on today you could have said that's absurd. Today, people can turn on their television set and see X-rated movies and everything you have in the theater can come to their homes. What kind of free television shows are you going to be making? Are we going to be seeing nudity on network television? On syndicated television?

Tinker: I agree that probably we have grown in sophistication. The truth is actually that *Dallas*, to use your example, has been going on in the afternoon for 20 years. This is the silly double standard that the networks live by. I have a feeling that prime-time morality won't change a hell of a lot, say, in the 1980's. We will make it a little more adventurous in the things we're allowed to address, and the networks will be a little more permissive, but I don't think there will be that dramatic a change.

Courtney: I think that by and large the American television audience and the network television audience between the hours of 8 and 11 really don't want to be made uncomfortable from the standpoint of what's coming in.

Froug: Well, the point is 10 years ago, we wouldn't have envisioned that we'd have these kinds of shows on. The shows that you guys did, for example, the marvelous shows on *All in the Family*, touching theme after theme that 10 years ago were unheard of, just absolutely unthinkable. And if you project, and I think you have to, 10 years from now, you can see that you're certainly not going to stop here and say, "Well, this is as far as we can go." It's Kansas City and they've gone as far as they can go. They have built a building four stories tall. I think 10 years from now we're going to see a building eight stories tall.

Friendly: Primarily because of double standard, the networks get around the subject matter and nudity, if you want to use that expression, through the theatrically made motion pictures. What you can see in theatrical motion pictures you cannot make for television.



Froug

So what they gradually do is break it down by using somebody else's product. I happen to think you will see more *promiscuity*, if that's the right word.

Eckstein: I would like to differentiate here between the areas of creative freedom and what have you—the nudity, excessive violence and all those things. You do not necessarily equate those with quality or even venturesomeness. I think maybe the injection of some intelligence for television fare will be what I would hope for. I think that's breaking more ground than nudity.

Creative people here in Hollywood say they do what the networks let them do. Networks say they show what producers give them. Can you people make the product that Robert Altman can make, or that Stanley Kubrick can make? Are you great directors and producers?

Stern: I think the past answers your question. Lots of people in this room have done things that have stature. I think they're comparable considering the medium. Many of us worked in landmark shows, dramas, *Playhouse 90*, certainly in comedy that has lasted. Our choices have become severely limited. We are almost forced to parrot each other—to do reasonable facsimiles.

Froug: That's the major point. Everybody in this room has done things in the past of which they're really proud. How do the rest of you see what you're doing now compared to what you did a few years back? I can't think of anything in the last five years that I feel even half as good about.

Courtney: Most of us in this room have either had network executive positions or worked with networks on projects. For five years I was responsible for all the television product out of MGM. I wasn't actually the line-producer on anything, but I functioned as the executive producer over everything that they made. And at that time we did business primarily with NBC, a number of things with CBS, and some with ABC. The only things that we got from the network at that time, NBC primarily, were things that were intended to be helpful—questions from them about did we think that something might improve a situation, was the time period in our opinion the one it should be in. There was no such thing as you've got to use this director, or you must use this little bit of



Eckstein

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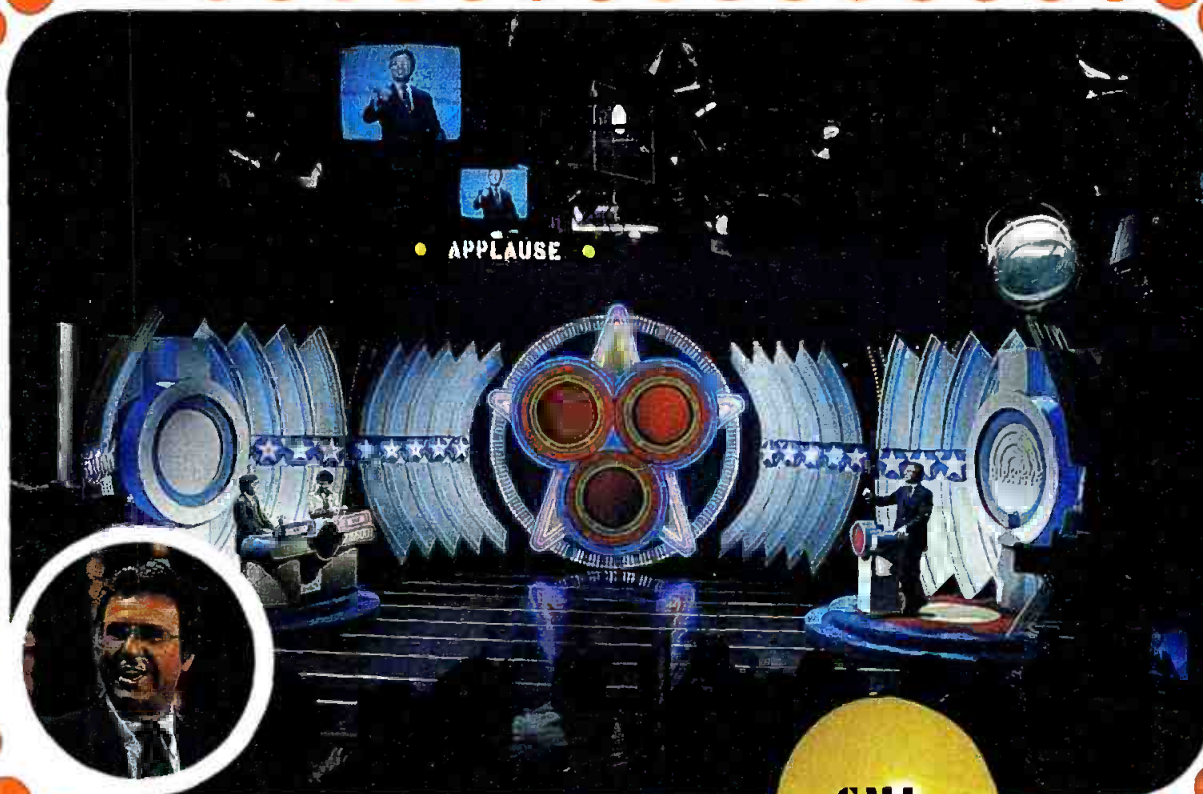
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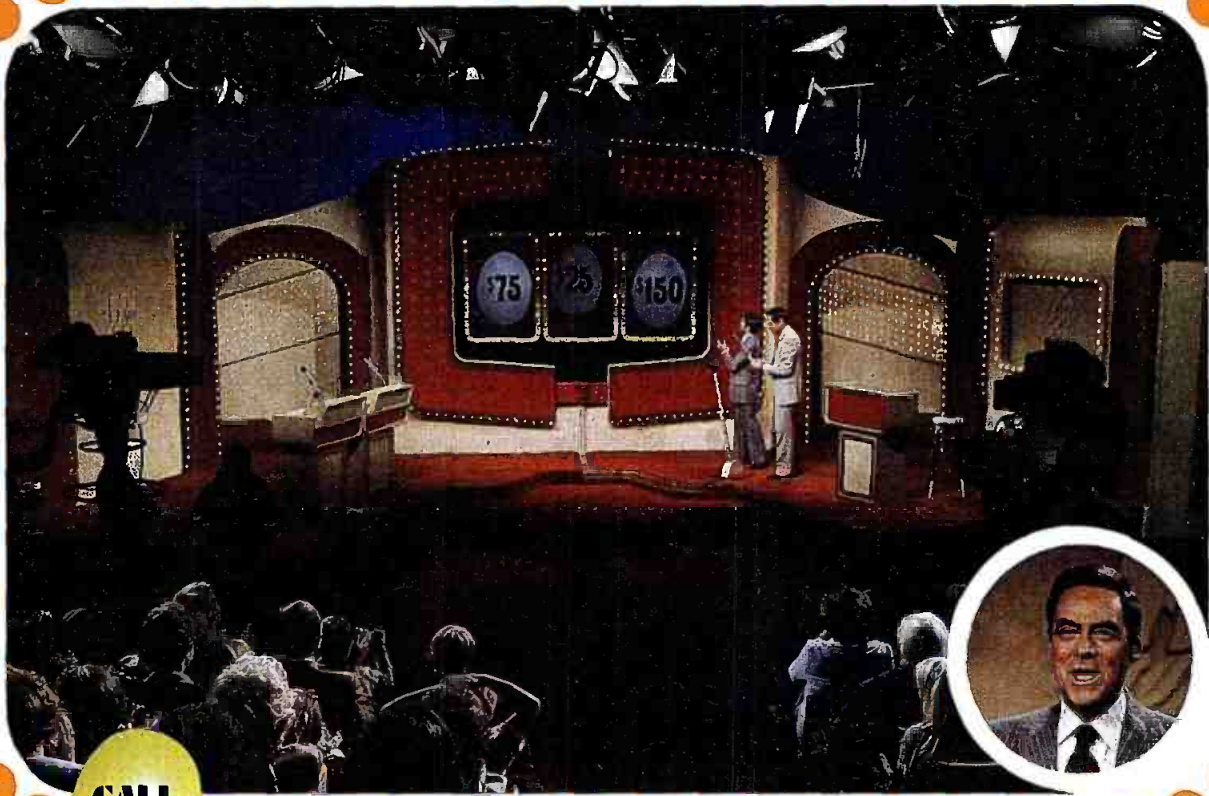
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controversy. They were intelligent questions, helpful suggestions. The same thing was our experience to a great degree on a more limited basis with CBS.

We went to the networks; we told them what we had developed; they picked out what they thought was interesting, what they thought might appeal to the audience, and told us to go ahead. And we would go in with two or three things in each category. We'd sit down with one, two or three people who would then come back to us with the answer. But now there are departments in charge of comedy development, departments in charge of dramatic development, there are departments in charge of variety shows, and there are one, two and three people in each one of those departments. I haven't submitted anything to a network in a long time so I can't quote from personal experience, but what I hear from my associates is that people make appointments and fail to be there when you arrive, you can't get your phone calls returned, answers are very slow in coming through, you start with one person who then leaves the network—either voluntarily or at the network's invitation—and your project is either dead or you start all over again. There are

better were it not for the networks? Are we capable? Well, I think that's implicitly true. Yes, we could. I think it's been proved in the past by the examples we've all cited here—more in series television than in long-form movies for television where there is somewhat more creative freedom. I certainly think that looking back at the series that have been put on the air in the last few years by the networks there has been a sharp downgrade in quality, intelligence and sensitivity. They have become more arrogant in their assumption of authority, more contemptuous of the creative community and delegated to themselves the creative elements—although very few of those in control in high places in networks come from any sort of creative background.

Friendly: They have less qualified people with more creative control. Literally you'll get some guy just out of the mail room looking at your dailies.

Is there anyone in this room who couldn't come up with a series idea or a special who couldn't get on the phone to Bob Daly or Tony Thomopoulos or Brandon Tartikoff and say, "I've got this idea and let's

was the most logical thing. NBC was in desperate shape. And I thought that Fred Silverman, either alone or with some associates, would come out here to the community, sit down and talk with top producers, writers, directors in the business. Call them and say, "Tell me what there is that you have always felt would be successful, that you would most likely listen to, then say OK with the following qualifications go ahead and do it." But that didn't happen. It's not too late, and I think he still is going to need to do that—to a degree. All joking aside, Bob Daly in the creative community has a particularly good reputation. But I couldn't pick up a phone and present an idea to Bob Daly. Grant can. But if I called Bob Daly he would refer me to the department head for the particular category about which I wanted to discuss. If I called Tony Thomopoulos, he would refer me and anything that I wanted to do, again, to the proper department.

Tinker: As he should.

Courtney: And then you get into the machinery. It becomes the numerical game. I don't believe that that's the environment or atmosphere that produces. I think if Bud Yorkin or Ed Friendly or Grant Tinker or Leonard—maybe not even Leonard—called Bob Daly and said, "I have a great idea, I want to discuss it with you," he would have the proper person in the office to listen to it, and then turn you over to them.

Friendly: Well we haven't covered one of the key problems of dealing with the networks today as opposed to five years ago, 10 years ago. The networks are developing too much stuff. They're ordering so many pilot scripts, so many pilots, that the executive almost don't get to read scripts. I can tell you 20 pilot scripts that have never been read at the vice president level. I'm talking about guys in charge of comedy and drama who have so much to do that they simply can't evaluate what they've ordered. They're spending too much money and developing too many shows. As opposed to saying, "What's your favorite show?" they'll say, "Give us six shows." Let each one of us spend more of our time concentrating on one thing.

Tinker: It would be more efficient and more effective.

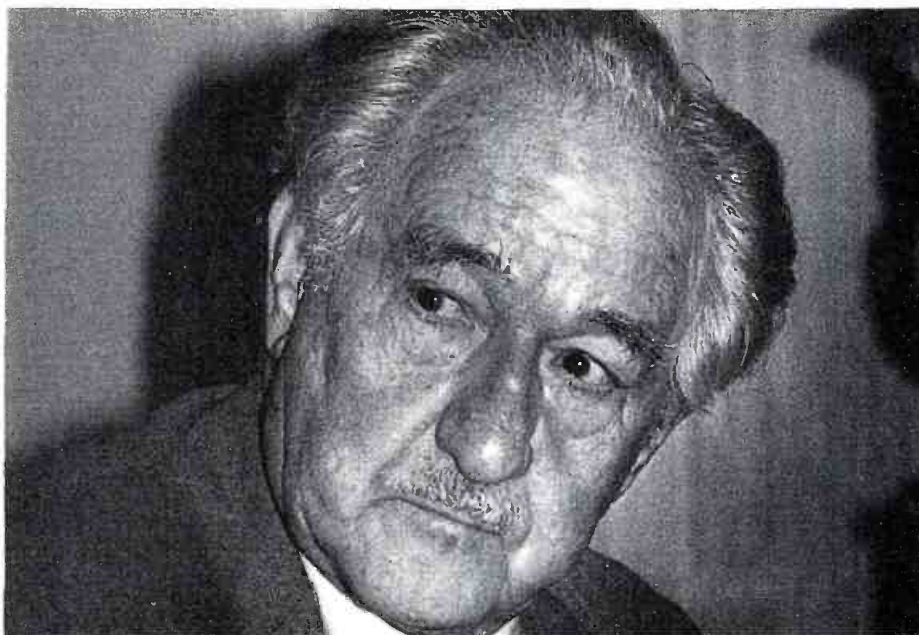
Sacks: I see not only the network problems but when you review the problem as a whole, it's, "Where is the future going to go?" You have to deal with the government, you have to deal with the FCC, you have to deal with unions, you have your production problems, you have your economy.

Gerbner: The scope and depth of the problems are so enormous that I think it is really difficult to visualize.

You people know the entertainment division executives far better than I do, and you've described some inflexible ways of doing business. Is there anything that's going to make those people become more flexible?

Froug: Competition.

Eckstein: Implicit in all this discussion is a fact of life which may sound elitist but isn't. There is a very limited talent pool of writers and directors and producers. And it's not that they will have these unlimited sources to draw upon. There's no more than a handful—not enough to satisfy the demands of the network and these independent hardware dealers. They will have to buy from the same talent pool, and why would anybody work for a network with these ridiculous strictures and unrealistic business practices when they can take their merchandise elsewhere?



Sacks

just too many people involved.

Tinker: That's just it. Numerically there are too many people or too many layers, all of whom and all of which must do something.

Stern: Years ago we used to do 39 shows. I started out doing 50 shows a year. And they got down to 22, and then 22 even seemed to be interrupted by specials or movies of the week. So they need more personnel. I did the *Steve Allen* show. The *Steve Allen* show was at that time I guess the harbinger of *Saturday Night Live*. I think it was equally iconoclastic and irreverent. The network was totally supportive of it. We started in November, and they gave us until June of the following year to develop a format and find our personalities and our point of view. The show was highly satirical and won a Peabody Award. It was on 8 o'clock on Sunday nights. A comparable show, *Saturday Night Live*, is *Saturday nights* at 11:30—so that no longer will they venture into this kind of controversy in a prime-time hour. Al and I became friends because the network was very supportive of what we wanted to do. And allowed us to be adventuresome.

Eckstein: Your question was also could we do

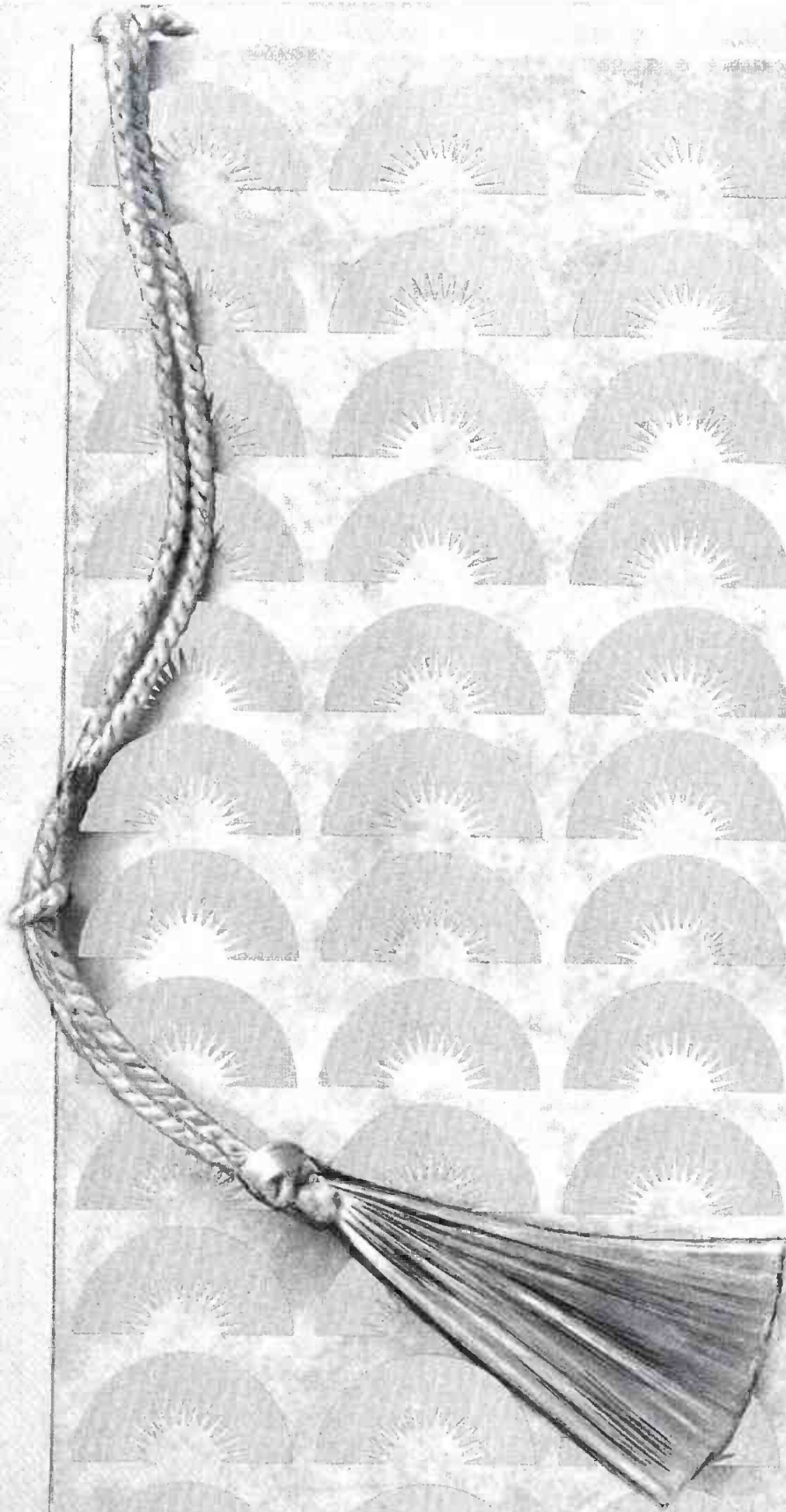
forget the director of comedy development." You're talking giant to giant.

Friendly: Sure, and they will say: "Send me the script." The script will end up about five levels down the line with 15 people reading it. You've got to remember: none of these network executives will make a decision. Bob Daly won't buy it. He'll send it to Bud Grant, who will send it to one of his department heads, who will say: "Let the reader read it." In every network there are 12 people who can say no, and the only guy that says yes is the guy who gets 12 yes recommendations. They're not going to stick their necks out.

Courtney: You said the most tragic thing that you could say, when you said you're dealing 'giant' to 'giant'. There are no giants. There are only pygmies in the network field today. Nobody makes a unilateral decision: "That sounds great. I think it's a terrific idea. Go ahead, make it." It doesn't happen.

Friendly: The last giant decision was Fred Silverman deciding on *Supertrain*.

Courtney: One of the dreams I had when he went to NBC was that he would do what I thought



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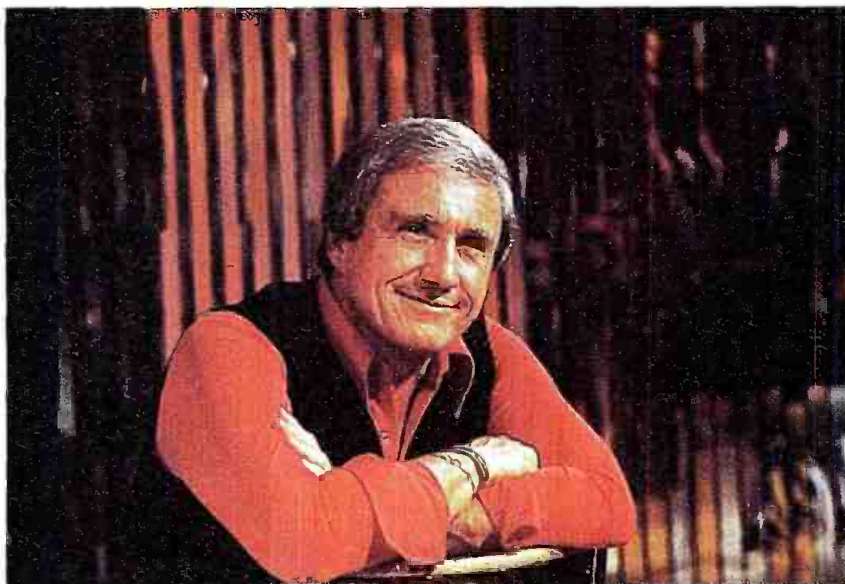
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WILD TIMES

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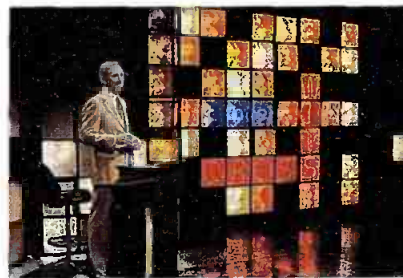
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MUHAMMAD ALI

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FASHION MODEL PAGEANT

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At the NATPE (San Francisco Hilton, Suite 4278). Please visit.

servers with a longer view suggest that the medium eventually may be displaced by cable with its much larger variety of programs and services."

The effects of videocassette recorders and videodisks are expected to be minimal on broadcasting. The study placed penetration of these systems at little more than 10% by 1985. It ascribed this slow growth to the high cost of the equipment, the very limited penetration of home cameras and the unavailability of pre-recorded cassettes and disks.

The report made this conclusion about superstations: "Superstations are, in essence, a primitive and convenient form of cable network. The impact they have will be through cable, rather than as a separate entity. It is likely that these dual-purpose media (local broadcast-network cable) will eventually give way to single-purpose cable networks."

The growth pattern in television sales is expected to be most marked in the local sector. The report projected that the average annual increase rate through 1985 will be 12% for total television; 14% for local sales; 11.3% for national sales and 11.1% for network sales.

The report noted that increasingly, TV stations are investing in specialists or services to develop new sales; they are redoubling their efforts to divert retail advertising budgets from print to television and they are seeking out new or expanded sources of revenues from franchise operations, service industries and government advertisers.

Expenses for programing, sales and administration are expected to rise 13%, 14% and 12% respectively each year, the study showed. The increases result not only from inflation but also from factors including the addition of specialists and outside services, and the growing use of data-processing equipment.

To build revenues or control expenses, the study made a number of suggestions:

Make use of computerized data or outside consultants to arrive at programing decisions; build a professional in-house audience promotion operation; explore alternatives for nonbroadcast revenues, such as commercial production, program production for corporate video systems and teletext services; investigate the comparative costs of buying or renting technical equipment; form multi-station buying groups, where appropriate, to take advantage of discounts on equipment and supplies.

The study concludes: "We have suggested that, in general, the economic environment will be somewhat less hospitable, although higher levels of advertiser investment will offset increased station operating costs."

Though the Petry Station Survey generally agreed with the findings of the Management Analysis Center study, there were some differences. For example, 40% of the station managers canvassed by Petry feel the superstations will have a major impact on broadcasting during the next five years. And again, whereas the center study is downbeat on the potential for direct satellite-to-home broadcasting, the Petry survey shows that 41% of the station managers see direct-to-home as having a major impact on broadcasting during the next five years.

British reserved on fourth outlet

Restraints on proposed new channel mean little American programing and even less entertainment; advertisers won't get a break, and BBC worries about siphoning

Reaction has been guardedly positive to the British government's proposals for the now vacant fourth television channel.

Under the government legislation, the

channel will be commercial and supervised by a new board under the Independent Broadcasting Authority, which controls the already existing commercial channel, ITV-I ("In Brief," Feb. 11). Programs are to come from a variety of sources, and advertising will be sold by the 15 ITV regional stations, in the same way they sell for ITV-I. Many of the concrete decisions about the new service will be made by the new board after the legislation has passed Parliament.

But the government has spelled out enough of its intentions to make it clear that the fourth channel will be less than a bonanza for American program exporters.

No quotas are set, but the legislation says the network must include "suitable amounts" of educational, informative and experimental programs, with an emphasis on programs that would not necessarily cater to a mass audience. The service is meant to "complement" the largely entertainment programs on ITV-I.

Therefore, the majority of entertainment programs from the U.S. are not expected to be in demand, although more specialized and serious programs, especially public affairs series and specials, could be of interest.

In addition, the network will likely have the same constraint as ITV-I: that no more than 14% of the programing can come from outside the U.K.

The powerful regional companies that operate ITV-I will continue to have strong, although not total, control over the fourth channel. In ITV-I, they finance and produce the programs, get together to determine the network schedule and sell advertisements for their own region. In the fourth channel, they will make 40%-50% of the programs, according to estimates of the Independent Broadcasting Authority. Another 15%-35% is to be produced by the IBA. Another 15%-35% is to be produced by independent producers.

The main source of happiness for the

	CATV				CATV		
	TV HH	HH	PCT		TV HH	HH	PCT
Buffalo, N.Y.	628,600	160,100	25	Detroit	1,600,100	25,200	2
Burlington, Vt.-Plattsburgh, N.Y.	194,900	66,900	34	Dothan, Ala.	92,800	20,400	22
Casper-Riverton, Wyo.	52,700	29,600	56	Dubuque, Iowa	28,600	17,100	60
Cedar Rapids-Waterloo, Iowa	256,800	9,800	4	Duluth, Minn.-Superior, Wis.	168,700	35,900	21
Charleston, S.C.	154,800	20,500	13	El Centro, Calif.-Yuma, Ariz.	51,300	32,400	63
Charleston-Huntington, W.Va.	480,500	190,000	40	El Paso	176,700	58,000	33
Charlotte, N.C.	549,700	48,800	9	Elmira, N.Y.	81,900	52,600	64
Charlottesville-Harrisonburg, Va.	95,700	41,400	43	Erie, Pa.	131,100	38,000	29
Chattanooga	297,000	45,200	15	Eugene, Ore.	140,000	69,500	50
Cheyenne, Wyo.	48,400	24,700	51	Eureka, Calif.	50,100	19,800	40
Chicago	2,849,700	87,800	3	Evansville, Ind.	218,100	38,300	18
Chico-Redding, Calif.	116,200	49,600	43	Fargo, N.D.	200,500	44,300	22
Cincinnati	647,200	36,400	6	Farmington, N.M.	22,900	10,500	46
Clarksburg-Weston, W. Va.	83,000	40,100	48	Flagstaff, Ariz.	19,700	10,900	55
Cleveland	1,348,900	210,600	16	Flint-Saginaw-Bay City, Mich.	408,100	79,800	20
Colorado Springs-Pueblo, Colo.	182,400	33,200	18	Florence, S.C.	85,300	32,600	38
Columbia, S.C.	195,500	24,100	12	Ft. Myers-Naples, Fla.	137,600	71,200	52
Columbus, Ohio	528,100	133,800	25	Ft. Smith, Ark.	109,300	49,600	45
Columbus-Tupelo, Miss.	134,900	40,400	30	Ft. Wayne, Ind.	199,700	25,700	13
Corpus Christi, Tex.	136,400	21,300	16	Fresno, Calif.	321,100	31,200	10
Dallas-Ft. Worth	1,175,100	82,200	7	Gainesville, Fla.	54,600	31,300	57
Davenport-Rock Is.-Moline, Ill.	301,700	73,700	24	Grand Junction, Colo.	44,100	17,800	40
Dayton, Ohio	454,400	92,500	20	Grand Rapids-Kalamazoo-Batl. Creek, Mich.	518,100	131,700	25
Denver	755,600	55,200	7	Great Falls, Mont.	63,900	23,600	37
Des Moines, Iowa	342,800	48,800	14				

Continues on page 110.



**“My new show
features the only animal that
shoots rapids, hang glides,
or scuba dives.”**

— Bill Burrud

**Bill Burrud announces a new,
one-hour travel program showing real people in adventure.
Soon available for syndication.**

In the years he hosted “Animal World,” Bill Burrud had a lot of adventures with animals.

Now, he’s planning some adventures with *people*.

For instance: white-water rafting in Chile.

Or scuba diving off Tahiti.

Or even being led by Tammy Wynette on a tour of Nashville’s historic sights.

It’s a TV magazine that travels where television has never been.

Hosted by Bill Burrud, who’s been on TV almost as long as TV’s been on. Produced in cooperation with American Express, a name synonymous with travel.

It’s almost inevitable that this pilot will lead to a series. After all, “Animal World” appeared on all three networks, and was syndicated

on more than over 150 stations.

A new kind of travel show hosted by Bill Burrud is just bound to take off.

For information on syndication, just call Vitt Media International, 1114 Avenue of the Americas, New York, New York 10036.

During the NATPE convention: Dick Olsen or Lee Block, Suite 1601, San Francisco Hilton.

Pardon us for bragging

But at WNEW-TV, we're very proud of our station.

FACT: In every reported demographic, total day, WNEW-TV is the #1 independent station in the nation's #1 market.

FACT: In early fringe time, WNEW-TV is the #1 entertainment station in New York in total households, total women, women 18-34, 18-49, total men, men 18-34, 18-49.

FACT: In DMA shares, WNEW-TV leads WPIX by 75 per cent and WOR-TV by 100 per cent.

This kind of dominance isn't accidental. It's *earned*.

...with crisp sit-coms like M*A*S*H, and New York's #1 prime access show, ALL IN THE FAMILY.

...with an always-fresh MERV GRIFFIN SHOW and the swiftly-paced, award-winning 10 O'CLOCK NEWS.

...with gut-gripping documentaries like ANGEL DEATH and SCARED STRAIGHT and via satellite productions from Covent Garden like the ballet, THE SLEEPING BEAUTY and the operetta, DIE FLEDERMAUS.

And there's more—much more. Like the six-part drama series, EDWARD & MRS. SIMPSON, and the forthcoming PM MAGAZINE licensed for the first time ever to an independent television station.

This is why WNEW-TV continues to be the choice for New York viewers, America's advertisers, and worldwide program distributors.

WNEW-TV
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That's choice **5**
Represented by Metro TV Sales

Source: Nielsen New York Report, November, 1979

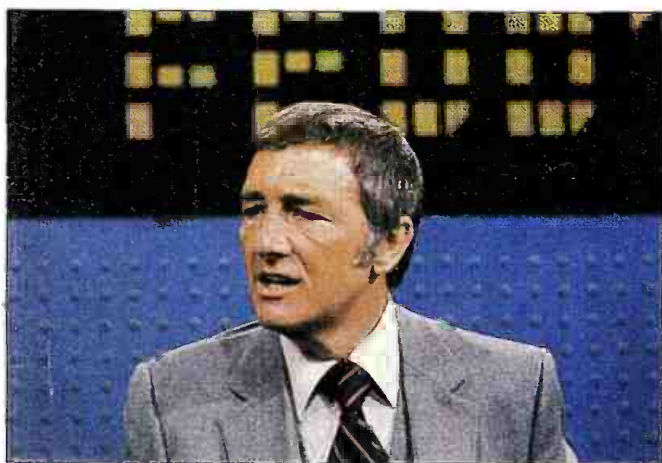
**New game plan
for Fall 1980!**

Strip "Family Feud"

**Out in front
at the NATPE!**
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The highest rated game show in syndication expands to a strip next season. Offering bigger-than-ever rewards as a nightly fixture in stations' access schedules.



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

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



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

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

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

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



PM:

THE BIGGER WE GET, THE BETTER WE GET.

The most remarkable television program launched in America.

For viewers it's refreshing proof of television's vitality. Confirmed by over

20 million weekly viewers who've made PM Magazine/Evening Magazine the #1 prime-time access program in America's top 50 markets.*

For stations it's prestige programming that reaches a popular audience. PM builds on the audience gained by the early news strip. And provides a strong lead-in to prime time.

Each PM Magazine station produces local segments. Tailored to the needs, tastes, and preferences of its audience. Those locally produced segments are augmented with segments provided by the cooperative. From all across the



*Nielsen, Nov. 1979. The audience figures shown are estimates, subject to the limitations of the techniques and procedures used by the service noted.

#1

nation. Representing the best segments produced by the total list of Group W and PM Magazine stations. So, logically, the bigger we get, the better we get.

Commercially, it's a stunning success. Providing advertisers with a premium environment for their commercials.

Critically, it's a smash hit. Acclaimed and praised by television reviewers in market after market.

For broadcast professionals, it's a challenge. To show what local broadcasters can do. To prove that television programming can be good *and* successful—at one and the same time.

And for you. PM Magazine is still available in a few markets. Currently over 65 stations have signed up to be a part of the cooperative. Including, most recently, WNEW-TV in

New York and KTTV in Los Angeles. For information, visit Suite 4175 at N.A.T.P.E. or contact Group W Productions.

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regional companies is that their current monopoly on selling commercial time will continue. Much to advertisers' and agencies' chagrin, there will be no competition between the two services.

The government hopes to have the fourth channel in service by 1982, but signs indicate it will not be rushing ahead, mostly for financial reasons. The service will be financed by the IBA and the regional companies, but the government stands to lose money as well because of the special tax imposed on ITV-I.

The treasury takes 66% of the regional companies' profit, which last year added \$150 million to the public purse. In addition, the companies must pay normal income tax on the remaining profit, which brought in another \$60 million.

With much of the normal profit going to finance the fourth channel, the government will be taking much less in taxes, at a time when the government treasury is already hard pressed.

The ITV companies are not entirely enthusiastic about the service. In the recently buoyant demand for commercial time, the regional companies saw the fourth channel as an opportunity to expand their operations. But with an economic recession, the concern is that, besides the huge start-up costs of the new service, it will only take viewers, advertisers and revenue away from ITV-I so that two networks would have to share the same revenue pie.

The BBC which is financed by a steadily rising annual license fee, is also not anxious to have to compete with another television service. The fourth channel will undoubtedly reduce the BBC's viewing figures, and therefore its justification for a tax of \$80 per year on every television set in the country.

Intermedia

Henry to NRBA. National Radio Broadcasters Association's newest director at large is Ragan Henry, president of Broadcast Enterprises National Inc. and National Association of Black-Owned Broadcasters. Elected last week, Henry is fourth new director elected since board decided last October to create five new at-large positions. Others elected since then are Norman Wain, president, Metroplex Communications; Martin Rubenstein, president, Mutual Broadcasting System, and John Bayliss, Combined Communications.

Case closed after 11 years. TV-3 Inc., 51% black owned, took over on Feb. 1 as licensee of WLBT(TV) Jackson, Miss., station that lost its license 11 years ago because of discrimination against blacks in programing and employment practices. FCC administrative law judge in December approved settlement of long-pending comparative hearing commission ordered to find successor to Lamar Life Broadcasting (BROADCASTING, Dec. 10, 1979). Over past two months, TV-3, Lamar Life and Communications Improvement Co., nonprofit organization that had been operating station on interim basis, worked out details of transfer of property. Under agreement, Lamar Life receives \$2,850,000 for equipment it put into station, and Communications Improvement, some \$650,000.

ESF in more markets. Arbitron Radio said its Expanded Sample Frame (ESF) technique for getting unlisted-telephone households into its survey samples, now in use in 33 markets, will be extended to markets 34 through 53, effective with this spring's measurement. Arbitron says five years of testing have shown that with ESF 20% to 50% of the households not previously included in a given market's sample will be sampled, demographics will be more in line with population estimates and confidence in the audience estimates increases. The company plans to extend ESF to all of the top 125 markets by April/May 1981 and to all radio markets by April/May 1982.

It all adds up. American Cablevision of Del Mar, division of American Television and Communications Corp., has been awarded cable franchise for Del Mar, Calif., bringing to 116 number of franchises within ATC domain. ATC, subsidiary of Time Inc. and second largest cable operator with over 1 million basic subscribers, plans to wire 1,900 homes in Del Mar area with 40-channel system. Pay offerings will include Home Box Office, Take 2 from HBO and The Movie Channel.

	CATV				CATV		
	TV HH	HH	PCT		TV HH	HH	PCT
Green Bay, Wis.	329,800	36,900	11	Lincoln-Hastings-Kearney, Neb.	229,200	59,500	26
Grovesboro-Winston Salem-High Pnt., N.C.	402,400	66,200	16	Little Rock, Ark.	388,700	54,500	14
Greenville-New Bern-Washington, N.C.	171,900	14,300	8	Los Angeles	4,050,700	617,500	15
Groveland-Spartanburg, S.C.-Ashville, N.C.	523,900	67,900	13	Louisville, Ky.	473,400	41,200	9
Greenwood-Greenville, Miss.	41,600	15,700	38	Lubbock, Tex.	144,700	41,000	28
Harrisburg-York-Lancaster-Lebanon, Pa.	453,500	185,600	41	Macon, Ga.	122,000	47,900	39
Hartford-New Haven, Conn.	758,600	207,200	27	Madison, Wis.	176,200	31,600	18
Helena, Mont.	14,400	6,900	48	Mankato, Minn.	36,200	15,400	43
Houston	1,104,300	71,100	6	Marquette, Mich.	52,800	28,800	55
Huntsville-Decatur-Florence, Ala.	197,700	70,500	36	McAllen-Brownsville, Tex.	128,200	34,000	27
Idaho Falls-Pocatello, Idaho	90,100	27,800	31	Medford, Ore.	102,400	41,900	41
Indianapolis	744,600	126,000	17	Memphis	537,200	55,000	10
Jackson, Miss.	256,100	53,500	21	Meridian, Miss.	66,600	17,300	26
Jackson, Tenn.	51,000	17,700	35	Miami	943,500	60,500	6
Jacksonville, Fla.	330,800	36,200	11	Miles City-Glendive, Mont.	9,700	6,100	63
Johnstown-Altoona, Pa.	259,400	149,600	58	Milwaukee	655,600	21,800	3
Jonesboro, Ark.	64,500	20,000	31	Minneapolis-St. Paul	994,300	51,200	5
Joplin-Pittsburg, Kan.	159,300	41,700	26	Minot-Bismarck-Dickinson, N.D.	123,000	33,900	28
Kansas City	652,800	99,500	15	Missoula-Butte, Mont.	99,500	39,300	39
Knoxville, Tenn.	367,900	71,900	20	Mobile, Ala.-Pensacola, Fla.	350,300	74,700	21
La Crosse-Eau Claire, Wis.	149,000	55,000	37	Monroe, La.-El Dorado, Ark.	159,900	32,800	21
Lafayette, Ind.	39,700	20,600	52	Montgomery, Ala.	149,500	43,700	29
Lafayette, La.	156,000	31,900	20	Nashville	579,100	53,600	9
Lake Charles, La.	64,700	22,700	35	New Orleans	529,600	39,400	7
Lansing, Mich.	205,300	55,000	27	New York	6,398,000	930,800	15
Laredo, Tex.	26,600	15,200	57	Norfolk-Portsmouth, N.H.-Npt News-Hamp., Va.	447,100	45,000	10
Las Vegas	141,100	500	—	North Platte, Neb.	16,200	4,100	25
Laurel-Hattiesburg, Miss.	75,400	18,200	24	Odessa-Midland, Tex.	112,300	59,400	53
Lexington, Ky.	216,400	46,200	21				
Lima, Ohio	35,200	23,400	66				

Continues on page 114.

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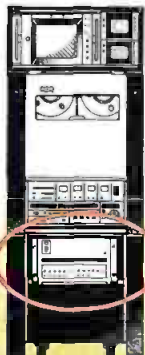
You won't find a 1" helical-scan VTR system anywhere that beats ours for performance, convenience and versatility. And none that comes with the total service backup you get only from RCA.

An advanced studio recorder.

The TH-200 studio VTR offers incomparable editing with ease and flexibility. Transparent picture quality. Built-in previewable editing. Shuttle and jog bi-directional search control for fast, accurate edit decisions. Optional Dynamic Tracking provides broadcast quality slo-mo, fast-mo and freeze-frame playback, incrementally from 1/5 reverse speed to two times normal speed. And there's a record confidence head.

An optional Digital Time Base Corrector.

The TBC-200 Time Base Corrector utilizes advanced digital processing techniques. It extends the VTR's capability and provides exceptional video performance. It enables the TH-200 to retain a fully-locked color picture at up to ten times normal speed, with recognizable monochrome pictures at more than 60 times speed. Equipped with a built-in drop-out compensator, velocity error corrector and a standard correction range of 12 horizontal lines.



A great portable VTR.

The TH-50 is a compact, light-weight recorder with up to 90 minutes of battery operation. Includes an auto-backspace editor and a built-in time code generator. All basic specifications are identical to those of the studio VTR, so you can record in the field, then edit directly on 1" tape without converting to another format.



In the studio or in the field, for programming or production, no other system has as much going for it. And for you. Ask your RCA Representative to prove it. Or write RCA Broadcast Systems, Building 2-2, Front & Cooper Streets, Camden, NJ 08102.

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RCA protects your equipment better than anyone else. With 24-hour parts replacement service. And our famous TechAlert, for help as close as your phone, any time of the day or night. Plus emergency service. And service manuals and training seminars.

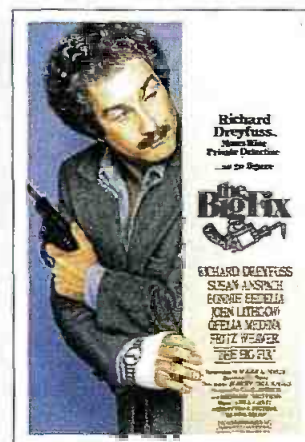
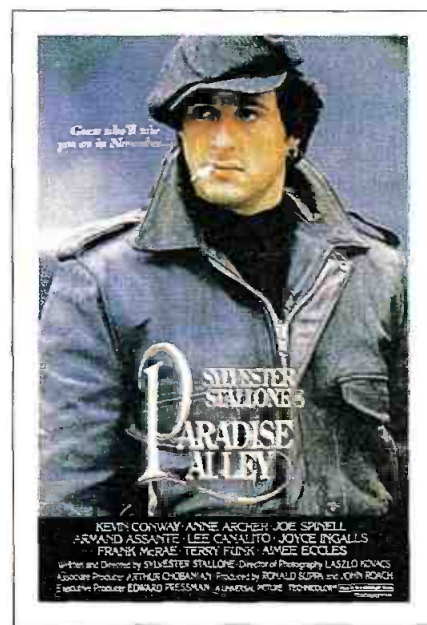
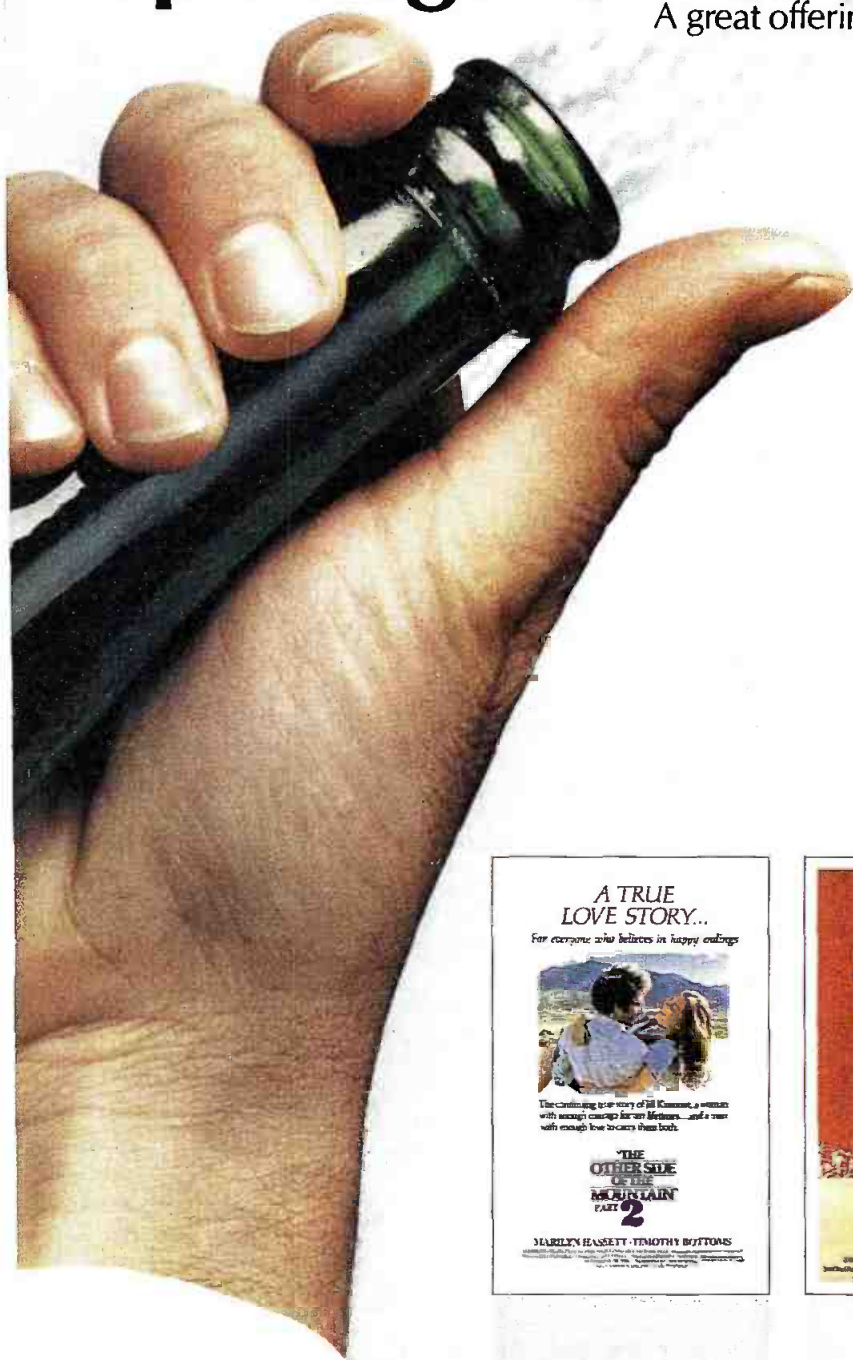


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A great offering of 34 outstanding theatrical features
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MCA TV

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	CATV				CATV		
	TV HH	HH	PCT		TV HH	HH	PCT
Oklahoma City	495,100	81,200	16	Seattle-Tacoma, Wash.	914,800	230,800	25
Omaha	330,900	18,800	6	Selma, Ala.	17,700	6,200	35
Orlando-Daytona Beach, Fla.	482,300	138,200	29	Shreveport, La.-Texarkana, Tex.	378,000	97,300	26
Ottumwa, Iowa- Kirksville, Mo.	28,100	9,900	35	Sioux City, Iowa	149,600	12,300	8
Paducah, Ky-Cape Girardeau, Mo-Harrisbrg, Ill.	283,900	69,600	25	Sioux Falls-Mitchell, S.D.	199,400	40,400	20
Palm Springs, Calif.	49,000	49,000	99	South Bend-Elkhart, Ind.	253,500	41,600	16
Panama City, Fla.	55,800	13,800	25	Spokane, Wash.	292,400	72,500	25
Parkersburg, W. Va.	31,800	22,600	71	Springfield, Mass.	221,300	52,300	24
Peoria, Ill.	221,100	63,200	29	Springfield, Mo.	248,700	27,200	11
Philadelphia	2,399,300	480,700	20	Springfield-Decatur-Champaign, Ill.	294,000	96,300	33
Phoenix	575,200	31,200	5	Syracuse, N.Y.	340,100	98,000	29
Pittsburgh	1,137,100	400,200	35	Tallahassee, Fla.	128,700	42,500	33
Portland, Ore.	682,900	113,000	17	Tampa-St. Petersburg, Fla.	899,000	147,500	16
Portland-Poland Spring, Me.	285,800	93,200	33	Terre Haute, Ind.	162,200	42,400	26
Presque Isle, Me.	29,000	11,900	41	Toledo, Ohio	387,200	97,700	25
Providence, R.I.	512,700	17,600	3	Topeka, Kan.	135,500	42,100	31
Quincy, Ill.-Hannibal, Mo.	114,300	28,800	25	Traverse City-Cadillac, Mich.	133,800	34,600	26
Raleigh-Durham, N.C.	480,500	95,400	20	Tucson, Ariz.	208,600	28,600	14
Rapid City, S.D.	82,100	28,300	34	Tulsa, Okla.	382,800	71,100	19
Reno	122,200	53,500	44	Tuscaloosa, Ala.	39,100	15,800	40
Richmond, Va.	333,300	11,800	4	Twin Falls, Idaho	29,800	11,900	40
Roanoke-Lynchburg, Va.	343,400	82,900	24	Tyler, Tex.	77,800	38,300	49
Rochester, N.Y.	328,800	41,300	13	Utica, N.Y.	101,600	53,400	53
Rochester, Minn.-Mason City, Iowa-Austin, Minn.	132,200	30,600	23	Victoria, Tex.	19,600	15,000	77
Rockford, Ill.	172,500	66,300	38	Waco-Temple, Tex.	184,800	113,600	61
Roswell, N.M.	50,100	28,500	57	Washington	1,397,600	120,100	9
Sacramento-Stockton, Calif.	701,400	130,900	19	Watertown-Carthage, N.Y.	77,000	32,300	42
St. Joseph, Mo.	48,200	23,100	48	Wausau-Rhineland, Wis.	138,700	24,300	18
St. Louis	980,200	30,300	3	West Palm Beach, Fla.	266,300	110,400	41
Salinas-Monterey, Calif.	157,000	87,300	56	Wheeling, W. Va.-Steubenville, Ohio	136,900	74,100	54
Salisbury, Md.	83,900	46,600	56	Wichita-Hutchinson, Kan.	392,700	94,700	24
Salt Lake City	443,200	46,500	10	Wichita Falls, Tex.-Lawton, Okla.	160,000	56,200	35
San Angelo, Tex.	30,500	17,100	56	Wilkes Barre-Scranton, Pa.	435,300	234,700	54
San Antonio, Tex.	419,300	40,500	10	Wilmington, N.C.	153,100	42,700	28
San Diego	675,100	255,500	38	Yakima, Wash.	135,800	50,400	37
San Francisco	1,883,600	559,500	30	Youngstown, Ohio	255,300	46,700	18
Santa Barbara-Santa Maria-Santa Luis Obs., Calif.	155,400	101,500	65	Zanesville, Ohio	28,300	17,400	61
Savannah, Ga.	150,500	38,100	25	U.S. Totals	75,793,500	14,261,200	19

What you don't know about your film library may be killing you.



Because there are so many films to choose from, keeping up is almost impossible. Without a little help, you may be losing money and viewers.

That's where Kaman can turn things around. Our BCS "FILMS" management package helps you select the film that fits the bill.

"FILMS" does this by letting you choose the appropriate selection variables: previous audience share, stars, contract expiration, length, number of plays, depreciation, target audience, and more. With all these criteria at your fingertips, you'll make better programming decisions—because you'll be making more effective use of your film library.

It also provides amortization, payable and forecasting information. And you can use our "FILMS" management package independently or with our BCS 1100 traffic/accounting system.

Other BCS management packages include "DEMOS", which provides immediate access to all rating book data and prepares avail submissions; "KARTS" for inventory and access control of carts and cassettes; and "NEWS", an inventory and retrieval system.

Get the complete details on all BCS management packages by calling us at (303) 599-1601, or write Kaman Sciences Corporation, P.O. Box 7463, 1500 Garden of the Gods Road, Colorado Springs, Colorado 80933.

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70 half hours

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Here's the fast-moving series that will have the whole country laughing. Funnyman Al Waxman stars as variety store owner Larry King, in this happy, upbeat sitcom.

65 half hours

Connections: How Organized Crime Works



A startling mini-series that probes deep into the inner workings of organized crime today. This is the documentary that exposed the involvement of crime figures in such areas as the Atlantic City real estate takeovers. Host: Mort Crim

A Canadian Broadcasting Corporation Production in association with Post-Newsweek Stations, Inc.

**5 half hours or
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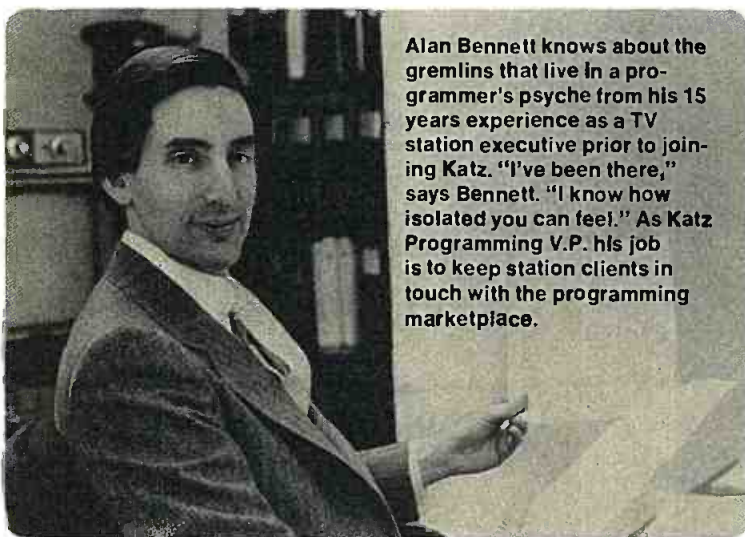


Your odds on finding a mother lode of programming at NATPE/1980 are about as long as those faced by Forty-niners who looked to strike it rich around San Francisco in the gold rush days.

"But there are nuggets nestled in the stream of new programs," says Alan Bennett. "And there are ways to give yourself an edge in spotting them."

Giving stations an edge is Bennett's business. As Katz Vice President for Programming, Bennett runs a department which keeps tabs on all of the big and little facts and trends—from prices to program plots—that help TV stations develop a golden program strategy.

As national sales and marketing representative for stations reaching 50% of the country's TV audience, Katz is sought after by producers, syndicators and distributors. This gives the Programming Department the opportunity to pursue a constant, direct contact with sources of pro-



Alan Bennett knows about the gremlins that live in a programmer's psyche from his 15 years experience as a TV station executive prior to joining Katz. "I've been there," says Bennett. "I know how isolated you can feel." As Katz Programming V.P. his job is to keep station clients in touch with the programming marketplace.

gram supply. A sophisticated research staff maintains track records on just about every syndicated show and feature film available for broadcast.

Even with this data, Bennett concedes that "intuitive reaction is an essential talent of the top-notch programmer."

He hastens to add that programming decisions based on "gut feelings" can turn into ulcers without ad-

What's the audience potential of these feature films?

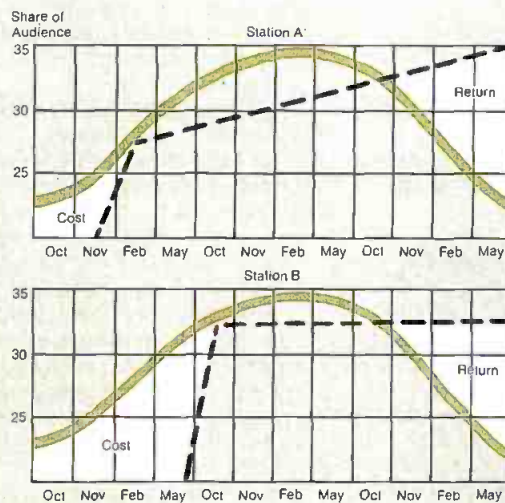
"Walking Tall"
"Mame"
"The Great Waldo Pepper"
"The Sterile Cuckoo"
"Five Easy Pieces"
"Top Secret"

One of the newest tools Katz has developed to aid client stations in programming decisions is the "Motion Picture Evaluation System." It rates the audience poten-

tial of an individual title or a package of features. The system indexes a film's audience-producing prowess fourteen different ways—from cost and plot to theatrical and network performance.

If you'd like to know how the Evaluation System ranks the feature films above, visit with Katz Programming at the San Francisco Hilton during the NATPE convention.

The bell-shaped curves represent a typical performance cycle for a first-run syndicated TV series. Spot rates are highest following peak audience delivery. Station "A" bought early at low cost and achieves high return. Station "B" waited, paid a premium and realizes a smaller return.



vance planning. "Now is the time," he says, "to be talking about 1982 and beyond."

In working with stations on long-range scheduling strategies, Katz Programming keeps clients updated on available product, analyses inventory and appraises them of program prices and cost/return ratios.

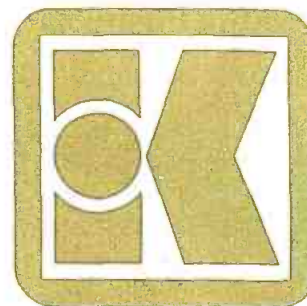
Stations are advised to play offense in their programming decisions. "If you're out front," says Bennett, "you can plan ahead. You can lock-up the good properties. You can buy programs with flexibility instead of buying programs to solve problems. Sure you take up-front risks, but meanwhile you've got the competition scrambling to play catch-up."

How the game is played varies according to type of program and daypart being scheduled. But there is one constant: timing. The dwindling supply of good program

product magnifies this critical factor. If the station executive is not prepared to make the decision today, he may not have the option tomorrow.

"Our job," says Bennett, "is to help stations avoid crisis decision-making; to prepare them to act ahead of the marketplace; to improve their odds in searching for programming gold."

A Programming Department is just one of the resources you need to be the best in the rep business. Katz has it all.



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Programing

If you can't beat 'em, join 'em

Seminar on how traditional church should deal with 'electronic church' suggests joining airwaves; TV pulpit business is estimated at billion dollars a year

Traditional churches, increasingly concerned over the growth of the "electronic church," have misdirected at least some of their own concerns and in any case ought, in their own interests, to fight fire with fire by turning to television themselves.

These suggestions were among many offered at an "Electronic Church Consultation" Feb. 6-7 in New York under the sponsorship of the National Council of Churches, the U.S. Catholic Conference, the World Association for Christian Communication, UNDA USA and New York University.

Contrary to the belief of many traditional church leaders, Dr. Robert M. Liebert, professor of psychology and psy-

chiatry at the State University of New York at Stony Brook told the 200 participants, the millions of viewers and millions of dollars attracted to the television and radio evangelists do not come from mainline church memberships or from money that otherwise would go to the conventional churches.

"There is little reason to believe that the Electronics are actually pulling people away from churches they would otherwise be attending," Liebert said. "Rather, people have left the traditional denominations and their traditional services and then found satisfaction or identity with electronic church offerings."

Moreover, he said, it is "a mistake to suppose that very much of the Electronics' enormous revenue would go the mainline coffers if the Electronics suddenly disappeared . . . The Electronics artfully solicit all the money they get. It doesn't just fall in their lap."

Just how much they attract was also suggested by Liebert: over a billion dollars gross per year. And their number, he said, increased "a thousandfold" from the late 1960's to the late 1970's, and their expenditures for air time in that period rose "from almost nothing to \$500 million—a figure which does not include the sizable

production costs sustained by many of these operations."

The Rev. Charles Swann, general manager of Union Theological Seminary's WRFK-FM Richmond, Va., offered these "consensus estimates" of annual receipts of electronic church practitioners: Billy Graham Evangelistic Association, \$30 million; Worldwide Church of God, \$75 million; Oral Roberts, \$55 million to \$60 million; PTL Club, \$25 million to \$27 million; 700 Club-CBN, \$50 million to \$60 million; Rex Humbard, \$25 million to \$30 million; Robert Schuller, \$12 million to \$15 million, and Jerry Falwell, \$45 million to \$50 million.

Liebert urged mainline church leaders to "meet the competition head on" by buying airtime for their own religious shows. Several participants voiced agreement from the floor, but others expressed fear that the strictures of television would force them to embrace characteristics that bother them about the TV evangelists: simplicity, commercialism and a personalized theology that ignores the social context in which people live.

Pat Robertson, president of the Christian Broadcasting Network and host of the 700 Club, defended the electronic church. "I don't believe in cheap, easy

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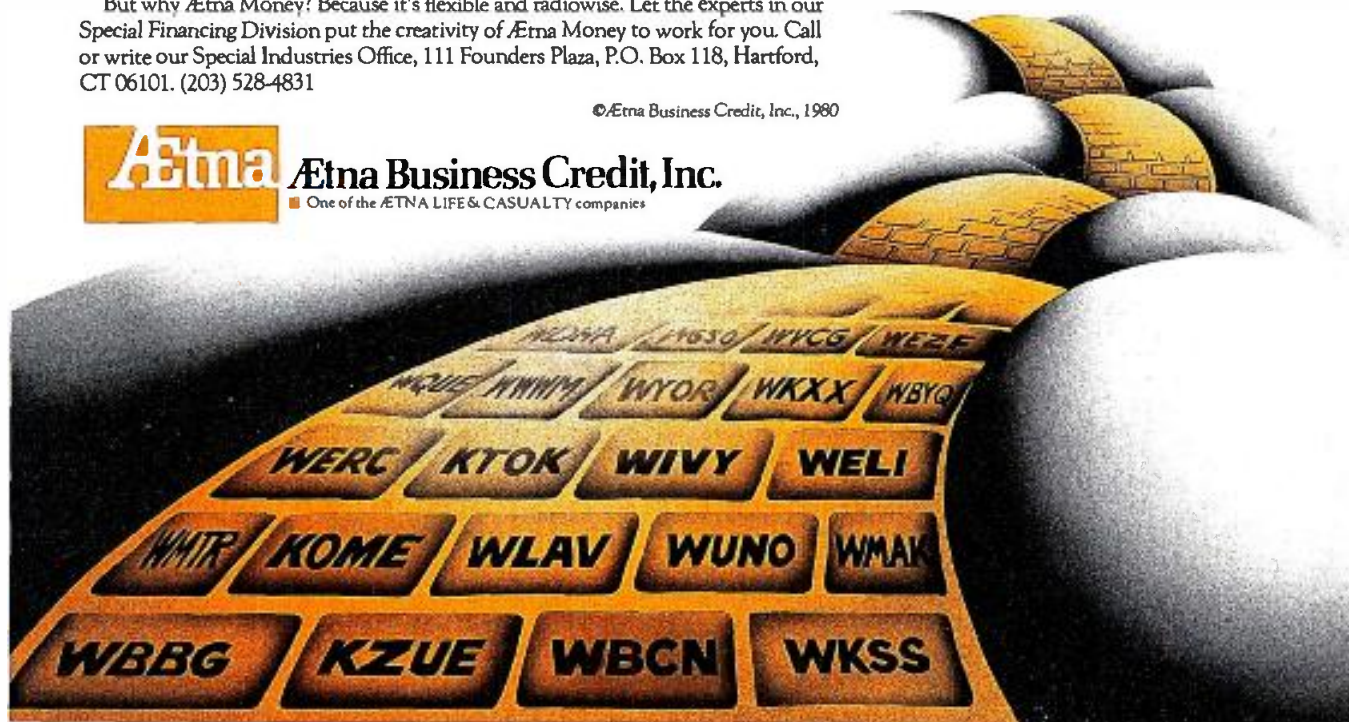
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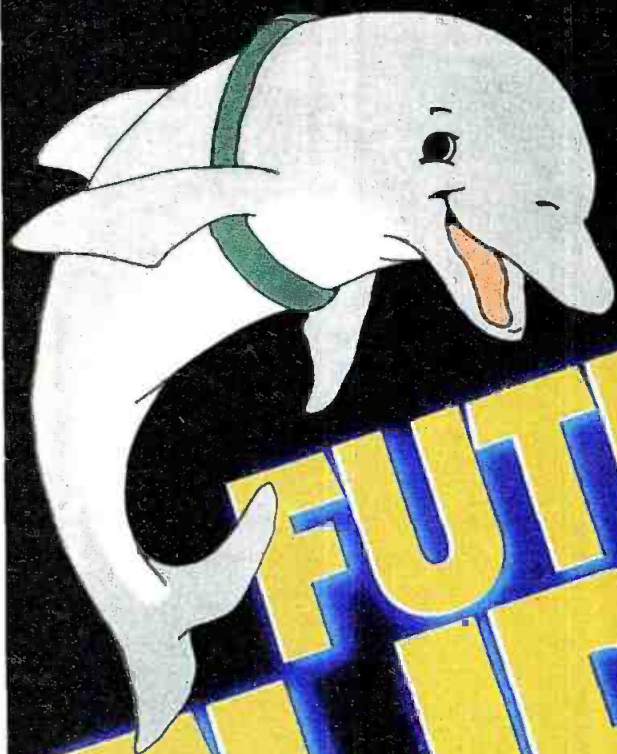


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grace," he said. "We can't give 30-second answers. But I want to tell you the attention span of the modern audience is terrible."

The Rev. Robert Schuller, whose *Hour of Power* telecast is seen on 148 stations, told the participants that "if I felt the telecasts were more of a liability than an asset, I'd fold it up today."

Liebert maintained that the differences between the traditional church and the electronic church were nothing new. Rather, he said, they are a rehash of the age-old conflict between liberal Christian theology and fundamentalism.

"New technology," he said, "has brought an advantage of enormous magnitude for the conservative, fundamentalist side in Christendom's oldest battle. Make no mistake about it, nothing less than the definition of Christianity is at stake in this holy war."

Many participants were worried about the potential political results of the rise of TV evangelists. As WRFK-FM's Swann put it, not all, but many of the TV preachers are finding that they and the movement have political muscle. They are urging their followers to get involved in the political process. This is a matter of some concern in Lynchburg, Va., because 25% of the population of that city belongs to the Liberty Baptist Church, Jerry Falwell, pastor.

"The political views of these TV preachers who have expressed them are exclusively right-wing. And they are being noticed by the politicians... Television in America functions to reinforce the values of its audience. The audience of the electronic church holds right-wing, politically conservative values," said Swann.

Added starters at NATPE

If delegates to this week's National Association of Television Program Executives convention in San Francisco develop a sense of déjà vu in either the Post-Newsweek Stations or Paramount Television suites at the Hilton it is because both companies will be selling the same show—a new strip game called *Phrase It*. It's PNS's initial entry into what its top West Coast executive, Tay Voye, called "full-blown national production."

Basically, PNS has been handling the show up to NATPE, and Paramount will take over after the meeting. But at the San Francisco supermarket, both companies will be showing and offering the half-hour shows.

Paramount Distribution head Rich Frank said that, as a rule, the major Hollywood studios are not that interested in game shows. But, he added, "if you hit on a quiz show, there's very big money in it." Paramount, he said, will "work with any station groups as a way to encourage them to develop new programs."

"The only way new programing is going to come about is if the stations get behind it," Frank added.

In addition to the list of programs

PlayBack

Newcomers making moves. Christopher Cross's *Ride Like the Wind* (Warner Bros.), Charlie Dore's *Pilot of the Airwaves* (Island), Air Supply's *Lost in Love* (Arista) and Romantics' *What I Like About You* (Nemperor), all debut singles by new artists, continued significant upward movement on BROADCASTING'S *Playlist* this week. Cross is formerly of San Antonio, Calif., rock group Flash, who opened concerts during early seventies for Deep Purple, ZZ Top and Led Zeppelin while Dore began her musical career in West London pubs. Air Supply is Australian group whose single lists company president, Clive Davis, as co-producer, and Romantics are Detroit rock group whose single is described by Roger Collins, music director at KF(AM) Los Angeles, as generating, "huge response" and destined to be major hit in California. New on *Playlist* this week is change of direction for rock 'n' roller, Bob Seeger, whose new single, *Fire Lake* (Capitol) is described as beautiful country ballad, which Chuck Morgan, music director at KO(AM) Oklahoma City, Okla., says has "possibilities for all formats."

□

Talk show diplomacy. KGO(AM) San Francisco may have scored radio first when morning talk show host Owen Spann originated six live call-in shows from Cairo and Jerusalem between Feb. 6 and 13. Two-way talk between KGO listeners and top political figures of Egypt and Israel was relayed via satellite. First broadcast included Egyptian Prime Minister Mustafah Khalil, Israeli Deputy Prime Minister Yigal Yadin was guest on Feb. 13 show.

□

You heard it here, first. Weedeck Corp., radio syndicator, has completed production of one-hour special for Universal Studio's *Coal Miner's Daughter*. Show, which happens to have same name and star as upcoming Universal film, is being offered at no charge. It contains four two-minute stops for local commercials. It features interviews with actress Sissy Spacek and country music singer Loretta Lynn—subject of film.

□

Draft information. Since shortly before President Carter's state of union message, Metromedia Radio's San Francisco rock station, K(AM) has channelled public affairs efforts into three-pronged campaign entitled, "Draft Board." Services include 24-hour recorded "Hot News Line" providing daily updates on draft information, PSA's aired six times daily reporting local meetings, rallies and gatherings sponsored by nonprofit organizations and series of in-depth discussions with call-in listener participation and featuring guests such as Daniel Ellsberg and American Civil Liberties Union Director David Landau. Pro and con commentaries by Defense Secretary Harold Brown and various members of Congress have also been aired. K(AM) news director, Joanne Rosenzweig, developed campaign with help from local draft resistance and information groups. Majority of listener response, says Rosenzweig, has been confusion and questions: "Callers seem to know little of the history of U.S. relations with Iran and Afghanistan or of those countries' connections with U.S. oil supplies."

□

Economically speaking. O'Connor Creative Services, Hollywood, Calif., is offering "The Howard Ruff Commentary," daily, two-minute radio program featuring economist's financial forecasts, and tips on current trends in business, politics and money. Ruff is author of "How To Prosper During the Coming Bad Years" and nationally syndicated newsletter, *Ruff Times*. He also hosts TV program, *Ruff House*, and consults some 260 discussion groups around U.S. New radio program involves no sponsorship restrictions and market exclusivity is available. Scheduled release date is March 24. Still on burners at O'Connor is *The Senators*, daily, five-minute program interviewing U.S. senators, in planning stages since last fall ("Monitor," Oct. 1, 1979). Program preparation is in final stages and has tentative April release date. As to future of daily *Ronald Reagan Commentary*, suspended during GOP presidential campaign, Jon Holiday of O'Connor reports candidate left going-away party asking, "If I don't get this new job, can I have my old one back?"

□

First Five. These are the top five records in airplay on contemporary radio stations in the U.S., as reported by *Playlist*. (1) *Crazy Little Thing Called Love* by Queen on Elektra. (2) *Longer* by Dan Fogelberg on Epic. (3) *Rock With You* by Michael Jackson on Epic. (4) *Working My Way Back To You* by the Spinners on Atlantic. (5) *On the Radio* by Donna Summer on Casablanca.

□

The weekly BROADCASTING PLAYLIST, charting the top 100 records in contemporary American airplay, is available to subscribers for \$12 annually to cover first-class postage and handling. 1735 DeSales Street, Washington, DC 20036.

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and a 16 share!*

Seattle KSTW
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Rating up 100%
Share up 44%
Adds 20,000 adults 18-49**

Philadelphia WTAF
Sat, 7:30-8 PM

Scores a 5 rating*
Captures a 12 share*
Adds 150,000 adults 18-49**

Syracuse WSYR
Sat, 1:00-1:30 AM

Rating up 200%
Share up 105%
Adds 14,000 adults 18-49**

*Nov 79 ARB

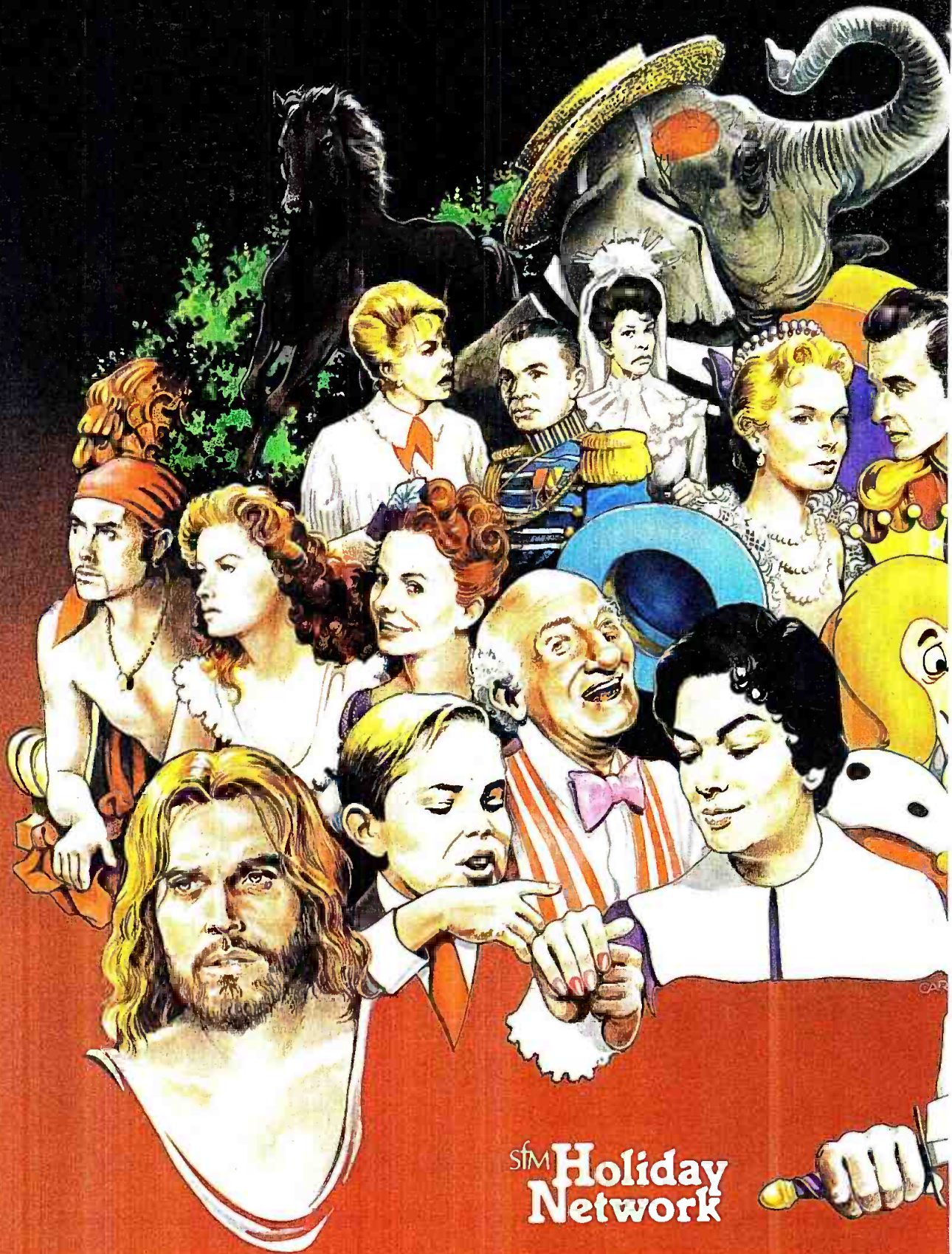
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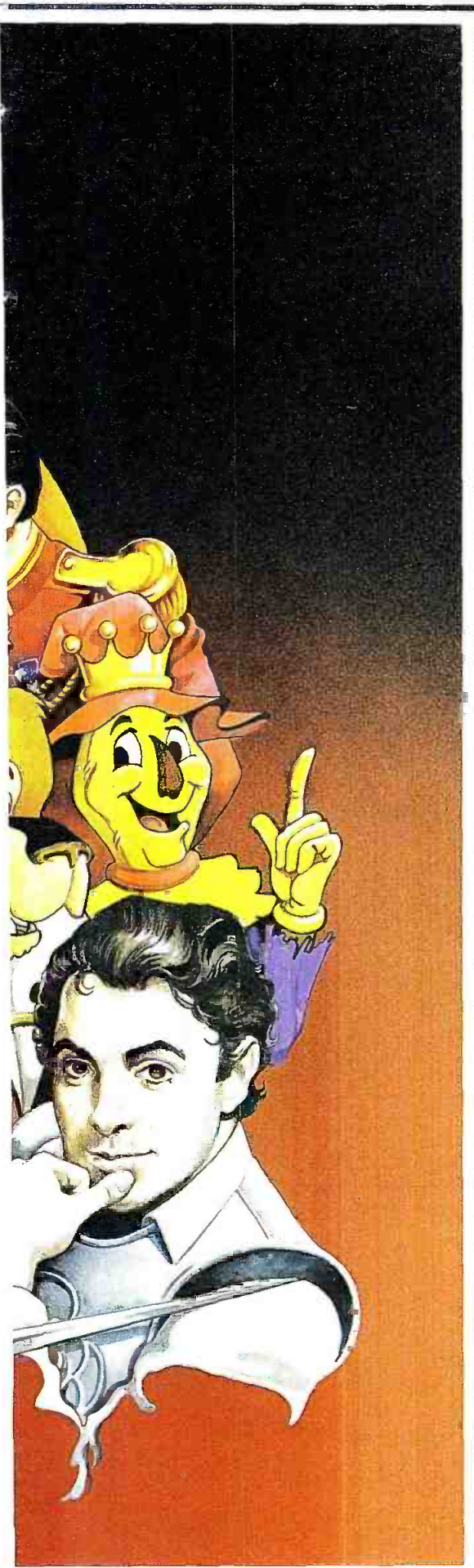
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"BLACK SWAN"—Pre-Mothers Day—May 2, 3, 4

"CAPTAIN FROM CASTILE"—Pre-Memorial Day—May 23, 24, 25

"THE GLASS SLIPPER"—Pre-4th of July—June 27, 28, 29

"HOME IN INDIANA"—Pre-Labor Day—August 29, 30, 31

"PRISONER OF ZENDA"—Pre-Halloween—October 17, 18, 19

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TV news staffs are bigger

The typical TV station news operation in mid-1979 had at least 13 full-time staffers and two part timers, according to a survey by the Radio-Television News Directors Association. That compares to RTNDA findings in 1972 that the typical TV newsroom had nine full timers and one part timer.

Among other data about TV stations, gleaned from 473 responses:

- Four percent have no news staffs whatsoever and most of those are large-market independents, particularly in the East.

- The top-10 market stations typically reported news staffs numbering in the 40's. After that there is a sharp drop to the next tier of markets—ADI 11 to 50—where staffs tended to be in the upper 20's.

The RTNDA survey also included radio, where it was found that news staff sizes had not changed appreciably between 1972 and 1979. The typical radio station last year had one full-time and one part-time news person. RTNDA's questionnaires were returned by 400 radio stations.

RTNDA Research Chairman Vernon A. Stone of Southern Illinois University conducted the survey.

NewsBeat

Nuclear news criticism. Television network evening news coverage of nuclear power generation in U.S. has been found wanting in study by Media Institute, nonprofit organization located in Washington whose purpose is to work for improved news coverage of business and economics. Study, which focused on coverage in decade before Three Mile Island accident, last March 27, and on coverage of events from then until April 20, when plant was shut down, reached two major conclusions: Network evening news did not provide viewer with sufficient information to make rational assessment of risks and benefits of nuclear power generation, and network methods of presenting news—particularly through lead-in and closing statements on stories—"introduced a bias (probably unintentional and in this case anti-nuclear) into supposedly objective news broadcasts."

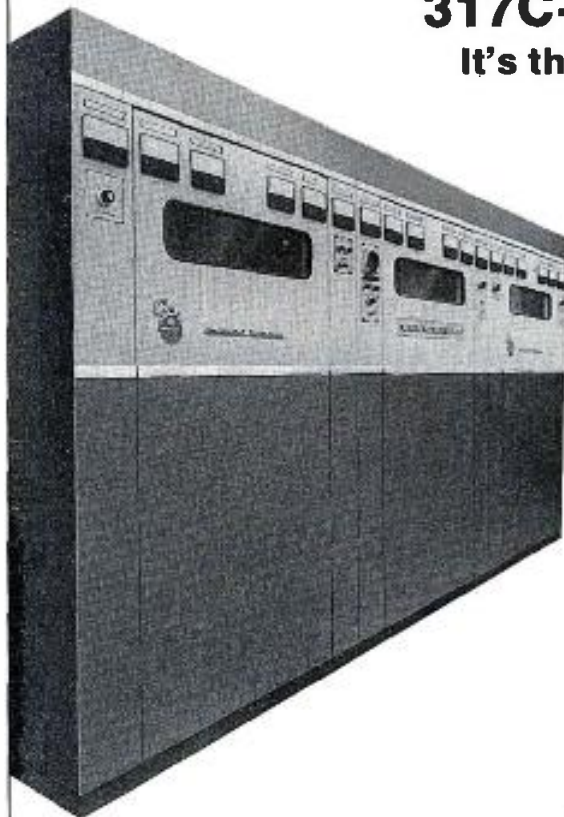
□

Nevada's next. Nevada next month will join ranks of states allowing cameras and microphones in their courts. Nevada Supreme Court has approved guidelines governing such coverage for what will be one-year trial. That court acted in wake of action by state legislature removing ban on courtroom photography.

□

Plugging away. Special prosecutor named by Justice Department to uncover news leaks of FBI's ABSCAM undercover operations (BROADCASTING, Feb. 4) has not ruled out subpoenas of reporters as investigative tool. Richard Blumenthal said inquiry would focus on Justice Department, not reporters. "This is not an investigation into the media or anyone in the media," he said. And while he would "welcome the cooperation and assistance" of the press, he does not intend at this time to subpoena reporters or their notes. But he also said, "We are not foreclosing the use of any investigative measure or technique, including that one."

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20th Century Fox-Sports is coming on strong in 1980.

Here's a sample of what's scheduled this coming year.

- **Chicken and the Cheerleaders** — sport's answer to "Laugh-In", with the San Diego Chicken and Art Metrano.
- **Happy Talk** — Happy Hairston and his all-star guests.
- **The Heisman Trophy** — a before, during and after look at some of the great winners of sport's most coveted award.
- **Second L.A. Women's Marathon** — a quest for the 1980 Olympics.
- **The '70's — Boxing's Golden Era** — 13 championship fights.

1979 was a terrific year for 20th Century-Fox Sports, too. Highlights included:

- International Mixed Pairs Gymnastics
- The First Pacific Gymnastics Championships
- The Kings Cup Boxing from Thailand
- World Championship Karate from Tahoe and Tokyo
- The NFL Cheerleader Classics from 16 Cities
- The Battle of the NFL Cheerleaders from Florida
- The First Los Angeles Women's Marathon
- Celebrity Softball

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Another ratings barn burner for networks

CBS squeaks ahead for week ended Feb. 10 with 20.4/31; it also leads ABC for season by one-tenth of a point

The prime-time ratings edge see-sawed back to CBS-TV last week as that network pulled in the highest average for the seven days ended Feb. 10.

CBS's lead over ABC-TV was only by six-tenths of a rating point. A week earlier, it was ABC over CBS by five-tenths. And while those two networks battle it out for first, NBC-TV still is in third—but not as deep in the basement as it had been a few weeks earlier in the season.

For the week ended Feb. 10, the scores were CBS: 20.4 rating and 31.0 share; ABC: 19.8/30.3, and NBC: 18.6/28.4.

Although it couldn't manage to pull out

a winning week, ABC brought in most of the nights: Tuesday, Wednesday, Thursday and Saturday. CBS took Friday and Sunday and NBC won Monday.

Top rated for the week and for the first time was CBS's *Dallas* (31.1/49). The same network's *Dukes of Hazzard* came next (30.4/46) with the rest of the top-10 list: NBC's *Little House on the Prairie* (28.9/40); ABC's *Three's Company* (27.7/40); CBS's *60 Minutes* (27.4/41); NBC's *CHiPs* (25.6/42), CBS's *Archie Bunker's Place* and ABC's *Tenspeed* and *Brown Shoe* tied in ratings (respectively 25.4/36 and 25.4/35); CBS's *Alice* and then another tie with ABC's "The Deep" Part I feature and CBS's *M*A*S*H* (24.6/36 and 24.6/34).

Evidenced by the top-10 ratings are ABC's inroads into the CBS Sunday night

schedule. Only two CBS Sunday programs—*60 Minutes* and *Bunker*—made the cut-off; previously there had been weeks when all six shows on the CBS line-up were there or close to it.

At 7 p.m., Sundays, ABC offered *Galactica 1980*, and although it was no match for *60 Minutes*, its 17.9/27 rating and share was more competitive than ABC had been earlier in the season. (*Galactica* ended its three episode run and returns as a regular series in mid-March.) Following that, against CBS's *Bunker* and *One Day at a Time* was ABC's *Tenspeed* hour that may have lost to *Bunker* but won over *One Day*. Movie performances may vary according to title but for the week ended Feb. 10, ABC's "The Deep" Part I was able to send *Trapper John* to its lowest depths yet (still a respectable 19.8/31, however).

In season-to-date scores, from Sept. 17-Feb. 10, CBS now leads slightly with a 19.6 rating to ABC's 19.5 and NBC's 17.7.

Journalism

CBS News in a walkaway at Emmy awards

It takes two out of every three; 'CBS Reports' gets 13; NBC and ABC get five each while PBS comes up with two

CBS News claimed two-thirds—24 of 36—Emmy awards presented last week for news and documentary broadcasts. NBC News and ABC News won five awards each and the Public Broadcasting Service won two.

The ceremony, held Monday night in New York by the National Academy of Television Arts and Sciences, also marked the first presentation of Emmys for news and documentaries since 1975, when those categories were dropped—after a series of complaints by the news organizations—from ceremonies that also honored entertainment programs.

The academy itself has split up. A Hollywood-centered group, the Academy of Television Arts and Sciences, now presents the Emmy nighttime entertainment awards, and the National Academy of Television Arts and Sciences, centered in New York, makes the presentations for news and public affairs and also for daytime entertainment shows.

In last week's ceremony, *CBS Reports* and CBS's *60 Minutes* were the big winners, with 13 and seven awards, respectively.

The winners, selected from more than 300 entries during the 1978-79 season:

Programs and program segments

CBS Reports □ For "Showdown in Iran."

CBS Reports □ For "The Boat People."

CBS News □ For 1968.

CBS Reports □ For "The Boston Goes to China."

PBS □ For *Palestine*.

60 Minutes (CBS) □ For "Noah" segment.

Weekend (NBC) □ For "A Very, Very Special Place" (segment)

60 Minutes (CBS) □ For "Misha" segment.

60 Minutes (CBS) □ For "Teddy Kolleck's Jerusalem" segment.

CBS March Magazine □ For "Incest: The Best-Kept Secret."

60 Minutes (CBS) □ For "Pops" segment.

ABC □ For "Mission: Mind Control."

ABC □ For "The Killing Ground."

PBS □ For "Paul Jacobs and the Nuclear Gang."

CBS Reports □ For "Anyplace But Here."

ABC News Close-Up □ For "The Police Tapes."

60 Minutes (CBS) □ For "The Rating Game" segment.

NBC Nightly News □ For "Migrants" segment series.

Weekend (NBC) □ For "Children of Hope" segment.

CBS □ For "Is Anyone Out there Learning?"

NBC Nightly News □ For "Erasing Vietnam" segment.

Outstanding individual achievement in news and documentary programming

Writers

George Crile III and Bill Moyers □ For "Battle For South Africa" (*CBS Reports*).

Andrew A. Rooney □ For "Who Owns What In America" and "A Few Minutes with Andy Rooney" (*CBS 60 Minutes* segment).

Tom Spain □ For "Anyplace But Here" (*CBS Reports*).

Perry Wolfe □ For 1968, CBS News special.

Directors

Tom Priestly □ For "The Killing Ground" (*ABC News Close-up*).

Andrew Lack □ For "The Boat People" (*CBS Reports*).

Maurice Murad □ For "Anyplace But Here" (*CBS Reports*).

Howard Stringer □ For "The Boston Goes To China" (*CBS Reports*).

Cinematographers

Tom Spain □ For "Anyplace But Here" (*CBS Reports*).

Film editors

Mill Bonagmori □ For "But What About The Children" (*CBS Reports*).

Maurice Murad □ For "The Boston Goes To China" (*CBS Reports*).

Joseph Muranle □ For "Baryshnikov" (*CBS 60 Minutes* segment).

Videotape editors

Susan Raymond □ For "The Police Tapes" (*ABC News Close-up*).

Audio

James R. Camery and Phillip Gleason, Sound Recordists □ For "The Boston Goes To China" (*CBS Reports*).

Music

Rita Abrams, music composer/director/lyricist □ For *I Want It All Now: Utopia Beyond The Golden Gate* (NBC).

offered previously (BROADCASTING, Feb. 11), other shows on the auction block this week include:

Fourteen *Afterschool Specials* from Time-Life Television from producer Danny Wilson first appeared on the three commercial networks. The one-hour shows have won a total of 47 awards after their airings on the *ABC Afterschool Specials*, CBS's *Festival of Lively Arts* and NBC's *Special Treats*.

Twentieth Century-Fox will be offering *The Monte Carlo Show*, 24 hours of musical variety shot at the Sporting Club in Monte Carlo. Marty Pesetta is producing for Fox and the Societe des Bains de Mer of Monte Carlo.

Chuck Barris Productions will be showing a new game strip, *Camouflage*, based on the 1960-61 ABC daytime game show. Four CBS-owned stations—KNXT(TV) Los Angeles, KMOX-TV St. Louis, WCAU-TV Philadelphia and WCBS-TV New York—have already signed to run the new show during access time.

Group W Productions has *Fight Back with David Horowitz*, a weekly half-hour for consumers. It is being produced by Group W in association with Consuming Media Ltd.

Three on the Road from JWT Syndication is a half-hour action series revolving around a television news crew filming features for a fictional network news show called *Assignment: America*. Originally called *Three for the Road*, it is produced by McGillivrey/Freeman Films.

Monitor

In the marketplace... With U.S. participation in summer Olympics in jeopardy, MCA TV has changed name of its *The Road to Moscow—1980 to America's Athletes 1980*. Series is said to be airing on 127 TV stations... *This Was America* from BBI Communications has been picked up by NBC-owned TV stations for monthly prime-access play. Series, narrated by William Shatner, is based on rare photographs "rescued from obscurity." ITC Entertainment reports "renewal rate of 100%" for fifth year of *The Muppet Show*... Columbia Pictures Television has new feature package, "Volume I for the 80's." Among 29 titles: "Eyes of Laura Mars," "Shampoo," "Harry and Walter Go to New York," "Murder by Death" and "The Way We Were"... Carter-Grant Productions and MG Films have sold *Battle for the Ballot*, 34 60-second shorts, to Bristol-Myers. Celebrities of various ethnic backgrounds give historical view of electoral process. Stars signed range from Jon Voigt to Pearl Bailey...

□

Really big show. *Ed Sullivan Show*, which ran on CBS-TV from 1948 to 71, has been put on syndication block by Syndicast Services. With Bob Precht's Ed Sullivan Productions, Syndicast has 1,070 of *Sullivan's* 1,196 shows, plans to pick best 52 and cull down to half-hours. Weekly series for September is to be called *The Best of Sullivan*.

□

Screening sessions. Corporation for Public Broadcasting will host Input '80, third annual International Public Television Screening Conference, March 22-29 in Washington. Week-long sessions will bring together noncommercial producers and program executives from Europe and North America, with more than 100 programs expected to be screened.

□

TV's countdown. Gold Key Media Hollywood, Calif., has sights on late April to begin distributing *America's Top 10*, original weekly half-hour, TV program to be offered to sponsors on barter basis. Starring Casey Kasem (also host of syndicated radio program of same name), program will spotlight selections from top 10 hits of various national record charts surveying pop, country, disco and black music. Program will feature taped performances by several artists or groups whose records are being spotlighted. It will also include interviews, music information and trivia and up-to-date chart information presented on electronic information board.



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Satellink: earth stations on the go

Wold company plans to use portable uplinks in new service for interconnection of remotes; cost is said to be below that for terrestrial hook-ups; networks may be among first customers

One inhibiting factor in the use of satellite communications is the lack of adequate earth station facilities, particularly the portable units that allow broadcasters to circumvent the inconvenience—and, often, great expense—of terrestrial interconnection from remote locations.

To help correct this deficiency, the Robert Wold Co. has created a new subsidiary, Satellink of America, primarily to provide broadcasters with the necessary portable and fixed earth stations to enable them to make full use of satellite potential.

At a press conference in Washington last week, Robert Wold, founder and president of the company of the same name, and Gary Worth, the former Mutual Broadcasting executive hired to head the new company, announced that Satellink is offering broadcasters interconnect services, using three portable earth stations that can be packed up and shipped by truck or plane anywhere in the country.

The portable earth stations, or “flying saucers” as Satellink has chosen to call them, were designed by Microwave Associates Communications. Each comprises a 4.6-meter dish and the electronics necessary for both uplinking and downlinking to any transponder on any of the three domestic satellite systems—Comstar (AT&T), Westar (Western Union) and Satcom (RCA).

According to Worth, the entire earth station can be ensconced in 11 shipping crates. Its portability, although greater than earth stations mounted on trucks, is by no means unlimited. Each earth station weighs over two tons and, disassembled and packaged, displaces 650 cubic feet.

The electronics of Satellink earth stations are contained in a single, five-foot rack, whose weight is used to provide some of the stability for the antennas. Worth said that it takes two men four hours to set up an earth station.

Satellink will not be leasing the earth stations but, as a common carrier, will be providing complete interconnection service for its customers. Wold said that a tariff defining services and rate structure will be filed shortly at the FCC.

According to Worth, the service will be available on a long-term contract basis and on an occasional basis. The contract basis

requires that the customer guarantee to use the earth station service at least 24 times in a year. In return for this commitment, the contract user is entitled to lower rates than the occasional user. Worth said the average cost of the service to the contract user is \$8,000 per use. That figure includes the basic charge of \$7,000, and a \$150-per-hour transmission charge plus typical transportation charges. By comparison the occasional user must pay a basic charge of \$10,000 and \$250-per-hour for transmission charges, so that the total cost is higher even if transportation costs, over which Satellink has no control, are the same.

The cost of satellite time and downlinking time, whether acquired through the Robert Wold Co. or through some other resale carrier or common carrier, would be an additional expense to the user.

Worth said that if the contract user goes over the 24 uses that he committed for, the basic charge drops to \$5,000 and if two users can get together and use the same earth station on a time-sharing basis, then each user is entitled to a \$1,000 credit.

Among the first of the contract users may be ABC and CBS. Gordon Batten, head of transmission services for CBS, said that the network is in the process of working out a deal with Satellink. He said that the network, which recently signed up for a dedicated transponder on Westar, could make good use of the portable earth stations for the transmission of “many sporting events” such as golf, basketball and football games back to New York. The use of the earth stations would in many cases be cheaper than setting up AT&T terrestrial links, but he said that the use of

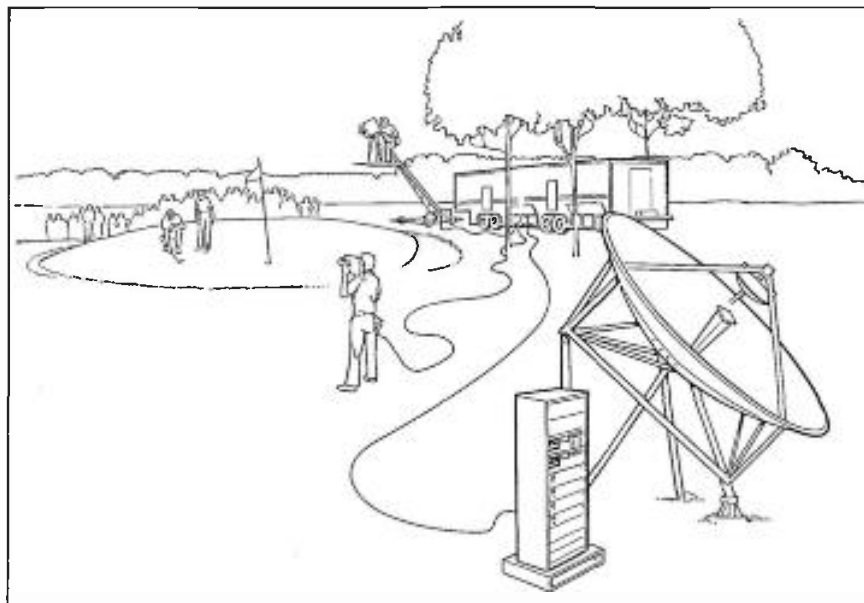
the earth station would not be necessarily quicker or more convenient. He said that depends on location.

Worth said Satellink is also negotiating with ABC, while NBC is interested in a portable earth station for the Republican national convention in July. Although the network will bring out its feeds over conventional terrestrial links, NBC is looking for an alternate route out of Detroit for its affiliate stations that will be covering the convention, Worth said.

The ultimate success of the portable earth station service, which is being marketed primarily as an uplink service, will depend in great part on the proliferation of 10-meter downlinks. Because of technical limitations of the portable earth stations (small antenna and relatively low-powered transmitting amplifier), reception of a signal set by one of the earth stations requires a downlink antenna of at least 10 meters. Wold said that currently there are just 25 downlinks in the country, owned by different entities including Western Union, of that size or better.

But Satellink has a few ideas for alleviating this shortage. It plans to build its own fixed earth stations in Washington, New York and Los Angeles, and at the National Association of Television Program Executives Convention in San Francisco. Worth hopes to induce broadcasters to enter into joint ventures with Satellink whereby the broadcaster would supply the land and money to build an earth station and then lease it to Satellink.

Satellink may also, in the not too distant future, be able to offer downlink service through one of the more than 150 earth stations of the Public Broadcasting Ser-



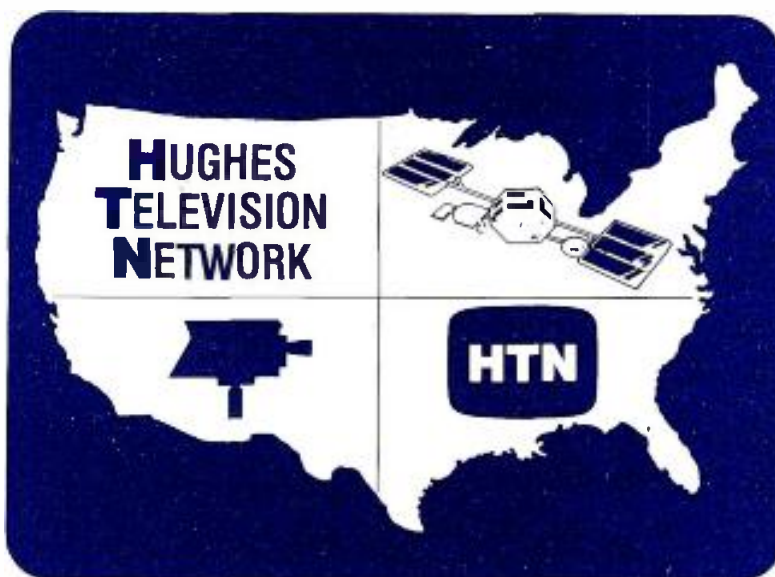
Space shot. A typical broadcast application of Satellink's portable earth station service is production feed of sporting events from remote locations, formerly reached by costly terrestrial link—or not at all. The earth station consists of two major elements: a 4.6-meter antenna and five-foot rack containing all the electronics.



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vice. PBS and Western Union have asked the FCC to allow Western Union to use PBS earth stations for provision of its own common carrier services. If the FCC approves the request—and indications are it will—Satellink could arrange for downlinking services on PBS earth stations through Western Union. Dan Wells, senior vice president of engineering and operations at PBS, said that whether PBS member stations will limit access to their earth station to Western Union or open it up for direct use by other common carriers is "still the subject of discussion."

In addition to the major television networks, Wold expects business from the Independent Television News Association, UPITN and individual broadcasters. And since the portable earth stations are capable of transmitting two 15-khz audio channels along with one video channel simultaneously, he said radio stations and networks could also use the service.

Wold's commitment to the business is easily measured. Worth said that a total of \$1 million in start-up money will have been laid out by the time the service is operational next April.

Beneficiary of a good portion of that outlay is Microwave Associates Communications, which will deliver the three turnkey portable earth stations to Satellink. Each of the stations includes one 4.6-meter Scientific-Atlanta antenna, one 700 watt TWT Varian high powered amplifier and the latest upconverter and exciter and satellite receiver of Microwave Associates, a sister company.

About the competition. The Satellink portable earth station service is unique in method, but not in concept. Western Tele-Communications Inc., the common-carrier subsidiary of the cable MSO, has been offering portable uplink service to broadcasters with a truck-mounted earth station since August 1978 and others plan to enter the market in 1980 with truck-mounted units. The Satellink units' advantage is that they can be disassembled and shipped on regular commercial airliners. WTCI's earth station with 4.5-meter dish rides on the back of a 40-foot trailer and is currently doing service for ABC at the Winter Olympics in Lake Placid, N.Y.

The Public Service Satellite Consortium is in the last stages of construction of a truck-mounted earth station it hopes to have ready by late spring. Financed by the National Aeronautics and Space Administration, it is intended primarily for use by PSSC members and other public service, nonprofit organizations. But Bob Mott, PSSC's vice president, said that time would be available for private users such as broadcasters. Like the Satellink and WTCI earth stations, the relatively low-powered uplink amplifier and small dish (5 meters) of the PSSC unit restricts the transmission of video signals to downlinks with antennas at least 10 meters in diameter. The PSSC earth stations, however, have some features no other portable earth station has: a TV production studio with two color cameras and control console, and the capability to transmit and receive in the 12 ghz band.

Another company that plans to have a portable earth station on the road this year is Southern Satellite Systems, which currently carries, among others, superstation WTBS(TV) Atlanta and the Satellite Program Network over Satcom I. SSS also has agreed to supply the Cable News Network with a portable earth station to allow CNN to beam feeds to its headquarters in Atlanta from anywhere on the East Coast. But, as Dick Smith of SSS points out, the 24-hour cable service can't possibly use the portable station all the time and "considerable time" will be available to all "interested parties." The SSS truck-mounted version will have a 5-meter dish but, unlike the others, will have a considerably more powerful 3 kw uplink amplifier. The additional power will allow transmission of high quality video "into any receiver anywhere in the USA," Smith said. SSS Vice President Sel Kremer said that he hopes to have the unit operational for use by CNN at the Republican national convention in mid-July.

Also interested in carving out a piece of the business is Compact Video Systems. According to CVS President Oscar Wilson, CVS entered into a joint venture with Scientific-Atlanta to manufacture portable truck-mounted earth stations for anyone willing to pay \$600,000 to own one. Under the joint venture arrangement, S-A supplies most of the electronics and the antenna and CVS designs and builds. Wilson said that the company will be turning over the first truck out of the shop to Trinity Broadcasting at the National Association of Broadcasters convention next April.

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AP's bird watchers

AP hopes to have 50 earth stations in operation by April, 400 by year's end for higher quality and transmission of variety of services, including RKO Radio network and data

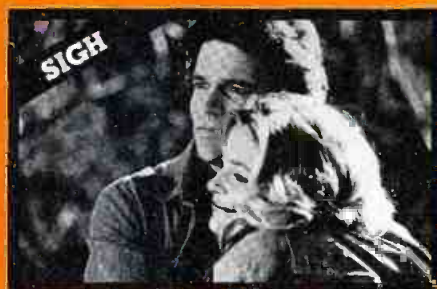
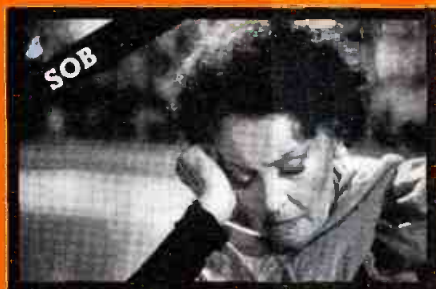
AP announced last week it plans to install 400 satellite earth stations this year and expects 50 of them to be operational by April. The system will carry the AP Radio network, the RKO Radio network and all AP high-speed data services and will be available to other news agencies and organizations as well, according to Keith Fuller, AP president and general manager.

An outgrowth of plans announced 10 months ago (BROADCASTING, April 9, 1979, et seq.), the system will use earth stations ordered from California Microwave Inc., Sunnyvale, Calif., at a cost put at about \$4 million.

Fuller said the satellite service will provide audio fidelity of higher quality than has been economically feasible on equipment leased from the telephone company and will stabilize the costs of high-speed news-wire transmission. AP Radio will be provided with an audio range of 6 khz, he said, as compared with 2.5 khz currently available in most areas.

After the first 50 earth stations are in place, Fuller said, there will be "a short

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pause" while additional units are manufactured. The length of the pause, he said, will depend on how soon the FCC approves a 19 dbw power level in the satellites. But he said all 400 are expected to be in service by the end of the year.

Some of the earth stations will be 15 feet in diameter but most will be 10 feet. All will receive signals from a Western Union satellite. Fuller said AP is flexible on the question of ownership of earth stations but that the consensus of AP members was that AP should own, maintain and operate the network of stations, which will be on leased property.

Fuller and Dave Bowen, AP vice president for communications, said the number of earth stations will eventually grow well beyond the initial 400 as transmission savings materialize and as other organizations join the system. AP has invited all news agencies to join the AP system on a shared-cost basis. RKO was the first to accept but Fuller said he expected others to follow. Transmitting several news-wire and audio services from the same transponder on the same satellite, he said, would mean broadcast stations and newspapers would need only one earth station to receive multiple services.

InSync

Electronic shorthand. One problem in broadcasting closed captions is time it takes to create and record captions. According to Stan Gerendasy, director of engineering for National Captioning Institute, it takes 30 man-hours to caption single one-hour program. But both NCI and the British Broadcasting Corp., developers of Ceefax teletext system, are hard at work on ways to expedite captioning process. For NCI, research and development is being handled by subcontractors and involves use of shorthand keyboard, whose output is transcribed into English by computer. Gerendasy said such system permits close to "real-time" captioning, although there is inevitable lag between audio and time it takes for operator to record audio on keyboard, and some problem with computer error. He said also that more research is needed to ascertain "acceptable" amount of lag time, since long lag time can be annoying to those who are able to hear some of audio. Gerendasy said captioning system could also make possible captioning of live events. BBC demonstrated system similar to one NCI is working on at meeting of International Broadcasting Authority and Institution of Electrical Engineers in London last month. BBC technique uses Palantype, court reporting machine, modified to produce electronic output instead of paper strip. Output is fed into computer, containing 80,000-word English dictionary, that converts shorthand codes into English with "satisfactory accuracy."

□

Which way to point the finger. According to RCA Americom spokesman, "blue ribbon panel" assembled by RCA Government Systems Division to investigate cause of disappearance of Satcom III will include five RCA people and five outsiders from National Aeronautics and Space Administration, Jet Propulsion Laboratory, Massachusetts Institute of Technology and Princeton University. Spokesman, who refused to name names, said panel would "check all the data and come up with some kind of theory on what happened." Preliminary report is due March 20 and final report some time in April. RCA Americom filed \$77-million claim with Lloyds and other insurance carriers for loss of spacecraft and business two weeks ago.

□

Same old story. Effective November 1979, Ampex Corp. raised prices for audio equipment 8%-10%. Similar increases of video equipment went into effect Jan. 1. Donald Kleffman, vice president-general manager of Ampex Audio-Video Systems Division, said hike was necessitated by "increases in labor and material costs."

□

High price of gold doesn't help. Varian reports price of many products of its Electron Device Group will go up because of soaring costs of precious metals. Varian said it uses precious metals in manufacturing, processing and plating operations. Klystrons and traveling-wave tubes, it said, require gold for brazing, and gold is also used to produce power grid-tubes and power transistors. Metals cost will be passed along to consumer as metal surcharge or price hike.

□

Life-extending. Eastman Kodak Co., Rochester, N.Y., is introducing two new color print films with improved dark-keeping qualities intended to extend shelf life of TV series, features and commercials and films intended for libraries and other collections.

□

Big buy. Cox Cable Communications is set to purchase \$600,000 of Scientific-Atlanta equipment to wire 52-channel system in Chicago suburb of Orland Park. Order includes satellite earth terminal, headend equipment and converters. Cox expects to sign 4,000 out of 8,000 homes in franchise area once construction is completed. S-A says its new microprocessor converter allowed expansion of system capacity from initially planned 35 channels.

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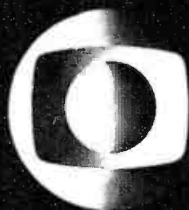
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GLOBO TV

NETWORK OF BRAZIL

Welcome! to Rede Globo from WPBT/Channel 2, South Florida's public television station. WPBT salutes the partnership with our good broadcasting neighbors in Brazil in the joint production, The Best of Brazilian Television, a 90-minute special of Brazilian life, art, and culture as reflected by Rede Globo, the television network of Brazil. Airst Monday, February 18, 10:00 p.m. EST on PBS.



*"Welcome" in Portuguese

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

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Law & Regulation

All but done

FCC is close to closing 16-year KRLA case by throwing out proceeding against interim operator after new operator took over Pasadena, Calif., AM

Another chapter in what has been the 16-year saga of KRLA(AM) Pasadena, Calif., was written last week, when the FCC terminated the authorization-revocation proceeding involving the interim operator, Oak Knoll Broadcasting Corp. Continuing with the proceeding, the commission decided, was pointless, since the new regular operator, KRLA Inc., is running the station.

KRLA assumed control in November, after Administrative Law Judge Reuben Lozner in September had granted its application. Earlier, Lozner had approved a contest-ending settlement reached by the seven applicants who had survived since April 1964. At that time, 20 applicants filed for the license that the commission had stripped from Eleven Ten Broadcasting Corp. because it had conducted fraudulent contests and had submitted doctored program logs in an effort to deceive the commission.

The settlement produced a merger of five of the applicants in KRLA Inc. The largest owner of KRLA is Western Broadcasting (40%), which is principally owned by Bob Hope and Art Linkletter. The other parties and their principals are Voice in Pasadena (25%), Robert Lovett; Goodson-Todman Broadcasting Inc. (15%), Mark Goodson and the late William Todman; Pasadena Broadcasting Co. (15%), (Tacoma) Tribune Publishing Co., and Charles W. Jobbins (5%), an individual.

Under the terms of the settlement, Western could wind up as the sole owner. It has an option to buy out the others after three years at what is determined to be the market price. If Western does not exercise the option, the others can retain their holdings or sell to some other buyer.

That provision remedied what the commission considered a defect in a settlement proposal submitted earlier—a provision for Western's automatic buy-out of the others. The commission, in refusing to approve the settlement, in March, said that it did not provide for a bona fide merger as contemplated by the Communications Act (BROADCASTING, April 2, 1979).

The settlement also provided for the reimbursement of the two remaining applicants—Orange Radio Inc. and Pacific Fine Music—as well as Jobbins. No explanation was given for the reimbursement of Jobbins, but the one court decision that was issued in the case—one that reversed the commission's grant of Western's application—suggested that the

commission take a closer look at Jobbins's application, which proposed service to a population outside of the Los Angeles-Pasadena area (BROADCASTING, May 16, 1977).

Pacific Fine Music will receive \$100,000 and Jobbins, \$150,000. The agreement called for a payment of \$1 million to Orange, but the administrative law judge has yet to approve that amount. The Broadcast Bureau had recommended reimbursement of only \$501,500, and the judge tentatively agreed. However, Orange is in the process of marshalling new arguments in the matter, and a final decision—possibly the last in the case—is expected in several months.

The pace at which the commission moved on the revocation proceeding involving Oak Knoll permitted it to avoid coming to grips with what was expected to be a staff recommendation that it revoke the operating authorization granted Oak Knoll in 1964 (BROADCASTING, April 2, 1979). The show cause order was issued in June 1977, and Oak Knoll, which waived its right to a hearing, filed its response—in which it denied "conclusory assignments of malfeasance"—in September 1977 (BROADCASTING, Sept. 19, 1977).

Oak Knoll, a nonprofit educational

organization, won out over five applicants for interim operation largely on the basis of a promise to devote 80% of its profits to noncommercial KCET(TV) Los Angeles, and the remainder to charity (BROADCASTING, July 27, 1964). In its June 1977 order, the commission directed Oak Knoll to respond to allegations it had failed to live up to those promises.

The commission's Broadcast Bureau had alleged that payments were improperly made to station and Oak Knoll officials. One of those named was Frank Baxter, chairman of the station. Another was Lawrence Webb, a former director and general manager who in 1975 left the station to join the staff of FCC Commissioner Robert E. Lee. Webb resigned the latter post after the commission issued its show cause order.

FCC plays hardball in PTL station investigation

The FCC and Justice Department are working together to bring the president of the PTL Television Network, Charlotte, N.C., to court, to force him to comply with an FCC subpoena for documents and testimony in connection with the commis-

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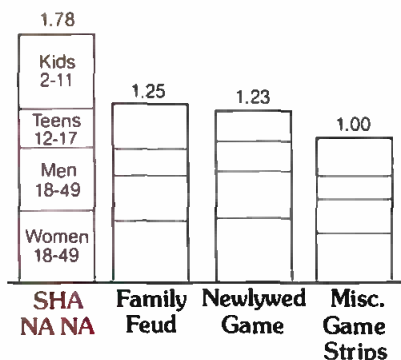
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SHA NA NA, entering its 4th season, is going strong as a super hit in prime access one night a week—now, just think what it can do in five! For the first time, the access blockbuster is available on a limited market basis for striping in access. And there are a lot of powerful reasons why **SHA NA NA** is the ideal access program.

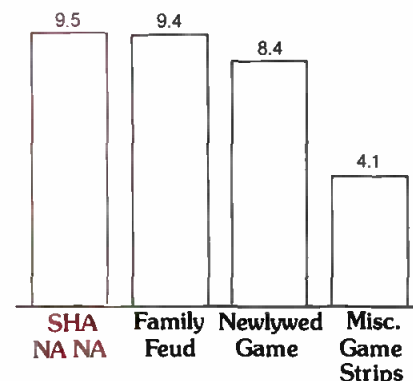
Very important, **SHA NA NA** is the pure entertainment alternative to Game Show programming. And **SHA NA NA** certainly doesn't need to play games to be a winner!

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***IN DMA: SHA NA NA BEAT ALL SYNDICATED COMPETITION WITH KIDULT RATINGS. (Except "Muppets:")**



***SHA NA NA REACHES MORE KIDS AND TEENS THAN ALMOST ANY OTHER SYNDICATED SHOW.** (Outranked only by "Brady Bunch" in strip and "Muppets" in one-a-week.)

***SHA NA NA HAS A GREATER CONCENTRATION OF ADULTS 18-49 THAN ANY OTHER SYNDICATED SHOW. IN ABSOLUTE TERMS, IT IS ONE OF THE TOP FIVE SYNDICATED SHOWS IN REACHING MEN & WOMEN 18-49 SEPARATELY.** (Source for all data: NSI Nov. '78, Feb. '79.)

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

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

To find out how **SHA NA NA** in strip or one-per-week can help strengthen your station's performance in access, talk to the people at the NATPE LBS Hospitality Suite. They'll tell you why **SHA NA NA** is the hottest game in town!

Operation Kid-Time *Strawberry Shortcake*



Introducing a delightful, all-new half-hour animated musical/fantasy special, designed to appeal to the entire family, from the youngest child to the child in everyone.

It all happens in the happy, sunny, tuneful community called Strawberryland. There, our charming little heroine Strawberry Shortcake and her friend, plucky, easygoing Huckleberry Pie, must save their land of smiles from the Peculiar Purple Pieman of Porcupine Peak, a dastardly and very funny cartoon villain.

STRAWBERRY SHORTCAKE, fully sponsored by Kenner Toys, targeted for prime time in the last week of March, 1980, is now available on a cash compensation basis.

LBS HOSPITALITY SUITE, #1801 Main Building, San Francisco Hilton

The Canned Film Festival

An absolutely new concept in television entertainment, particularly designed to appeal to the fast-growing late-night young-adult audience. Each show is ninety minutes of action, fun, and satirical, irreverent humor.

Here's how it works. We take feature-length foreign films from various international production sources. Dramatic, action / adventure-type pictures — the kind that often seem funny without meaning to be. Then comes the big difference. We remove the foreign sound track—completely. Write a new story and script to go with the action and dialogue. And record an all-new English track in synch with the existing footage, using the comic abilities of Rich Little, Don Adams, and Bill Dana. The result—a new movie comedy, the likes of which has never been seen or heard before on television!

THE CANNED FILM FESTIVAL is a series of weekly, 90-minute presentations, obtainable on a barter basis, with stations retaining 11 minutes for local sale, plus two interior station breaks, one minute, ten seconds each. You are invited to the LBS Hospitality Suite for a screening of **THE CANNED FILM FESTIVAL** pilot.

THE LBS 1980-81 LINEUP...

SHA NA NA

Weekly prime access series begins its fourth year this fall. Also available on a five-day-a-week strip in access on a select market basis.

CLAIROL CROWN

Second Annual Tennis Tournament live from LaCosta Country Club on March 29 and 30. With four of the game's top women players competing for the \$100,000 first prize.

HOT FUDGE

Weekly half-hour children's series begins its fifth year this fall.

CLAIROL CROWN

The **CLAIROL CROWN** is now in its second big year. The annual tennis tournament, featuring four of the top women players in the game, will be telecast live from LaCosta Country Club on Saturday, March 29, and Sunday, March 30, 1980.

The tournament, one of the world's richest for women, with a top prize of \$100,000 to the winner, will consist of semi-final competition live 2-4:00 pm EST on March 29, with the finals scheduled live 2-4:00 pm EST on March 30. The matches are also

available on a delayed broadcast basis on both days.

Already committed to participate in the **CLAIROL CROWN** are qualifiers Martina Navratilova (Wimbledon winner), Tracy Austin (U.S. Open winner) and Chris Evert Lloyd (last year's winner). The field will be filled out by another of today's top players.

The **CLAIROL CROWN** is one of television's highest-rated syndicated tennis tournaments. It is available on a combination barter/cash compensation basis, with stations retaining 16 minutes of commercial time for local sale.



THE RACERS puts the viewer right at the finish line. Capturing all the thrills and excitement of the big race in a brand new series of weekly half-hour programs.

THE RACERS gives an inside look at some of the world's most demanding, high tension motor sports events. Each

action packed episode going to a different racing capital...Grand Prix racing through the streets of Long Beach, California. Motorcycle competition from the Seattle Kingdome. Grueling competition from the treacherous Baja in Mexico. Auto endurance from Sebring. And **THE RACERS** brings audiences inside the super-powered world of the drivers. The hopes, aspirations and fears of the competitors themselves.

THE RACERS will consist of eleven half-hour programs—all produced on location—for broadcast in 1980, beginning mid-April (22 runs over 35 weeks). **THE RACERS** is now available from Lexington Broadcast Services on a cash compensation/barter basis with stations retaining two minutes per telecast for local sale.

HEALTH FIELD

Weekly half-hour public affairs strip focusing on the world of health, 130 new programs now available.

HEALTH WATCH

Fifty-two two-and-a-half minute program segments examining the most important health concerns of our times.

THE RACERS

New series of eleven half-hour programs. Featuring the fast action — and human drama — of the world's top motor sports events.

CANNED FILM FESTIVAL

All-new 90-minute comedy series for late night, hilarious fun with the movies.

STRAWBERRY SHORTCAKE.

Original half-hour first-run animated kids' special targeted for prime. Sponsored by Kenner Toys.

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sion's investigation of the religious group's WJAN(TV) Canton, Ohio.

The Rev. James O. Bakker was slated to appear before an FCC administrative law judge on Jan. 8, but Bakker's attorney told the FCC that Bakker would not comply with the subpoena. On Feb. 4, the FCC asked Justice to "act expeditiously" to enforce the subpoena.

The FCC began an investigation of WJAN, licensed to PTL of Heritage Village Church and Missionary Fellowship Inc., a nonprofit religious organization doing business as the PTL Television Network, in March 1979. The FCC had received information that the station may have violated commission rules by soliciting funds over the air, and then not using those funds for the purposes stated.

Both WJAN and PTL maintain records at PTL's Charlotte, N.C., offices, and FCC attempts to look through the files, as part of the investigation, have been unsuccessful.

The FCC said its inquiry into PTL's records is similar to a grand jury investigation and is not open to the public. The purpose of the inquiry, the FCC contends, is to determine if evidence exists warranting further commission action. If so, an open hearing could be initiated.

Counterattack mounts on Quello

Consumer Federation, New Jersey congressional delegation express opposition to his reappointment to the FCC; meanwhile, it becomes increasingly likely that decision won't be made until after elections

FCC Commissioner James H. Quello is beginning to encounter obstacles in his bid for reappointment to the commission. The Consumer Federation of America has forwarded a resolution to the White House opposing Quello's reappointment. And seven members of New Jersey's 17 member congressional delegation have registered their opposition—based on Quello's role in commission consideration of that state's effort to obtain a first VHF television station—in a letter to President Jimmy Carter. Then, too, the White House search for a possible successor to Quello is continuing.

The CFA's resolution, unanimously adopted by the consumer assembly at its meeting in Washington on Feb. 9, cited what it said was "Quello's predisposition toward commercial broadcast interests" and his "frequently expressed opposition to public participation in commission proceedings."

The CFA, the largest organization of its kind in the country, opposed Quello's first appointment to the commission, seven years ago, because of what it considered his "lack of objectivity and insensitivity to consumer interests in communications."

The members of the New Jersey delegation, in a letter written by Democratic Representative Andrew Maguire, a mem-

ber of the House Commerce Committee, said Quello's treatment of the "serious problem" of providing in-state VHF service for New Jersey—the letter says New Jersey residents are less informed about New Jersey matters than they are those of New York and Philadelphia, where their VHF service originates—has been not only "ineffective" but "frivolous and insulting."

The letter contains several Quello quotes assertedly delivered during commission meetings on the New Jersey issue. On Nov. 9, 1978, he is quoted as saying, "If New Jersey is such a big act, why in hell don't they have a major league sports team?"

"It's a tough problem moving a station to Newark and giving it a chance to go bankrupt," he said last April. And at another time, he said, "I'm telling you, this is a public relations problem."

This is not, "in this electronic age," the letter maintains, "simply 'a public relations problem.'" Besides Maguire, those signing the letter were: Democrats Robert A. Rowe, Frank Thompson Jr., James J. Howard and Joseph G. Minish, and Republicans Harold C. Hollenbeck and James A. Courter.

The White House's continuing hunt for FCC candidates to replace Quello, in the event the decision is made not to reappoint him to the term that begins July 1, bears testimony to the Hispanic-American community's interest in seeing one of its members appointed. Most of those being interviewed are Hispanic American.

In the last 10 days White House aides talked to Daniel Garcia and Peter Lopez, both attorneys in their early 30's, with large Los Angeles firms whose clients in-

clude cable television and entertainment-world interests. Garcia, chairman of the city's planning commission and president of the Mexican-American Bar Association in Los Angeles, is with Munger, Tolles & Rickerhauser, and Lopez is with Mitchell, Silberberg & Knupp.

Another Hispanic-American—a professor of communications—was said to have been interviewed in January. And earlier, in November, White House staffers talked to Felix Guitierrez, a California college assistant professor of journalism (BROADCASTING, Dec. 3, 1979). Another interview—with a white, male attorney—is expected before the end of the month. "There are many more" individuals to be considered, according to one White House aide.

However, the growing interest in the issue in a presidential election year could result in the President putting off the FCC appointment decision until after the election. A decision before then would inevitably antagonize one group or another. While Hispanic Americans want to see one of their number appointed and the CFA opposes Quello's reappointment, Quello—who was interviewed by the White House in January—is being backed by Italo-American groups and broadcast industry interests.

White House aides say no decision on whether to delay nomination until after the election—during which time Quello would be permitted to serve—has been made. But one administration official said such a delay is "a definite possibility." Indeed, even without a good political reason, the White House, during this and previous administrations, has missed appointment deadlines by months.

Washington Watch

Minority frequencies. National Black Media Coalition has petitioned FCC to institute rulemaking looking toward designation of either 530 khz or 531 khz for standard AM broadcasting, to be set aside for minority ownership exclusively. Decision to add 10 khz to lower end of AM band, which now begins at 535 khz, was made at World Administrative Radio Conference in Geneva last fall. WARC action also limited power in that band to 1 kw day and 250 w night (BROADCASTING, Dec. 10, 1979). David Honig, consultant for NBMC who filed petition, said Travelers Information Service, which now operates in 525-535 band, should be moved to 1610 khz frequency, where TIS also operates.

□

Noncommercial. Republicans have been turned down by House Speaker Thomas P. O'Neill in bid to show their "Vote Republican. For a Change" commercials on House floor. Request was made by Representative Guy Vander Jagt (R-Mich.), chairman of National Republican Congressional Committee, which, with National Republican Committee, is sponsoring \$5-million television advertising campaign blaming 25 years of Democratic control of Congress for inflation and high taxes (BROADCASTING, Feb. 4). Vander Jagt last week requested permission to use videotape equipment Feb. 11 to show commercials in connection with explanation of media program that he and other Republican House members will give. O'Neill said use of such equipment would set "unfortunate precedent eroding the dignity and integrity of House proceedings and changing the fundamental purpose and nature of legislative debate."

□

Prettyman's post. E. Barrett Prettyman Jr., Washington lawyer hired last week by House Ethics Committee as special counsel to lead investigation of seven House members mentioned in Justice Department investigation of possible political corruption, is regarded as one of leading First Amendment lawyers. Prettyman, partner in Hogan & Hartson, has largely corporate practice, but he has represented Reporters Committee on Freedom of the Press in number of cases.

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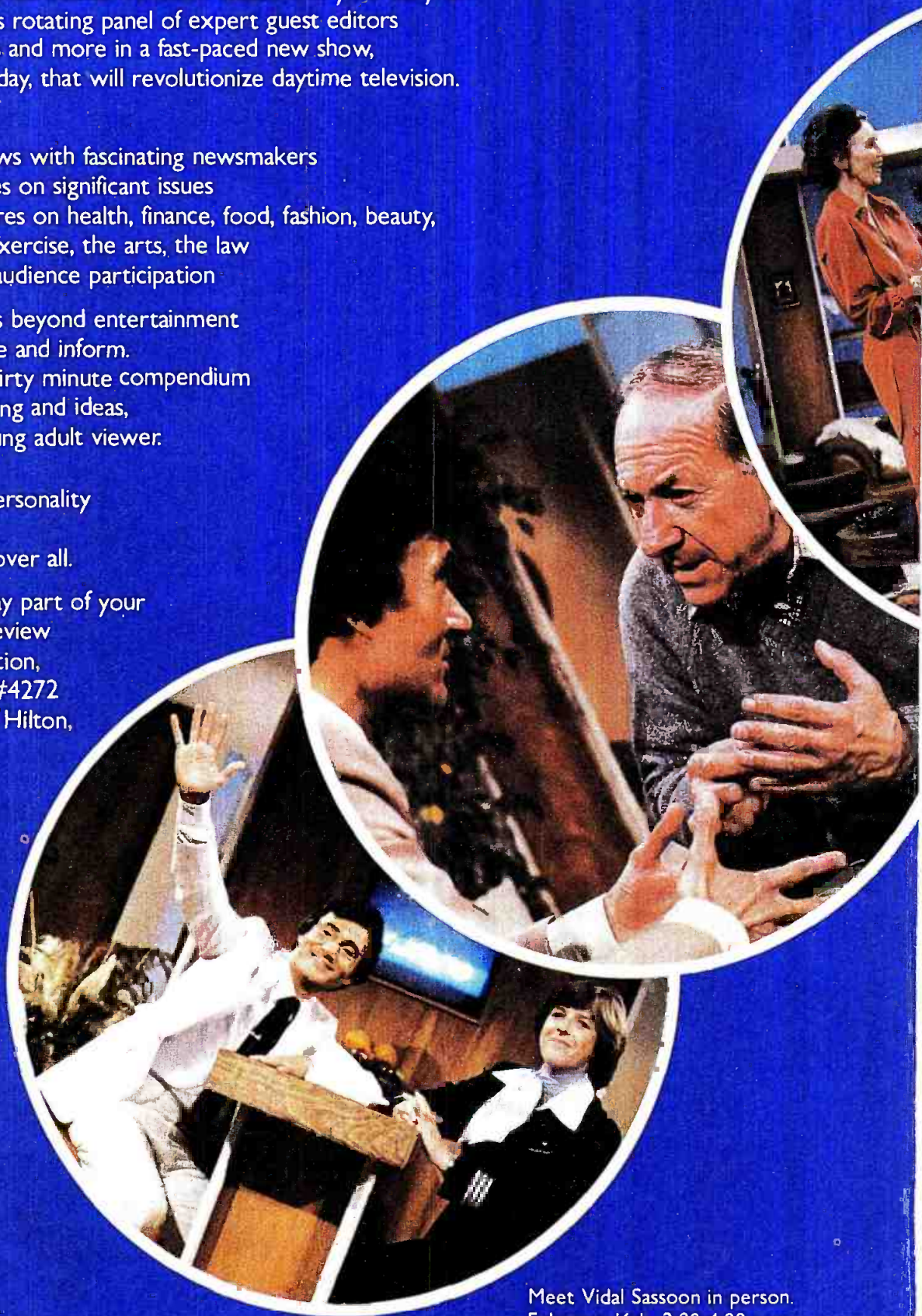
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★ 21% increase among total women!

and additionally:

★ 61% increase among teens!

★ 138% increase among children!

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business, a belief backed by the development agreement with Kirshner and an agreement with ITC to produce a disk from Elton John's concert tour of Russia. Opera and ballet offerings are also planned for the initial catalogue.

"First-rate children's programs" and "how-to" material are additional selections slated for inclusion among the disk availabilities from RCA.

Schlusser looks down the road to the production of original material for videodisks, once the necessary union negotiations are worked out. And he also sees disks as a logical distribution form for recordings of stage plays.

Granath's ABC Video Enterprises has

already completed one drama deal. Under this arrangement, director Robert Altman's company, Lion's Gate Films, and the New York-based theater operation, The Shubert Organization, will develop and market tapes or films of "important theatrical productions."

Another ABC project is a joint venture with the National Education Association to develop software for use in the classroom. The project calls for ABC to deliver a biweekly, one-hour package composed of six 10-minute "modules," drawing largely on ABC News footage. Av Westin has been named executive producer for the program.

ABC has already run a market test to

evaluate distribution systems using a 90-minute cassette of John Paul II's visit to the United States. According to Granath, "the early results were well beyond our expectations," and he was "quite surprised" at the retail sales of the cassette, which was distributed through Magnetic Video.

Other ABC products in the marketplace are 1976 winter and summer Olympics coverage ("it's too early to indicate what success that had" says Granath) and a children's program, "Animals, Animals" whose early returns exceeded Granath's expectations.

The Video Enterprises unit has deals pending in ballet, classical music, opera and architecture. And it has concluded arrangements with the National Archives for a project called "Supercentury," a decade-by-decade look at the United States from 1900 to 1980.

Granath's unit is negotiating with others within ABC for a variety of projects. He's looking to videotape the rock concerts arranged this year by ABC Radio and to produce "how-to" material drawing on the resources of ABC Publishing properties, such as *Chilton's* (auto repair) and *Modern Photography*.

Leslie, who is so new to CBS that he hasn't an office there yet and is still operating out of his own company, is already looking at what type of programs his division will offer. Like his counterparts at the other two network companies, Leslie feels there is significant potential for theatrical works presented in home video formats. He says the new technologies provide "one of the great opportunities for the growth of theater itself in America," and believes dance could similarly benefit.

He says he is looking at feature films as another likely area, citing not only CBS's recently announced plans to get back into film production, but also the "distribution clout of CBS, which is well positioned internationally," something he thinks will make his project attractive to outside producers.

Other CBS divisions from which he sees the potential for drawing program material are news, sports and publishing. "My style is to pull together the members of a family in pursuit of a goal," Leslie explains, adding, "I tend to be like a visionary sometimes."

Leslie's background in the recording industry is an obvious tip-off to another genre he sees making a significant contribution to the home-video market. "Music is an important part of what CBS is," he observes. His thoughts on possible video formats for music include concert forms; works with "story threads," a concept that might include rock opera or original musicals, and location production, possibly of the "around-the-world-with... variety," incorporating performances by popular music artists.


Leslie's background also points up the organizational differences among the three companies' video units. His will be under the corporate umbrella of the CBS/Records Group, reporting to Walter Yetnikoff, its president. At ABC, Granath re-

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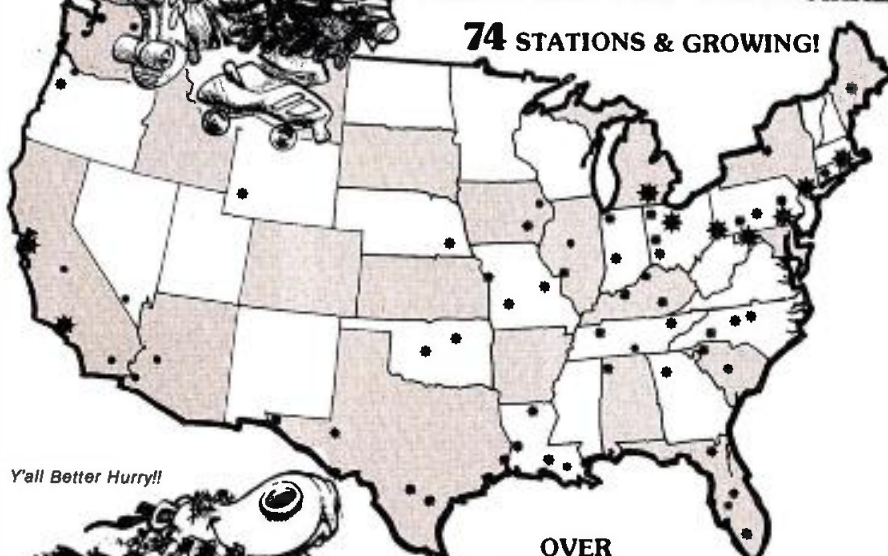
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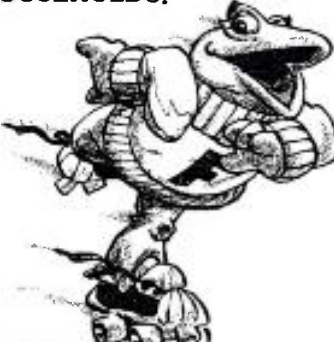


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Networks begin putting eggs in home-video basket

All are approaching opportunities offered by new technology in different fashions, but all see themselves as operating from ideal base for extending their markets—and making money

Last month's announcement of the formation of CBS Video Enterprises marked the entry of all three television network companies into the competition for slices of the marketing pie being baked by the new home-video technologies. While it's an industry still in its infancy, some sense of the common directions these companies will be taking emerges from conversations with the men selected to head the ventures. At the same time, there are illuminating differences of approach that may indicate significant variations in how each will be participating in those technologies five or 10 years down the line.

RCA, as a matter of necessity, has a lead on its broadcasting brethren in lining up contracts for home-video programing. To market its SelectaVision videodisk player—scheduled for first-quarter 1981 introduction—the company needs a solid software selection for purchasers of players. Herb Schlosser, former NBC president, is now at the top of RCA SelectaVision's Videodisks, the software arm for the company's disk push, as an RCA executive vice president. He has already lined up major deals with film companies and with pop-music impresario Don Kirshner.

Herb Granath, whose background includes stints as vice president of program marketing and development for ABC Sports and president of Trans World International, was named last July as vice president in charge of ABC Video Enterprises.

Two weeks ago, CBS reached outside its organization to tap Cy Leslie for the post of president of CBS Video Enterprises. Leslie had been running his family's investment concern since the purchase of his Pickwick International by American Can. Leslie founded Pickwick in 1953 and built it into a major merchandiser and retailer of recorded music.

And while RCA is already heavily invested in its SelectaVision operation, its broadcasting unit, NBC, recently moved NBC Entertainment's president, Mike Weinblatt, to the post of president of a resurrected NBC Enterprises Division. The first business venture of the unit was the licensing of several past NBC television programs to SelectaVision.

One point on which all three companies seem to agree is that the new-technology wings will not be in competition with their established broadcasting business.

Granath, for one, dismisses the thought

of audience fractionalization due to home video. "I have a totally different opinion than some of the prevailing opinions," he says. "Rather than taking the slice of the pie that is TV today and further slicing it... I see a broadening of the pie to include many people who are not primary TV users." The introduction of highly specialized material will attract to television people who weren't there before, he claims.

Leslie makes virtually the same point in saying he sees no conflict between "providing what the public wants as a mass group and what it wants as special interest groups." The two functions, he believes, are "complementary in filling the total entertainment needs of a nation."

Schlosser stresses that his operation "will be like the book or record industry," providing the consumer with "what he wants when he wants it." To Schlosser's mind, "there's no reason why, if properly

case, he believes, it was the programing for the medium, its availability, that made the medium "take off." But where it took records 30 years to grow from the \$100 million annual business it was just after World War II to a \$4 billion industry today, color television blossomed in 15 years, and this new medium might take 7 years in his estimate. The home video industry, Leslie believes, will be building on a base of "expertise in programing, manufacturing, marketing, merchandising and distribution" that is already "developed and sophisticated."

What kinds of programs will each company be making available? Schlosser intends his initial catalogue to consist 50% of feature films. He wants to maintain the same proportion in the 10 new releases RCA plans each month for the first year. (Total titles to be available at the end of the year are targeted at 300.)

Motion picture producers with which



Granath

managed" both media won't do well.

It's difficult to pin down estimates of what the dollar size of this new industry will be. RCA, for its part, is saying that "in the 10th year" following its 1981 introduction of disk players, it sees a \$7.5 billion annual business in players and disks. Its estimate for annual disk sales is 200 million to 250 million, with their dollar value approximating \$4.8 billion, at the end of that first decade.

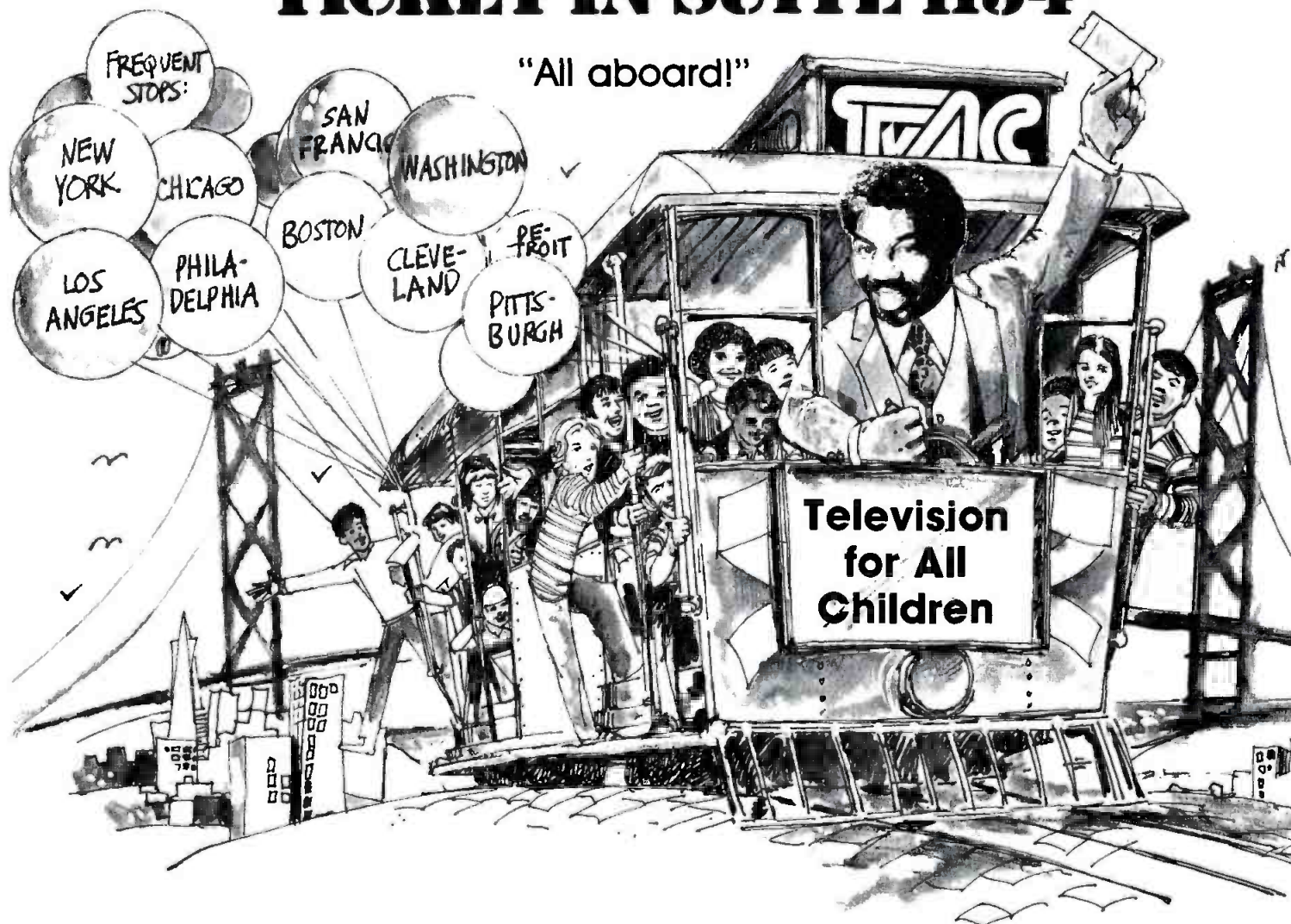
Over at CBS, Leslie thinks the development of home video will in many ways mirror the development of the records industry and then color television. In each

RCA has made licensing arrangements are 20th Century-Fox, 100 titles; Paramount, 75; MGM, 100; Walt Disney, 16; J. Arthur Rank, 20; and, most recently, United Artists, 100 titles including the Warner Bros. collection that UA purchased some years back. On that basis, Schlosser claims to have "put together the finest collection of features available," from anyone, with the possible exception of some 16 mm film outlets. A substantial percentage of the titles fall into the loose definition of "film classics."

Schlosser also believes that music will play a very important role in the videodisk

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ports to Fred Pierce, president of ABC Television. Schlosser, as the SelectaVision software chief, reports directly to RCA's new president, Maurice Valente, while NBC's Weinblatt reports to NBC President Fred Silverman.

The records connection is an important element of Leslie's concept of this new industry. "The most progressive of all merchandisers are in the music business," he feels, and he sees parallel marketing and merchandising needs between video and records. CBS Records not only has a worldwide marketing operation in place, but also has, in Leslie's words, "the finest manufacturing facilities in the world." CBS recently obtained a license to manufacture videodisks, using RCA's format, and Leslie claims that CBS will make "the finest" disks in that or any other format.

Granath considers his ABC Video Enterprises more closely aligned with program production. It will be "much easier to interact," he says, between the company's broadcast units and "any creativity we're engaged in." The ABC executive doesn't see manufacturing or distribution in the near future of his operation. Coupling the potential Granath believes ABC Video has for producing specialty programming for small audiences with the mass-market appeal of the television network, he says he would "love [ABC] to be known to the creative community as the one-stop shop" with the ability to handle projects "from the esoteric to the grandiose."



Leslie

Over at NBC, Weinblatt says it's premature to engage in any extended discussion of what NBC Enterprises will be doing. He's just embarking on the process of recreating an operation that was disassembled in 1973. Some of its pieces still exist, subsumed under various departments. Weinblatt does say he feels "our structure is conceptually more similar" to ABC's video unit than to the division CBS has just organized. There's going to be a "general explosion in the 80's" in demand for programming for new technologies, says Weinblatt, who conceives NBC Enterprises as selling software to fill that demand, although not producing the software itself.

Would he sell NBC programming to cable or pay services? Weinblatt's response is that in the absence of company policy in that area, he won't talk about it. But Granath and Leslie make no bones about viewing cable and pay as part of the universe in which they are selling. Granath frankly says that until the home-video market "gets under way" he expects other areas to "tide us over." The industrial and institutional marketplace is

one such area, but cable is also "a viable area for distribution." Indeed, Granath talks of cable and pay as primary outlets for the theatrical programming produced under the agreement with Lion's Gate and Shubert.

CBS's Leslie likewise voices doubts that home video will be a self-sustaining market at first, but suggests that selling to a combination of home-

video and cable markets would be economically feasible. And before joining CBS, Leslie was involved in the production of some special programming for cable television.

Schlosser's product by definition excludes technologies other than videodisks. Still, he's confident of the ability of that segment of the home entertainment market to support the major undertaking to which RCA is committed. In a comparison that he's fond of making, Schlosser says: "In television broadcasting today, a program in prime time is a commercial failure if it receives 'only' a 25 share. That means it fails when it 'only' reaches 10 million homes and 20 million people. By contrast, in the record industry a popular music album that sells 200,000 is usually a success; at 500,000 it is a gold record and at 1,000,000 it is 'platinum.' In publishing, sales of 100,000 make a hardcover book a best seller. The videodisk medium will be closer to the record industry and publishing than to commercial broadcasting."

Schlosser's counterparts aren't limiting themselves to product on his disk, even to



Schlosser



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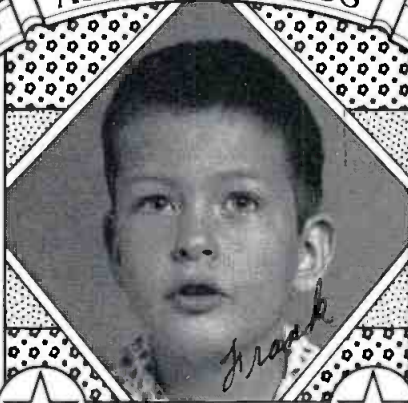
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1/ 2/80	Frogs	8.4	26
1/ 3/80	Empire of the Ants	10.0	29
	Our features Avg.	9	27

-vs-

Nov. '79	KABC Avg. Afternoon Movie Performance	7	23*
Dec. '79	KABC Avg. Afternoon Movie Performance	5	17*

WABC New York (Afternoon Movie)

		Rating	Share
1/ 8/80	Empire of the Ants	13	20
1/ 9/80	Frogs	16	32
1/11/80	Food of the Gods	16	39
	Our Features Avg.	15	30

-vs-

1/5-16/79	Roots (9 day Avg.)	12	25**
Nov. '79	WABC Avg. Afternoon Movie Performance	10	22**
Dec. '79	WABC Avg. Afternoon Movie Performance	8	17**

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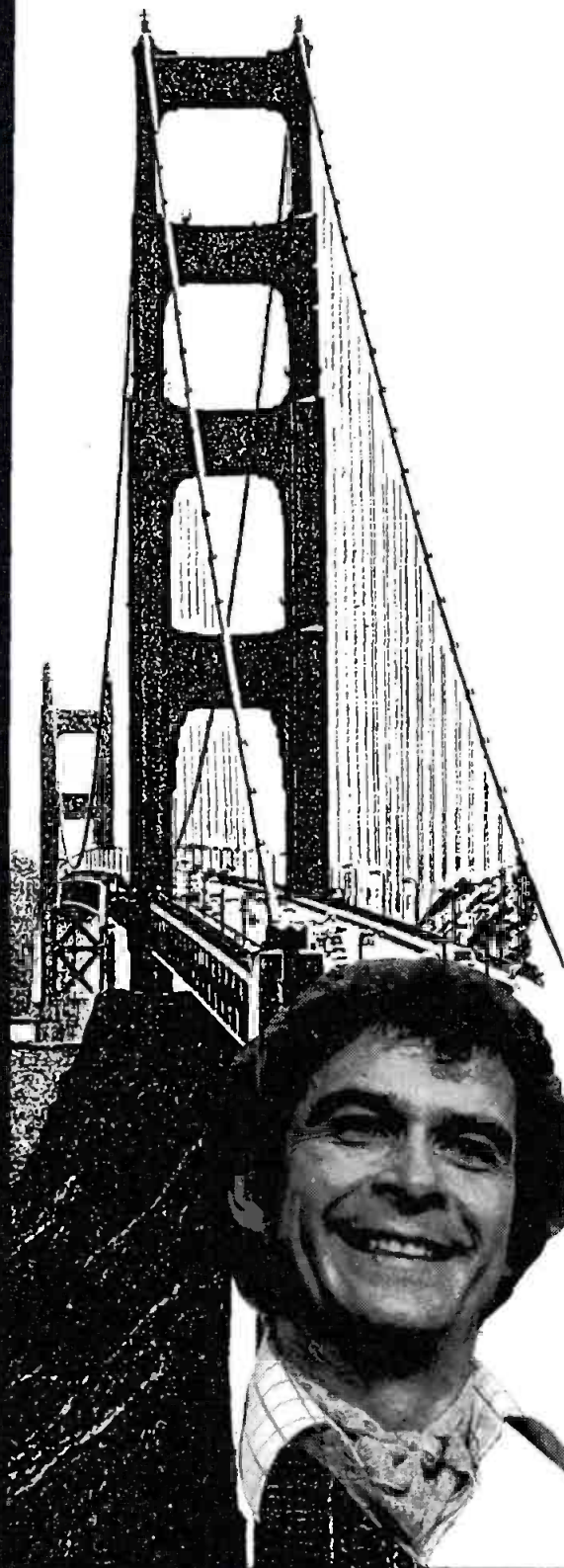
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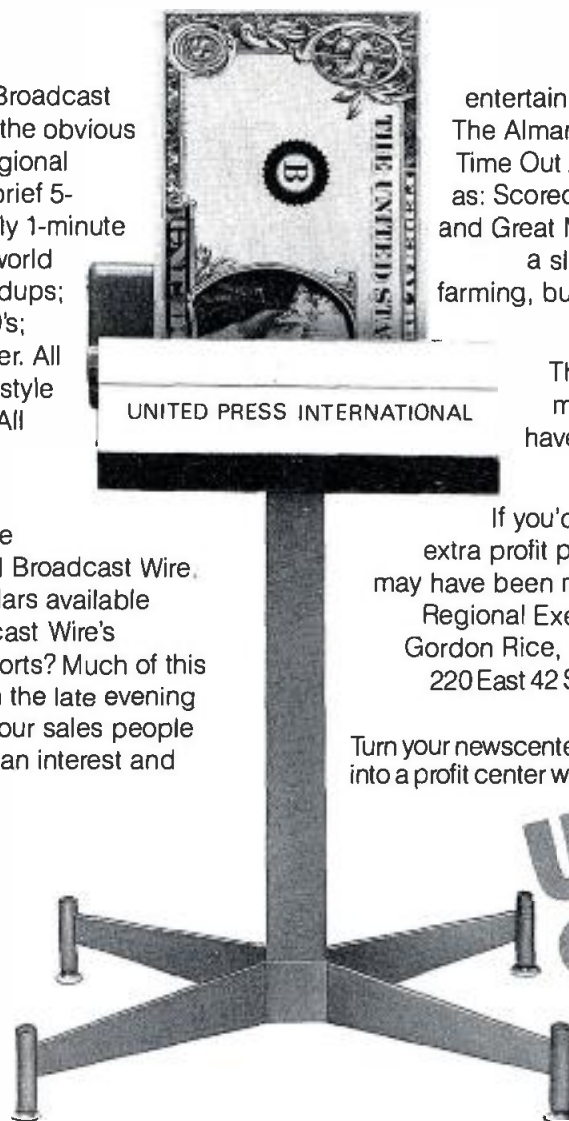
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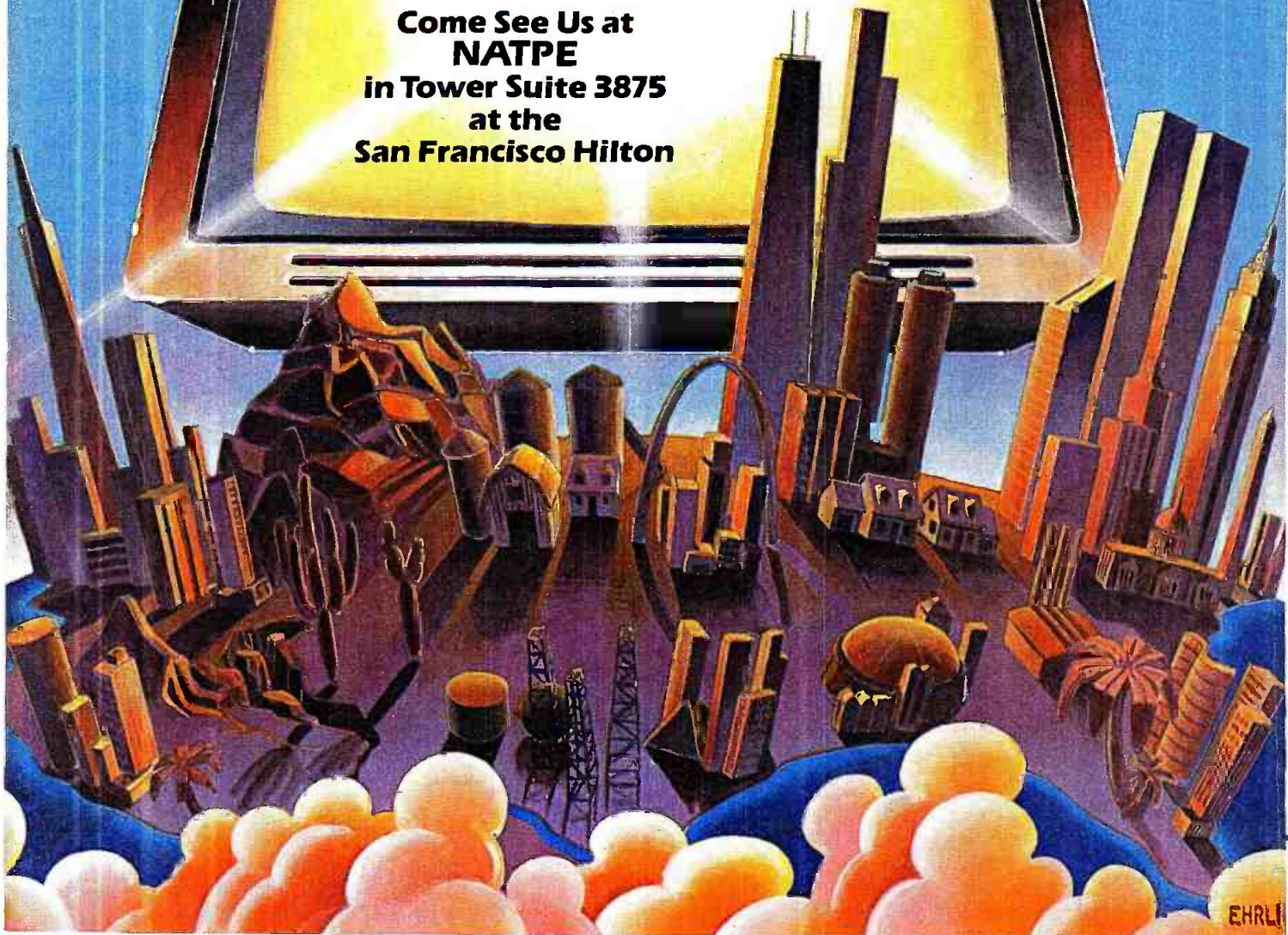
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disks alone. They say they'll be making material available in whatever formats the public wants. The consensus seems to be that if the current projections about pricing structure hold up, with RCA disks costing about \$15 when they become available, compared to \$30-\$40 for pre-recorded material on cassette, then disks in general and RCA in particular will capture a larger share of the market.

Leslie, however, thinks there is the chance of a "scenario" in which "tape people possibly can create enough economies of scale" to make their prices more competitive. And Granath, while saying he thinks tape and disk will "prosper side by side," allows that he's hoping RCA's introduction of a \$500 player machine will "trigger a succession of marketing decisions on disk and cassette that will bring all prices down, like early color TV."

Although working from an expanded view of format possibilities, Granath shares Schlosser's sense of the economics of the home-video market. "I'd like to encourage the creative community to expand their thinking as to what becomes financially viable," he says.

One specter that haunts the whole area of home video is the fear that lack of standardization will retard the growth of the new industry.

Schlosser evinces confidence that RCA's disks will win out on that front. He points to the CBS licensing arrangement as a major endorsement of the SelectaVision format, and to the comment by

United Artists' president, Andy Albeck, that "our association with RCA is the most tangible statement of our confidence in both SelectaVision technology and the marketing and distribution excellence of RCA."

The position of software producers who aren't tied to one format is perhaps best summed up by Granath, who feels the "absolute chaos of formats" in the cassette side of the business has been "one of the major inhibiting factors" to growth there.

Tracking C-P-M's and U.S. inflation

Bates analysis of past decade finds most media costs rising with consumer prices, but TV and newspapers rise more

Across the decade of the 1970's, costs-per-thousand for daytime and evening network television and for newspapers rose more than the Consumer Price Index did, while those of most other media failed to keep up with the CPI inflation rate. For 1980, the outlook is for most C-P-M increases to parallel an expected 11% rise in CPI, with network TV exceeding it by a percentage point but with spot and network radio well below it.

These findings and conclusions are

drawn from Ted Bates & Co.'s annual analysis of media trends, which encompasses trends in unit costs, audience levels and national expenditures as well as in media efficiency (C-P-M). The analysis was prepared by the media information and analysis division of Bates's media-program department.

The study focuses primarily on "The inflatable '70's," which it calls "The decade where inflation was no longer looked upon as a temporary condition but became part and parcel of the 'American Way of Life.'"

During the decade, the report notes, "the CPI, a universally accepted standard used to describe the rate of inflation, grew at the astounding rate of 87%, the largest increase for any decade this century." Even so, "only three of the nine reported media elements had [C-P-M] increases which significantly exceeded the inflation rate."

These were daytime and evening network TV, shown as having risen 100% and 105%, respectively, and newspapers, up 107%. Outdoor's C-P-M climbed a percentage point more than inflation, but C-P-M's of the others were considerably below: Spot TV's rose 33% during the decade; spot radio's climbed 55% and network radio's 23%; magazines' were up 47% and newspaper supplements' 63%.

Most of the increases, the report notes, occurred in the second half of the decade. Between 1970 and 1975, only newspapers' C-P-M rose more than the inflation rate of

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The year-by-year cost trending

Cost-per-thousand trends	Daytime network TV	Evening network TV	Spot TV	Magazines	Newspapers	Supplements	Spot radio	Network radio	Outdoor	CPI
1970	100	100	100	100	100	100	100	100	100	100
1971	87	93	98	101	104	101	102	99	104	104
1972	84	99	92	100	107	103	108	89	111	108
1973	95	111	91	99	112	107	108	89	114	114
1974	105	120	93	103	130	116	109	89	123	127
1975	110	122	93	111	147	121	115	90	131	139
1976	137	133	116	113	161	125	129	99	140	147
1977	177	167	122	123	175	148	140	108	153	156
1978	191	182	122	135	190	150	148	116	169	168
1979	200	205	133	147	207	163	155	123	188	187
1980 (est)	224	230	148	164	230	181	163	130	208	207

Unit cost trends	Daytime network TV	Evening network TV	Spot TV	Magazines	Newspapers	Supplements	Spot radio	Network Radio	Outdoor
1970	100	100	100	100	100	100	100	100	100
1971	94	96	102	100	104	99	106	111	108
1972	98	109	95	97	107	102	112	117	119
1973	113	124	95	97	114	109	119	119	123
1974	121	137	100	102	130	121	124	117	134
1975	140	147	102	107	144	131	132	123	144
1976	163	160	130	110	159	135	151	129	156
1977	204	203	137	119	173	156	166	148	172
1978	227	228	140	130	190	168	179	159	191
1979	247	256	160	142	208	183	193	171	212
1980 (est)	284	291	182	158	231	203	206	185	238

Audience trends	Daytime network TV	Evening Network TV	Spot TV	Magazines	Newspapers	Supplements	Spot radio	Network Radio	Outdoor
1970	100	100	100	100	100	100	100	100	100
1971	107	103	104	99	100	98	104	112	104
1972	116	110	103	97	101	99	104	132	107
1973	119	111	105	98	102	102	111	134	108
1974	115	112	108	99	100	104	113	132	108
1975	127	120	110	97	98	108	114	136	110
1976	119	120	112	97	98	108	117	130	111
1977	116	121	112	96	99	106	119	136	112
1978	119	125	115	96	100	112	121	138	113
1979	123	125	121	96	101	112	124	139	113
1980 (est)	127	126	123	96	101	112	126	142	115

Expenditure trends	Network TV	Spot TV	Magazines	Newspapers/supplements	Spot radio	Network radio	Outdoor
1970	100	100	100	100	100	100	100
1971	96	93	106	111	106	112	112
1972	109	107	111	124	108	132	125
1973	119	112	112	125	108	121	130
1974	129	121	116	134	109	123	132
1975	139	132	113	137	118	148	143
1976	172	175	138	169	140	188	164
1977	209	179	167	188	147	245	188
1978	240	209	201	201	167	262	199
1979	274	234	227	234	183	304	227

Tables report trends in index form, with 1970, the base year, indexed at 100. These estimates are based on unit costs of 30 seconds for TV and network radio, 60 seconds for spot radio, one page four-color for magazines, milline black and white for newspapers, one page black and white for supplements and 100 showing for outdoor. Audience levels and CPM's are based on women 18+ for day network; total persons 2+ for evening network; TV households for spot TV; persons 12+ for radio; circulation for magazines, newspapers and supplements; and total population for outdoor. Sources for audience information are: network and spot TV—A. C. Nielsen; network radio—RADAR; spot radio—Arbitron; magazines—Magazine Publishers Association; newspapers—Newspaper Advertising Bureau; supplements—Standard Rate and Data; outdoor—Outdoor Bureau and estimates. Figures for 1980 are Ted Bates estimates.

39%. While newspapers were up 47% for the period, daytime network TV was up 10% and evening network TV 22%; spot TV's C-P-M declined by seven percentage points and network radio's by 10; magazines' rose 11%, supplements 21% and outdoor 31%.

From 1975 through 1979, however, most media's C-P-M's rose faster than the 35% increase in CPI reported for that period. Thus according to the Bates study, daytime network TV rose 82% in C-P-M, evening network TV 67%, spot TV 43%, newspapers 41% and outdoor 42%. Spot radio's increase matched that of the CPI, network radio's was two points above at 37% and magazines' and supplements' were slightly below at 33% and 34% respectively.

The most consistent increases, the study finds, were those of newspaper C-P-M's—up about 5% more than the inflation rate in both halves of the decade. As for the other media, the report continues, "One can only guess at what really caused this turnaround in the relationship of media C-P-M increases and the inflation rate, but it seems to have initiated in the 1976 season with network television and shortly thereafter substantial annual C-P-M increases manifested themselves in many of the other media elements."

The study also examines media efficiency in terms of changes in delivery of impressions or circulation per dollar. Thus, the report says, "In 1979, network television, newspapers and outdoor delivered about half as many impressions/circulation per dollar as they did in 1970. On the other hand, spot TV, magazines, supplements and radio have experienced smaller losses, ranging about 20% to 40%.

"Looking to the future," the report continues, "it's possible that with the increasing demand for network TV commercial time (coupled with its limited supply), advertisers will increase their interest in alternative media, specifically magazines and radio. This in turn might cause their respective C-P-M's to rise in the '80's at rates considerably in excess of those posted in the '70's. However, further complicating this picture are the potential effects of the 'emerging electronic technologies' (cable TV, superstations, etc.) and their cost implications for the industry."

Looking back at 1979 and comparing it with 1978, the study found "mixed" C-P-M trends among media:

"While increases generally paralleled CPI growth in 1978 (with the decided exception of spot TV and supplements), in 1979 only evening network TV and outdoor (both up 12%) exceeded the CPI rate of increase of 11%. However, this seems to be due more to an increase in the inflation rate (from 7.5% to 11%) than to any moderation in media C-P-M increases.

"Magazines, newspapers (both up 9%) and spot and network radio (up 5% and 6% respectively) all posted increases in 1979 similar to 1978. The television medium by itself, increasingly enough, presents a mixed picture. Spot TV, with no increase in 1978, was up 9% in 1979. Day

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and evening network TV, after posting increases of 8-9% in 1978, were up 5% and 12% respectively. Obviously, the two network daypart elements were subjected to different supply/demand pressures in large measure accounting for the differences in the C-P-M increases."

As for 1980, the report concludes, there is first the problem of inflation, and predicting what that will be "is almost like defining how high 'up' is." But if it is a repeat of 1979's 11% ("as the government is forecasting"), Bates says that "we expect spot TV, all the print media and outdoor cost efficiencies to somewhat parallel this rate of increase."

"Both network TV elements, due to 'special' demand pressures placed by the Olympics (assuming it takes place) and the presidential elections, should slightly outpace the CPI. Spot radio and network radio on the other hand, are expected to increase at roughly half the projected inflation rate." Specifically, the Bates projection anticipates C-P-M increases of 12% each for daytime and evening network television, 5% for spot radio and 6% for network radio.

The analysis makes no projections of 1980 national expenditures by media but estimates that between 1970 and 1979, spending in network TV rose 174%, in spot TV 134%, in spot radio 83%, in network radio 204%, in magazines 127%, in newspapers/supplements 134% and in outdoor 127%.

Bottom Line

Merger money. Initial dividends were declared by RCA's directors on both preference stock issues created for CIT merger; \$3.65 cumulative preference stock will get 61.16 cents a share dividend, \$2.12 cumulative convertible preference issue 35.61 cents a share. Dividends are prorated for period from Jan. 31, merger date, to March 31, and payable April 1 to holders of record March 14.

□

Zapped in sports. In reporting loss of \$1,758,000 for Turner Broadcasting System Inc. for nine-month period that ended last Sept. 30 (BROADCASTING, Jan. 14), Chairman R.E. (Ted) Turner pointed out that company's Atlanta baseball Braves had loss of \$2,874,000 in that period and that its association with Atlanta Chiefs was responsible for \$1,120,000 loss in that nine months. TBS also owns Atlanta basketball Hawks, but no breakdown was given on that franchise, which has enjoyed success.

□

Branching out. Acton Corp. has confirmed agreement to acquire International Foodservice Corp., institutional food distributor that lost over \$23 million since 1974, through stock trade with maximum value of \$175,000. Restructuring IFC's \$12.6 million debt and trimming losing operations will make it "a valuable addition," said Acton President Samuel J. Phillips. Acton's communications holdings include cable television systems ownership and management and woow(AM) Waterbury, Conn.

□

Money-seeker. ABC Radio division has formed new operating unit, National Market Development, which will focus on developing new revenue sources for company's owned radio stations and ABC Radio network. New group will report to Michael Hauptman, senior vice president, ABC Radio, and will be staffed by general manager, director and three national account managers to be named shortly. NMD will seek out co-op advertising revenues; advertising dollars from businesses not now using radio and funds from budgets using other media.

Jan 1, 1980

Storer Broadcasting Company

has completed the sale of the assets of radio station

WSPD

Toledo, Ohio

to

WSPD Incorporated

an affiliate of Wood Broadcasting, Inc.

*The undersigned initiated this transaction
and represented the seller in the negotiations*

**THE
TED HEPBURN
COMPANY** Cincinnati, Ohio

CBS 1979 profits up only slightly

Net income for CBS grew just 1% in 1979, and that improvement came only with the beneficial effects of a lower tax rate and a new accounting procedure. Pre-tax profits for the year were off by 4%. CBS reported its net as \$200,707,000, compared with \$198,079,000 in 1978. On a per-share basis, income was \$7.21, compared with \$7.15 the year earlier, up 1%. Revenues for the year were up 13%, to \$3,729,701,000 from \$3,290,052,000.

The company said its broadcast operations "showed exceptional strength in 1979," with all divisions of that group contributing to its 12% operating profit gain and 13% revenue gain. However, CBS also acknowledged that broadcasting profits "declined slightly" as a percentage of sales for the full year, "due to program cost increases." Broadcast revenues for the year were \$1.5 billion, profits \$253.6 million.

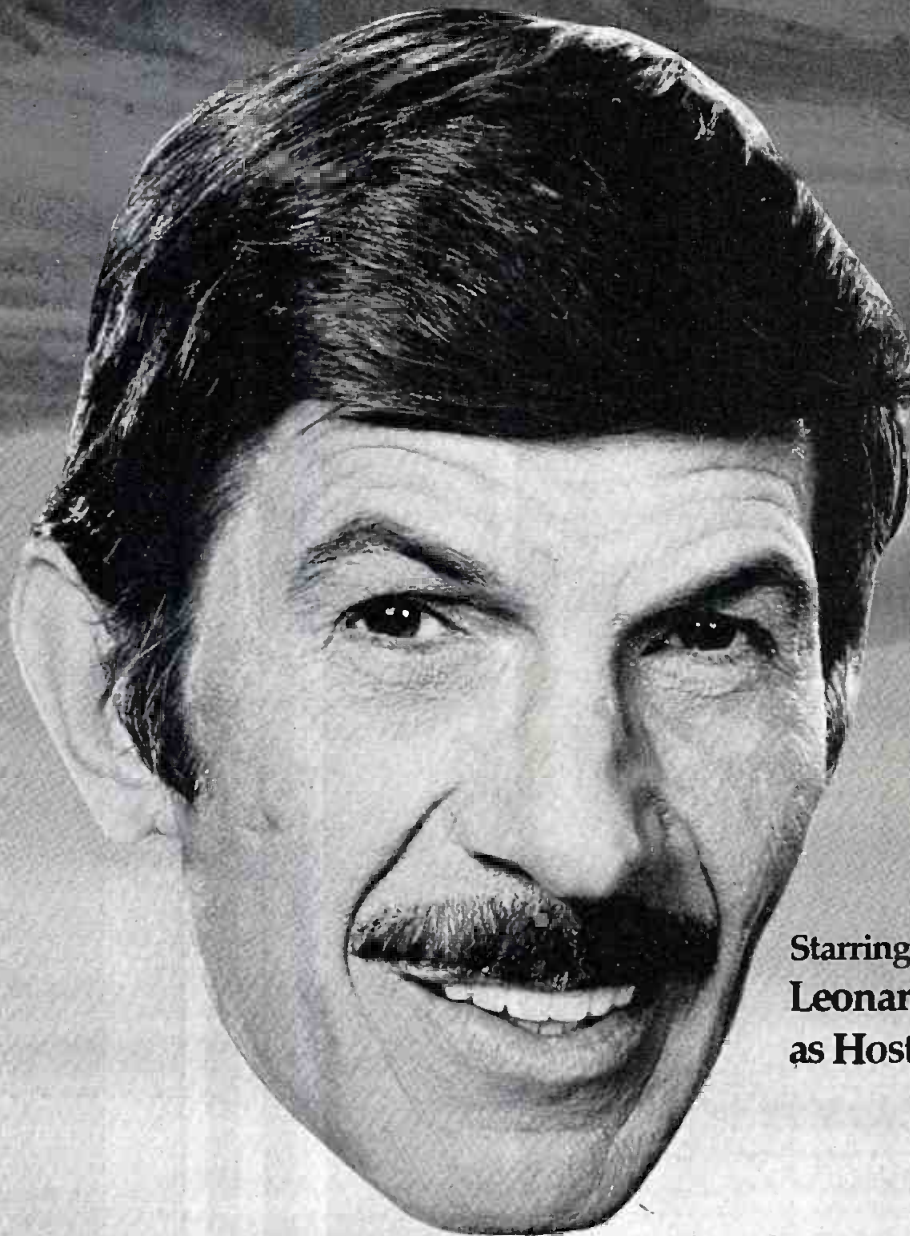
Fourth-quarter results showed a net income increase of 13%, to \$63,978,000 from \$56,496,000, on a 12% revenue gain from \$987,056,000 to \$1,109,572,000. Per share income for the quarter was also up 12%, to a record \$2.29 from \$2.04.

However, the fourth-quarter figures included a favorable effect on net income of \$3,598,000 from the capitalization of certain interest costs. Deducting that sum

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Company	Period/Ended	Revenues	Current and change				Year earlier		
			% Change	Net Income	% Change	Per Share	Revenues	Net Income	Per Share
Capital Cities.....	year 12/31/79	\$414,890,000	+ 12.9	\$63,758,000	+ 18.0	4.68	\$367,476,000	\$54,033,000	3.80
Charter Co.....	year 12/31/79	4,296,000,000	+110.0	365,338,000	+1468.8	14.83	2,046,000,000	23,288,000	1.17
Gannett Co.....	year 12/30/79	1,065,244,000	+ 8.7	134,081,000	+ 19.2	3.75	979,464,000	112,413,000	3.19
General Tire & Rubber.....	year 11/30/79	2,321,147,000	+ 4.1	81,726,000	- 29.2	3.44	2,230,040,000	115,519,000	4.87
Jefferson-Pilot.....	year 12/31/79	752,716,000	+ 9.8	100,022,000	+ 12.7	4.47	685,187,000	88,752,000	3.85
Knight-Ridder.....	year 12/31/79	979,919,000	+ 11.5	88,360,000	+ 11.5	2.69	878,875,000	76,756,000	2.34
Liberty Corp.....	year 12/31/79	272,275,000	+ 6.7	33,533,000	+ 8.4	2.56	255,216,000	30,940,000	2.30
Media General.....	year 12/31/79	280,643,000	+ 15.1	25,440,000	+ 43.7	3.42	243,699,000	17,972,000	2.40
MCI Communications.....	9 mo. 12/31/79	100,905,000	+ 48.6	8,138,000	+ 89.7	.10*	67,896,000	4,289,000	.15
MGM.....	3 mo. 10/30/79	129,324,000	- 9.8	15,320,000	- 41.1	.47	143,395,000	26,016,000	.80
Ogilvy & Mather.....	year 12/31/79	223,077,000	+ 22.8	13,473,000	+ 6.9	3.30	181,674,000	12,599,000	3.16
Scherling-Plough.....	year 12/31/79	1,480,383,000	+ 32.5	222,267,000	+ 14.9	4.12	1,116,972,000	193,629,000	3.62
Storer Broadcasting.....	year 12/31/79	170,357,000	+ 17.3	30,263,000	+ 57.8	2.93	145,206,000	19,171,000	1.95
Time Inc.....	year 12/31/79	2,504,080,000	+ 47.5	143,922,000	+ 14.5	5.15	1,697,585,000	125,742,000	5.61
Washington Post Co.....	year 12/31/79	593,262,000	+ 14.0	**29,468,000	- 40.7	1.89	520,398,000	49,720,000	3.06

*Drop in earnings per share reflect impact of preferred stock dividend requirement.

**Change in accounting procedure for selling subscriptions in magazine division required write-off of \$13.5 million and decreased 1979 profits by \$4.5 million.

from net income reduces growth to 6.9%.

In analyzing its operations for the year, the company said that "major unusual items" having an impact on profits included, on the upside, the sale of the syndication rights to its Cinema Center Films properties, (bought by Viacom) and the purchase (by Canadian Cablesystems) of an option to buy CBS's almost 20% interest in the Canadian cable system, Premier Cablevision. Unusual items on the

downside were foreign exchange losses and "unusually high legal fees, primarily for defending the U.S. government action alleging that CBS and the other networks violated the antitrust laws concerning prime-time entertainment programs."

While the CBS/Broadcast, Columbia and Publishing Groups were each said to have achieved record revenues and profits for the year, full year profits for the CBS/Records Group declined 46% from 1978.

CBS said that "reflected the year-long difficulties experienced by the entire U.S. recorded music industry." Revenues for the record operations increased 10%.

The largest buys the largest


J. Walter Thompson purchases PR firm, Hill & Knowlton, for \$28 million in stock and cash

J. Walter Thompson Co., New York, the nation's largest advertising agency, has reached an agreement in principle to acquire Hill & Knowlton, New York, the largest public relations firm in the world, for an estimated \$28 million in stock and cash.

In announcing the transaction, Don Johnson, chairman and chief executive officer of JWT, and Loet A. Velmans, president and chief executive officer of H & K, said the public relations firm would continue to operate independently. Johnson also stated that Thompson is in the process of reorganizing its corporate structure into a holding company to be called JWT Group Inc., which would be the parent company of Hill & Knowlton and of the agency's other advertising, PR, and communications businesses.

There has been a trend in recent years for large advertising agencies to acquire major public relations companies as a means of enlarging their range of services and encouraging growth. In 1978 Foote, Cone & Belding bought Carl Byoir & Associates, and last year Young & Rubicam bought Marsteller Inc., which includes the public relations firm, Burson-Marsteller. In 1979 Benton & Bowles purchased Manning, Selvage & Lee.

In 1978 Thompson had worldwide billings of about \$1.5 billion and gross income of \$229.7 million. Hill & Knowlton's estimated fee income last year was more than \$28 million.



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2/18/80

Changing Hands

PROPOSED

■ **WPIK(AM)** Alexandria-WXRA(FM) Woodbridge, both Virginia (Washington): Sold by Potomac Broadcasting Corp. to Metroplex Communications for \$4 million. Seller is owned by Carl L. Lindberg, who has no other broadcast interests. Buyer is owned by Norman Wain and Robert Weiss, equal partners, who also own KEZK(FM) St. Louis; WHYI(FM) Fort Lauderdale, Fla., and WWOK(AM) Miami. They have sold, subject to FCC approval, KOAX(FM) Dallas (BROADCASTING, Sept. 24, 1979). WPIK is 5 kw daytimer on 730 khz. WXRA is on 105.9 mhz with 50 kw and antenna 410 feet above average terrain. Broker: Cecil L. Richards Inc.

■ **KEZC(FM)** Carnelian Bay, Calif.: Sold by Lake Tahoe FM Inc. to Tahoe Wireless Co. for \$305,000. Seller is owned by Carroll Brock (51%); Charles Gratner (20%); Marvin Clapp, and Carl Auel (14½% each). Brock owns KNCO(AM) Grass Valley, Calif. He is also applicant for FM CP's in Grass Valley and Redding, both California. Auel is 50% owner of KEWQ(AM) Paradise, Calif. Gratner and Clapp have no other broadcast interests. Buyer is owned by Brian Fernée and Roger Riddell (35% each); Anthony Naish (20%) and John Schuyler (10%). Fernée, Riddell and Naish are partners in RNF Media Corp., media buying firm in Beverly Hills, Calif. Schuyler is Beverly Hills attorney. Fernée and Riddell own 45% each and Schuyler 10% of KHOT(AM)-KUUL(FM) Madera, Calif. KEZC is on 101.7 mhz with 1.25 kw and antenna 470 feet above average terrain. Broker: William A. Exline, Inc.

■ **KPGE(AM)** Page, Ariz.: Sold by Robert Holmes to Paranto Broadcasting for \$265,000. Holmes has no other broadcast interests. Buyer is owned by Stephan (60%) and John (40%) Paranto, brothers. They own separately Greeley, Colo., retail shoe stores. They have no other broadcast interests. KPGE is on 1340 khz with 1 kw day and 250 w night.

■ **KSRB(AM)** Hardy, Ark.: Sold by Glenwood Vance to Duo Broadcasting Inc. for \$225,000. Vance has no other broadcast interests. Buyer is owned by Robert Finlayson, Bill Trimble and Richard Unterborn (one-third each). Finlayson owns Salt Lake City advertising agency. Trimble and Unterborn are regional managers of TV Guide Magazine. They have no other broadcast interests. KSRB is daytimer on 1570 khz with 250 w.

■ Other proposed station sales include: WSHY-AM-FM Shelbyville, Ill., and KIEE(FM) Harrisonville, Mo. (See "For the Record," page 182.)

APPROVED

■ **KMNS(AM)-KSEZ(FM)** Sioux City, Iowa: Sold by Siouxland Broadcasting Inc. to Sentry Broadcasting Inc. for \$1,762,500.

Seller is subsidiary of Stuart Broadcasting Co., principally owned by James Stuart. Parent also owns KOEL-AM-FM Oelwein, Iowa; KSAL(AM)-KYEZ(FM) Salina, Kan.; KWTO-AM-FM Springfield, Mo., and KRGI-AM-FM Grand Island and KFOR(AM)-KFRX(FM) Lincoln, both Nebraska. Buyer is subsidiary of Sentry Insurance Co., mutual company, of Stevens Point, Wis. John W. Joanis is chairman of parent and Donald M. Colby is president of broadcasting subsidiary. Sentry also owns WXYQ(AM)-WSPT(FM) Stevens Point, WRJN(AM) Racine and WBIZ-AM-FM Eau Claire, all Wisconsin, and WTAX(AM)-WDBR(FM) Springfield and WRRR(AM) Rockford, both Illinois. KMNS is on 620 khz with 1 kw full time. KSEZ(FM) is on 97.9 mhz with 38 kw and antenna 280 feet above average terrain.

■ **KPHX(AM)** Phoenix: Sold by Riverside Amusement Park Co. to Continental Broadcasting Corp. of Arizona for \$650,000. Seller is owned by C.L. Hite, who has no other broadcast interests. Buyer is owned by Jose Molina, who has 8% interest in application to purchase KSBA-TV Guasti, Calif. Molina owns 50% of ULC Reps, Hollywood, station representative. KPHX is 1 kw daytimer on 1480 khz.

■ **KUKI(AM)-KALF(FM)** Ukiah, Calif.: Sold by Concerned Communications Corp. to Redwood Empire Broadcasting for \$600,000. Seller is principally owned by Cal Lawton, who also owns KOBO(AM) Yuba City, Calif. Buyer is owned by Theodore S. Storck (80%) and Rodney Pacini (20%). Storck owns CP's for new FM at Red Bluff, Calif., and new AM at Willits, Calif. Pacini is former sales manager at KUKI. KUKI is on 1400 khz with 1 kw day and 250 w night. KALF is on 103.3 mhz with 1.9 kw and antenna 1,840 feet above average terrain.

CABLE

■ **Georgia Cablevision Corp.**, Atlanta, Ga.: Sold by Cox Broadcasting Corp. to Cable Atlanta for \$5.5 million. Sale was closed on Feb. 7 after renegotiation of franchise agreement between Cable Atlanta and city of Atlanta, on Jan. 31. Transfer had been held up by charges that Cox had failed to live up to its franchise agreement (BROADCASTING, July 2, 1979, et seq.). Seller is Atlanta, Ga.-based publicly traded group owner of five AM's, seven FM's, five TV's and cable systems in 19 states serving over 720,000 subscribers. Atlanta cable system is one of several spin-offs in proposed \$460-million merger of Cox into General Electric Co. Buyer is owned by Cable America (80%) and group of Atlanta residents (20%). Cable America is wholly owned subsidiary of Cablecasting Ltd., Canadian MSO. Georgia Cablevision has 230 miles of plant and 12,000 subscribers.

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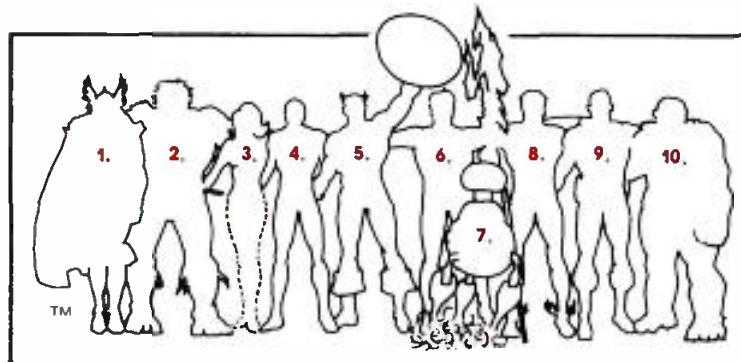
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*Source: Target Group Index Study.
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As compiled by BROADCASTING Feb. 4 through Feb. 8 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aural. 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 S-A—Scientific Atlanta. SL—studio location operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SH—specified hours. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New Stations

AM Applications

■ **Mishawaka, Ind.**—Mid-America Broadcasting Inc. seeks 910 khz, 1kw-full time. Address: 1129 North Hickory, South Bend, Ind. Estimated construction costs \$156,200; first year operating cost \$149,000; revenue \$188,000. Format: MOR. Principals: Ralph Gregory (63%) and Charles S. Hayes (37%). Starting Mid-America in Feb. 1977, they now own WCER-AM-FM Charlotte, Mich., WJVA(AM) South Bend, Ind. and have been granted CP for FM in Little Falls, Minn. Ann. Feb. 7.

■ **Willmar, Minn.**—Kandi Broadcasting Inc. seeks 1590 khz, 1kw-D. Address: Rt. 1 Box 250 Willmar 56201. Estimated construction costs \$110,434; first year operating cost \$107,400; revenue \$217,834. Format: C&W. Principals: Gerald Barber, Neil Nemmers, Dennis Stramer, Peter Kaluza, Rodney Thompson, and David Rose (16.67 each). Barber is sales rep. for WKLK(AM) Cloquet, Minn. Nemmers is Cloquet, realtor. Stramer owns and operates WKLK-AM-FM Cloquet. Kaluza is sales rep. for same. Thompson is Cloquet banker. Rose is one-third owner of Willmar motorcycle dealership. Besides Stramer, group has no other broadcast interests. Ann. Nov. 8, 1979.

■ **Monroe, N.C.**—Del Broadcasting seeks 1430 Khz, 2.5 kw-full. Address: 900-A Sunset Dr. Monroe, N.C. Estimated construction costs \$238,282; first quarter operating cost \$103,599; revenue \$120,000. Format: Pop. Principals: Donald Goodwin, W. Lee Simmons, Edward Bower (one-third, each). Simmons is consulting engineer. Simmons has minority interest in WPDJ(FM) Cheraw, S.C. which his family owns. Ann. Feb. 7.

■ **West Lake Hills, Tex.**—Scan Comm. Corp. seeks 1560 khz, 2.5 kw-D. Address: 1500 Austin National Bank Tower Austin Tex. 78701. Estimated construction costs \$336,542; first quarter operating cost \$45,447; revenue \$466,000. Format: MOR. Principal: Neal L. Spelce, Jr. (100%). Spelce owns advertising and public relations firm in Austin, Tex. He has no other broadcast interests. Ann. Feb. 7.

■ **Morton, Wash.**—Morton Radio Inc. seeks 1310 khz, 1 kw-D. Address: 2nd & Lester Dr. Morton 98356. Estimated construction costs \$45,560; first year operating cost \$20,000; revenue \$18,750. Format: C&W & Pop. Principal: James Baine (100%). Baine is veteran broadcaster who owns KMO(AM) Tacoma, Wash. He is minority stockholder of WEAU(AM)-WOJO-FM Evanston, Ill. Ann. Feb. 7.

AM Actions

■ **Pinehurst, N.C.**—Broadcast Bureau granted 107.1 AM 550 khz, 1 kw-D. Address: Corner of Long and Short Sts. Southern Pines, N.C. 28387. Estimated construction costs \$63,968; first quarter operating cost

\$4,000; revenue \$60,000. Format: Pop. Principal: William R. Gaston who also owns WIOZ(FM) Southern Pines, N.C. Action Dec. 1.

■ **Blountville, Tenn.**—ALJ Joseph Chachkin dismissed application of Morgan Broadcasting Co. for 1140 khz, 250 w-D. P.O. address: Box 2312, Knoxville, Tenn. 37901. Estimated construction cost \$25,380; first-year operating cost \$30,200; revenue \$96,000. Format: MOR. Principal: Harry J. Morgan, owner of WSKT(AM) Knoxville, and WSEB(AM)-WSKP(FM) Sebring, Fla. Action Jan. 30.

■ **St. Paul, Va.**—ALJ Joseph Chachkin granted Yearly Broadcasting 1140 khz, 1 kw-D. P.O. address: Route No. 1, Church Hill, Tenn. 37642. Estimated construction cost \$6,000; first-year operating cost \$38,360; revenue \$50,000. Format: C&W. Principals: David L. Yearly (75%) and Charles Philip Beal (25%). Beal owns 52% of WRGS(AM) Rogersville, Tenn. Yearly is sales manager there. Action Jan. 30.

■ **Enumclaw, Wash.**—ALJ Walter Miller granted Robert Reverman 1330 khz, 500 w-D. Address: 1506 Eastlake Ave. East, Seattle, Wash. 98102. Estimated construction costs \$43,363; first year operating cost \$48,000; revenue \$100,000. Format: Pop. Principal: Reverman owns Seattle advertising agency. He has no other broadcast interests. Action Dec. 4.

■ **Bremerton, Wash.**—ALJ Walter Miller denied Kip-Pen-Bro Corp. 1330 khz, 5 kw-D. P.O. address: Suite 409, 245 Fourth St. Bldg., Bremerton 98310. Estimated construction cost \$80,443; first-year operating cost \$153,840; revenue \$168,000. Format: Variety. Principals: Six stockholders, none with broadcast interests. All but two are involved in Washington state and city politics. Action Dec. 4.

FM Applications

■ ***Phoenix, Ariz.**—Arizona Board of Regents seeks 88.3 mhz, 100 kw, HAAT: 1612 ft. Address: Tempe, Ariz. 85281. Estimated construction cost \$282,335; first year operating cost \$209,600; revenue \$283,000. Format: educational. Principal: Arizona State University. Ralph Bilbey is president, Board of Regents. Ann. Feb. 7.

■ **Tahoe City, Calif.**—High Sierra Bdcg. Inc. seeks 96.5 mhz, 1.8 kw, HAAT: 2185 ft. Address: 3897 Market St. Ventura Calif. 93003. Estimated construction cost \$164,545; first quarter operating cost \$119,404; revenue \$240,000. Format: beautiful music. Principals: Robert Fox, Ira Laufer, David Loe (one-third each). Fox is president, financial officer and 47% owner of KVEN(AM)-KHAY(FM) Ventura, Calif. He is also vice president and 5% owner of KPRO(AM) Riverside Calif. Loe is vice president and 10% owner of KVEN(AM)-KHAY(FM) Ventura, Calif. He is also 43% owner of same, with 5% interest in KPRO(AM). He is also 35% owner of Laufer Co. Inc., Los Angeles, Calif. magazine publisher. Ann. Feb. 7.

■ **Silverton, Colo.**—Longhorn Communications seeks 103.9 mhz, 2.23 kw, HAAT: —2028 ft. Address: 29 North Slope; Union Gap Village, Clinton, N.J. 08809. Estimated construction cost \$35,500; first quarter operating cost \$16,200; revenue \$50,000. Format: MOR. Principals: Theresa Kessler (65%); William Howell (25%), and two others. Kessler is business manager of WBRW(AM) Somerville, N.J. Howell is owner Silverton, Colo., retail gift shop. They have no other broadcast interests. Ann. Feb. 7.

■ **Stonington, Conn.**—Shore Broadcasting seeks 102.3 mhz, 30 kw, HAAT: 279 ft. Address: Box AA Duxbury Mass. 02332. Estimated construction cost \$147,000; first quarter operating cost \$30,000; revenue \$125,000. Format: MOR. Principals: Georgia Blackmore and Carol Perry (50% each). Blackmore is public service director WATD(FM) Marshfield, Mass. Perry is economist and manager of Research Dept. Blue Cross/Blue Shield Boston, Mass. Perry's husband Edward is principal owner of WATD(FM) Marshfield, WGFP Webster, both Massachusetts and WRTT Vernon, Conn. Ann. Feb. 7.

■ **Stonington, Conn.**—Stonington Mystic Bdcg. seeks 102.3 mhz, 3 kw, HAAT: 260 ft. Address: Redwood

Rd., Sag Harbor, N.Y. 11963. Estimated construction cost \$119,600; first-quarter operating cost \$40,000; revenue \$10,000. Format: Pop. Principals: J. Russell Patterson (50%); Robert King (40%); Paul Weinstein (10%). Patterson is field manager for Long Island vacuum cleaner company. King is president of Montauk Caribbean Airways Inc., Easthampton, N.Y. commuter airline. Weinstein is executive vice president and general manager of WLNG-AM-FM Sag Harbor, N.Y. King owns 52% of WLNG-AM-FM. Ann. Feb. 7.

■ ***Owensboro, Ky.**—Kentucky Wesleyan College seeks 90.3 mhz, 5 kw, HAAT: 73 ft. Address: 3000 Frederica St. Owensboro. 42301. Estimated construction cost \$29,600; first quarter operating cost \$5,000; revenue \$32,000. Format: educational. Principal: An educational non-profit institution. Dr. Luther W. White is president. Ann. Feb. 7.

■ **Port Sulphur, La.**—Mariners Radio Relay Co. Inc. seeks 106.7 mhz, 25 kw, HAAT: ft. Address: 6645 Evergreen Dr., Miramar, Fla. 33023. Estimated construction cost \$106,020; first quarter operating cost \$27,195; revenue \$180,000. Format: Contemporary. Principals: B. Eric Rhoads, Gerald Clifton; Worldmark Corp. (one-third each). Rhoads and Clifton are partners in New World Communications Co., a Ft. Lauderdale, Fla. programming consultancy firm. Dr. Dean Rhoads (B. Eric's father) is principal owner of Worldmark, Ft. Wayne, Ind., holding company. They have no other broadcast interests. Ann. Dec. 15, 1979.

■ **Montevideo, Minn.**—Western Minnesota Stereo Inc. seeks 105.5 mhz, 3 kw, HAAT: 297 ft. Address: Box 550 Webster City, Iowa 50595. Estimated construction cost \$30,940; first quarter operating cost \$11,241; revenue \$165,000. Format: MOR. Principals: Glenn Olson and Jerald Hennen (50% each). Olson is veteran broadcaster who owns KQWC-AM-FM and Webster City Cablevision both Webster City, Iowa. He has bought subject to FCC approval KDOM-AM-FM Windom, Minn. (See Broadcasting Feb. 11). Hennen is manager of KQWI(FM) Clarinda, Iowa, which he and Olson own jointly. Ann. Nov. 15.

■ **McCook, Neb.**—Jerrrell Kautz seeks 103.1 mhz, 3 kw, HAAT: 158 ft. Address: 1015 5th Ave. No. 4 Holdrege, Neb. 68949. Estimated construction cost lease; first quarter operating cost \$1,350; revenue \$45,000. Format: Pop. Principal: Kautz is employed with NTV Network, Kearny, Neb., licensee of KHGI-TV Kearny. He has no other broadcast interests. Ann. Nov. 15.

■ ***Concord, N.H.**—Granite State Public Radio seeks 89.1 mhz, 50 kw, HAAT: 24 ft. Address: 77 N Main St. Concord, N.H. 03301. Estimated construction cost \$206,180; first year operating cost \$195,500; Format: educational. Principal: A non profit organization. Graham Chynoweth is chairman. Ann. Feb. 7.

■ ***Bismark, N.D.**—Prairie Public TV Inc. seeks 90.5 mhz, 100 kw, HAAT: 1250 ft. Address: 4500 South Univ. Dr. Fargo, N.D. 58103. Estimated construction cost \$257,301; first year operating cost \$172,800; revenue \$2,069,011. Format: educational. Principal: Non-profit organization. Dennis Falk is president. Ann. Feb. 7.

■ ***Cambridge, Ohio**—Buckeye Broadcasting Inc. seeks 91.7 mhz, 50 kw, HAAT: 1,318 ft. Address: P.O. 429 Cambridge 43725. Estimated construction cost \$541,800; first year operating cost \$225,000; revenue none. Format: Educational. Principal: a non-profit educational organization. Boyer Simcox is president. Ann. Feb. 7.

■ **Duncan, Okla.**—R&R Broadcasting seeks 96.7 mhz, 3 kw, HAAT: 300 ft. Address: 2728 N.W. 39th Exp. (P.O. 20744) Oklahoma City, Okla. 73120. Estimated construction cost \$73,238; first quarter operating cost \$20,548; revenue \$125,000. Format: MOR. Principals: Ronald Bryant (51.95%), Ed Monray (3.7%) and eight others. Bryant is sales rep. for KKNQ(FM) Oklahoma City. Monray is Veteran broadcaster who owns KTMCA(AM) McAlester, Okla. Monray's KTMCA is only other broadcast interest of group. Ann. Nov. 15, 1979.

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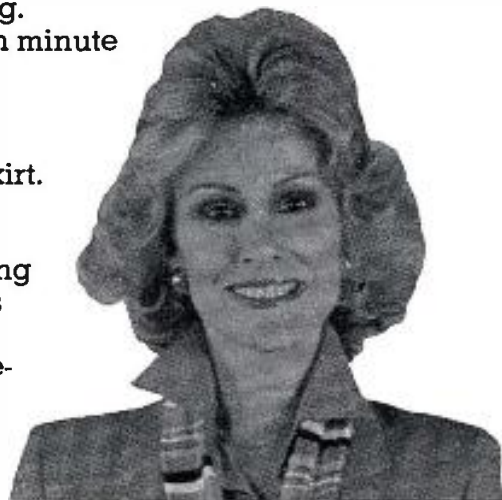
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"Coffey Break" mini-programs will be available in September, 1980 in packages of 130, 90-second programs. That's 5 weekly segments over 26 weeks—just in time for you to put together a new look for your fall, 1980 TV season.



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YOU & THE LAW

with Paul J. Levine

Paul Levine is a commanding young trial attorney who doesn't have to prove anything. The facts speak for themselves: Paul Levine's "You & the Law" received accolades at the RTNDA meeting in September of 1979. For more than a year, Paul tested this format on WPLG in Miami, where the series was a long-standing, popular success.

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"You & the Law" is now available as 39, 60-second mini-programs. That's 3 weekly segments over 13 weeks.

And Paul Levine and Newsweek are already preparing briefs for the next series package of "You & the Law."



"America has the best food in the world," says Burt Wolf. As host of the hot "What's Cookin'," Burt sets out to prove that there is more to American cuisine than the hamburger. Traveling all over the country, Burt shows how to prepare quick, simple dishes that reflect the rich ethnic heritage of America. Things like Indian Pudding the way they do it up in New England. And an authentic corn bread recipe from Ohio. Of course, everything Burt makes is based on his principles of pure, nutritious food that is economical, easy and fun to prepare.

Burt also offers tips on what kinds of kitchen utensils you do and don't need, hints on smart shopping, and how to sharpen a knife so it stays sharp—all served up in a way that never makes for a dull moment. Just like People Magazine says, "What's Cookin'" is 20 times quicker than the Galloping Gourmet."

"What's Cookin'" has been on the air since last October and is seen in more than 40% of the country.

"What's Cookin'" is available in helpings of 130, 90-second mini-programs. That's 5 weekly segments over 26 weeks.

And Burt's already whipping up new ideas for the next series package of "What's Cookin'."

What's Cookin'
with Burt Wolf



Newsweek® We make the most of a minute.

■ **Ripley, W.Va.**—Randy Jay Comm. Corp. seeks 98.3 mhz, 3 kw, HAAT: 300 ft. Address: 5 Lynnwood Dr. Vienna W.Va. 26105. Estimated construction cost \$80,600; first year operating cost \$23,525; revenue \$200,000. Format: Contemporary. Principal: Calvin Dailey Jr. (100%), who is veteran broadcaster and owner of WADC(AM)-WIBZ(FM) Parkersburg, W.Va. He also owns 50% of WLIT(AM) Steubenville, Ohio.

■ **Powell, Wyo.**—Broadcast Enterprises seeks 92.9 mhz, 100 kw, HAAT: 1855 ft. Address: P.O. 968 Powell 82435. Estimated construction cost \$90,000; first year operating cost \$43,500; revenue \$60,000. Format: MOR. Principals: William Mack (97.4%) and Arthur Brooks (5.26%). Mack is Cody, Wyo., realtor. Brooks is station manager of KPOW(AM) Powell of which Broadcast Enterprises is the licensee. Ann. Nov. 15, 1979.

FM Actions

■ ***Greenville, N.C.**—Broadcast Bureau granted E. Carolina Univ. Media Board 91.3 mhz, 1 kw, HAAT: 134 ft. Address: Mendenhall Student Center, E. Carolina Univ., Greenville 27834. Estimated construction cost \$19,255; first year operating cost \$13,195; revenues \$19,350. Format: educational. Principal: Applicant is an extension of Univ. of North Carolina, private university. James Tucker is dean of student affairs at East Carolina. Action Dec. 4, 1979.

■ ***Philadelphia, Pa.**—Broadcast Bureau granted West Philadelphia Educational Broadcasting Corp. 88.1 mhz, .01 kw HAAT: 118 ft. Address: 815 S. 48th St. Philadelphia Pa. Estimated construction cost \$5,852; first year operating cost \$1,000; revenue \$7,000. Format: educational. Principal: A non-profit educational organization. David Bauman is president. Action Dec. 4, 1979.

■ **Aberdeen, Wash.**—Broadcast Bureau granted KBKW Inc. 99.3 mhz, 3 k2, HAAT: —16.5 ft. Address: 701 East Heron, Aberdeen 98520. Estimated construction cost \$30,728 first-year operating cost \$6,000; revenue \$20,000. Format: country. Principals: John R. DiMeo (75%) and Don L. Downing (25%). DiMeo is broadcast management consultant and, with Downing, owner of real estate investment company in Aberdeen, Wash. They also own, with same percentages, KXLE-AM-FM Ellensburg, Wash., and KBKW(AM) Aberdeen. Action Nov. 2, 1979.

Ownership Changes

Applications

■ **KPGE(AM) Page, Ariz.** (AM: 1340 khz, 1 kw-D) —Seeks assignment of license from Robert D. Holmes to Paranto Broadcasting for \$265,000. Holmes has no other broadcast interests. Buyers: Stephan (60%) and John (40%) Paranto, who are brothers. They own separately (one each) two Greeley, Colo., retail shoe stores. They have no other broadcast interests. Ann. Feb. 6.

■ **KSRB(AM) Hardy, Ark.** (AM: 1570 khz, 250 w-D) —Seeks transfer of control of Vance Broadcasting Inc. from Glenwood Vance (100% before; none after) to DUO Broadcasting Inc. (none before; 100% after).

Consideration: \$225,000. Principals: Vance has no other broadcast interests. Buyer is owned by Robert Finlayson, Bill Trimble, and Richard Unterborn (one third each). Finlayson owns Salt Lake City advertising Agency. Trimble is regional manager (Milwaukee and San Francisco offices) of Triangle Publications Inc.'s TV Guide Magazine. Unterborn is regional manager (Salt Lake City, Cleveland and Chicago offices), also for TV Guide Magazine. They have no other broadcast interests. Ann. Feb. 6.

■ **KEZC(FM) Carnelian Bay, Calif.** (101.7 mhz; 1.25 kw) —Seeks assignment of license from Lake Tahoe FM Inc. to Tahoe Wireles Co., Inc. for \$305,000. Seller: Carroll Brock (51%); Charles Grater (20%); Marvin Clapp and Carl Auel (14½% each). Brock owns KNCQ(AM) Grass Valley, Calif. He is also applicant for FM CP's in Grass Valley and Redding, both California. Auel is 50% owner of KEWQ(AM) Paradise, Calif. Buyer: Brian Fernee and Roger Riddell (35% each); Anthony Naish (20%), and John Schuyler (10%). Riddell, Fernee, and Naish are partners (50%, 24% and 24% respectively) in RNF Media Corp. Inc., media buying firm in Beverly Hills, Calif. Schuyler is Beverly Hills, attorney. Fernee and Riddell own 45% (each) and Schuyler 10% of KHOT(AM)-KUUL(FM) Madera, Calif. Ann. Feb. 11.

■ **WSHY-AM-FM Shelbyville, Ill.** (AM: 1560 khz, 500 w-D; FM: 104.9 mhz, 3 kw) —Seeks transfer of control of Shelbyville Bdcg. Co. from Donald Cutts and William Beach (75% before; none after) to Leonard and Vicent Weishaar (25% before; 100% after). Consideration: \$30,000. Principals: Cutts (47.5% before) and Beach (27.5% before) have no other broadcast interests. Weishaar Brothers own farming and rental properties in Teutopolis, Ill. They are equal partners and have no other broadcast interests. Ann. Feb. 4.

■ **KIEE(FM) Harrisonville, Mo.** (FM: 100.7 mhz, 26 kw) —Seeks transfer of control of KIEE FM, Inc. from Arnold and Verla Wilson (100% before; none after) to Professional Communications (none before; 100% after). Consideration: \$161,452. Principals: The Wilsons (husband and wife) have no other broadcast interests. Buyers: Donald Munson (98%); John Larsh and Dominica DiMaria (1% each). Munson owns San Antonio, Tex., commercial mortgage business. Larsh is announcer for KFI(AM) Los Angeles, Calif. DiMaria is employee with apartment management firm, San Antonio, Tex. They have no other broadcast interests. Ann. Feb. 4.

■ **WPIK(AM) Alexandria-WXRA(FM) Woodbridge, both Virginia** (AM: 730 khz, 5 kw-D; FM: 105.9 mhz, 50 kw) —Seeks assignment of license from Potomac Broadcasting Corp. to Metropex Communications for \$4 million. Seller: Carl Lindberg who has no other broadcast interests. Buyer: Norman Wain and Robert Weiss (50% each). They own KEZK(FM) St. Louis. WHYI(FM) Ft. Lauderdale, Fla., and WWOK(AM) Miami. They have sold, subject to FCC approval, KOAX(FM) Dallas (BROADCASTING, Sept. 24, 1979). Ann. Feb. 11.

Actions

■ **KPHX(AM) Phoenix, Ariz.** (1480 khz, 1 kw) —Broadcast Bureau granted assignment of license from

Riverside Amusement Park Co. Inc. to Continental Broadcasting Corp. of Ariz. Inc. for \$650,000. Seller is owned by C.L. Hite. He has no broadcast interests. Buyer is owned by Jose Molina who has 50% interest in applicant for new FM in Ventura, Calif., and 8% interest in applicant to purchase UHF ch. 46 in Guasti, Calif. Action Jan. 30.

■ **KUKI(AM)-KALF(FM) Ukiah, Calif.** (AM: 1400 khz, 1 kw-D, 250 w-N; FM: 103.3 mhz, 1.9 kw) —Broadcast Bureau granted assignment of license from Concerned Communications Corp. to Redwood Empire Broadcasting for \$600,000. Seller is principally owned by Cal Lawton, who also owns KOBQ(AM) Yuba City, Calif. Buyer is owned by Theodore S. Storck (80%) and Rodney Pacini (20%). Storck owns CP's for new FM at Red Bluff, Calif. and new AM at Willis, Calif. Pacini is former sales manager at KUKI. Ann. Nov. 21. Action Jan. 30.

■ **KMNS(AM)-KSEZ(FM) Sioux City, Iowa** (AM: 620 khz; 1 kw; FM: 97.7 mhz, 38kw) —Broadcast Bureau granted assignment of license from Siouxland Broadcasting Inc. to Sentry Broadcasting Inc. for \$1,762,500. Seller is subsidiary of Stuart Broadcasting Co., principally owned by James Stuart. Parent also owns KOEL-AM-FM Oelwein, Iowa; KSAL(AM)-KYEZ(FM) Salina, Kan.; K WTO-AM-FM Springfield, Mo., and KRGI-AM-FM Grand Island and KFOR(AM)-KFRX(FM) Lincoln, both Nebraska. Buyer is subsidiary of Sentry Insurance Co., mutual company, of Stevens Point, Wis. John W. Joanis is chairman of parent and Donald M. Colby is president of broadcasting subsidiary. Sentry also owns WXYQ(AM)-WSPT(FM) Stevens Point, Wis.; WRJN(AM) Racine and WBIZ-AM-FM Eau Claire, all Wisconsin, WTAX(AM)-WDBR(FM) Springfield, and WRRR(AM) Rockford, both Illinois. Action Jan. 30.

■ **KQDI(AM)-KOOZ(FM) Great Falls, Mont.** (AM: 1540 khz, 1 kw-D, 250 w-N; FM: 106.3 mhz, .75 kw) —Broadcast Bureau granted transfer of control of Sun River Broadcasting from Thomas Ingstad (59% before; none after) to Wayne Lockhart (41% before; 100% after). Consideration: \$100,750. Principals: Ingstad owns KKXL(AM)-KKDQ(FM) Grand Forks, N.D. He also owns 25% of KOVC(AM) Valley City, N.D., KWAD(AM)-KKWS(FM) Wadena, KBMW(AM)-KKWB(FM) Breckenridge, both Minnesota and KKRC(AM) Sioux Falls, S.D. Lockhart has been vice president, general manager and minority stockholder of stations since August, 1979. He has no other broadcast interests. Action Feb. 8.

■ **WLOW-AM-FM Aiken, S.C.** (AM: 1300 khz, 500 kw-D; FM: 95.9 mhz, 3 kw) —Broadcast Bureau granted assignment of license from Briar Creek Broadcasting Inc. to Air South Broadcasting Co. for \$375,000. Seller is principally owned by A. Mills Fitzner who has purchased WHGI/WAUG-FM Augusta, Ga. pending FCC approval. Buyer is owned equally by John F. Foskett and wife Diane M. Foskett, who have just recently formed Air South to own and operate stations. They have no other broadcast interests. Action Jan. 30.

■ **WCMT-AM-FM Martin, Tenn.** (AM: 1410 khz, 1 kw-D; FM: 101.7 mhz, 3 kw) —Broadcast Bureau granted assignment of license from Jones T. Sudbury to Thunderbolt Broadcasting Co. for \$420,000. Sudbury has no other broadcast interests. Buyer is owned by Harold T. Brundige (80%) and Ernest H. Youngblood (20%). Brundige is Martin attorney and businessman; Youngblood is general manager of stations. Action Jan. 30.

■ **WPVU-AM-FM Pulaski, Va.** (AM: 1580 khz, 5 kw-D; FM: 107.1 mhz, 2.85 kw) —Broadcast Bureau granted transfer of control of Pulaski Broadcasting Corp. from John A. Columbus (100% before; none after) to Richard J. Fraser (none before; 100% after). Consideration: \$385,000. Columbus has no other broadcast interests. Fraser is clergyman in Indianapolis. He has no other broadcast interests. Action Jan. 30.

■ **KDFL(AM) Sumner-Puyallup, Wash.** (AM: 1560 khz, 250 W-D) —Broadcast Bureau granted assignment of license from Puget Sound Broadcasting Corp. to Southsound Communications Inc. for \$205,000. Seller: William Crews (51%) and wife Freda (49%) who have no other broadcast interests. Buyer: Martin Durkan (25%); Garney St. Germain, Richard Boyle, Sidney Synder and Leroy Welcome (15% each). Durkan is lawyer in Seattle, Wash. St. Germain is president of Renton, Wash., fertilizer Co. Boyle is vice president and general manager of Seattle electronics firm. Snyder is supermarket owner. Welcome is owner of Redmond, Wash., construction company. Snyder has minority interest in KYAC(AM) Seattle. The rest

Summary of broadcasting

FCC tabulations as of Dec. 31, 1979

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,528	3	28	4,559	93	4,652
Commercial FM	3,106	2	47	3,155	176	3,331
Educational FM	1,011	0	27	1,038	87	1,125
Total Radio	8,645	5	102	8,752	356	9,108
Commercial TV						
VHF	514	1	2	517	8	525
UHF	221	0	8	229	60	289
Educational TV						
VHF	99	1	5	105	5	110
UHF	154	2	6	162	4	166
Total TV	988	4	21	1,013	77	1,090
FM Translators	279	0	0	0	152	431
TV Translators						
UHF	1,223	0	0	1,223	388	1,611
VHF	2,467	0	0	2,467	213	2,680

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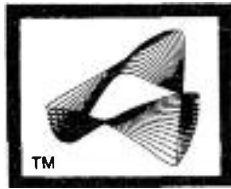


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- **827,000 more homes
than Network Owned Station 2**
- **841,000 more homes
than Network Owned Station 3**
- **1,660,000 more homes than
the nearest independent station**



Source: Nielsen Station Index, Chicago
November, 1979
Station Total Household Weekly Cumulative Audience
Sunday-Saturday, 7:00 A.M.-1:00 A.M.
Data subject to qualifications listed in report.

Facilities Changes

AM Applications

- **KJLA(AM)** Kansas City, Mo.—Seeks CP to increase daytime power to 5 kw (1 kw critical hours). Ann. Feb. 7.
- **WATS(AM)** Sayre, Pa.—Seeks CP increase power to 5 kw. Ann. Feb. 7.
- **WDKN(AM)** Dickson, Tenn.—seeks CP increase power to 5kw. Ann. Feb. 7.
- **KBSN(AM)** Crane, Tex.—seeks CP to change hours of operation to unlimited by adding nighttime service with 500w, DA-N make changes in ant. sys. Ann. Feb. 7.
- **KBFW(AM)** Bellingham-Ferndale, Wash.—seeks CP to change hours of operation to unlimited by adding nighttime service with 1kw DA-N make changes in ant. sys. Ann. Feb. 7.

AM Actions

- **KHOW(AM)** Denver, Colo.—Granted mod. of CP to make changes in ant. sys.; changing TL to: 120th Avenue, 2000 ft. E. of Holly Street, Thornton, Colo., changing daytime and nighttime and patterns; condition (BMP-790502AG). Action Jan. 29.
- **WKIZ(AM)** Key West, Fla.—Granted CP to make changes in MEOV's, condition (BP-21,175). Action Jan. 29.
- **KBAB(AM)** Indianola, Iowa—Granted mod. of CP to make changes in antenna system (decrease height of tower to 160 ft.), (BMP-790927A1). Action Jan. 29.
- **KICS(AM)** Hastings, Neb.—Granted CP to make changes in ant. sys. (increase height of tower to 244 ft.), conditions (BP-791024AF). Action Jan. 29.

FM applications

- ***KESP(FM)** Eureka Springs, Ark.—seeks CP to increase ERP 100 w, HAAT 269 ft. Ann. Feb. 7.
- ***WMPH(FM)** Wilmington, Del.—seeks CP to increase ERP 100 w, HAAT 143 ft. Ann. Feb. 7.
- ***WHCJ(FM)** Savannah, Ga.—seeks CP to increase ERP 1.5 kw HAAT 144 ft.; change TL to Wright Hall, next to water tower, Savannah, Ga. Ann. Feb. 7.
- ***KIGC(FM)** Oskaloosa, Iowa—seeks CP to increase ERP 230 w HAAT 123 ft. Ann. Feb. 7.
- ***WESN(FM)** Bloomington, Ill.—seeks CP to increase ERP 122 w HAAT 100 ft. Ann. Feb. 7.
- ***WWQC(FM)** Quincy, Ill.—seeks CP to increase ERP 111 w HAAT 711.5 ft. Ann. Feb. 7.
- ***KVCO(FM)** Concordia, Kan.—seeks CP to increase ERP 126.5 kw HAAT 77.17 ft. Ann. Feb. 7.
- ***KGRM(FM)** Grambling, La.—seeks CP to increase ERP 100 w HAAT 139 ft. Ann. Feb. 7.
- ***KLPI(FM)** Ruston, La.—seeks CP to increase ERP 10 kw HAAT 111 ft.; change TL press box to Aillet Stadium, Louisiana Tech, Univ., Ruston, La. Ann. Feb. 7.
- ***WIQH(FM)** Concord, Mass.—seeks CP to in-

crease ERP 100 w, HAAT 27 ft. Ann. Feb. 7.

- ***WDBY(FM)** Duxbury, Mass.—seeks mod. of CP to increase ERP 10/w; HAAT 186 ft.; change TL to Enterprise Dr. in the Marshfield Industrial Park, Marshfield, Mass. Specify SL&RC: 440 Plain St., Marshfield, Mass. Ann. Feb. 7.
- ***WCHC(FM)** Worcester, Mass.—seeks CP to increase ERP 100 w, HAAT minus 8 ft. Ann. Feb. 7.
- ***WRPS(FM)** Rockland, Mass.—seeks CP to change freq to 88.3 mhz; increase ERP 106 w; HAAT 139 ft. Ann. Feb. 7.
- ***WGNR(FM)** Grand Rapids, Mich.—seeks CP to increase ERP 3 kw H&V, HAAT 171 ft. Ann. Feb. 7.
- ***KUMM(FM)** Morris, Minn.—seeks CP to increase ERP 223 w, HAAT 57 ft. Ann. Feb. 7.
- ***KRCU(FM)** Cape Girardeau, Mo.—seeks CP to increase ERP 125.6 w; HAAT 268.4 ft. Ann. Feb. 4.
- ***KGSP(FM)** Parkville, Mo.—seeks CP to change TL east of hwy 45, near Riss Lake, Parkville, Mo., increase ERP 110 w, HAAT 350 ft. Ann. Feb. 7.
- ***KRNU(FM)** Lincoln, Neb.—seeks CP to increase ERP 100 w. Ann. Feb. 7.
- ***WPEA(FM)** Exeter, N.H.—seeks CP to increase ERP 10 w, HAAT 31.5 ft. Ann. Feb. 7.
- ***WHPH(FM)** Hanover, N.J.—seeks CP to change frequency to 90.5 mhz; ERP 100 w; HAAT minus 3 ft. change TL: Mountain Way School, 500 ft. N. of intersection of Mountain Way and Granniss Ave., Morris Plains, N.J. (Share time with WJSV(FM) Morristown, N.J.) Ann. Feb. 7.
- ***WRPR(FM)** Mahwah, N.J.—seeks CP to increase ERP 100 w; HAAT minus 64 ft. Ann. Feb. 7.
- ***WJSV(FM)** Morristown, N.J.—seeks CP to increase ERP 100 w; HAAT minus 3 ft.; change TL: Mountain Way School 500 ft. N. of intersection of Mountain Way and Grandiss Ave., Morris Plains, N.J. Ann. Feb. 7.
- ***WALF(FM)** Alfred, N.Y.—seeks CP to increase ERP 205 w; HAAT minus 20 ft. and make changes in ant. sys. Ann. Feb. 7.
- ***WLOZ(FM)** Wilmington, N.C.—seeks CP to increase ERP 113 w; HAAT 109 ft. Ann. Feb. 7.
- ***KNJD(FM)** Enid, Okla.—seeks CP to change TL: ten miles N.W. of Enid on State Rd. 132, Okla.; increase ERP 100 kw; HAAT 449 ft. H&V; make changes in ant. sys. Ann. Feb. 7.
- ***KLCC(FM)** Eugene, Ore.—seeks CP to increase ERP 3 kw; HAAT 749 ft. Ann. Feb. 7.
- ***WFSE(FM)** Edinboro, Pa.—seeks CP to change frequency to 88.9 mhz; ERP 3 kw, HAAT ft.; change TL: Interstate Rt 79 and Pa. Rt 6N, Edinboro, Pa. Ann. Feb. 7.
- ***WTGP(FM)** Greenville, Pa.—seeks CP to increase ERP 114 w; HAAT minus 6 ft. Ann. Feb. 7.
- ***WNTF(FM)** Mansfield, Pa.—seeks CP to increase ERP 113 w; HAAT minus 344 ft. Ann. Feb. 7.
- ***WTTU(FM)** Cookeville, Tenn.—seeks CP to increase ERP 2.25 kw; HAAT 168 ft. Ann. Feb. 7.
- ***KBWC(FM)** Marshall, Tex.—seeks CP to increase ERP 133.6 w, HAAT 105 ft. Ann. Feb. 7.
- ***WDCE(FM)** Richmond, Va.—seeks CP to increase ERP 100 w; HAAT 86 ft. Ann. Feb. 7.
- ***KUGS(FM)** Bellingham, Wash.—seeks CP to in-

crease ERP 100 w; HAAT 260 ft. Ann. Feb. 7.

- ***KCED(FM)** Centralia, Wash.—seeks CP to increase ERP 600 w; HAAT: 128.50 ft. Ann. Feb. 7.
- ***KEWC(FM)** Cheney, Wash.—seeks CP to change frequency 89.5 mhz; ERP 57.64 w; HAAT 273 ft. Ann. Feb. 7.
- **KONA-FM** Kennewick, Wash.—seeks CP to change SL to: 2823 W. Lewis St., Pasco, Wash.; change trans.; change ant. sys. Ann. Feb. 7.
- ***KCMU(FM)** Seattle, Wash.—seeks CP to increase ERP 182 w; HAAT 172 ft. Ann. Feb. 7.
- ***KSFC(FM)** Spokane, Wash.—seeks CP to increase ERP 100 w; HAAT minus 1819.7 ft. Ann. Feb. 7.
- ***KWRS(FM)** Spokane, Wash.—seeks CP to increase ERP 100 w. Ann. Feb. 7.
- ***WVBC(FM)** Bethany, W. Va.—seeks CP to increase ERP 1.08 kw; HAAT 411 ft.; change TL: state rt 88, 1.6 miles NE Rt. 88 & 67 intersection, Bethany, W. Va. Ann. Feb. 7.

FM Action

- **WPFR(FM)** Terre Haute, Ind.—granted CP to increase in ERP to 50 kw (H&V), (BPH-791107AA). Action Jan. 29.

In Contest

Procedural Rulings

- **WCEV(AM)** Cicero, Ill.—FCC has granted request by Migala Enterprises, Inc., permittee of WCEV(AM) Cicero, Ill., and waived Section 73.1130(a) of its rules through Jan. 31, 1981, to extent of excluding live ethnic-oriented programming from majority of programming originating at Migala's main studio. Since ethnic producers must keep extensive collections of records, tapes and other materials, it is simpler for them to operate from their own studios and hook up to station trans. via telephone broadcast lines. FCC said waiver would facilitate broadcast of specialized programming as well as increase programming diversity in Cicero area. It pointed out, however, that waiver did not relieve Migala of its primary obligation to serve Cicero. Action Jan. 30.
- **Canton, Ohio**—FCC is seeking court order to compel Rev. James O. Bakker, president of PTL Television Network (PTL), Charlotte, N.C., to comply with FCC subpoena for documents and testimony in connection with FCC's investigation of station WJAN(TV) Canton, Ohio. FCC began its investigation of WJAN in March 1979, after receiving information that station may have violated FCC rules by broadcasting misleading or deceptive statements concerning fund raising for particular projects or purposes. FCC regulations permit solicitation of funds so long as they are used for purposes stated on the air. Action Feb. 4.

Fines

- **KCAL(AM)** Redlands, Calif.—Notified of apparent liability for forfeiture of \$300 for repeated violation of Section 73.47(a) of rules (failure to make equipment performance measurements at least once each calendar year). Action Jan. 29.
- **KGHM(AM)** Brookfield, Mo.—Notified of apparent liability for forfeiture of \$1,350 for repeated violation of Sections 73.47(a), 73.93(e)(3) and 73.67(a)(5) of rules, including failure to make equipment performance tests between Aug. 1976 and March 1979. Action Jan. 29.
- **KXGN-TV** Glendive, Mont.—Notified of apparent liability for forfeiture of \$500 for repeated violation of Section 73.676(f)(3) of the rules (failure to observe the vertical interval test signals (VITS) every three hours as required on May 1-9, 1979). Action Jan. 29.
- **KGYN**, Guymon, Okla.—Notified of apparent liability for forfeiture of \$500 for repeated violation of Section 73.93(a) of rules (at the time of inspection the operator in charge of transmitting system did not hold an appropriate radio operator license). Action Jan. 29.

Allocations

Petition

- **Bloomington, Ind.**—Owen Valley Broadcasters, Inc.

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Licensed Securities Dealers
Underwriting — Financing

Cincinnati

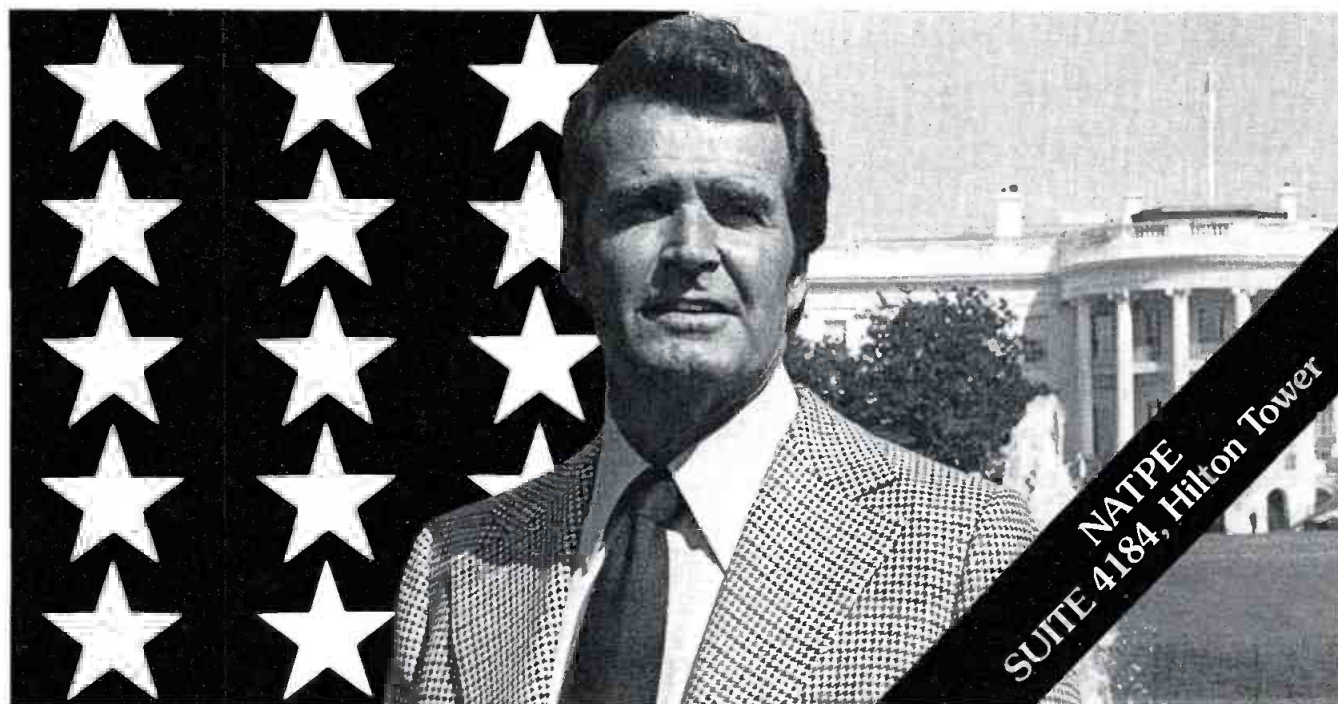
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WDIV, Detroit
WTTG, Washington
WEWS, Cleveland
KHOU, Houston
WPLG, Miami

KIRO, Seattle
WISH, Indianapolis
KBTU, Denver
KATU, Portland
WFSB, Hartford
WITI, Milwaukee
KGMB, Honolulu

WCPO, Cincinnati
KBMA, Kansas City
KGTV, San Diego
WCMH, Columbus
WMC, Memphis
KOKH, Oklahoma City
KGGM, Albuquerque

WDBO, Orlando
KSAT, San Antonio
KTEW, Tulsa
WJXT, Jacksonville
WPTV, West Palm Beach
WFFT, Fort Wayne
KVVU, Las Vegas



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requests amendment FM Table of Assignments to assign Ch. 257A to Spencer, Indiana. Ann. Feb. 4.

Actions

■ Los Osos-Baywood Park, Calif.—In response to a petition by Thomas B. and Margrethe T. Friedman, proposed assigning 101.3 mhz to Los Osos-Baywood Park, Calif. as its first FM assignment; comments due March 31, replies April 24 (BC Doc. No. 80-39, RM-3231). Action Jan. 29.

■ Garberville, Calif.—FCC has denied a request by Daniel J. Healy for waiver of rules to construct new FM station on 100.1 mhz at Garberville, Calif., and returned his application as unacceptable for filing. FCC pointed out that Healy was proposing to operate Class A station with 1,000 watts of radiated power and antenna height of 2,527 feet, 25 times that permitted by Section 73.211 of rules which specifies that such stations are limited to 3 kilowatts maximum power, with HAAT of no more than 300 feet or equivalent. Action Feb. 4.

■ Big Rapids, Mich.—In response to petition by David C. Schaberg seeking assignment of 103.9 mhz to Big Rapids, Mich. as its second FM assignment, proposed assigning 102.3 mhz in lieu of Channel 103.9 to Big Rapids, due to short-spacing and preclusion problems; comments due March 31, replies April 24 (BC Doc. 80-37, RM-3191). Action Jan. 29.

■ Hudson Falls, N.Y.—In response to petition by Carlton R. Reis, proposed assigning 101.7 mhz to Hudson Falls, N.Y. as its first FM assignment; comments due April 4, replies April 24 (BC Doc. No. 80-42, RM-3289). Action Feb. 1.

■ Murphy, N.C.—In response to petition by Cherokee Broadcasting Co., proposed deleting 103.9 mhz from Murphy, N.C. and assigning it to Blue Ridge, Ga. to reflect its actual usage there; comments due April 4, replies April 24 (BC Docket No. 80-40, RM-3349). Action Feb. 1.

■ Crossville, Tenn.—In response to petition by WCPT-TV Inc., proposed changing noncommercial educational reservation from UHF TV Ch. 20 to Ch. 55 at Crossville. Channel 20 is presently unoccupied and removing reservation would make ch. available for commercial use. WCPT-TV currently operates on Ch.

55 but wishes to move to Ch. 20 due to equipment failure and poor reception. Comments due April 4, replies April 24 (BC Doc. 80-41, RM-3395). Action Feb. 1.

■ Olympia, Wash.—In response to petition by Washington Oregon Broadcasting, Inc., proposed assigning 96.1 mhz to Olympia, Wash. as its first FM assignment; comments due March 31, replies April 24 (BC Doc. No. 40-37, RM-3259). Action Jan. 29.

Call Letters

Applications

Call	Sought by
	Requests
	New AM's
KXAK	Harold S. Schwartz & Assoc., Corrales N.M.
	Existing AM's
KQDS	KAOH Duluth, Minn.
WNBG	WAAN Waynesboro, Tenn.
WRBN	WOCK Warner Robins, Ga.
KQSA	KIXY San Angelo, Tex.
	New FM's
WKHQ	New Bdcg Corp., Charlevoix, Mich.
WTIJ	W.T.I.J. Bdcg, Inc., Bellows Falls, Vt.
	Existing FM's
KCAZ	KCAC Walnut Ridge, Ark.
KQDS-FM	KAOH-FM Duluth, Minn.
KWIO	KFMT Moses Lake, Wash.
WWKK	WSAC-FM Fort Knox, Ky.
WYUR-FM	WCWC-FM Ripon, Wisc.
WMCM	WRKD-FM Rockland, Me.
KATK	KBAD Carlsbad, N.M.
	New TV
WTTT	Chapman Radio and Television, Homewood, Ala.

Grants

Call	Assigned to
	New AM's
KPAZ	John Paul Capps, Bald Knob, Ark.
KMKR	White River Bdcg, Meeker, Colo.
WMUF	J. Star Broadcasting Co. Inc., Paris, Tenn.
KCRI	WKDL West Helena, Ark.
KMFO	KKAP Aptos-Capitola, Calif.
KSJN	WRRD Minneapolis, Minn.
WKQE	WONS Tallahassee, Fla.
	Existing AM's
WQMR	WSKW Skowhegan, Me.
WPKZ	WDFK Pickens, S.C.
	New FM's
KAHM	Southwest FM Bdcg, Prescott, Ariz.
KPOY	Sudbrink Bdcg Co. Lihue, Hawaii
*KUNV	Univ. of Nev. Bd of Regents, Las Vegas
WDST	Woodstock Comm., Woodstock, N.Y.
	Existing FM's
WKYD-FM	WQHQ Andalusia, Ala.
WYFJ	WIVE-FM Ashland, Va.
KZRI	KCRI West Helena, Ark.
WWUU	WRLB Long Branch, N.J.
WYRQ	WLFE Little Falls, Minn.
	New TV's
KLPB	Louisiana Education TV Authority, Lafayette, La.

Cable

- The following cable registrations have been filed:
- UA-Columbia Cablevision for Hohokus, N.J. (NJ0406) new system.
- Texas Cablevision Inc. for Harris, Tex. (TX0595) new system.
- River Valley Cablevision Inc. for Marathon, N.Y. (NY0829) new system.
- Cablevision Inc. for Russellville, Ky. (KY0412) new system.
- Teleprompter for Grosse Pointe Woods, Mich. (MI0427) new system.
- Teche Telecable Inc. for St. Martinville, La. (LA0170) new system.
- Six Star Cablevis for Superior and Ypsilanti, both Michigan (MI0421,2) new system.
- Tri-River Cable Inc. for Riley, Kan. (KS0207) new system.
- Jacksoncounty Cable Systems for Lees Summit, Mo. (MO0196) new system.
- Columbia Cablevision for Wyckoff, N.J. (NJ0403) add signal.
- Metrovision of Redford Inc. for Redford, Mich. (MI0423) new system.
- Metrovision Southwest Cook County Inc. for Posen, Tinley Park and Worth, all Illinois (IL0349-51) new system.
- River Valley Cablevision Inc. for Whitney Point and Lisle, both New York (NY0830,1) new system.
- Vivian Cable TV for Vivian, La. (LA0175) new system.
- CATV Systems Inc. for Burkburnett, Tex. (TX0597) new system.
- Teleprompter of Greenwood Inc. for Ninety Six, S.C. (SC0084) new system.

Satellites

- There are a total of 3,893 satellite earth stations. Transmit-receive earth stations total 340, with 140 pending applications and 200 operational. Receive-only earth stations total 3,553 with 1,293 pending applications and 2,260 operational.

TVP (tveps, vev), n. former name of Krimlin, TVP, Trademark. See textured vegetable protein.

tyad-dle (tyod/ehl) n. a dead edling. —n 1. trivial;

tex-tur-al, ady. —tex-tur-ally, adv. —tex-tur-ness, n.

tex-tured vege/table pro/tein (teks/chard), a nu-

tritious meat substitute made from soybeans.

tex-tur-ize (teks/cha riz/) v. t. —ized, -iz-ing —a form into

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Earth Station Applications

- Full Gospel Businessmen's Fellowship—Camas, Wash. (6.1 m.; U.S. Tower; KZ35).
- Full Gospel Businessmen's Fellowship—Lake Charles, La. (6.1 m.; U.S. Tower; KZ36).
- Hi-Net Comm. Inc.—El Paso, Tex. (5.0 m.; Microdyne; KZ37).
- Hi-Net Comm. Inc.—New Orleans, La. (4.6 m.; S-A; KZ38).
- Hi-Net Comm. Inc.—Van Nuys, Calif. (5.0 m.; S-A; KZ39).
- Hi-Net Comm. Inc.—Woodland Hills, Calif. (5.0 m.; S-A; KZ40).
- Hi-Net Comm. Inc.—Rochester, Minn. (4.6 m.; S-A; KZ41).
- Hi-Net Comm. Inc.—Denver, Colo. (4.6 m.; S-A; KZ42).
- Hi-Net Comm. Inc.—Kansas City, Kan. (5.0 m.; Microdyne; KZ43).
- Hi-Net Comm. Inc.—Long Beach, Calif. (5.0 m.; S-A; KZ44).
- Hi-Net Comm. Inc.—Lubbock, Tex. (5.0 m.; Microdyne; KZ45).
- Hi-Net Comm. Inc.—Abilene, Tex. (5.0 m.; Microdyne; KZ46).
- Hi-Net Comm. Inc.—W. Covina, Calif. (5.0 m.; S-A; KZ47).
- Hi-Net Comm. Inc.—Los Angeles, Calif. (5.0 m.; S-A; KZ48).
- Friona Cablevision Corp.—Friona, Tex. (4.3 m.; AFC; KZ49).
- Washington TV Cable Inc.—Washington, Kan. (4.6 m.; S-A; KZ50).
- Via Cable Inc.—Hondo, Tex. (4.6 m.; S-A; KZ51).
- Black Hawk Bcstg Co.—Waterloo, Iowa (7.0 m.; S-A; KZ52).
- RCA American Comm. Inc.—Hollywood, Calif. (10 m.; Andrew; KZ53).
- Liberty TV Cable Co. Inc.—Fitzgerald, Ga. (5.0 m.; S-A; WZ59).
- National Cable of Adirondacks—Boonville, N.Y. (5.0 m.; AFC; WZ60).
- Westinghouse Bcstg.—Allison Park, Pa. (10 m.; S-A; WZ61).
- Muskegon Cable TV Co.—Fremont, Mich. (4.6 m.; S-A; WZ62).
- Full Gospel Mens Fellowship—Annapolis, Ill. (6.1 m.; U.S. Tower; WZ63).
- Hi-Net Comm. Inc.—Lacrosse, Wis. (4.6 m.; S-A; WZ64).
- Hi-Net Comm. Inc.—Charlottesville, Va. (4.6 m.; S-A; WZ65).
- Hi-Net Comm. Inc.—Orlando, Fla. (5.0 m.; S-A; WZ66).
- Hi-Net Comm. Inc.—Orlando, Fla. (5.0 m.; S-A; WZ67).
- Hi-Net Comm. Inc.—Disney World, Fla. (5.0 m.; S-A; WZ68).
- Hi-Net Comm. Inc.—Disney World, Fla. (5.0 m.; S-A; WZ69).
- Sammons Comm. of Pa. Inc.—Susquehanna Township, Pa. (4.3 m.; AFC; WZ70).
- Three Springs Comm. Cable Sys.—Three Springs, Pa. (5.0 m.; AFC; WZ71).

Earth Station Actions

- Hi-Net Communications, Inc.—Albuquerque, N.M. (KY75).
- Hi-Net Communications, Inc.—Clayton, Mo. (KY76).
- Hi-Net Communications, Inc.—Tucson, Ariz. (KY76).
- Rancho La Costa Cable TV—San Diego, Calif. (KY78).
- United Cable Television Corp.—Bellevue, Neb. (KY79).
- Silver Bird Hotel and Casino—Las Vegas, Nev. (KY80).
- New Ulm TV Signal Co.—New Ulm, Minn. (KY81).

- Cable Systems, Inc.—Lakin, Kan. (KY82).
- Hi-Net Communications, Inc.—Austin, Tex. (KY83).
- Hi-Net Communications, Inc.—Fort Worth. (KY84).
- American Satellite Corp.—Vandenburg AFB, Santa Barbara, Calif. (KY85).
- UA-Columbia of Westchester, Inc.—Alpine, N.J. (WH31).
- Cable Vision Inc.—Coalport, Pa. (WX42).
- Harris Corp.—Melbourne, Fla. (WY72).
- New England Cablevision, Inc.—Rochester, N.H. (WY89).

- Headland Cablevision, Inc.—Headland, Ala. (WY90).
- Abbeville Cablevision, Inc.—Abbeville, Ala. (WY91).
- Multivision Northwest, Inc.—Ringgold, Ga. (WY92).
- Adelphia Communications Corp.—Niagra Falls, N.Y. (WY93).
- Noble Cable TV, Inc.—Kendallville, Ind. (WY94).
- TV Cable, Inc.—Wanesboro, Miss. (WY95).
- Community Service, Inc.—Frankfurt, Ky. (WY96).
- Porter County Cable Co., Inc.—Valparaiso, Ind. (WZ24).

Other

- FCC Errata—Examination of 1978 AM and FM Broadcast Financial Data released by FCC on Dec. 10, 1979, revealed some typographical errors in "ex-

pense" and "income" columns of Table 15. in Standard Metropolitan Statistical Areas listed below and in Aguadilla, Puerto Rico.

Market	Revenues	Expenses	Income
Billings, MT	\$2,364,266	\$2,466,153	\$-101,887
Binghamton, NY	2,693,309	2,718,903	-25,594
Fitchburg-Leominster, MA	899,306	921,643	-22,337
Kileen-Temple, TX	2,048,718	1,740,203	308,515
Reading, PA	2,672,114	2,378,470	293,644
Salt Lake City-Ogden, UT	12,113,761	10,269,986	1,843,775
Wheeling, WV	3,900,021	2,972,621	927,400
Aguadilla, PR	572,521	621,484	-48,955

- FCC has dismissed 1976 proposal by Nickolaus E. Leggett to create analytical examination reporting system whereby all applicants for amateur and commercial radio operators' licenses would be given report on their test grades and detailed breakdown of their weaknesses. Although noting importance of improving applicant's knowledge of radio, FCC emphasized purpose of examination was to determine minimal competence, adding that alternatives existed for improved

knowledge, such as radio training courses with sample examinations and professional examination review by independent organizations. Ann. Feb. 4.

- Total of 3,349 complaints from public was received by Broadcast Bureau in Dec., an increase of 530 over Nov. Other comments and inquiries for Dec. totaled 1,693, an increase of 506 over the previous month. The bureau sent 776 letters in response to these comments, inquiries and complaints. Ann. Feb. 6.

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RADIO

HELP WANTED MANAGEMENT

General Sales Manager, take a career step, lead our strong sales team. Can be number 2 man on way up. Agency experience and strong retail sales experience. Person selected will carry strong list and be pro. Top money for top person! Benefits, profit sharing, only apply if you're the best and absolutely confident about your sales and management ability. Rush detailed resume, history to Box B-81.

Manager—Sales and public service oriented, for Southeast country-music AM plus new FM-CP. New ownership. Only stations in county. Real potential for increased gross. Salary plus good incentive plan. Resume to Box B-112.

General Manager needed for southeastern regional rep firm. Aggressive leader with college degree and three to five years experience or equivalent as a radio or television sales manager. Rep experience very helpful. Send resume and earnings to: Personnel, Capitol Broadcasting Company, PO Box 12000, Raleigh, NC 27605 EOE, M/F.

Indiana AM/FM looking for sales manager. Aggressive expanding small market station. Salary, incentive, fringes. Send resume and references to Box B-102.

General Manager Midwest (FM) Small market, strong sales background, longterm position for family individual willing to get involved in community. Possible buy in after year of proven performance. Box B-123.

Here's the opportunity of the decade! 100,000 watt KSKD FM, Salem, Oregon has a Sales Manager opening. Top pay for the person who has a proven sales and management background. Minimum of three years sales and/or management required. Act now. Send Resume to Terry McRight, President & General Manager, PO. Box 631, Salem, OR 97308. EOE.

Assistant Sales Manager, train for Sales Manager position successful growing AM/FM in Southwest. Must be experienced self starting motivator. M/F EOE. Send resume and earnings. Box B-141.

Person now in small market sales ready to take on station management. Send resume and references. E.O.E. Box B-168.

Wanted assistant to management. Announcing, sales experience. Engineering helpful but not essential. Near St. Louis. 314-586-8577 for Mgr.

Immediate opportunity for right person to head up full-time AM/FM/Muzak operation in upper Ohio valley. Compensation from salary and profit share should approach \$50M. Successful track record as General Manager not required, but extremely helpful. All replies will be kept confidential. EOE/MF. Send full information to Box B-181.

HELP WANTED SALES

Sunbelt opportunity for a proven professional radio salesperson. If you'd like to live and work in the sunny south, an aggressive 5kw Contemporary Country station has an immediate opening. Phone Homer Mann, GSM, WCCJ-Jackson, MS 601-982-0385. EOE.

If you can sell—KDLN KVLR Radio is looking for a motivated salesperson. Radio sales experience is desirable, but not necessary as training is provided. Send resume to Manager, KDLN/KVLR Radio, PO Box 746, Detroit Lakes, MN 56501. An EOE.

Great Opportunity for a sales pro now. Akron, Ohio area AM-FM combination is expanding. Position includes excellent draw, commission, expenses and benefits. Call Bob Klaus, 216-673-2323 or write Media-Com Inc., 3325 Daleford Rd., Cleveland, OH 44120. E.O.E.

Strong Medium Market AM/FM combination seeks a creative, problem solving salesperson on the way up. Good selling and writing skills a must. Recent college grad with commercial selling experience and/or one to two years small market experience desired. Write Sales Manager, WYFE/WKKN, 1901 Reidfarm Road, Rockford, IL 61111. EOE.

We've got a new list for an aggressive account executive who knows radio. Great opportunity for someone who is looking to move up to a medium market. Let's grow together. Send resume to Perry St. John, Vice President/General Manager, KGGG, Des Moines, IA 50317.

Experienced local sales professionals needed for urban N.Y.C. market. 'Super potential', selling the 'best of both worlds', with dominant North Jersey AM (news & information) FM (AOR). Send resume to WMTR/WDHA-FM, Box 1250, Morristown, NJ 07960.

Good bucks and great potential for a proven sales pro. Live and work on the beautiful Central California Coast! Established list. Salary requirements and billing history to Bob Neutzling, PO Box KOKQ, Monterey, CA 93940, 408-394-9000, (EOE).

Class C FM in Central Texas needs experienced sales person. Other radio skills helpful. Brownwood is a small, medium market with healthy economy and growing. Start 12K to 18K a year. Call or write Stephen Pasquini KLSN, 2408 Coggin Avenue, Brownwood, TX 76801.

Beautiful Northern California community of 20,000, 1 station market, needs accretive sales person. Active account list. Salary/Commission. Box B-97.

Ready to move into sales management? Indiana small market AM/FM has position open for young aggressive sales manager with five or more years radio sales experience. You can be part of our expansion process. We're on the move. References and resume to Box B-119.

Creative Account Executive: If you're wondering what creative account executive means, please move to the next ad. I want your resume if you have experience and a love for radio and are willing to work hard I'll teach you selling. At least 17K to start. Join us in our new million dollar facility. Send resume to Frank Geyer, WDFI, Box 10,000, Marion, OH 43302. EOE.

We're red-hot with TM's Stereo Rock format. Write, don't call, Sales Manager, WPMY Radio Station, 201 Humboldt Street, Rochester, NY 14610.

Group operator is now taking applications for persons interested in radio sales. Excellent opportunity for new college graduates. We will train you and offer opportunity for advancement. Send resume to: Personnel Manager, Community Service Broadcasting, Inc. PO Box 1209, Mt. Vernon, IL 62864. EOE/MF.

If you want to live in big Wyoming and work for Western Wyoming's most powerful radio station—here's your chance! Live in small town surrounded by good people. Good working atmosphere. Fantastic account list! Salary-draw against commission. Cash is here! Come get it! 1-307-733-2120 or 6581. Don in Sales.

Experienced group operator has just purchased 2 Stations in New England. Immediate openings in sales and sales management. Great opportunity for the right people. Contact Dick Lange, WNUS, West Springfield, MA 413-781-5200. EOE.

Growing broadcast group located in the Sunbelt seeking experienced announcer. Excellent benefits. EOE. Contact: Marilyn S. Garner PO Box 529 Laurinburg, NC 28352. 919-276-2911.

New 5,000 watt station seeking good sales people. Experience not a must. Grow with us. Established account list and co. car. Resume to Bill Stallard, Box 317, Plentywood, MT 59254.

Local Sales Manager—Aggressive, acquisition minded company needs street fighter who can close. 2 years of radio sales experience required. Station is 50,000 watt FM, No. 1 in Maine in Arbitron. Contact Doug Finck, 207-443-5542. WIGY is E.O.E.

KSLM, Salem, Oregon has an opening for a seasoned, professional salesperson. Minimum two years experience required. RAB consultant sell orientation necessary. Super chance to locate with a highly professional organization. Send resume to Terry McRight, President & General Manager, P.O. Box 631, Salem, OR 97308. EOE.

Two openings for experienced account executives in Hollywood/Fl. Lauderdale. The Lady at 1320—South Florida's most unique contemporary station—is now taking applications for experienced account executives. Earnings potential is unlimited. Send your resume to our headquarters. All replies will be held confidential. Stop fighting old man winter, the sun is shining right now. Reply: Personnel Manager, Community Service Broadcasting, Inc., PO Box 1209, Mt. Vernon, IL 62864. EOE/MF.

WTVR AM/FM is continuing its search for a radio account executive. The individual we desire must be experienced in advertising sales to both agency and direct accounts. Strong communications skills, knowledge of radio ratings, verifiable previous employment and automobile ownership are prerequisites. Send detailed resume to: Phil Miller, General Sales Manager, WTVR AM/FM, 3314 Cutshaw Avenue, Richmond, VA 23230. WTVR AM/FM is an Equal Opportunity Employer.

Southern New England—Dynamic opportunity with growing AM/FM station. Outstanding staff and on-air sound. Positions for local sales manager and sales team. Good earning potential in medium market. Commission basis with weekly draw. Radio sales experience compulsory. Send detailed resume with salary requirements in confidence to Box B-152.

HELP WANTED ANNOUNCERS

Long time midwest legend getting older (25-44). Need air personalities, and serious yet personable news talent. An Equal Opportunity Employer. Resumes to Box B-116.

50,000 Watt equivalent FM Adult Contemporary, one hour from Washington/Baltimore needs music director who's in tune with 25-45 age group, live morning show, be able interface with computer. Need resume, references, if looks good will ask for tapes. Box B-63.

WWL-FM seeks the best beautiful music announcer for air and production. Send tape and resume to Ann Ogden, WWL-FM, New Orleans, LA 70176.

1st Ticket. Mellow, able to communicate with adults. Maintenance helpful, but not required. East Coast. Reply now, Box B-87.

New England small market automated AM/FM requires copy writing/news/production talent. License and experience required. Contact Dawn Gaffka at WSME, PO Box 1220, Sanford, ME 04073 207-324-7271. EOE.

Great contemporary station seeks a great afternoon drive/production pro. One of the finest facilities in New England, serving one of the fastest-growing markets in America: Cape Cod. Rush tape and resume to Ray Brown, WCOD, Hyannis, MA 02601. No calls, pls.

Program Director/Air Personality with winning experience in Adult Contemporary Radio. Motivator... manager... winner. Great opportunity in Sunbelt market of 500,000. An Equal Opportunity Employer. Tape and resume to Joe Henderson, PO Box 52185, Tulsa, OK 74152.

HELP WANTED ANNOUNCERS CONTINUED

Missouri Fulltime AM offers outstanding opportunity for announcer who can do play by play sports. Dave Winegardner, 417-451-1420. EOE/M/F/H.

Guam 24hr FM has immediate openings for experienced announcer/salesperson with good production. Send resume/aircheck to KSTO, PO Box 20249, Guam Main Facility 96921.

Northern Michigan AM & FM on beautiful Lake Huron. Looking for an air personality, experience preferred. Tape & resume, John Carroll, WIOS, PO Box 549, Tawas City, MI 48763.

Group operated Beautiful Music station in Top 10 Market has midday opening. Sunbelt city, excellent company benefits. Equal Opportunity Employer. Box B-144.

Small market Texas station has opening. We're looking for talent-not necessarily experience. Send tape and resume to A. Durham, Box 409, McMinnville, TN 37110. Phone 615-473-6535.

Announcer, good voice, some news and production. Nice college town. Send tape and resume to WIEZ, PO Box 308, Oneonta, NY 13820.

Morning Personality with TOP 20 markets ability... intense desire to win... entertaining... well informed... experienced in Adult Contemporary Format. Tremendous opportunity in a well known Sunbelt market. Good Pay. Great lifestyle. An Equal Opportunity Employer. Box B-184.

HELP WANTED TECHNICAL

Are you a First Class licensed technician frustrated with the humdrum waste of your abilities? Would you like to work in a well-equipped three man lab with a crackerjack "No. 1?" We are rapidly expanding, sophisticated CATV system—soon 300 miles—and, WCOJ, a well-established 5000 watt fulltime AM station. Location: 30 miles west of Philadelphia, in picturesque historic Chester County. Liberal company benefits, profit sharing plan. EOE. Contact: Louis N. Seltzer at 215-384-2100 or write to PO Box 231, Coatesville, PA 19320.

Engineer/Technician Wanted. First Phone, for studio and transmitter maintenance. Pays \$950/month to start. Phoenix area, AM-FM station KDKB, Box 4227, Mesa, AZ 85201. Equal Opportunity Employer.

Engineering Supervisor, for midwest AM-FM-TV. The successful applicant will be knowledgeable and experienced in state-of-the-art studio systems, AM directional, U.H.F., and have construction and installation experience. First class ticket required. E.O.E. M/F. Box B-15.

Chief Engineer for Class B and 1000 watt ratio stations. Must have experience. Salary negotiable. WIGY, Bath, ME 207-443-5542 (EOE).

Immediate opening for an assistant engineer at WJON Broadcasting, operators of a Class IV AM station and a full power Class C FM station. New facility now under construction, good benefits, good place to work, 1st required, recent graduates welcome to apply. Send resume to Mike Hendrickson, WJON Broadcasting Co., Box 220, St. Cloud, MN 56301. An Equal Opportunity Employer.

Studio Engineer to replace employee of more than 40 years in three person department. We require a First Phone and experience with maintaining and installing solid state studio equipment. AM Directional and high power FM transmitter experience desirable but not required. We offer a quality conscious shop, competitive wages, and good benefits. Resume and references to Don Lange, Chief Engineer, WEBR, 23 North Street, Buffalo, NY 14202. WEBR is an equal opportunity employer.

Chief Engineer FM/AM combination in S.E. Wisconsin. FM is 50 kw top 40, with new studios. AM is 500w, partially automated with Harris 90 system. Contact Dennis Plinska, General Manager WRKR-WWEG 2200 N. Green Bay Road, Racine, WI 53405. Call 414-552-8787 E.O.E.

Growing Texas Panhandle City of 30,000 people seeking engineer or technically oriented person for studio maintenance. Announcing and production help. Send resume and tape to KGRO, Box 1779, Pampa, TX 79065.

HELP WANTED NEWS

Morning drive newsperson needed to fill vacancy in our staff of three. Air work and street reporting. Degree, experience or both. Send resume, writing samples, references and reel to reel demo with first reply to: WTRC, c/o Curt Miller, Box 699, Elkhart, IN 46515. Position open now. EOE.

KEWI Radio is expanding its news staff. Applicants must possess excellent writing skills and the ability to communicate. If you want to associate yourself with a competent and aggressive news staff in a medium-sized capitol city, contact Mike Manns, News Director 913-272-2122. KEWI is an equal opportunity employer.

Immediate opening with outstanding Missouri AM-FM operation for person with experience in news, talk, and announcing. Community involvement is our strong point. EOE. Box B-45.

Immediate opening for a reporter with small market experience ready to move into a medium market in Iowa. Tape and resume to Jim Roberts, Box 177, Sioux City, IA 51102. EOE.

Top rated—Medium market news and information leader in Midwest looking for experienced morning news anchor. Successful applicants should be experienced reporters with the quality of on air delivery necessary to maintain and build upon news leadership. Send resume with complete references and salary history. E.O.E. Box B-95.

All news WBRE at Wilkes-Barre, PA has an immediate opening for capable communicator who can dig it, write it and deliver it with professional skill. Tapes and resume to Joe Gries, Box 28, Wilkes-Barre, PA 18773.

Maine's No. 1 contemporary station looking for aggressive news director. Must have at least 3 yrs. experience, good voice, and an ability to manage a 3 person AM/FM news dept. Call WIGY, Bath, ME 207-443-5542. (EOE).

Sports Reporter, independent all-news. Requires experience, strong writing and delivery, knowledge football, baseball, basketball, hockey. Sports talk show experience helpful. References, resume, non-returnable tape to Greg Lucas, Sports Director, WEBR, 23 North Street Buffalo, NY 14202. An equal opportunity employer.

Reporter with an interest in sports needed for Midwest news leader. Minimum three years experience, good delivery, and writing ability. Prefer tapes and resumes from Midwest. Equal Opportunity Employer. David Allen, News Director, WOOD Broadcasting, Inc., 180 N. Division, Grand Rapids, MI 49503.

News Director for AM-FM Simulcast news in Fargo-Moorhead market. Other duties include public affairs and public service programming. Good writing skills and ability to communicate essential. Send tape, resume and salary requirements: Charlie Bennett, P.D., KVOX, PO Box 97, Moorhead, MN 56560. Equal Opportunity Employer.

Creative person with at least 3 years experience. Must be able to write conversational news and deliver it in a person-to-person manner. Excellent opportunity to join top notch air staff at a Capital Cities' station. Send tape and resume to Henry Brach, News Director, WKBW Radio, 695 Delaware Avenue, Buffalo, NY 14209. An Equal Opportunity Employer.

News Director. Top 30 market all-news in Northeast is seeking an individual with a strong news background and supervisory level experience. All-news experience a plus. We offer a competitive salary, good benefits, and a 17 plus person staff. Station is committed to comprehensive reporting. We are not a headline service. Equal Opportunity Employer. Resume, references, salary history to Box B-156.

Experienced news director northeast top 50 market. Big staff, new equipment, Lucrative compensation. Replies to Box B-178.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Production. Creative with tape and humor. Contemporary FM 100, 555 West Benjamin Holt, Stockton, CA 95207.

Music Director for KEWI, Topeka, Kansas. Person must have experience in music selection for Top 40 or Adult Contemporary Radio. A very short air shift is required. Salary is excellent. Previous person held position for 2½ years. Applicants must contact J. R. Greeley, Program Director, 913-272-2122. KEWI is an equal opportunity employer.

KDKO Denver—needs super talented person to do production and air spot. KDKO is a unit of Sterling Broadcasting, a division of Sterling Recreation Organization. Salary open. KDKO is an E.O.E. Call General Manager, Rod Loudon, 303-794-4211.

One of Northern California's top beautiful music stations is looking for a creative production director. If your specialty is creative commercial writing, production and voicing, then give me a call. Charles Hancock, KZST, Santa Rosa, CA 707-528-4434. EOE M/F.

Texas Panhandle City of 30,000 seeking a program director for MOR station. Minimum two years solid experience. Send Tape & Resume to KGRO, Box 1779, Pampa, TX 79065.

Production slave for top 50 New York Market. \$180 salary for super worker, Production and some copy. Write Box B-176.

Come to Upper Midwest—6 station group seeks experienced, mature program/operation manager for our small market group. You will direct, inspire, train, and enjoy long term future and stability. Box B-147.

New country stereo station. Beautiful boom area. Need skilled production and sales people. EOE. Walt Wood, KYKN, 505-287-9500.

Weather person to build weather reputation for snow-bound upper New York major market radio station. Replies to Box B-185.

SITUATIONS WANTED MANAGEMENT

Experienced General Manager of profitable 100kw FM and Class IV AM in medium market seeks comparable position in a medium to major market due to sale of stations. Over five years manager for same owner where developed FM into dominate, number one Arbitron rated station and leading profit center. Proficient in sales development, programming, promotion, FCC rules and regulations, budgeting and finance giving large return on capital. B.A. Business Administration. Box A-158.

General Manager: Top broadcaster wishes relocation as general manager. Experienced, mature radio veteran who loves tough challenge. Box B-26.

Florida General Manager—Experienced all phases, large & small markets. Emphasis on sales. A serious, honest manager. Florida only. Box B-10.

General Manager: 28 years radio, last 17 as general manager. Medium & major market background. Successful track record. Motivator, organizer, programmer, sales leader, team leader. Desire relocation Pacific Coast area where I am currently successful. Box B-16.

Broadcast Professional, ten years competitive medium market experience, desires position as General Manager. Proven success in sales and program management. Presently employed. Box B-74.

Mid-West Only highly experienced manager-sales manager-sportscaster available Feb. Presently employed. Priority on renewals. Excellent qualifications, references—No miracle performer—Honest dedicated broadcaster. Prefer non-chain operation. Contact Box A-103.

Increase sales! Increase billing! Increase collections! Increase profits! Increase ratings! Sales oriented General Manager with extensive background available very soon for good solid station or organization that not only wants success, but truly understands what it takes! Box B-137.

GM or GSM, Southeast. I can make your station very successful. Presently group manager. Versatile with much experience and hustle. Box B-154.

SITUATIONS WANTED MANAGEMENT CONTINUED

Operations Manager, 9 years experience, professional, integrity, organizer & leader, knowledge in programing, music, production, sales, promotion, engineering, news, traffic, automation, FCC rules, license renewal, new station construction, seeks station manager position. Box B-158.

Station Manager seeking "take-charge" general managership. Employed. Ten years sales, programing, promotion, administration, ascertainment. Detailed resume/references. Second bananas, con artists need not reply. Box B-5.

Young, experienced broadcast manager seeking bigger and better opportunities. Team organizer. Sales, engineering, programming, promotion. Major eastern only. Box B-163.

Highly qualified operations manager wants to work for owner/general manager as right hand man. A proven winner with exceptional track record. Box B-142.

Mature General Manager with strong sales and programing background. Successful record in achieving maximum profits with AM/FM and CATV. Will consider strong positive investment opportunity. Interested in relocating to Florida or sunbelt, will consider other areas. Excellent business, personal and financial references. Box B-165.

SITUATIONS WANTED SALES

Career cul-de-sac. Medium market sales rep needs change. Sales management preferred. 135% growth in 5 years. Heavy copy, production included 11 years experience. Hard working, good ideas. Earnings potential a must. First-rate EOE's with serious offers only. Box B-143.

8 years experience in sales, desire sales or sales manager's position, any market, any location. Box B-187.

SITUATIONS WANTED ANNOUNCERS

Air talent, presently in Milwaukee market seeks similar position with Connecticut, Massachusetts station. Phone: Keith, 414-769-6966, mornings.

Experienced DJ, tight board, good news can follow directions, ready to go anywhere. Box A-153.

Rookie Jock, college radio experience, broadcast school grad, ambitious, creative, humorous, personable. Sales experience. Willing to relocate. 3rd class with endorsement. Hank London, 1179 Kensington Road, Teaneck, NJ 07666. Phone 201-836-8396.

College grad, have experience but out of radio awhile, anxious to return. Prefer Southwest, Southeast; MOR, adult contemporary. Bruce, 512-452-6536.

Experienced announcer with communications degree, good voice, background in programming, strong music and sports for major, medium market adult contemporary or top 40 station in Florida or Southeast. Call Ron 305-271-0689.

Male D.J., 21, creative, hardworker. 3rd phone. R.B. or Disco format. Resume and tape available. Small market radio. Relocate immediately. Call or write Gethmus Lavender, after 5:00 pm 213-599-3106. 1496 Walnut, No. 9, Long Beach, CA 90813.

Ready for the 80's: mass appeal announcer, 25 yr. male, tight board. Strong production, 3rd, 10 yrs experience all forms of musical formats promotions. Community public relations, self starter, quick wit. Ready to relocate. Tape call: (Tony Rob)inson, Chicago, IL 312-826-2293, 826-4682.

Enthusiastic, reliable DJ plus sportscaster & PBP. BA, 3rd Endorsed. Call Art Salisch, 212-528-1445 after 6 p.m., or write: 149-60 256 Street, Rosedale, NY 11422.

Second class ticket, reliable and cooperative. Any shift. Single. Available now. Box B-104.

Announcer with fourteen years experience including news-program and production director skills. Ed Lang 303-356-5409.

Talented female D.J.—College graduate commercial experience in FM-AOR. Versatile-willing to work any format. Will relocate. Phone 216-533-7471.

D.J., 2 years experience, in top 40 and M.O.R. Reliable. Available immediately. Steve 314-432-8988.

D.J. 3 years experience. 22. 3rd endorsed. Creative and hardworking. Will relocate, bags packed for medium to medium-small market. Ron Dischner, 51 Moreland St., Buffalo, NY 14206. 716-893-0532.

Experienced "Audio Philosopher," who's reliable, not afraid of long hours, and willing to relocate. For air check and resume call 312-388-3040 or write Jim Mulvaney, 12832 May, Chicago, IL 60643.

Norfolk State's Finest is ready right NOW! Programmable for any format. 3rd endorse. Sports reporting. Tight segues. T&R's: "SuperTom," 2909—Liberia Drive, Norfolk, VA 23504, 804-622-8030.

SITUATIONS WANTED TECHNICAL

State-of-the-art audio pro. Currently employed as Audio Systems design engineer. Experience as CE. Good with R&R, AM DA's, FM stereo, remote control, SCA, etc. Management oriented. First Phone. Bill Motley, 1051 N. Laurel Ave., Los Angeles, CA 90046. 213-654-7779.

Five years experience as chief, plus good on-air talent. Prefer stable position in Southeast. Box B-111.

Field Engineering—10 years diversified experience. Will travel—also emergency service. Call Bruce Schiller at Bass Electronics, 609-589-5259, anytime.

1st class entry level. Have copy and air experience. Ready to learn. Will relocate (prefer West). Jim Roberts 714-463-2771.

Male 23, with first phone seeks entry level position in control room operations. Call Chris 201-447-0130 before 4:30 p.m.—will relocate.

Engineer ready to go. Construction, maintenance, supervision, AM/FM, own tools, & experienced chief. 714-544-1875.

SITUATIONS WANTED NEWS

Former pro athlete currently sports director in mid-west medium market seeks sports position. with P-B-P. Preferably East. Call Jim 617-696-1442.

Knowledgeable, experienced, young sportscaster with exciting play by play, can do news or run tight board. Box B-73.

Need Professional Help? Check me out! Newsroom veteran. Excels in gathering, writing, interviewing, airing, anchoring. Employer will provide excellent references. Box B-84.

Six years' experience NY metro area. News director, anchor, field reporter. Co-producer award-winning newsmagazine. Seek new challenge in reporting/anchoring/public affairs. Box B-93.

ABC and AP trained journalism grad interested in news, seeks first TV/Radio job with on-air potential. Box B-94.

News woman, four years medium market experience seeks reporter/anchor position in Massachusetts/New Hampshire. Strong delivery, writing, production skills. Responsible, committed, cooperative. 617-465-2183.

Female, 32, experienced all phases radio news, will relocate. 804-482-3542.

Dependable news reporter tired of being one-man department; seeks move to larger market. 3 yrs. Ohio small market experience. Midwest markets preferred. Box B-101.

Texas Metro ... Highly experienced, take charge News Director, wants to return home. Award winning professional. Can produce results. Box B-46.

Black Female, recent Broadcast Communications graduate of Marquette University, seeks reporting position. Contact Lenise at 414-933-6430.

Looking for whimsy? Overeducated ex-radio ND looking for cultural, feature reporting. Can handle the straight stuff. Box B-127.

Award-winning sportscaster—employed—seeks sports talk/TV/PBP. All offers considered. Degree (Journ.). Top references. credentials. Box B-148.

News caster, News Reporter with 12 years experience desires position with small to medium market outlet. Credentials excellent. Prefers Arizona or New Mexico. Professional resume available upon request by contacting Brian Johnson, 523 North Main Street No. 6, Coolidge, AZ 85228. Will respond with phone call through correspondence.

Super sportscaster, 27, seven years experience, 2 years major college PBP, talk host, seeks bigger market, challenge. Available April First. Box B-182.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Top-notch Production Pro. Experience as CE, recording engineer, audio design engineer, rock jock but at home with production. Excellent promos, spots, national agency quality. Can do own maintenance. Bill Motley, 1051 N. Laurel Ave., Los Angeles, CA 90046 213-654-7779.

Experienced contemporary program director with highly respected endorsement on programming philosophy and good ratings. BS Business Administration. Call John Wallace 803-833-4217.

12 year veteran with 8 years in some major market. College degree. Excellent as talent and programmer. Promotion minded. Strong production. 412-831-1855.

Experienced Programmer looking for growth. Knowledge in F.C.C., promotion, news, production. I am a bottom line programmer! Box B-126.

Experienced auditor in broadcasting, desires divisional controllership or senior audit position. Degreed, early thirties, single. Will travel. Resumes furnished. Box B-82.

Talented Program Director with a flair for management, promotion and total air quality, looking for top forty P.D. position; top 175 markets only. Will combine with sales to produce a winning station. Box B-151.

TELEVISION

HELP WANTED MANAGEMENT

General Sales Manager: Group owned ABC station in northeast, head up local/regional sales departments, good salary, incentive, great fringe benefits. E.O.E. Employer. Box B-41.

General Manager for station in major southwest network group operation. Send basic information, will discuss by telephone. Heavy emphasis on assuming total responsibilities. E.O.E. Box B-52

VHF Independent, hot property, wants Program Manager on the way up. Solid knowledge of ratings, features, and syndicated property required. Strong promotion instincts helpful. Equal opportunity employer. Send resume to Box B-128.

General Manager wanted for mid-Southeast market. ABC affiliate. Only applicants with a minimum of seven years television experience on a Department Head or Station Management level need apply. In depth knowledge of staff management, community involvement. Programming (entertainment, public affairs) and News. Excellent leader, motivator, communicator. Excellent salary, incentives and benefit package. EEO/M-F. Reply Box B-139.

Promotion Director. Group owned network affiliate seeking aggressive person with experience in promotion and production to head up our promotion efforts. Person must possess desire to continue award winning tradition. One of the best opportunities in the country for the right person. Compensation, fringes and benefits can't be matched. Resumes only to Conrad Cagle, President & General Manager, WFIE-TV, PO Box 1414, Evansville, IN 47701. Equal Opportunity Employer.

HELP WANTED MANAGEMENT: CONTINUED

Local Sales Manager: Top 75 West Coast market, network affiliate. Will supervise six person sales team, handling regional and local sales in a very active, economically stable and growing market. Previous television sales or sales manager experience required. Salary plus annual performance bonus and outstanding company-paid benefit package. An Affirmative Action, Equal Opportunity Employer. Send resume and references to Box B-169.

HELP WANTED SALES

Enjoy a bright future with Virginia's fastest growing station. Great commission on established list of high paying clients. Must have 2 years sales experience. No floaters. E.O.E. Box B-90.

General Sales Manager: A golden opportunity. Network affiliate in top 100 market. Located in top ten sunbelt growth market. The aggressor in the market. Require qualified person with local and national TV sales experience as well as sales management skills which will provide leadership for an aggressive sales force. You gotta be good—because our sales people are sharp. An equal opportunity employer. Box B-122.

National Sales Manager—sunbelt market station needs aggressive sales manager to work with rep. for strong national growth. Contact Rennie Corley, WXII-TV, Multimedia Broadcasting Co., Phone 919—721-9944, PO Box 11847, Winston-Salem, NC 27106. E.O.E. M/F.

Salesperson ... Network affiliate in top 20 N.E. market seeks experienced salesperson to handle heavy account list. Experience must include a minimum of 3 years selling radio, or 2 years selling television time. Applicant must be neat, presentable, possess a broad knowledge of the broadcasting industry and have the use of an automobile. An E.E.O. Employer, M/F. Resume to Box B-125.

HELP WANTED TECHNICAL

Video Engineer wanted by Video Tape Associates. Applicants should have an excellent sense of color and be a perfectionist for quality. Also you must have the capability of performing total setup of color cameras and medium level maintenance experience. Studio and remote work will be required. Earn an excellent salary while working with a close and dynamic group of professionals. Call or send resume to: Michael Orsburn, Director of Engineering, Video Tape

Remote Engineer to share operations and maintenance duties. Must be good troubleshooter. CEI and IVC cameras, Sony 1", Ampex quad. New Life Communications, 424 W. Minnesota, Willmar, MN 56201.

Tired of snow? PTL has openings in these areas: Video Tape, Audio, and Satellite Engineering. Minimum qualifications are 1st class license, 2 years broadcast experience, plus modest maintenance experience. Must be able to work second or third shifts. Salaries are competitive. Send resume to Director of Engineering, PTL Television Network, 7224 Park Road, Charlotte, NC 28279. Equal Opportunity Employer.

Assistant Chief—immediate opening on the beautiful California Central Coast. Modern well equipped VHF network affiliate seeks a fully qualified working engineer capable of supervising maintenance operation. Self starter with minimum 5 years maintenance experience, maintenance supervisor background preferred. Electronics school graduate or equivalent technical education, including digital technology and experience with: ACR-25; 3/4 and type "C" 1 inch; Ampex & RCA Quad; Grass 1600; TK-28 and TK-46. Excellent salary and company paid benefits including pension plan. EOE, M/F. All replies in confidence to Box B-30.

TV Engineer—first phone—experienced with RCA equipment and Ampex ACR-25. Midwest ABC affiliate station. An Equal Opportunity Employer. Submit resume to Chief Engineer, WAND-TV, PO Box 631, Decatur, IL 62525.

Wanted immediately chief engineer for beautiful full color facility in Reno. Heavy experience in T.V. maintenance, management, and supervision required. Salary in mid-20's. Contact Director Engineering, Donrey Media Group, PO Box 550, Las Vegas, NV 89101 or phone 702—385-4241 extension 395.

Assistant Chief Engineer for progressive VHF-TV and Network affiliate. Needs to have a strong background in all areas of commercial TV. Quad VTR, ENG experience and 1st phone required. Salary, open. E.O.E. Contact Ken High C.E., KAMR-TV, 806—383-3321, or Box 751, Amarillo, TX 79189.

Competitive UHF CBN station in Atlanta, Ga. has openings for engineers. Write Jim Boslough, C.E., c/o WANX-TV, 1810 Briarcliff Rd., Atlanta, GA 30329. EOE.

Operating/Maintenance Engineers. Help operate and maintain WHME-TV's State of the Art Equipment including RCA TR-600's, TK-46, TK-76, TK-28, Vital master control and production switchers. First phone required. Send resume to D. Monesmith, WHME-TV, 61300 South Ironwood Rd., South Bend, IN 46614 or call 219—291-8200. E.O.E.

Experienced Broadcast Maintenance Technician needed now. Salary open. Good benefits, great climate. Write Chief, WCJB-TV 20, Gainesville, FL (ABC) Don't let our size fool you, we're growin' places.

Assistant Chief Engineer with proven ability for established South Texas VHF. EOE. Box B-98.

Master control and video tape technicians. First class license and experience required. First class operation with high technical standards. Call or write T. Arthur Bone, WPRI-TV, East Providence, RI 02914 401—438-7205. An EOE.

Come west to high Sierras overlooking Lake Tahoe. Rugged individual with 5 years experience needed as TV transmitter supervisor. Contact Director Engineering, Donrey Media Group, PO Box 550, Las Vegas, NV 89101 or phone 702—385-4241 extension 395. An equal opportunity employer.

Maintenance Engineer experienced in studio equipment including TCR-100, cameras, Eng. Tape equipment. Transmitter and microwave experience helpful. Contact: Ken Renfrow, Chief Engineer, KOAA-TV, 2200 Seventh Ave., Pueblo, CO 81003.

Check This! Opportunity in sunny South Texas for qualified Chief Engineer. EOE. Box B-117.

Our production load is expanding and we need HELPT PTL has openings for the following production positions: Studio Lighting Director, EFP Lighting Director, Lighting Technicians, Cameramen, Scenic Staging, Prop Construction. A minimum of two years broadcast experience required. Salaries are competitive. Send resume to Production Unit Manager, PTL Television Network, 7224 Park Road, Charlotte, NC 28279. PTL is an Equal Opportunity Employer.

R-TV Technician for university broadcast program. 2 yrs. broadcast operation experience preferred. 1st phone. Immediate opening. \$10,896+/yr. SFASU is an EEO/AA employer. Reply to: Dr. R.T. Ramsey, Stephen F. Austin State University, P.O. Box 13048, Nacogdoches, TX 75962.

Engineer: For recording, maintenance, and on-air operations. Requires 1st phone, experience in repair, operation and maintenance of TV electronic equipment. Associate degree or trade school diploma in electronics OR 2 yrs. TV experience in TV Engineering. Highly competitive salary. Send resume to Susan Sterritt, WXIX-TV, Taconic Terrace, Cincinnati, OH 45215. An Equal Opportunity Employer M/F.

Maintenance Engineer: Progressive public television station seeking maintenance engineer with minimum 3 years digital experience. Knowledge of computerized editing systems and 1 inch VTR's desirable. First class FCC license required. Good benefit package and long term growth in a beautiful South Florida environment. Salary range \$12,900 through \$19,752 depending on experience and expertise. Send resume in confidence, Administrative Services, WPBT/TV 2, PO Box 610001, Miami, FL 33161. Equal opportunity Employer M/F.

A sunny South Florida television station is looking for a studio maintenance engineer with a minimum of 3 years experience and FCC first phone. Send resume to Ed Roos, WPTV, PO Box 510, Palm Beach, FL 33480. EOE.

Maintenance Engineer—3 to 5 years experience for a modern, well-equipped northeast large market independent. Good salary and benefits. An Equal Opportunity Employer. Send resume and salary requirements to Box B-172.

TV Engineering/Operations. Position consists of teaching and Television Service responsibilities. Teaching responsibilities in areas of television engineering and operations. Service duties include scheduling campus TV productions, supervising student operation crews, maintaining television equipment. Qualifications: Bachelor's minimum. Master's preferred. First-class FCC radio-television license required. Salary open, depending on qualifications. Position open July 1980. Send letter of application, resume, credentials by April 15, 1980, to: Virgil Pufahl, Chairman; Department of Communication; University of Wisconsin-Platteville; Platteville, WI 53818.

HELP WANTED NEWS

Meteorologist wanted for Florida television station; excellent opportunity in a major weather market; require at least two years on-air experience; an Equal Opportunity Employer; send resume to Box B-19.

News Director—For growing NBC affiliate. All ENG with live capability. Send resume to Ken Gerdes, WAFF-TV, PO Box 2116, Huntsville, AL 35804.

Meteorologist for top rated Midwest Network Affiliate. Responsible for environmental reporting and Weekend weather casts. Equal opportunity employer. Send resume and salary requirements to Box B-106.

News Anchor: Looking for a solid journalist who can communicate one-on-one with the audience. Must have personality AND good news sense. Will work with aggressive staff of pros in medium market net affiliate. Minimum 2 years on-air. An Equal Opportunity Employer. Send resumes to Box B-80.

TV News Anchor/Reporter—Need experienced person for midwest group-owned TV station. Excellent benefits EEO. Minorities and women urged to apply. Send full resume and support material. Box B-110.

ENG Photographer: All ENG shop seeks top-notch photographer with a good eye and plenty of hustle. Must be able to edit. No beginners. Send resume and references to: Kirk Winkler, News Director, WTOL-TV, PO Box 715, Toledo, OH 43695. Will ask for 3/4" tape later. An Equal Opportunity Employer.

Sports Reporter/Anchor: Number one rated Northeast affiliate looking for sports reporter/anchor; strong on-air and production abilities. Send tape and resume to WJAR-TV, 111 Dorrance Street, Providence, RI 02903. No phone calls please. An Equal Opportunity Employer.

Anchor—for top-rated operation in 3-station Joplin market. If you have good news background, pleasant appearance, good voice and real ability to communicate, we want to see your tape. Salary negotiable. Solid future in excellent area for a real pro who can do more than just read the news. Tape and/or interview required. E.O.E. Rush tape and resume to Don Blythe, KOAM-TV, Pittsburg, KS 66762.

Anchor: Pacific Northwest station seeking a co-anchor for a nightly newscast. Three years experience as anchor, reporter, or writer. Strong writing skills and good camera presence a must. Station is seen from Seattle up to Vancouver, B.C. You can enjoy living in a small town while earning a salary in the twenties. Call Adel Munger 206—734-4101. Equal Opportunity Employer.

Reporter with experience and ability to handle 1 PM to 10 PM shift. Resume to Personnel Director, Broadcasting, Box 100, Nashville, TN 37211. An Equal Opportunity Employer.

KDKA-TV needs night assignment editor immediately. Must be good enterpriser and energizer. Previous professional journalism experience required. Send resume to Bob Yuna, KDKA-TV, 1 Gateway Center, Pittsburgh, PA 15222. Equal Opportunity Employer.

Wanted: Sports Anchor/Reporter. Must do own shooting/editing. Upper Midwest market. \$8500-\$9000. EOE. Box B-188.

ENG Photographer—2-3 years news experience; must be excellent photographer; know ENG editing and experienced doing live shots. Salary range—\$303-\$481 per week. Send resume and tape to: Britt Arrington, Operations Manager, KYW-TV News, Independence Mall East, Philadelphia, PA 19106. An Equal Opportunity Employer.

HELP WANTED NEWS CONTINUED

Weather-News Reporter: WIXT-TV is accepting immediate applications for the position of on-air Weather Person-News Reporter. Job requires ability to gather and effectively communicate weather information and news on the 11:00 newscast Monday through Friday. Prior experience preferred. Send resume and audition tapes to Andy Brigham, News Director, WIXT-TV Inc., Shoppingtown Mall, Syracuse, NY 13214. WIXT is an equal opportunity employer.

Sports Director: Need aggressive sports anchor. Top 100 Market. Emphasis on local coverage, features and commentary. Anchor experience a must. Send resume Box B-138.

News Photographer: WIXT-TV is accepting immediate applications for the position of Photographer. Job requires operation of portable video tape and film equipment in covering news stories. Skills include knowledge of latest electronic news gathering equipment and 16mm film cameras. Prior experience preferred. Send resumes and tapes to: Andy Brigham, News Director, WIXT-TV, Inc., Shoppingtown Mall, Syracuse, NY 13214. WIXT is an equal opportunity employer.

Night Assignment Editor for top ten market station. Good news judgement and the competitive urge imperative. Experienced writer, familiar with ENG operation. Box B-162.

Faculty position in broadcast journalism. Supervise reporting, writing, producing, broadcasting news programs in newsroom environment. Conduct classroom sessions. Advise students. MA required. Extensive experience in radio news or radio and television news with solid record of accomplishment and excellent recommendations also required. Teaching experience, interest in academic research, doctorate desirable. Position open August 1, 1980. EOE. Send resume and references to Chairman Broadcast Department, School of Journalism, University of Missouri, Columbia, MO 65211. Deadline: April 1, 1980.

News Producer (Jackson/Lansing, Michigan). Experienced broadcast journalist with at least two years of reporting or producing background. A strong writer, who is well organized, creative and can edit, to put together our evening newscasts. Send resume, writing samples and tape to WILX-TV, PO Box 30380, Lansing, MI 48909. Attn: Personnel. Equal Opportunity Employer.

Photographer for a station that values good photography and good photographers. You'll work with live shots, tape and film in a creative atmosphere; in a medium-sized midwestern market. Box B-179.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Individual with radio or television traffic experience needed for expanding television traffic department. Knowledge of both manual and computer systems helpful, but not mandatory. Excellent salary and benefits with Group Broadcaster acquiring first independent station in Major Sun-belt market. An Equal Opportunity Employer. Reply to Box B-14.

Producer, knowledgeable, experienced and familiar with all producing techniques; capable of extensive travel, doing feature pieces for syndicated Magazine Show. Send resume to Michael D. McKinnon, McKinnon Productions, KIII-TV, PO Box 6669, Corpus Christi, TX 78411. E.O.E.

Prime time magazine in the top ten markets is looking for two top people. One field producer who can tell great stories, and one ENG photographer/editor with an eye for beautiful pictures. If you have experience with features that stand out, and care about quality, we'd like to hear from you. E.O.E. Box B-28.

Cinematographer/Videographer for top rated Pulitzer Broadcast Group station. Ideal candidate must have demonstrated knowledge and experience in television production, including EFP, and 3/4 inch cassette editing as well as 16mm filming and editing. Day to day responsibility to Public Affairs and Promotion Departments. Candidate should respond in writing with resume to: Ken Trinkle, KETV Television, 27th & Douglas, Omaha, NE 68131. An Equal Opportunity Employer.

Senior Producer—WMUL-TV, serving Huntington-Charleston area, 41st market. Will head production team, supervising producers and directors, directing some specials. Strong experience in major studio, remote and ENG production. College degree or equivalent. \$18,000-20,000. Contact Bill Haley, General Manager, WMUL-TV, Third Avenue, Huntington, WV 25701. EOE.

Production Manager—Fifties market network affiliate. Responsible for production staff, sales and production coordination. Work closely with program director in administration. Must have directing background and high potential for promotion within company. An equal opportunity employer. Send resume and salary history to Box B-88.

Promotion manager for small market ABC affiliate in the South. Must be creative and have strong hands-on production experience. EOE, M/F. Box B-160.

Operations manager for small market ABC-TV affiliate in South. Must have strong hands-on background in production and experience in supervising people. Full responsibility for production, traffic, copy, art, and film. Exceptional opportunity for person who can make things happen. EOE, M/F. Box B-150.

Art Director: Fifties market network affiliate seeks experienced art director. Candidate must be strong in on-air television graphics, layout, design, print production and department administration. Scenic design background an added plus. An Equal Opportunity Employer. Send resume to Box B-145.

Editor, 3/4"-tape editor for daily prime-time magazine. Seeking highly creative individual who can edit a story a day for our number one rated program. Candidate should currently be involved in PM Magazine or similar program. Top ten, major group, northeast, major market network affiliate. An equal opportunity employer. Box B-157.

Eastern NBC Affiliate seeking to upgrade promotional efforts is looking for the idea person who can spark a coordinated media campaign. Promotion director should be able to write and produce for TV, radio and print media with professionalism. EEO employer at Box B-186.

SITUATIONS WANTED MANAGEMENT

Promotion Manager looking for new challenge. Experienced in all aspects of promotion for top 30 markets. Solid management ability plus national program promotion. 5 years television experience. Resume and references upon request. Box B-77.

General Manager. Nine years as VP-GM top 25 market, wishes to relocate in Northwest/West. Outstanding track record in building station identity and profitability. Increased net worth of my station by 432% in eight years. Will consider station manager position in right situation and location. Reply in confidence to Box B-50.

Experienced management available for Texas television or radio. Budgets, sales, marketing and quotas. Box B-59.

SITUATIONS WANTED TECHNICAL

Do you need a Chief Engineer that understands studio and transmitter equipment, production and people. If so, write Box B-1.

TV-FM-AM Field Engineering Service installation-maintenance-system design-survey and critique-interim maintenance or chief engineer. Available by the day, week or duration of project. Phone Bruce Singleton 813-868-2989.

Experienced technician. First phone. B.A. degree. Seeks position with non-commercial 'Public Broadcasting'. Single. Resume, references on request. Box B-107.

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 B-166.

Operations engineer and champion skier. Tired of Sun Valley, Jackson Hole and the Tetons. Looking for new challenge. 2½ yrs. experience, 1st phone. BA. 208-522-2124.

Operations/Maintenance Engineer with TV broadcast experience seeks permanent full time position. Solid technical school background. 1st phone with radar. Can relocate. Box B-180.

SITUATIONS WANTED NEWS

Need professional help? Check me out! Radio newsroom veteran. Excels in gathering, writing, interviewing, airing, anchoring. Ready for TV break. Employer will provide excellent references. Box B-84.

Young woman seeks entry level reporting. Two years college FM news. BBA. Good appearance and writing skills. Will relocate. Tape, Laura Bruce, day 516-294-4182, eve 516-775-1559.

If you're reading this looking for someone strongly committed to news with good editing, reporting, production skills, then I'm looking for you too. Major market experience. BA Broadcasting. Desire small/medium market. Box B-130.

Polished, young major market reporter looking for a top 25 station as quality minded as I am. Box B-133.

Anchorman/Reporter/Producer 27 years of age—seeks position as 3 day reporter—weekend anchor with DYNAMIC news dept. in major market. Must move to improve. Box B-131.

Top 25 markets! Need an experienced, credible weather forecaster? I think you'll like what I have to offer. See a tape. Currently top 40. AMS. Box B-136.

Husband and wife veteran team with the nation's hottest rating getting commodity seeking to move within top 100 markets. Specializing in weather, talk shows, promotion and public affairs. Box B-153.

Anchor/Reporter top 15 market wants evening anchor. 35. 13 years experience. Box B-167.

Aggressive black reporter with major market experience seeks position in competitive market. Market size no problem as long as position has opportunity for advancement. Call 704-375-5318.

Meteorologist—Experienced 2½ years radio. Forecaster, manager private service. TV consultant looking for station. Knowledge of animation. National Weather Association committees radio/TV, ethics, public forecasts. Chris Orr, 23364 Larkshire, Farmington, MI 48024. 313-476-4621.

Washington, D.C. Correspondent: Experienced reporter looking to cover the nation's capitol for local markets. Radio/TV. Film and tape. Box B-174.

Young man seeking entry level position in TV news and sports. Two years experience in radio. Talk show host, PBP football and basketball. Sales. Broadcast degree. Dale before 8:30 am or after 3 pm 904-682-9319.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Experienced International Communicator, B.A. Radio-Television-Film, M.A. Broadcast Communication Arts, both from California State University, San Francisco (1975). Television experience include: 3 years as director, producer/director, executive producer for National Iranian Radio-Television. Television-cinema production/direction instructor for 3 years. Looking for a position as a television production/direction staff or as college level TV production instructor. 408-356-7598, 2442 Adonis Way, San Jose, CA 95124.

Professional TV Broadcaster—over twenty years experience in developing, producing, and directing ambitious studio and remote programming as Program Director, Production Manager, Producer/Director and ITV Director. Seasoned in children's programs. Available now. Write for resume Box B-170.

CABLE

SITUATIONS WANTED MANAGEMENT

Mature General Manager of large CATV System middle atlantic states. 25,000 Basic subscribers, 9,000 Pay subscribers. Interested in relocating to growth opportunity in Florida or south East, will consider other areas. Successful background in achieving maximum profits. Excellent business, personal and financial references. Box B-103.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Assistant Director, Broadcast Vocational School. Responsible for course development and supervision, marketing, admissions, and business management. Broadcasting experience preferred. Apply to Box 11500, Chicago, IL 60611.

HELP WANTED SALES

Broadcast Professional with local sales/sales management background to sell proven renewable services to broadcast management. We are industry's leading independent producer of proven local sales support, training and placement services for large and small independents and groups. Position requires an entrepreneur able to build own staff and expand on existing business in one of 6 exclusive U.S. regions. Must enjoy consultant selling with finest audio-visual tools and have ability to conduct workshops/seminars. Considerable travel first year; relocation possible. First year potential \$75,000+ with continuing renewable income. Rush confidential detailed resume, with references, in first letter to Herbert Levine, VP/GM, Broadcast Marketing Co., 415 Merchant Street, San Francisco, CA. 94111.

Radio Syndication Salesperson: Join a progressive East/West Coast Production Company. Must have track record in selling syndicated radio features and jingle packages. Great opportunity for future growth. Send a letter/resume and salary requirements. All replies confidential. Box B-161.

Broadcast Systems, Inc. is looking for professional sales engineers to represent many of the nations top equipment manufacturers. Requirements are heavy TV Station Engineering and TV Equipment sales experience. Our compensation plan includes an attractive base salary and a rewarding commission schedule. Expenses are paid. Send resume to BSI, 8222 Jamestown, A-103, Austin, TX 78758 or call 512-836-6014 or 800-531-5232.

HELP WANTED ANNOUNCERS

Live disco dee-jay to run teen disco at large Maryland ocean front amusement park from mid-May through Labor Day. Will be on-duty at least five (5) evenings per week. Reply in writing only with resume and availability to: J. Fineran, Heiniken, Fineran & Assoc., PO Box 1318, Salisbury, MD 21801.

HELP WANTED TECHNICAL

TV-Radio Film Engineer—minimum experience 18 months. TV broadcast engineering with operational and maintenance experience color videotape recorders, TV camera, audio and video. Will assist Chief Engineer in various technical crew assignments. Good benefits. E.O.E. Salary begins \$14,600. Resumes to F. Cleary, American Red Cross, 18th and D Streets NW, Washington, D.C. 20006.

HELP WANTED INSTRUCTION

Television Faculty: Instructor/Assistant Professor, tenure track, contingent on funding, to start September 1980. Professional background in production, writing and/or broadcast news for growing department with award-winning, on-going production/station management workshop. Good mix of academic and professional experience required, appropriate terminal degree. Salary competitive. EOE/Affirmative Action Employer. Send resume and references to: Ron Rabin, Chairman, Department of Journalism, Broadcasting and Speech, Buffalo State College, 1390 Elmwood Avenue, Buffalo, NY 14222 by March 15, 1980.

Assistant or Associate rank. Fall 1980 opening. Tenure track position. Ph.D./ABD plus teaching and professional experience required. Teach broadcast programming/promotion, writing, intro, announcing, radio production. March 1 application deadline. Send request for complete details. Dennis Harp, Director of Telecommunications, Texas Tech University, Box 4710, Lubbock, TX 79409. Affirmative Action/Equal Opportunity Employer.

Mass Communication. Search extended for Asst. or Assoc. Prof. of Communication. Responsible for teaching undergrad and grad courses which may include writing for print and non-print media, television production, and direction. May also coordinate TV activities of the College and supervise WCUC-FM. Ph.D. in Mass Communication and/or work experience in management of TV operations, preferably in business or industry. Writing and teaching experience desirable. M.A. degree and extensive related work experience will be considered. Salary competitive and contingent upon training and experience. Send letter of application and resume by April 11, 1980, to Search Committee, School of Communication, Clarion State College, Clarion, PA 16214. An Affirmative Action/Equal Opportunity Employer.

Telecommunications: Chairperson, Indiana University is searching for a Chairperson who will assume the leadership of the strong and active faculty in the Department of Telecommunications. The appointment will be as Full Professor (possibly Associate Professor with tenure) and Chairperson of the Department of Telecommunications, and will begin August 15, 1980. The Indiana University Department of Telecommunications offers the B.A., M.A. and M.S. degrees in Telecommunications and the Ph.D. in Mass Communication. The Chairperson supervises a growing faculty consisting of ten full-time faculty members plus five part-time faculty members. The Chairperson is responsible for promoting the interests of the Department within the University and with the Department's other academic, industrial and governmental constituencies. Along with normal administrative duties, the Chairperson's major concerns are: to continue to develop and strengthen the graduate program, to supervise a large undergraduate program, to encourage faculty development, and to direct curriculum review and development. As a senior member of the faculty, the Chairperson will also be expected to be actively involved in teaching and research; the specific area of his or her teaching/research interests, however, is open. Candidates should have a broad and thorough knowledge of telecommunications. It is expected that he or she will hold a Ph.D. or equivalent, and will have a substantial record of scholarly activity. Prior administrative experience in an academic setting is desirable. Candidates must have a record of teaching, research and service that qualifies him or her to hold senior, tenured professional rank at Indiana University. The salary is highly competitive with other institutions. Applications should include (1) description of previous administrative experience, (2) description of previous teaching and future teaching interests, (3) description of previous research and plans for future research and (4) names and addresses of at least three referees who will write directly to the search committee. Applications completed by March 7, 1980 will be assured of full consideration. Please send vita and letters of recommendation to: Dr. James R. Andrews, Chair, Telecommunications Chairperson Search Committee, Department of Telecommunications, Radio-TV Building, Indiana University, Bloomington, IN 47405. Indiana University is an Equal Opportunity/Affirmative Action Employer.

Telecommunications: Two Assistant Professors beginning August 15, 1980. Position 1: Primary interest and ability in teaching beginning and advanced level courses in creative and/or managerial aspects of advertising and/or in radio-television production. Position 2: Primary interest and ability in two or more of the following areas—media management, media economics, new telecommunications technology, media law and policy, media effects, media aesthetics, production or media history. Both positions require a Ph.D. or equivalent and a commitment to research and/or electronic publication. Two or more years of college teaching experience is desired, but not required. Salary: \$17,000 or more, depending upon qualifications. Applications should include (1) transcripts of graduate level coursework, (2) a description of previous teaching experiences and future teaching interests, (3) a description of previous research/electronic publications, (4) plans for future research/electronic publications, and (5) three letters of recommendation submitted directly by references or from recognized placement services. Applications received by March 7, 1980 will be assured of full consideration. Send applications to: Professor Dolf Zillmann, Acting Chairperson, Department of Telecommunications, Indiana University, Bloomington, IN 47405. Indiana University is an Equal Opportunity/Affirmative Action Employer.

Omega School of Communications offers full and/or part time work for radio, television and First Class FCC License instructors. Also seek maintenance engineer with electronic teaching ability. Degree and experience preferred. Apply to Box 11500, Chicago, IL 60611. Telephone 312-321-9400.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Irbide 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.)

Need camera cable for IVC-500. New Life Communications 612-235-6404.

Need replacement parts for G.E. U.H.F. 30 KW or 50 KW amplifier section. Box B-78.

I.G.M. 500 Automation Channels wanted. Would consider buying whole brain. Alan Moore, 618-532-1885.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

5" Air Helix Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfrs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

Ampex TA55B UHF Transmitter—55 kw. Good condition, \$150,000.

GETT57 30KW UHF transmitter—Spare Klystrons available Fall \$45,000.

GE PE-400 Color Cameras—Pedastals, Racks, like new, ea \$14,000.

GE PE-350 Color Cameras—All accessories, good condition, ea \$7,000.

GE PE-240 Film Camera—Automatic Gain & Blanking, \$8,000.

IVC 500 Color Camera—Lens, cables, encoder, \$8,000.

RCA TK-27A Film Camera—Good Condition, TP 15 Available, \$12,000.

Eastman CT-500 Projector—Optical and mag sound, \$9,000.

Eastman 285 Projectors—Reverse, good condition, ea \$6,000.

RCA TM-1 Microwave—7GHZ, Audio Channel, \$1,000.

RCA Hi-Band refurb. heads—RCA Warranty, ea \$3,500.

Ampex 1200A VTR's—Loaded with Options, ea \$24,000.

Norelco PC-70 Color Camera—16X1 200M lens, 2 available, ea \$18,000.

Norelco PCP-70 Color Camera—Portable or Studio Use \$10,000.

Norelco PC-60 Color Camera—Updated to PC-70, new tubes, \$11,000.

New Videotek Monitors—Super quality, low price.

New Lenco Terminal Equipment—Fast Shipment, 30 Brands of New Equipment—Special Prices. We will buy your used TV equipment. To buy or sell, call Toll Free 800-241-7878, Bill Kitchen or Charles McHan, Quality Media Corporation. In GA call 404-324-1271.

Audio Carousels: 5 Sono-mag model 250-RS and 252-RS, 24 position. Now on the air and playing. Also, 2 Houston-Fearless camera pan heads. Priced right for fast sale. Contact: Director Engineering, Donrey Media Group, PO Box 550, Las Vegas, NV 89101 or phone 702-385-4241.

FM Transmitters (Used) 20 KW, 15 KW, 10 KW, 7.5 KW, 5 KW, 1 KW, 250 W. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701, 314-334-6097.

AM Transmitters (Used) 50 KW, 10 KW, 5 KW, 1 KW, 500 W, 250 W. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701, 314-334-6097.

Ikegami HL77A. Excellent condition. Asking \$32,500 or best offer. Ms. Moss 301-986-0512.

FOR SALE EQUIPMENT CONTINUED

Automation System, 18 months old, ABC-Stereo, 4 carousels, 6 Scully 250s, 5 Beaucart machines, 1 reel-to-reel time system with 2 Scully tape machines, 1 English print logging system with Xtel printer, cart recorder, and CRT endcode system, net join, digital clock system. In like new condition. Original cost—\$75,000. First \$50,000 gets it. Station went live. WLQY-FM, Fort Pierce, FL. Barrett Mayer, 305—461-0099.

TRI EA-3 Editor with DDT-1 timer. \$2,000 or best offer. Microtime 2020 time base corrector. \$12,000 or best offer. CVS 520 digital time base corrector. \$9,500, or best offer. Contact: National Video Industries, Inc. 15 W. 17th St., New York, NY 10011. 212—691-1300.

Microtime 2020+ with Image Plus, velcor, DOC. IVC-7000P with Canon 10:1 lens. New Life Communications 612—235-6404.

40' Mobile Vans: Excellent condition — 10,000 miles. 10 tons air conditioning, 15KW heating. Production oriented. Complete with CDL-1260 Switcher and Philips-PC-70 cameras. Ready to roll, reasonably priced. Northwest Teleproductions 612—835-4455.

1 KW AM Gates BC-1T and BC-1J. On the air. Many spares. Current proofs. M. Cooper 215—379-6585.

1 KW AM RCA BTA-1R. 1962, on-air, excellent condition, SS rectifiers. M. Cooper 215—379-6585.

3 KW FM Visual with Collins 310Z-1 exciter, excellent condition, on air. M. Cooper 215—379-6585.

5 KW AM Gates BC5-H, on air, spare finals, spare driver deck. M. Cooper 215—379-6585.

Ampex AVR-2 Videotape recorders: Three fully loaded, nearly new VTRs (two with editors), equipped with dropout comp., Autochroma/velocity comp., auto tracking, and full color monitoring, interfaced to CMX-300 system, plus three spare heads. Contact Rod Hall at 213—577-5400.

Andrew Line & Connectors ready for emergency shipment anywhere by air. Broadcast Consultants Corp. 703—777-8660. Box 590, Leesburg, VA 22075.

Hitachi SK-80: \$17,000 or best offer. Excellent condition. Must sell quickly. 615—383-4916.

1,000KW Power Plant (One Million Watts): Perfect for standby generator for entire TV station (or small town). Diesel fueled. Like-new condition. \$150,000. Bill Kitchen, Quality Media Corporation. 800—241-7878.

Two G.E. 50 kw AM transmitters. Plenty of new spares including mod. transformer, one Continental 50 kw air cooled dummy antenna, one Continental 5 and 10 kw AM transmitter, clean. All items in our stock. Besco Internacional, 5946 Oaks Dr., Dallas, TX 75248. 214—630-3600.

RCA Quad Videotape machines: Two TR-70's, two TR-60's, one TR-61, one TR-22, two TR-5's, one TR-4. In stock, all high-band with heads, some have DOC, Cavec and editors. Call Ivey Communications Corp. 305—423-8299.

Test equipment for sale: In stock, new and used waveform monitors, vectorscopes, color monitors. Choose from Hewlette Packard, Tektronix and Conrac. Call for quote on immediate delivery. Ivey Communications Corporation 305—423-8299.

Houston-Fearless "Colormaster" film processor, Model CM16ME4. In good condition. Has tendency (clutch) drive system. Will use processes ME-4, VNF-1, and RVNP from 30-50 feet per minute. Will consider any reasonable offer. Contact News Director, WTOL-TV, PO Box 715, Toledo, OH 43695.

Microwave Associates MA2A transmitter, receiver, antennae, dishes. 2 watts, 2 Gig. range, one audio channel. Solid state. New Life Communication 612—235-6404.

Automation Package: IGM 500, in instacart, 1 carousel, 1 Scully transport, 1 time announce. \$6500 Firm. P.O. Box 1345, Monroe, LA 71201. 318—387-3922.

Ikegami HL-77 color camera, Fujinon lense. 150 hours use. 3/4" Sony/Convergence ECS-1 editing system. 3M production switcher with chromakey. 16 input Yamaha console ... 4 track Tascam recorder. Buhl multiplexer/16mm Graflex projector. VDS character generator with memory. Miscellaneous video, terminal, audio and production equipment. All in excellent condition. Box B-135.

Audio Pack AA Cartridges. Various lengths, 40 sec.—5.5 minutes. As is; \$1.50 in lots of 100, \$1.75 in lots of 10. Alan Moore, 618—532-1885.

Technics SP-10 Turntables—Factory sealed cartons, \$750. Check with order. Immediate shipment, freight collect. ADI, Inc., PO Box 9244, Wyoming, MI 49509.

Harris FM-20-H3 transmitter—currently on air—six years old, excellent condition, new final and IPA tubes last month, many spare parts. Replacing with higher power transmitter and lower gain antenna. Send inquiries to Box B-164.

Sony U-matic model VO-2800, record/play w/VHF output, excellent condition. \$2,000. Call On-Cue, 412—561-6114 or write Box 982, Pittsburgh, PA 15219.

COMEDY

Free sample of radio's most popular humor service! O'LINERS, 1448-C West San Bruno, Fresno, CA 93711.

Guaranteed Funnier! Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

Phantastic Phunnies—400 introductory topical one-liners ... \$2.00! 1343-B Stratford Drive, Kent, OH 44240.

MISCELLANEOUS

Artist Bio Information, daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801. 213—438-0508.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312—944-3700.

Custom, client jingles in one week. PMW, Inc. Box 947, Bryn Mawr, PA 19010. 215—525-9873.

RADIO PROGRAMING

Bill's Car Care. Remarkable, concise. Daily. Easy to sell. Audition, Box 881, Cincinnati, OH 45201.

Sports: Spring Training Reports From Florida! Interviews, actualities, voicers, etc., will be available. Fill your needs now! Contact: Jerry Bonkowski, 10924 South Emerald, Chicago, IL 60628. 312—785-1421.

INSTRUCTION

Free booklets on job assistance. 1st Class F.C.C. license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212—221-3700. Vets benefits.

FCC "Tests-Answers" for First Class License Plus—"Self-Study Ability Test". Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco, 94126.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin March 25 and May 6. Student rooms at the school. 61 N. Pineapple Ave., Sarasota, FL 33577. 813—955-6922, 2402 Tidewater Trail, Fredericksburg, VA 22401. 703—373-1441.

Cassette recorded First phone preparation at home plus one week personal instruction in Boston. Atlanta, Seattle, Detroit, Philadelphia. Our twentieth year teaching FCC license courses. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266 213—379-4461.

San Francisco, FCC License, 6 weeks 3/10/80. Results guaranteed, Veterans Training Approved. School of Communication Electronics, 612 Howard St., SF 94105 415—392-0194.

RADIO

**Help Wanted Programing,
Production, Others**

NEWS/TALK OPERATIONS DIRECTOR

Major group owned 50 KW giant is seeking an experienced newsradio or News/Talk programming professional to build and direct operations.

The person we seek must have thorough format knowledge and management experience. Also must possess administrative skills and demonstrate strong leadership capabilities.

Persons in similar positions in our company know of this ad.

Reply in confidence to Box B-129.

EQUAL OPPORTUNITY EMPLOYER, MALE/FEMALE

DOUBLEDAY BROADCASTING IS LOOKING FOR A RADIO GROUP CHIEF ENGINEER

We are a state of the art radio group with some of the finest technical facilities in the business. We have just purchased (subject to approval) our seventh station, in Detroit. We are looking for a top notch person with particular skills in audio processing, design and construction. You must be able to work with our current crop of technical people. You will likely be based in a specific station, with lateral group responsibilities for overall coordination. Some travel required.

Send resume and salary requirements to:
Gary Stevens, President
Doubleday Broadcasting Co., Inc.
Box 9338
Minneapolis, MN 55440
EOE/MF

Situations Wanted Programing, Production, Others Continued

STATION NEED A FACELIFT?

4 Bottom-line-oriented broadcasters ready to build & win! All in mid-20's with combined 20 years experience. PD, MD, Promotions, Production & 4 air talents who believe that radio is a 24 hour per day business. Sound too good to be true? Write us in confidence. R-C-R Enterprises, 3116 Coachmen East, Lindenwold, N.J. 08021.

PROGRAM DIRECTOR

Outstanding A.O.R. (AM/FM) Programmer. Proven success in Fourth Market. Creative/innovative. Leadership and highest broadcast standards. Industry-wide references. Available now for selective interviews. Box B-105.

MAJOR MARKET P.D.

Recognized leader in Country Programming looking for PD/Op.M. position in top 20 market. Experienced in news, music, promotions and FCC regulations. Will consider smaller market with equity participation. Presently employed. Box B-49.

Help Wanted Management

MANAGER COMPUTER OPERATIONS

Individual will be responsible for loading and troubleshooting NOVA series computer utilized in the Network switching operations. Also functions as shift supervisor to operations technicians. Coordinates programming with production personnel and on-the-air talent, interfaces with common carriers for incoming audio signals and network distribution.

Applicant should possess at least one (1) year of network and engineering management experience. Previous supervisory experience in technical preferred plus micro-processor mini computer experience.

If you are seeking a challenging position in an interesting and exciting business, we invite you to submit resume with salary requirements to:

MUTUAL BROADCASTING SYSTEM, INC.
1755 Jefferson Davis Hwy.
Arlington, VA
22202

Situations Wanted Management Continued

12 years successful

general management experience. Broad Radio-TV background. Age 37. Looking for new challenge and opportunity. 517-349-3724.

Situations Wanted News

SPORTS DIRECTOR

Seasoned professional
now available.

Proven No. 1 Network Experience
Ratings puller Strong air man
Box B-132

Help Wanted News

NEWS-TALK STATION

needs leader. New York State.
Box B-177.

Situations Wanted Announcers

AIR PERSONALITY

I'm seeking air work at a major-market or prestigious medium-market station. I'd prefer a stable, personality-oriented adult contemporary or top-40 operation. I'm 25, a college grad, with 7 years of experience in different formats (some major-market air work), production, and public relations ... presently at a respected medium-market facility. Let's get in touch—I'll consider each inquiry seriously. Box B-171.

TELEVISION

Help Wanted Technical



BROADCAST ENGINEERS

NBC's Washington D.C. owned radio and TV stations have immediate openings for experienced Broadcast Engineers on both their regular and temporary staff.

We're seeking professionals with at least three years' practical experience, with emphasis on modern broadcast technology. A FCC 1st Class radiotelephone operator's license is preferred.

We offer superior salaries with fully paid benefits. (These are NABET-represented positions). Our work tours are based on a 40-hour, 5-day week, and you must be available for any type of shift work, including weekends.

To apply, you must send a resume or letter detailing your work history, in complete confidence to: Personnel, Dept. BM280, NBC, 4001 Nebraska Avenue, NW, Washington, D.C. 20016. We are an equal opportunity employer, and invite response from minority and female applicants.

Situations Wanted Management

RADIO GENERAL MANAGER "Too Successful"

Present stations sold for four million capital gain as result of gross increase of one million in two years with cash flow up proportionately in one of most competitive over radioed markets.

Seeking corporate or station management position in radio or allied field as new owners have own executive. Previous experience includes other similar successful radio management positions, some in different geographic areas, consulting work in property acquisitions, budgeting, newspaper, agency and other business and broadcast areas. Detailed knowledge of all aspects of radio.

Still employed but available almost immediately. Resume, references on request. Call (505) 821-9239, or write: Dick McKee, 5308 Knight Road NE, Albuquerque, NM 87109.

Situations Wanted Programing, Production, Others

TOP MOR PRO LOOKING

CREDENTIALS: VOICE—one of the best in the business. Humorous, topical, well organized, works close to sales and sponsors, civic minded. Audience: 8-80. Fifteen year pro, dependable, mature, single, stable. Now working in Metro N.Y.C.

If you have the top M.O.R. or Adult Contemporary station in your market, let's talk.

Box B-155

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.

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 and holidays, and a retirement plan.

For immediate consideration, call collect, or send a letter or resume to:

John Thayer
(312) 298-7980

RCA Service Company
1263A Rand Road
Des Plaines, Ill 60016

An Equal Opportunity Employer

RCA

A Tradition On The Move!

Engineers/Technicians

GOLDEN WEST IS ON THE MOVE

The Golden West Broadcasting family is expanding once again—this time with a new UHF television station slated to open soon in Oklahoma City. Opportunities exist NOW for qualified broadcasting engineers and technicians, experienced in the areas of UHF transmitter operation and maintenance, video tape and studio equipment operations, and/or engineering management.

Interested candidates are invited to forward a detailed resume including salary requirements to: Dept. OKCE

GOLDEN WEST BROADCASTERS

5800 Sunset Blvd.
Los Angeles, CA 90028

Equal Opportunity Employer M/F

TELEVISION TECHNICIAN

Due to baseball telecasting contract, Baltimore television station needs technicians for 6 months employment, approximately March 15 to September 15. Must have FCC 1st class license and technical school education. Send resume to:

Chief Engineer
WMAR-TV
6400 York Rd.
Baltimore, Maryland 21212
E.O.E. M/F

Help Wanted Management

Local TV Sales Manager

Our need can be your opportunity! We're a well-established independent UHF station in the top 50 seeking a local sales manager with strong "independent" experience.

The person with the right qualifications will step into a bright future with room for much personal growth and financial rewards.

EEO

Reply to Box B-67

GROUP BROADCASTER

needs assistant to vice president-engineering. Must have leadership experience in television, radio and cable operation. Excellent career opportunity for right applicant. Send resume and references. Equal opportunity employer. Box B-183.

TELEVISION REPORTER

Proven television journalist with drive and professional experience. Resume and tape to: Bill Jobs, News Director WTVR TV, Box 11064, Richmond, Virginia 23230. E.O.E.

NEWS REPORTER/ANCHOR

Top 5 market looking for a rare individual. Someone with aggressive reporting skills but also with a flair for anchoring. We are a top-notch, professional news organization and we are interested only in experienced pros. Send a resume with pertinent information to Box B-159. We'll ask for tapes later. Equal Opportunity Employer.

WANTED:

WEATHER PERSON WITH BRAINS AND PERSONALITY.

Too much to ask? But look what we have to offer. We're a top ten, group owned station with a solid commitment to excellence. We are looking for someone who knows weather and who can explain it in a warm and personable way. But we're hard to please so drop us a line only if you are the best—or darn near the best. We'll ask for tapes later—for now just send us your resume and contractual information to Box B-149. Equal Opportunity Employer.

SPORTSCASTER

Part-time (weekends). Professional television experience preferred. Expert knowledge of all sports essential. Send resume and tape to: Bill Jobs, News Director, WTVR TV, Box 11064, Richmond, Virginia, 23230. E.O.E.

MANAGER VERMONT EDUCATIONAL TELEVISION AN AFFILIATE OF THE UNIVERSITY OF VERMONT

Nominations and applications are invited for the position of Manager of the Vermont Educational Television Network. The manager is the chief administrative officer of the system with responsibility for administration and planning activities.

Vermont ETV was established in 1966. The system consists of four licensed stations which serve all of the State of Vermont, Southern Quebec including Montreal, and portions of New York and New Hampshire. The system employs approximately sixty staff members and operates with a budget of nearly two million dollars per year.

The system is an affiliate of The University of Vermont, and has studios and administrative offices in Burlington, Vermont. The Manager reports to the Vice President for Academic Affairs of the University.

Candidates should possess at least a bachelor's degree. At least three years of management experience in television are required.

Position is available May 1, 1980. Nominations and applications (including resume) should be submitted by March 7, 1980 to:

Kenneth N. Fishell
Search Coordinator for Manager of VT ETV
Office of Academic Affairs
Waterman Building
Burlington, Vermont 05405

The University of Vermont is an Equal Opportunity, Affirmative Action Employer.

Situations Wanted Management

PROMOTION MANAGER

Looking for a new challenge. Experienced in all promotion dept. operations for top 30 stations. Solid management ability plus development of national program promotion. 5 years television experience. Resume and references upon request. Box B-77.

Situations Wanted News

Host/Producer

for an issue- and personality-oriented nightly interview program on medium market PTV station. My interviewing is incisive, intelligent, and interesting, without being abrasive. Experienced in membership and on-camera anchor work. Award winning producer, former radio news director. Knowledgeable, articulate. I believe in my work. Would like to move to large market as host or anchor in East, South, or Midwest. Box B-134.

ALLIED FIELDS Help Wanted Sales

ESTABLISHED BROADCAST BROKERAGE FIRM HAS OPENING FOR NEW YORK CITY OFFICE

Qualifications are: must be sales-oriented, ten years in the broadcasting industry with either an outstanding management record or ownership experience. Applicant should aspire and make effort to earn in excess of \$100,000 annually. Successful applicant will be trained at our expense. Mail resume to Box B-146.

MARKETING Development, Expansion, Growth

All three words describe the present direction of Holiday Inns, Inc. and all three words bring to mind an exciting image. Holiday Inn hotels are now a nearly 3 billion dollar brand. Our Marketing Division has been able to increase consumer preference and enhance guest satisfaction continually through the introduction of innovative and aggressive programs and services. To support this product/program development we need:

DIRECTOR/G.M. HI-NET

HI-NET Communications, Inc. is a new satellite telecommunications company which will shortly operate the largest satellite reception network in the world. Initial responsibilities will be to develop the HI-NET system for in-room entertainment and conferences, with long range responsibilities to develop this communications tool into a significant product improvement and profit center for Holiday Inns, Inc.

Beyond being an excellent marketer, you will need to have legal, technical and financial skills.

DIRECTOR NATIONAL ADVERTISING & PROMOTION

Responsibilities will be to organize and direct the development, testing and execution of all the advertising and promotion activity toward consumers, corporations and travel intermediaries. To generate maximum demand for Holiday Inns lodging from each.

You will need to have top ability in motivating creative people while being highly creative personally.

Qualifications: Requirements common to both positions are at least 8 years successful marketing management experience. Part of that experience must have been gained in a sophisticated, research-based major packaged goods company such as P&G, with demonstrated success thereafter. You should have an advanced degree, understand strategic marketing disciplines, be creative, and a good planner, an initiator, and seller of your programs.

Build your own challenges by helping us increase our leadership position in a dynamic, changing and competitive industry. Send your resume with salary history to:



**B. PARNELL
HOLIDAY INNS, INC.
Hotel Group Personnel**
3796 Lamar Avenue, 3rd Floor, Memphis, TN 38118
Equal Opportunity Employer M/F/H

SALES ENGINEER AREA MANAGER



AM & FM transmitters, RF equipment, Rockwell International, Collins Broadcast Products, Dallas, Texas, has a unique opportunity for a Sales Engineer with 5 or more years of experience in international sales in broadcasting for AM and FM equipment.

The individual we seek must have either a BSEE or equivalent sales experience in analyzing, promoting and selling broadcasting equipment. Must be fluent in Spanish and willing to travel frequently to Latin America. This position commands a high salary plus attractive commission plan in addition to a full range of company-paid benefits, including pension and savings programs.

We are an equal opportunity employer. Minorities, women and handicapped are encouraged to apply.

If you meet the high standards we require and are ready to enter into a rewarding career, please submit your resume to:

Professional Staffing 2003
Collins Transmission
Systems Division
Rockwell International
M/S 433-100, ccu 465
P.O. Box 10462
Dallas, Texas 75207



**Rockwell
International**

...where science gets down to business

QUALITY CONTROL TRANSMISSION ASSISTANT SHOWTIME

Showtime Entertainment, has an opening for a Transmission Quality Control Assistant in Northern New Jersey at Vernon Valley. This individual will monitor programming being transmitted to cable subscribers and provide detailed analysis of day-to-day operational activity.

We are seeking someone with studio operations experience including studio switching techniques. Basic knowledge of VTR technology. Quad experience is helpful. Must be available for rotating shifts—work 8 hours per day, five days per week, between the hours of 5PM and 4:30AM with heavy overtime required.

This is an excellent opportunity for a Junior individual to join a rapidly-expanding communications company.

Send resume, including salary requirements, to:

SHOWTIME

Department QC
1211 Avenue of the Americas
New York, New York 10036

Equal Opportunity Employer M/F

Employment Service Continued

**B
A
L**

BROADCASTER'S ACTION LINE

The Broadcasting Job you want
anywhere in the U.S.A.

1 Year Placement Service \$40.00

Call 812-889-2907

R2, Box 25-A, Lexington, Indiana 47138

Wanted To Buy Stations

Investor group

wants to buy radio stations ...
FM, AM, combo, all markets,
major, medium, and small ...
funds available ... call 214-
423-5618 or write Box 576,
Plano, Texas, 75074 ... prin-
cipals only.

Public Notice

LEGAL NOTICE

The Incorporated Village of Lynbrook, Town of Hempstead, County of Nassau, State of New York, is requesting proposals for a cable communication franchise. The legal boundaries of the Incorporated Village of Lynbrook shall constitute the authorized franchise area so that all residents of the Incorporated Village of Lynbrook may avail themselves of the service. Copies of the Request for Proposals may be obtained from the undersigned. Proposals shall be made in writing in the form required in the Request for Proposals and shall be received by the Village Clerk no later than 3:00 p.m. on March 19, 1980. All applications received in response to the Request for Proposals will be available for inspection during normal business hours at the Village Clerk's Office, Village Hall, 1 Columbus Drive, Lynbrook, New York, commencing March 26, 1980.

Joseph M. Vitelli
Village Clerk
Inc. Village of Lynbrook, NY 11563
(516) 599-8300

Dated: Feb. 18, 1980
Lynbrook, New York

Radio Programing Continued

SRC

SOUNDS OF FAITH

BRING SUNDAY MORNINGS BACK TO LIFE

*Dramatic increase in Sunday listeners
Theme personality each quarter hour
Hours of music tailored to market
Programming sold successfully
Meets your "religious commitment"
Immediate sponsor/audience interest
Quarterly updated programming*

*SRC "matched-flow" music is
for you!*

Stereo Religious Communications, Inc.
Box 10323 Atlanta, GA 30319

For Sale Stations

AM/FM - CATV - TV

CURRENT INVENTORY

**SHERMAN and
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MEDIA BROKER SPECIALISTS

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SHERMAN
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Suite 430
Miami, Fla. 33131

ROBERT
BROWN
P.O. Box 1586
Deland, Fla. 32720

NOTICE OF AVAILABILITY OF AN INVITATION FOR APPLICATION FOR A CABLE COMMUNICATIONS FRANCHISE

The City of Barnesville, County of Clay, Minnesota, invite application for a cable communication franchise. An application shall be completed and submitted in accordance with the system design and services as specified in the "Invitation for Applications," both of which are available from the undersigned. Applications will be accepted until 7:30 p.m., April 7, 1980. All applications received will be available for public inspection during normal business hours at the City Clerk's Office, Barnesville, Minnesota. Each such application shall be accompanied by a \$25.00 nonrefundable filing fee payable to the City of Barnesville.

David J. Pederson
City Clerk-Treasurer
P.O. Box 295
Barnesville, MN 56514
(218) 354-2292

The MEMORABLE Days of Radio

30-minute programs from the golden age of radio
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION
...included in each series



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Jonesboro, Arkansas 72401
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TV/RADIO PERSONNEL ARE YOU LOOKING?

WE'RE RECRUITING AGAIN

We're recruiting nationally for Fee Paid Jobs in Radio/TV Sales, Management, News, Engineering, Talent, and Production.

Resumes to:

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PROGRAMS WEEKLY
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Phone: 501-972-5884



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Elmira, NY
14902
(607) 733-7138

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Consultants
to the
Communications
Industry





CHAPMAN ASSOCIATES®
media brokerage service

STATION

CONTACT

S Small AM	\$190K	SOLD	Bill Chapman	(404) 458-9226
W Small AM	\$225K	\$65K	Ray Stanfield	(213) 363-5764
Plains Small AM	\$305K	Cash	Peter Stromquist	(218) 728-3003
W Small AM	\$310K	Terms	Bill Whitley	(214) 387-2303
MW Small AM/FM	\$625K	Terms	Jim Mackin	(312) 323-1545
S Metro Profitable	\$700K	\$203K	Bill Hammond	(214) 387-2303
W Metro FM	\$2300	29%	Ray Stanfield	(213) 363-5764

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

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APPRAISERS**

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312-467-0040

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2508 Fair Mount St.
Colorado Springs, CO 80909

THE HOLT CORPORATION
APPRAISALS-BROKERAGE-CONSULTATION
OVER A DECADE OF SERVICE
TO BROADCASTERS
Westgate Mall, Suite 205
Bathlehem, Pennsylvania 18017
215-865-3775

- Class C in Colorado. \$590,000. Terms.
- Daytimer. NW Georgia City. \$360,000.
- \$4,000,000 cash. Powerful AM/FM.
- North Carolina daytimer. Big town \$400,000.
- AM/FM near North Florida resort city. \$340,000.
- Super "Powerhouse" AM with FM in Eastern Texas. \$750,000.
- Dynamic Fulltimer covering half of Alaska population. \$1,600,000.
- Two stations in California.
- Powerful Daytimer in Eastern central New Jersey. \$650,000.
- Fulltimer. Coastal city in Southeast. \$500,000.
- Daytimer. Northeast Texas. \$660,000.
- Powerful educational FM in Wichita. \$350,000.
- AM/FM Fulltimer. Class B. Big Town in Maryland. \$640,000.
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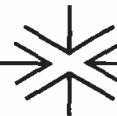
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Fates & Fortunes

Media

Dallin H. Oaks, president of Brigham Young University, Provo, Utah, elected chairman of board of Public Broadcasting Service, Washington ("In Brief," Feb. 11). He will succeed **Newton N. Minow** whose term expires in June. Minow is Chicago lawyer and former chairman of FCC. **Henry J. Cauthen** president and general manager of South Carolina Educational Television Network, elected vice chairman. **Elizabeth Shriver**, general counsel for PBS, named VP. **Gene Swanzy**, director of operations, named VP-operations.



McDaniels

Orrin McDaniels, general manager of WCFL(AM) Chicago, named VP.

Maury Farrell, general manager of WACD(AM) Alexander City, Ala., and former general manager and sales manager of WYEA-TV Columbus, Ga., joins WDHN(TV) Dothan, Ala., as VP-general manager.

Ed Hutchings, general manager of KTTC(TV) Rochester, Minn., named VP.

Kenneth Talshoff has resigned as VP and general manager of WWHT(TV) Newark, N.J. Future plans were not announced. He formerly was director of advertising and creative services, WTMJ-TV Milwaukee.

Wyatt Thompson, general sales manager, WEZR(FM) Washington, named general manager.

Robert W. Allen, general sales manager and associate general manager, WKAT(AM) Miami, joins WMJX(FM) there as VP-general manager.

Bob Carolin, general manager of WHEN(AM) Syracuse, N.Y., elected VP of licensee, Roy H. Park Broadcasting of Syracuse.

Phillip Zeni, sales executive, NBC, Chicago, joins KAAY(AM)-KLPQ(FM) Little Rock, Ark., as general manager.

Kym Grinnage, assistant station clearance representative, sales services, NBC-TV, New York, named manager of affiliate relations operations. **Meredith Woodyard**, account executive, Major Market Radio, New York, joins NBC there as manager of affiliate relations for NBC Radio and *The Source*. **George Hiltzik** and **Stephen Stander**, assistant general attorneys for NBC in New York, named general attorneys. **Gerard Petry**, administrator, news business affairs for NBC-owned KNBC(TV) Los Angeles, named director of cost verification group, NBC, Los Angeles. **Dan Sassi**, in labor relations and compensation with NBC in Washington, named director of personnel and labor relations for NBC in Chicago, which includes WMAQ-AM-TV and WKQX(FM).

Bob Korum, sales manager, KULR-TV Billings,

Mont., named station manager and general sales manager.

C. David Whitaker, general sales manager, WGHP-TV High Point, N.C., assumes additional duties as station manager.

Darrel Clark, with WTSL(AM) Hanover, N.H., named station manager.

Beverly J. Land, VP of Northern Cablevision, cable franchise holder for Minneapolis and subsidiary of Storer Broadcasting, named VP for corporate development for Storer's cable communications division, Miami.

Edward McGuire, former chancellor of board of higher education for Commonwealth of Massachusetts, and associate in education at graduate school of education, Harvard University, Boston, named VP for corporate development for Comcast Corp., Philadelphia. He will head company's cable franchise application efforts.

Roger Pierce, in charge of developing Spokane, Wash., system for Cox Cable Communications, Atlanta, named regional manager for Mideast region and VP-general manager of Cox Cable of Tidewater, which serves Norfolk, Virginia Beach and Portsmouth, Va.

David Dreiling, member of Viacom International's law department, New York, named associate general counsel responsible for Viacom Enterprises and Showtime, pay programming subsidiary. **Henry Schleiff**, also member of law department, named assistant general counsel in charge of communications section, responsible for cable and broadcasting legal activities of Viacom. **Roger Kirman** and **David Meyer**, also in legal department, named assistant general counsel. Kirman will be responsible for Showtime, and Meyer for corporate legal matters. **Allen Black**, director of personnel for Madison Square Garden Corp., New York, joins Viacom as associate director, compensation and employee relations. **Lisa Lipner**, personnel representative for American Hospital Supply Corp., joins Viacom as employee relations specialist.

Advertising

Russell K. Shaffer, president of David Mann Advertising, New York, joins Creamer Inc., New York, as executive VP-general manager.



Tumpowsky

Ira Tumpowsky, VP-director of media services for Wunderman, Ricotta & Kline, New York, direct response affiliate agency of Young & Rubicam, named senior VP.

Louis V. Donato, VP and group creative director, and **Ruth A. Salevouria**, VP and management supervisor, N W Ayer ABH

International, New York, appointed senior VP's.

Bill Harris, partner and creative director of Russell, Harris, Linder Inc., New York, joins Compton Advertising, New York, as senior VP in newly created post of deputy creative director.

Richard Khaleel, account supervisor, Grey Advertising, New York, appointed VP.

Mike White, from Earle Palmer Brown, Washington, and earlier, head of media department for McCann-Erickson in Chicago, rejoins McCann there as VP-director of media services.

James Heekin III, product manager, General Foods Corp., New York, joins Kenyon & Eckhardt there as VP-account supervisor. **William Kurth**, **Bruce Stauderman** and **Lawrence D'Aloise**, associate creative directors, and **Joseph Lamneck**, television production supervisors, K&E, elected VP's.

Glenn Tintera, executive VP-general manager of D'Arcy-MacManus & Masius, St. Louis, named to new position of director of account services. **Kenneth Mihill**, senior VP-management supervisor, elected executive VP and named director of client services, new position. **Edward Barnidge Jr.**, VP-account executive,



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succeeds Mihill as senior VP-management supervisor. **James Porcarelli**, associate media director, elected VP. **Terry Yormark**, writer for Albert J. Rosenthal in Chicago, joins DM&M in St. Louis as writer. In Los Angeles office of DM&M, **Jack Kornarens**, who has been account executive with Metromedia, joins DM&M as VP and member of management committee.

Fred Sellers, copy chief, **Henry J. Kaufman & Associates**, Washington, named VP-associate creative director.

Suzanne Bradt, **Patricia Clickener**, **Nan Ewart**, **Karen Haring** and **Carol Lacey**, research supervisors, **Leo Burnett Co.**, Chicago, named associate research directors.

Joel Margulies, former graphic designer, advertising & promotion staff, **CBS-TV** New York, joins **Hecht, Higgins & Patterson**, New York, as senior art director. **Patti Panico**, copywriter/producer, **Homer & Durham Advertising**, New York, joins **HH&P** there as copywriter.

Lawrence Rodkin, former president of **Rod/Com Advertising/Marketing**, Chicago, joins **Advertising International**, Hollywood, Fla., and will be involved with account management and supervision of broadcast production.

Marilyn Joseph, from **Scali, McCabe, Sloves**, New York, and **Sheri Carlsen**, from **Creamer**, join **Kenyon & Eckhardt**, Boston, as media buyers.

Bill Barker, advertising manager for **Popeil Brothers**, mail-order firm, joins **Robert L. Cohn Advertising** in Northbrook, Ill., as associate media director.

Thomas Bland, account executive, **Lord, Sullivan & Yoder**, Marion, Ohio, named VP-client services. **John Brinkerhoff**, associate creative director-copy, named creative director-copy. **Bill D. Wright Jr.**, copy department manager, named VP.

Joseph M. Bilotta, VP/Eastern regional manager, **Buckley Radio Sales**, New York, named executive VP and general manager. **Mel Trauner**, VP and director of research, appointed senior VP.

Dave Recher, VP-Midwest region for **Eastman Radio**, based in Chicago, named senior VP.

Tony Miraglia, VP of **Eastman Radio** network, New York, joins newly formed **Major Market Radio** network there as VP-manager.

Ingrid Morgan, formerly with **Torbet Radio**, New York, joins **New York sales staff** of **Blair Radio**.

Shearon Grlerson, assistant director of client services, **Air Time**, New York, named director of client services.

Jodi Dore, local sales manager, **WDAF-TV** Kansas City, Mo., named general sales manager, succeeding **Randy Smith**, who was named general manager of co-owned **WTAF-TV Philadelphia** (**BROADCASTING**, Feb. 11).

Bruce Baker, former general sales manager of **WRET-TV** Charlotte, N.C., named general sales manager of **WBMG-TV** Birmingham, Ala.

Claire Stoddard, presentation writer for sales development, **ABC-TV**, New York, named manager of special projects, sales development.

Peter Sang, who owned production company

in New York specializing in photography, joins **WNBC-TV** there as manager of advertising.

Joseph Hildebrand, VP of sales for **Detroit** office of **Mutual Broadcasting System**, joins **RKO Radio Network** as manager of its newly opened **Detroit sales office**.

Jon Hirshberg, sales manager, **WEEI(AM)** Boston, named director of sales, succeeding **Michael Ewing**, who was named New York sales manager for co-owned **CBS Radio Spot Sales** (**BROADCASTING**, Jan. 28).

James Butler, local sales manager, **WGBS(AM)** Miami, named general sales manager for **WGBS** and co-owned **WLYF(FM)** there. **Linda Scott**, local sales manager, **WLYF**, named sales manager for **WGBS-WLYF**.

Bob Van Cleave, general sales manager, **WDRB-TV** Louisville, Ky., joins **WTEV(TV)** New Bedford, Mass., as local sales manager.

Larry Gorick, account executive, **WEZI(FM)** Memphis, named senior account executive.

Sandy Scafione, assistant sales manager, **KTWN-FM** Minneapolis, and **Keith Meyer**, account executive, **WLWS(FM)** Cincinnati, join **KZZX(FM)** Albuquerque, N.M., as account executives.

Programing

Robert L. Friedman, senior VP and adviser in all operations of **Columbia Pictures**, Los Angeles, named president of domestic distribution unit. He succeeds **Norman Levy** who resigned.

Kathrin Seitz, director, movies and novels for television, **East Coast**, **ABC Entertainment**, named VP, development, theatrical films, **CBS Entertainment**, New York.

Karen Moore, manager of development for **Cypress Point Productions**, joins **Paramount Television**, Hollywood, as director of dramatic development.

Murray Oken, Western division manager, **United Artists Television**, Los Angeles, joins **Trident Television Associates**, distribution company in New York and Los Angeles, as VP-domestic sales, based in Los Angeles.

Joe Valerio, producer, writer and reporter for **ABC-TV**, New York, joins **Entertainment and Sports Programing Network**, Bristol, Conn., as director of program planning and development.

Nancy Hamilton, manager of studio operations, **MetroTape West**, Los Angeles, named director of operations. **Tanya Huebner**, unit manager, named production manager.

Leslie Easterling, marketing specialist for **Commonwealth of Kentucky**, and formerly with **WKYT-TV** Lexington, Ky., joins **Storer Cable TV**, Sarasota, Fla., as programing coordinator.

John Kahn, president and owner of marketing firm, **Markahn**, joins **Peters Productions**, San Diego, as Eastern regional manager-TV. He will market company's **Total Image Concepts**.

Herman Lay, from **KMOX-TV** St. Louis, joins **KPLR-TV** there as production sales manager, involved with selling videotaped production capability of **KPLR-TV Productions**.

Gordon Acker, director of program operations, **KMGH-TV** Denver, joins **KIRO-TV** Seattle as director of programing.

Diana Damron, anchor, reporter and talk program host, **WCIX-TV** Miami, joins **KXTV(TV)** Sacramento, Calif., as co-host of **PM Magazine**.

Dwayne Stephens, former studio operations manager for **Warner Cable's Qube** system in Columbus, Ohio, joins **WCPO-TV** Cincinnati as production manager.

J. Parker Antrim, air personality, **WCOL(AM)** Columbus, Ohio, joins **KCBS-FM** San Francisco in same capacity. **Jim Bridger**, announcer, **KREM-AM-FM** Spokane, Wash., joins **KCBS-FM** as weekend air personality.

Marysue Gaudio, associate producer of morning program on **WKYC-TV** Cleveland, named producer. **Gail Gardner Newman**, former radio and television publicist with **MacMillan Publishing** in New York, joins **WKYC-TV** as associate producer of program. **Kim Storer**, graduate, **Kent State University**, Kent, Ohio, joins **WKYC-TV** as production assistant.

Jay Douglas, operations director, **WRSC(AM)** State College, Pa., joins **KDAO(AM)** Marshalltown, Iowa, as program director.

Bruce Marr, news and program director, **KABC(AM)** Los Angeles, joins **KVI(AM)** Seattle as operations manager.

Lori Evans, director of promotion and marketing, **National Association of Educational Broadcasters**, Washington, joins **Maryland Center for Public Broadcasting**, Owings Mills, as executive producer of **AM Weather**.

Daniel Stiles, producer-director, **WPGH-TV** Pittsburgh, joins **WTCN-TV** Minneapolis as director.

Bob Hieblchuk, engineer, **KVOS-TV** Bellingham, Wash., named producer-director.

Javier Alvarez, who worked on freelance basis for **Video Tape Enterprises** of Hollywood as stage manager and assistant director, joins noncommercial **WOSU-TV** Columbus, Ohio, as production manager.

Mark Collier, producer-director at noncommercial **KBYU-TV** Provo, Utah, joins noncommercial **KETC(TV)** St. Louis in same capacity.

Eric Margolis, programing assistant, **WPIX-FM** New York, joins **WSAI-FM** Cincinnati as music director.

Ted Carson, from **KRBE(FM)** Houston, and **Scott St. James**, from **KILT(AM)** Houston, join **KAUM(FM)** there as air personalities.

Flynn Hanners, air personality, **KHOW(FM)** Denver, assumes additional duties as production director.

Tom Cuddy, air personality and music director, **WARA(AM)** Attleboro, Mass., named program director.

Scott McCullough, former editor-camera-man, **WJBK-TV** Detroit, named cinema-photographer in programing department of **WNAC-TV** Boston.

Bob Pollock, news and sportscaster and talk show host, **WMPL-AM-FM** Hancock, Mich., named sportscaster and head of sports promotion for **KFRU(AM)** Columbia, Mo.

Doug Olson, former announcer with **WEZR(FM)** Washington, joins **KKJY-AM-FM** Albuquerque, N.M., in same capacity.

Mary Shaver, research director and guest coordinator, **WKAT(AM)** Miami, joins **WIOD(AM)** there as programing assistant.

News and Public Affairs

Robert Franken, reporter and anchor, WKW-TV Cleveland, joins NBC News as Pittsburgh bureau chief. **Mary Dorman**, head of investigative unit for WDM-TV Washington, joins NBC Radio as Washington-based correspondent.

Bob Davis, executive producer of 6 p.m. news, WNBC-TV New York, named news manager, succeeding Jeff Rosser, who joined WBZ-TV Boston as news director (BROADCASTING, Jan. 21).

Gerard Harrington III, night editor, Independent Television News Association, New York, named managing editor, responsible for determining and coordinating news coverage sent to ITNA subscribers.

Don Harness, formerly with KRON-TV San Francisco, and most recently owner of Bighorn Canyon (Wyo.) Boat Tours, joins KULR-TV Billings, Mont., as news director and anchor of 5:30 p.m. news.

Roger Allan, news director, WRKO(AM) Boston, named director of public affairs and news. **Ed Walsh**, morning anchor, assumes additional duties as news manager. **Joe Morgan**, public affairs director, named morning reporter.

Nancy Palmer, broadcast operations manager, WCIX-TV Miami, joins WPLG(TV) there as newsroom operations manager. **Connie Hicks**, anchor, WCKT(TV) Miami, joins WPLG as midday co-anchor and general assignment reporter. **Wyatt Andrews**, general assignment reporter, WFTV(TV) Orlando, Fla., and **Michelle Gillen**, anchor, WCSH-TV Portland, Me., join WPLG as general assignment reporters.

Stu Kellogg, reporter and weatherman for WKRG-TV Mobile, Ala., joins WALA-TV there as assistant news director.

Jane Wallace, general assignment reporter and host of local public affairs program, KBTU(TV) Denver, joins WABC-TV New York as general assignment correspondent.

Harry Savas, reporter-anchor with WBZ-AM-FM Boston, named investigative reporter for co-owned WBZ-TV there.

Don Dare, Broward County, Fla., bureau chief for WCKT(TV) Miami, and **Phyllis Armstrong**, general assignment reporter, WMC-TV Memphis, join KSDK(TV) St. Louis as general assignment reporters. **Aaron Mermelstein**, senior reporter, WSM-TV Nashville, joins KSDK as special features reporter. **Paul Machesky**, nighttime assignment editor, KSDK, named ENG coordinator for live coverage.

Ned Walker, general assignment reporter, KWGN-TV Denver, named anchor-producer of weekend newscasts. **Ed Baldwin**, news director, KMTN(FM) Jackson, Wyo., joins KWGN-TV as general assignment reporter. **Rick Forester**, from WCIX-TV Miami, joins KWGN-TV as news photographer.

Chris Conangla, from production and public affairs position with WJIB(FM) Boston, and anchor, producer and writer for WSMW-TV Worcester, Mass., where he worked concurrently with WJIB, joins WTEV(TV) New Bedford, Mass., as anchor of 6 and 11 p.m. news. **Magee Hickey**, reporter with WTEV, named co-anchor of 6 and 11 p.m. news and host of public affairs program. **Keith Eichner**, from WTCN-TV Minneapolis, joins WTEV as chief meteorologist on 6 and 11 p.m. news. **Bradford Field**, operational and media meteorologist at Weather Services

Corp., Bedford, Mass., joins WTEV as meteorologist.

David Roberts, production assistant, WDIV(TV) Detroit, joins WEYI-TV Saginaw, Mich., as reporter.

Kathy Slaughter, associate producer of *Live at 5* on KTRK-TV Houston, named senior producer.

Gary McKenzie, news director and air personality, KHIS-AM-FM Los Angeles, joins RKO Radio Network, New York, as newscaster and correspondent. **Michael Schoen**, anchor and reporter, WCAU-AM-FM Philadelphia, joins RKO Radio Network as freelance newscaster and correspondent, anchoring night and weekend newscasts.

Chris Clackum, general assignment reporter, WIS-TV Columbia, S.C., assumes additional duties as state government and investigative reporter. **Gary Mattingly**, weekend anchor and reporter, WSPA-TV Spartanburg, S.C., joins WIS-TV as general assignment reporter. **Grace Pearn**, from University of South Carolina, Columbia, joins WIS-TV as video editor.

Cyrus Calhoun, graduate, Florida A&M University, Tallahassee, joins WINK-AM-FM Fort Myers, Fla., as anchor and reporter.

Suzanne Shaw, former information editor for American Soybean Association, joins WIBW-AM-FM-TV Topeka, Kan., as farm editor.

Lisa Brown, student, University of Texas, El Paso, named news and public affairs director for noncommercial KTEP(FM) El Paso.

Kenneth LaBroad, disco announcer in Springfield, Mass., assumes additional duties at WNUS(AM) there as evening reporter and weekend anchor.

Don O'Shea, news director, WRQK(FM) Greensboro, N.C., joins news staff of WBIG(AM) there.

John Adkins, former producer-director with KOLD-TV Tucson, Ariz., named director of 6 and 10 p.m. news for KOOL-TV Phoenix.

Kathy Banks, with WJBK-TV Detroit, named community affairs coordinator.

Jeffrey Clarke, former producer-director for noncommercial WHA-TV Madison, Wis., joins noncommercial KETC(TV) St. Louis as public affairs manager.

Dave McLoughlin, weekend meteorologist for WTVT(TV) Tampa, Fla., joins WDBO-TV Orlando, Fla., as chief meteorologist. **Cindy Scott**, student, Rollins College, Winterpark, Fla., named weekend assignment editor-producer for WDBO-TV.

Pete Petrashek, from news photography department of WOWT(TV) Omaha, named to newly created position of head of film and tape editing.

Barbara Walters, ABC News correspondent, received National Headliner Award of National Conference of Christians and Jews for her efforts to eliminate prejudice and for her contributions to journalism during dinner sponsored by Conference's Florida region in Miami on Feb. 2.

Rolanda Ames-Taylor, community affairs assistant, KETV(TV) Omaha, named public service director. **Barbara Montini-Scollon**, graduate, Kent State University, Kent, Ohio, joins KETV as community affairs producer.

Jerry Miller, news director, noncommercial

WENH-TV Durham, N.H., joins KUTV(TV) Salt Lake City as producer of weekly news magazine show.

June Sandra Moore, former reporter for *Newtown Bee News*, Newton, Conn., joins WYYZ(FM) Waterbury, Conn., as newscaster.

Faith Middleton, former editor in chief of *Connecticut* magazine, joins noncommercial WPH(FM) Middlefield, Conn., as New Haven, Conn., bureau chief.

Hatti Jackson, program coordinator, WXIA-TV Atlanta, named director of community affairs.

Cyndi Biedermann, from KXOA-FM Sacramento, Calif., joins KTXL(TV) there as community services director.

Peter Traynham, cinematographer-editor, Panorama Productions in Baton Rouge, joins WVUE(TV) New Orleans as news photographer.

Promotion and PR

Barry Cherlin, in publicity department of MCA TV, Los Angeles, named West Coast publicity director.

Thomas P. Furr, manager of advertising and promotion and director of on-air promotion, WJLA-TV Washington, joins WXYZ-TV Detroit as director of creative services.

Nancy Neubauer, public information associate with Corporation for Public Broadcasting, Washington, joins Public Broadcasting Service there as associate director of publicity.

Andrea Duggan, administrative assistant to director of advertising and promotion at WNAC-TV Boston, named publicity coordinator.

Kay Cushing, account supervisor, Ketchum

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MacLeod & Grove Public Relations, Pittsburgh, named VP.



Kershner

Karen Kershner, director of advertising and promotion, Mutual Broadcasting System, Washington, named VP-advertising and promotion.

Judy Law, promotion director, KXTV(TV) Sacramento, Calif., joins KIRO-TV Seattle as director of promotion.

Stephanie Falvey, promotion manager, KXLY-TV Spokane, Wash., joins KREM-TV there in same capacity.

Mary Zuzze, assistant promotion manager, WTNH-TV New Haven, Conn., joins WXEX-TV Petersburg, Va., in same capacity.

John McKeon, account supervisor in public relations division of Henry J. Kaufman & Associates, Washington, named VP.

Jill McCurley, public relations director for noncommercial WGTW(TV) Athens, Ga., joins noncommercial WGVC(TV) Grand Rapids, Mich., as director of promotion.

Technology

William J. Welsz, chief operating officer of Motorola, Schaumburg, Ill., named vice chairman of board. **John F. Mitchell**, executive VP and assistant chief operating officer, named president and continues as assistant operating officer.

John A. Moseley, founder and president of Moseley Associates, Goleta, Calif., moves up to chairman of board. **John E. Leonard Jr.**, executive VP and general manager, named president.

Sherman Miller, VP of marketing for Comtech Antenna Corp., Florida-based subsidiary of Comtech Telecommunications Corp., named VP and chief operating officer.

Phillip Cunningham, district manager, Western region, RCA Sales Corp., named VP-Southern region, based in Atlanta.

Ray McMillan, with KENS-TV San Antonio, Tex., named director of engineering for licensee, Harte-Hanks Television Group. He will be responsible for its four stations.



Latham

Bill Latham, assistant director of engineering for Post-Newsweek Stations, Miami, named director of engineering.

Elaine Wills, engineer scheduler and coordinator of engineer manpower, MetroTape West, Los Angeles, and co-owned KTTV(TV) there, named manager of engineering operations.

Ronald Wells, sales representative and regional sales manager for Pacific Belting Industries, Los Angeles, joins Lenco, electronics division, Jackson, Mo., as Western regional manager, based in San Jose, Calif.

Donald Reynolds, product manager for Compositor product line at Telemation, Salt Lake City, joins Orrox Corp., Santa Clara, Calif., as product marketing manager.

Anthony Scuderi, director of manufacturing in Comtech Laboratories division of Comtech Telecommunications Corp., Smithtown, N.Y., named director of information systems.

Jaime Fraire, production supervisor, noncommercial KTEP(FM) El Paso, Tex., named engineering assistant.

Gregory Dzubay, product manager of broadcast-professional audio products group of Telex Communications, Minneapolis, named sales manager of group. **Frank Olson**, who has been store manager at various Olson Electronics stores across U.S., succeeds Dzubay. **D. Stephen Lichtenauer**, formerly in sales and management positions with Turner in Cedar Rapids, Iowa, joins Telex in newly created position of OEM sales manager.

Stanley Gerendasy, director of applications and senior research associate at Cable Television Information Center of Urban Institute, Washington, joins National Captioning Institute, Falls Church, Va., as director of engineering and development.

Mary Briere, night manager of operations, Vidronics, Hollywood, named manager of customer services. **Tom Jones**, assistant manager of scheduling and operations, Glen Glenn Sound of Hollywood, joins Vidronics as sales representative.

Ronald F. Jones, key account executive, Magnavox CATV, Manlius, N.Y., named national sales manager. He succeeds **James P. Duffy** who has been named manager of customer services. **Norman Hamlett**, from Carrier Transicold Co., Syracuse, N.Y., joins Magnavox as materials planning manager. **Richard Schrader**, from Bunker Ramo in Endicott, N.Y., joins Magnavox as manager of human resources.

John Lund, sales training and development manager, Belden Corp., Richmond, Ind., named Western field sales manager, based in Irvine, Calif. **James Sopp**, field sales representative for division in San Jose, Calif., succeeds Lund.

William Rush, regional manager for Zenith Sales Co. division of Zenith Radio Corp., named president of S.A. Long Co., Zenith's distributor in Wichita. **Lawrence McGuire**, regional sales manager for Friedrich Air Conditioning, joins Zenith as regional manager for Texas, Oklahoma and southern Kansas.

Robert Way, manager of applications engineering, Siecor Optical Cable, Horseheads, N.Y., joins Augat, Attleboro, Mass., as manager of fiber optics technology.

Michael Peyton, internal auditor and business development officer, Woodland Bank of Tulsa, Okla., and **Cecil (Jack) Riley**, regional technician for Tulsa Division of Televised Instruction for Oklahoma State Regents for Higher Education, join United Video, Tulsa, as satellite and microwave project engineers.

Deborah Harter, writer-producer for Scriptech Inc., named Western regional sales manager, Convergence Corp., Irvine, Calif.

J. Mack Parkhill, in sales and marketing area with Channel Master, Ellenville, N.Y., named national sales manager for company's pay television electronics division.

Allied Fields

Stuart Bedell, attorney in broadcast facilities division and renewal and transfer division of FCC, Washington, named chief of transfer branch, renewal and transfer division of Broadcast Bureau. **James Green**, senior staff consultant, Department of Energy, named chief of policy analysis branch, policy and rules division of FCC. **William Hassinger**, who has been in Los Angeles field office of FCC, named engineering assistant to chief of Broadcast Bureau.

Neil Portnow, senior VP of 20th Century-Fox Records, Beverly Hills, Calif., named president.

Roger Morcomb, from Control Data Corp., Newark, N.J., named VP of finance and planning for Arbitron, subsidiary of Control Data, New York. **Gary Donohue**, account executive with Arbitron Radio in Chicago, named manager of Arbitron Southwestern Radio Station Sales in Dallas. **Joan Schwartz**, client service representative in Atlanta, named account executive for Arbitron's Midwestern Radio Station Sales in Chicago.

Stephen C. Riddleberger, VP in charge of franchises, Hertz Corp., New York, and former VP and general manager, NBC Owned Radio Stations, and president of ABC Owned Radio Stations, named director of special projects for Radio Advertising Bureau, New York.

Meg O'Brien, group manager, and **Dan McKillen**, analyst, both in Nielsen Television Index data applications department, New York, named client service executives for Nielsen Television Index.

Mark Thomason, Southern regional sales manager with GTE Sylvania Cable Television division, joins Communications Equity Associates, Tampa, Fla., investment banking firm specializing in cable television, and will work in brokerage division.

Deaths

John E. Kucera, 68, VP in charge of network TV at Ted Bates & Co., New York, until his retirement in 1972, died Jan. 31 in Greenwich (Conn.) hospital, after suffering with emphysema. He had been with Bates for 16 years and earlier had served in programing posts with NBC-TV and now defunct Milton Biow Co., New York. There are no immediate survivors.

James Murray, 70, producer of animated TV commercials, died Tuesday (Feb. 5) of respiratory ailment in Southampton, N.Y., hospital. Murray won George Foster Peabody and Sylvania awards and three Art Directors Guild Trophies for commercials he produced. He is survived by his wife, Katherine; son, James, and daughter, Virginia Ingle.

Paul Blaine Parks, 87, retired newscaster for Voice of America, Washington, died at his home in Arlington, Va., Jan. 23. He joined VOA in 1942, its first year of operation when it was under Office of War Information. Parks retired in 1962 but continued to work on special assignments until 1975. Survivors include his wife, Margaret.

Paul Lans, 33, deputy head of sports for Thames Television, London, died Jan. 30 of double pneumonia. He joined Thames in 1978 from BBC there.

Stock Index

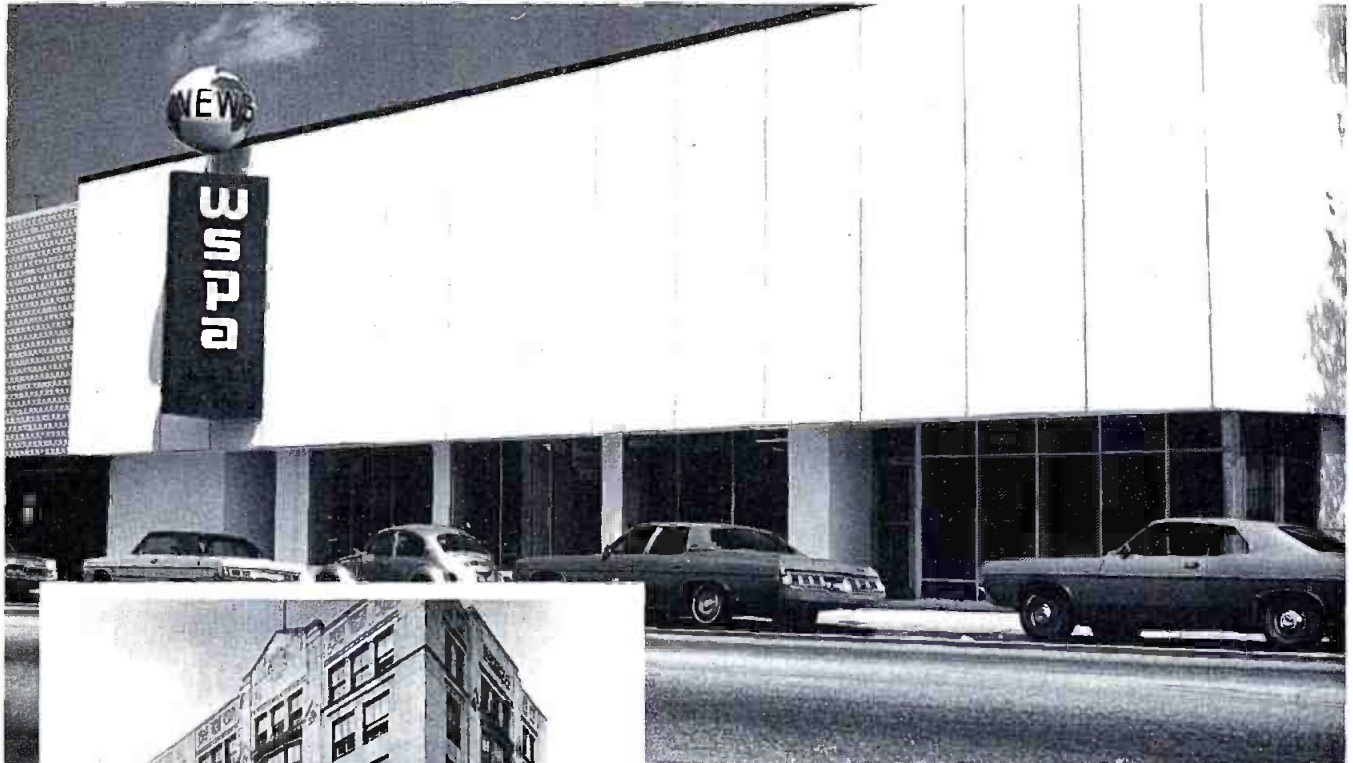
Exchange and Company	Closing Tues. Feb. 12	Closing Wed. Feb. 6	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC.....	35	35			7	980
N Capital Cities.....	45 1/8	45 3/8	- 1/4	- .55	12	618
N CBS.....	52 1/8	51 3/8	+ 3/4	+1.45	7	1,464
N Cox.....	65 1/2	65	+ 1/2	+ .76	13	441
A Gross Telecasting....	26 3/8	26 3/4	- 3/8	-1.40	9	21
N LIN.....	43 1/2	43 1/2			11	119
N Metromedia.....	71 5/8	71 5/8			10	330
O Mooney.....	10 1/2	10 1/2				4
O Scripps-Howard****	65 1/2	65	+ 1/2	+ .76	12	169
N Storer.....	31 1/8	31 1/2	- 3/8	-1.19	16	361
N Taft.....	32 1/4	31 3/4	+ 1/2	+1.57	11	281
BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell.....	20 1/2	22 1/4	-1 3/4	-7.86	17	37
A Affiliated Pubs.....	29 5/8	30 3/4	-1 1/8	-3.65	10	101
N American Family.....	10	10 7/8	- 7/8	-8.04	4	105
N John Blair.....	19 1/8	19 1/8			4	71
N Charter Co.....	43 1/2	43	+ 1/2	+1.16	37	864
N Chris-Craft.....	23 1/2	22 1/4	+1 1/4	+5.61	13	64
N Coca-Cola New York..	6	6			8	105
N Cowles.....	24 5/8	24 1/2	+ 1/8	+ .51	20	97
N Dun & Bradstreet....	44 3/4	43 3/4	+ 1	+2.28	18	1,245
N Fairchild Ind.....	52 1/4	54	-1 3/4	-3.24	11	298
N Fuqua.....	20 1/4	20 3/4	- 1/2	-2.40	6	256
N Gannett Co.....	44 5/8	46 3/8	-1 3/4	-3.77	14	1,199
N General Tire.....	17 3/4	17 7/8	- 1/8	-.69	4	419
O Gray Commun.....	42	43	-1	-2.32	13	19
N Harte-Hanks.....	25 5/8	25	+ 5/8	+2.50	15	238
O Heritage Commun.....	12 7/8	13	- 1/8	-.96		30
N Jefferson-Pilot.....	30 1/2	30 5/8	- 1/8	-.40	8	687
O Marvin Josephson.....	12 3/4	12 3/4			7	33
O Kansas State Net....	27 1/2	27 1/2			23	51
N Knight-Ridder.....	25	25 1/2	- 1/2	-1.96	11	821
N Lee Enterprises.....	20 3/4	21 1/2	- 3/4	-3.48	11	149
N Liberty.....	17 3/4	18 3/8	- 5/8	-3.40	8	240
N McGraw-Hill.....	30 1/8	29 7/8	+ 1/4	+ .83	12	746
A Media General.....	28 7/8	28 1/4	+ 5/8	+2.21	12	214
N Meredith.....	41	41			8	126
O Multimedia.....	31 1/2	31 1/4	+ 1/4	+ .80	13	315
A New York Times Co....	23 3/8	23 1/4	+ 1/8	+ .53	18	276
N Outlet Co.....	21	21 1/4	- 1/4	-1.17	6	52
A Post Corp.....	18 1/8	19	- 7/8	-4.60	8	33
N Rollins.....	27 7/8	28	- 1/8	-.44	13	373
N San Juan Racing.....	14 5/8	14 7/8	- 1/4	-1.68	19	36
N Schering-Plough.....	34 1/4	34 3/8	+ 1/8	+ .36	10	1,841
A Sonderling.....	31	30 5/8	+ 3/8	+1.22	10	34
A Tech Operations.....	11 1/2	10 3/4	+ 3/4	+6.97	29	15
N Times Mirror Co.....	37	38 1/4	-1 1/4	-3.26	10	1,256
O Turner Broadcasting... 13	13					128
A Washington Post.....	19 3/4	19 1/4	+ 1/2	+2.59	6	308
N Wometco.....	19 3/8	20	- 5/8	-3.12	9	166
CABLECASTING						
A Acton Corp.....	18	15 3/8	+ 5/8	+4.06	11	42
O Athena Comm.....	6 3/4	6 3/4				14
O Burnip & Sims.....	11 1/8	11 1/4	- 1/8	-1.11	59	96
O Cable Info.*.....	12 1/2	(Closing 1/2; not reported in previous wks)				
O Comcast.....	24 1/2	24 1/2			24	41
O Entron*.....	5	5				4
N General Instrument... 51 3/8	51 1/2	- 1/8	-.24	14	427	
O Geneva Corp.....	37 3/4	37	+ 3/4	+2.02	16	42
O Tele-Communications 28 1/8	26 3/4	+1 3/8	+5.14	35	299	
N Teleprompter.....	24 5/8	25	- 3/8	-1.50	32	418
N Time Inc.....	50 1/4	48 1/2	+1 3/4	+3.60	9	1,404
O Tocom.....	14 3/4	14 1/2	+ 1/4	+1.72	31	22
O UA-Columbia Cable.. 50	55	- 5	-9.09	23	167	
O United Cable TV.....	28 3/4	29	- 1/4	-.86	20	117
N Viacom.....	43	44 3/4	-1 3/4	-3.91	22	163
PROGRAMMING						
A Amer. Intl. Pics.....	9 3/4	9 3/4				23
O Chuck Barris Prods... 6 3/4	6 1/2	+ 1/4	+ 3.84	3	21	
A Cinema 5 Ltd.*.....	4 7/8	4 7/8				3
N Columbia Pictures....	35 5/8	35	+ 5/8	+ 1.78	6	350
N Disney.....	45	44 3/8	+ 5/8	+ 1.40	14	1,459
N Filmways.....	8 7/8	9 7/8	- 1	-10.12	5	49
O Four Star*.....	3/4	3/4				8
N Gulf & Western.....	21 3/8	19 1/4	+2 1/8	+11.03	5	960
N MCA.....	53 3/8	54 3/8	- 1	- 1.83	10	1,241
O Medcom.....	4 1/2	4 3/4	- 1/4	- 5.26	18	7
N MGM.....	19 3/8	19 3/4	- 3/8	- 1.89	9	627
O Reeves Commun.****	20 3/4	20 3/4			20	48
N Transamerica.....	18	18 3/4	- 3/4	- 4.00	6	1,179
N 20th Century Fox....	49	48 5/8	+ 3/8	+ .77	7	383
O Video Corp. of Amer.. 6 1/4	6 1/2	- 1/4	- 3.84	21	6	
N Warner.....	55 1/4	56	- 3/4	- 1.33	12	1,111
A Wreath.....	20 1/2	21 5/8	-1 1/8	- 5.20	55	47
SERVICE						
O BBDO Inc.....	35 1/4	36 1/4	- 1	- 2.75	8	88
O Compact Video.....	14 7/8	15 1/4	- 3/8	- 2.45		26
N Comsat.....	41 1/4	40 1/2	+ 3/4	+ 1.85	10	330
O Doyle Dane Bernbach 26	26 1/2	- 1/2	- 1.88	9	69	
N Foote Cone & Belding 24 3/8	24 1/4	+ 1/8	+.51	8	63	
O Grey Advertising.....	48 1/2	48 1/2			6	30
N Interpublic Group....	33 1/2	35 1/4	-1 3/4	- 4.96	7	79
O MCI Communications.. 6 3/4	6 3/8	+ 3/8	+ 5.88	84	187	
A MovieLab.....	6 1/2	6 3/4	- 1/4	- 3.70	12	9
A MPO Videotronics....	5 1/4	5 1/2	- 1/4	- 4.54	5	2
O A.C. Nielsen.....	28 1/2	28 1/2			13	313
O Ogilvy & Mather.....	24 1/2	25 1/4	- 3/4	- 2.97	8	88
O Telemation.....	1 1/4	1 1/4			2	1
O TPC Communications.. 6 1/2	6 1/4	+ 1/4	+ 4.00	12	5	
N J. Walter Thompson.. 31 7/8	32 1/8	- 1/4	- .77	7	84	
N Western Union.....	25 5/8	25 1/4	+ 3/8	+ 1.48	11	388
ELECTRONICS/MANUFACTURING						
O AEL Industries.....	8 3/4	9 7/8	-1 1/8	-11.39	7	14
N Ampex.....	20 1/4	19 7/8	+ 3/8	- 1.88	14	231
N Arvin Industries.....	13	13			4	77
O CCA Electronics*.....	1/8	1/8				1
A Cetec.....	6 1/2	6 1/2			14	3
A Cohu.....	7 1/4	7 1/4			24	12
N Conrac.....	23	21 7/8	+1 1/8	+ 5.14	37	47
N Eastman Kodak.....	49	47 3/4	+1 1/4	+ 2.61	9	7,907
B Elec. Missile & Comm. 3 7/8	3 3/4	+ 1/8	+ 3.33	34	10	
O Farlinon.....	30 1/8	28 1/8	+ 2	+ 7.11	28	149
N General Electric.....	54 3/8	56 1/4	-1 7/8	- 3.33	10	10,036
N Harris Corp.....	38 3/4	36 1/2	+2 1/4	+ 6.16	17	1,015
O Harvel Ind****	6 1/2	6 1/2			17	3
O Intl. Video****	7/8	7/8				2
O Microdyne****	29 1/4	29 1/2	- 1/4	-.84	30	3
N M/A Com Inc.....	39	37 7/8	+1 1/8	+ 2.97	51	220
N 3M.....	52 1/4	50 1/4	+ 2	+ 3.98	11	6,085
N Motorola.....	59 1/8	61 3/4	-2 5/8	- 4.25	15	1,687
N N. American Philips.. 30 3/8	29 1/2	+ 7/8	+ 2.96	6	365	
N Oak Industries.....	35 1/4	34 7/8	+ 3/8	+ 1.07	24	149
O Orrox Corp.....	6 1/2	5 3/4	+ 3/4	+13.04	9	11
N RCA.....	25 3/8	22 1/4	+3 1/8	+14.04	7	1,899
N Rockwell Intl.....	58 3/8	61 7/8	-3 1/2	- 5.65	9	2,054
A RSC Industries.....	4 1/8	4 3/8	- 1/4	- 5.71	23	9
N Scientific Atlanta....	44	43 1/2	+ 1/2	+ 1.14	25	206
N Sony Corp.....	7 1/8	7 1/8			12	1,229
N Tektronix.....	60 7/8	60 1/2	+ 3/8	+ .61	16	1,095
O Texscan.....	8	6 1/4	+1 3/4	+28.00	47	6
O Valtec****	18 3/4	19 7/8	-1 1/8	- 5.66	40	74
N Varian Associates.. 33	35	- 2	- 5.71	183	225	
N Westinghouse.....	24 3/4	24 1/2	+ 1/4	+ 1.02	7	1,128
N Zenith.....	9 3/4	10 1/8	- 3/8	- 3.70	9	183
Standard & Poors 400						
Industrial Average		133.83	130.88	+2.98		

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 & Poors* 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. ****Closing price Feb. 11. +Stock traded by price less than 12.5 cents.

WSPA

South Carolina's First Radio Station Celebrates Its 50th Anniversary



(Top) Radio Center, home of WSPA's new and renovated studios in downtown Spartanburg. Modern 5,000-watt transmitter is on Broadcast Drive near WSPA-TV studios. (Bottom) Spartanburg's Montgomery Bldg. housed WSPA's early studios. Insert: WSPA's 1930 250-watt transmitter.

At 7 p.m. on February 17, 1930, WSPA initiated local radio service for the populous Spartanburg — Greenville Piedmont — Carolina area. On March 29, 1941, WSPA joined the CBS Radio Network — an affiliation which continues to this day. WSPA pioneered FM in South Carolina: WSPA-FM dates from August 29, 1946 and was the first station in the Southeast to broadcast in stereo (1961). WSPA-TV signed on April 29, 1956; it was South Carolina's first station with live, local color (1966).

WSPA enters its second half-century pledged to continue its community involvement and outstanding programming which have contributed to the success of its first 50 years of service to the nation's 65th metro radio market (Arbitron, 1979).



wspa

950 kc • 5,000 watts • 24 hours a day

Spartanburg, South Carolina • National Reps: McGavren-Guild

Owned and Operated by Spartan Radiocasting Co. • Walter J. Brown, President



Gingold: first and foremost a programmer

It may be a long way from the Pacific Northwest to the Big Apple. But Chuck Gingold has the programming perspective to close the distance.

Since he moved from KATU(TV) Portland, Ore., in November to take over the programming helm at the ABC-TV O&O in New York, Gingold's world is considerably different and yet remarkably the same. His first assignment at WABC-TV essentially is to keep doing what he was doing in Portland: "to develop new, hopefully innovative" local programming.

It's a goal that Gingold knows not only locally in New York or Portland but across the industry in his other job as president of the National Association of Television Program Executives. And as NATPE chief, Gingold presides this week in San Francisco over a conference in large part addressing just that directive.

Only a few months into the programming traces at WABC-TV, Gingold is too new in New York for appraisal. But having come from a station that offers 10½ hours per week of locally produced programs beyond news, his reputation precedes him.

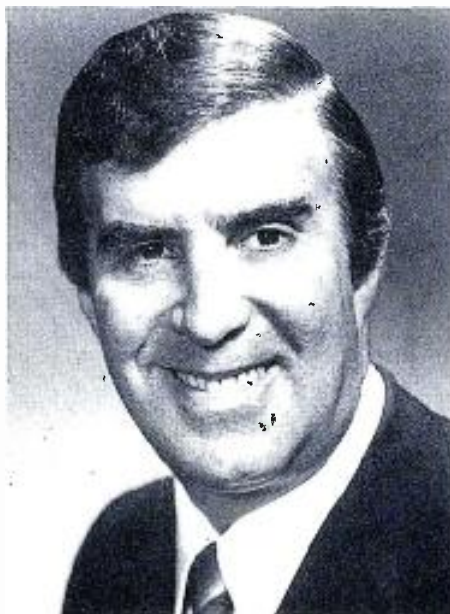
The line they had for him in Portland, he jokes, was that "Gingold has 10 flakey ideas but watch out for number 11." Viewers have watched, and so have his professional peers.

Town Hall, a weekly public-affairs program he helped develop at KATU, providing an issues-arena for 100-200 people in the studio audience or on location, brought KATU NATPE's own Iris award, and others from San Francisco State, the Associated Press, Sigma Delta Chi and the Oregon Association of Broadcasters. Among other shows from Gingold's former programming department are the daily *AM Northwest*, *Sunday Morning* (a 90-minute magazine born before CBS News's current effort of the same name) as well as the children's show, *Bumpity*.

Born in Hollywood and raised in San Francisco (he's now back in his hometown for the NATPE conference), Gingold had early exposure to broadcasting and show business.

The actual day of career decision, he recalls, came at 15 when he watched his cousin, Dan Gingold (now a producer on NBC-TV's *Real People*), directing *Peter Potter's Juke Box Jury* at KNXT(TV) Los Angeles and later had lunch with guest June Christie of the Stan Kenton band. "That day did it for me."

But there was another strong influence drawing Gingold toward the entertainment field: His father eventually wound up in the garment business, but Gingold also



[Charles Benedict Gingold—director of programming, WABC-TV New York, and president, National Association of Television Program Executives; b. Aug. 3, 1934, Hollywood, BA, radio-television, San Jose State University, 1956; U.S. Navy Reserve, 1956-58; joined as promotion staffer, left as announcer/director, KVIP-TV (now KRCR-TV) Redding, Calif. 1958-61; announcer/director, KJEO(TV) Fresno, Calif., 1961; production manager, 1963; program and promotion manager, 1967-72; program and promotion manager, KATU(TV) Portland, Ore., 1972; director of programming, 1973-79; present position at WABC-TV since November 1979; m. Prudence Petersen, April 20, 1975; four children—Sam, six months, (and by previous marriage) Matthew, 16; Lisa, 15; Joshua, 13.

recalls him as a struggling young actor who once doubled for Douglas Fairbanks Sr. in the "Black Pirate."

A lot of that rubbed off on Gingold but so did the stabilizing influence of his mother, whom Gingold calls "the rock" of the family. It may not be all that unusual therefore for Gingold to have remained at KATU Portland for eight years and before that, have stayed 10 at KJEO(TV) Fresno, Calif., instead of jumping from station to station.

When Gingold recommends that young people start at a small station where they can pick up everything, he speaks from experience. His first part-time job was doing just that, cleaning up at KOFY(AM) San Francisco while he was in high school. By the time he was studying radio and television at San Jose State, he had his own show, the *Spartan Coffee Date*, at KLOK(AM) across town. For two hours he was on the air and after signing off, "got the mop out and cleaned the radio sta-

tion." Some more broadcasting experience, more along the lines he wanted, came as a floor director at WUSN-TV Charleston, S.C., (now WCBD-TV) where he was stationed in the Naval Reserve.

His first full-time broadcasting job was at KVIP-TV (now KRCR-TV) Redding, Calif., where Gingold began building a career in programming through the promotion department. When he joined KJEO three years later, he had done promotion, run a camera, handled switching and officially carried the title of announcer/director.

While Gingold may not have changed stations all that often, he worked his way up where he was. From announcer/director at KJEO in 1961, he became production manager and then program manager until being tapped by KATU in early 1972 as promotion/program director. A year later he was director of programming with the news department also under his aegis. He remained there until WABC-TV called last year.

Gingold describes himself as a "hands-on program director; I'm in the studio, I'm in the booth" and says it is that participation that "allows me to enjoy my job." He does have to pay for his time away from the desk. "For playing hands-on, the penalty is doing paperwork later," he adds.

The advantage is having a wife who may not like the hours but has "learned to cope." His wife, Prudie, who had been an executive secretary both to Gingold and his boss at KATU, likely knew what she was getting into when she traded her job for a husband in the broadcasting business.

Even so, 1979 was a year to be remembered for the Gingolds. Not only was there the NATPE presidency and the move from Portland to New York but the birth of a son, Sam.

Closing out Gingold's tenure as NATPE president is what he considers a "pivotal conference" where previous marketplace quarrels will be settled. He doesn't expect a repeat of last year's "battle cry" over what some saw as preferential treatment for certain large distributors. "I can't see any way the flow of traffic isn't going to be equitable this year," he says, explaining that major distributors won't be on their own floor but, rather, anchoring floors with others of varying sizes.

Other NATPE changes this year have been a revamp of the Iris awards, the formalizing of a NATPE policy manual, and, perhaps most important, the hiring of an executive director who will run the administrative side of NATPE from new offices being set up in New York. The prime beneficiary of an executive director should be Lucie Salhany, programming vice president for Taft Broadcasting, who, upon NATPE approval this week, is slated to succeed Gingold.

Growth enterprise

Above all, the annual conference of the National Association of Television Program Executives, now going on in San Francisco, is a program market for television station customers. It is the only market of its kind and has served an increasingly useful purpose since its emergence in the early 1970's.

NATPE is also, of course, a collection of workshops intended to sharpen program directors' skills and enlarge their understanding of station operations. Sessions begin as early as 8 a.m. and run through lunch. Afternoons are set aside for screenings that can run into the night. The conscientious delegate can put in 16-hour days without half trying.

More and more, however, the talk of programing is giving way to talk of technology. As several features appearing elsewhere in this magazine make clear, program people are discussing the evolution of hardware in attempts to forecast changes in the television distribution system. There is talk of fragmented audiences, declines in broadcast network power, challenges to local television broadcasting from satellite service direct to home, growth of cable and pay cable, not to mention the distractions of videodisks, cassettes and teletext.

The guess here is that all of these developments will eventually sort themselves out into two distribution systems. One will be broadcasting—simultaneous delivery of television programing to a universe of homes by air or cable. The other will be ancillary—the delivery of television programing home by home for use on an appendage to the television set.

The broadcasting business of the future will be bigger than the sum of its present parts and considerably more intricate. Ten years from now when the suppliers and buyers of television programs meet, they may look back upon NATPE 80 as a relic of a simpler past.

About right

It is a reasonable bill that the Senate has passed to restrain the Federal Trade Commission from its worst excesses (BROADCASTING, Feb. 11). It removes the agency's authority to issue trade rules regulating "unfair" advertising, a standard that can be stretched to the limit of the commission's imagination. It in no way diminishes the FTC's power to regulate truly false or deceptive advertising, which no respectable citizen is for.

The provision in the Senate bill requiring action by Senate, House and President to veto FTC rules is a cumbersome way to tone down the one-house veto that the House has passed. The view here is that neither form of veto is necessary if the power to regulate "unfairness" is denied.

If the Senate-House conference committee can agree on the central provision of the Senate bill, it will get the FTC back in the corral without crippling it for the useful work it is supposed to be doing.

Step at a time

It is still a long way from legislative fruition, but Lionel Van Deerlin's bill to ease the restrictions of the political broadcasting law is at least attracting support (BROADCASTING, Feb. 11). It has even been endorsed by a senior aide to Senator Edward M. Kennedy, who is rarely seen in the forefront of movements to reduce broadcasting regulation.

True, the Van Deerlin bill is modest in its aspirations and

therefore no threat to the general apparatus of federal control over political broadcasting. It would eliminate the equal-time rule only for presidential and vice presidential candidates and only for their appearances in unpaid time. It would leave Section 315 untouched in its application to all other candidates, and the fairness doctrine would remain fully in effect. It would do nothing to repair or repeal Section 312(a)7, which threatens license revocation for broadcasters who refuse "reasonable access" to candidates for any federal office. (The U.S. Court of Appeals has a lovely chance to declare Section 312(a)7 unconstitutional in the Carter election committee case now before it.)

Still, Van Deerlin deserves the support he elicited. His bill would move broadcasters an inch or so toward the freedom to which the First Amendment entitles them. If they are given an inch, perhaps the Congress or the courts will later let them take a mile. Van Deerlin offers a start on a journey.

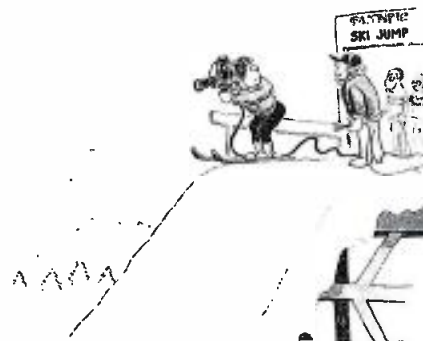
Empty house

The National Association of Broadcasters closed out this year's series of four regional television conferences with a loser in Los Angeles (BROADCASTING, Feb. 11). Twenty-five broadcasters showed up, a ratio of not quite four to each NAB executive who made the trip from Washington.

Maybe those who stayed at home knew what they were doing. The principal attraction, Senator Ernest F. Hollings (D-S.C.), chairman of the Communications Subcommittee, elected to ignore broadcasting matters and instead made a speech about tensions between Washington and Moscow. Broadcasters, like other educated citizens, are interested in foreign affairs, but would rather hear about regulatory prospects from the man in charge of initiating large repairs in the Communications Act of 1934 in the Senate.

Disappointed NAB officials have conjectured that their Los Angeles conference fell victim to the National Association of Television Program Executives conference, which this week has drawn thousands of delegates to San Francisco. Perhaps so. Is it possible, however, that the NAB's low attendance in Los Angeles is a sign that the broadcasters' meeting schedule is developing a glut?

A weekly skimming of the BROADCASTING "Datebook" is enough to turn any travel agent on. It is also enough to raise the question whether broadcasters are ever at their stations. When an association holds a meeting and nobody comes, a review of scheduling, program and purpose is in order.



Drawn for BROADCASTING by Jack Schmidt

"The director said not to worry. You'll stop when you get to the end of the camera cable."

DON'T GET STUCK WITHOUT IT!

These days more and more broadcasters pin their station's success to promotion. And for good reasons. Without an aggressive, on-going promotion campaign, they know they'll be fighting a losing battle.

Still, there are some station honchos who haven't wised-up yet. They're too busy defending the bottom line to make a serious investment in promotion.

That kind of thinking might win the fiscal battle but it will most certainly lose the ratings war.

Bottom line. It doesn't pay to short change promotion.

We've learned that from experience. After all, broadcast promotion is our business. We know what it takes to make it work. And we know it's all worth working for.

If you want to give promotion a promotion, stop by our suite at the N.A.T.P.E. Convention. We'll be happy to pin success on you.

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