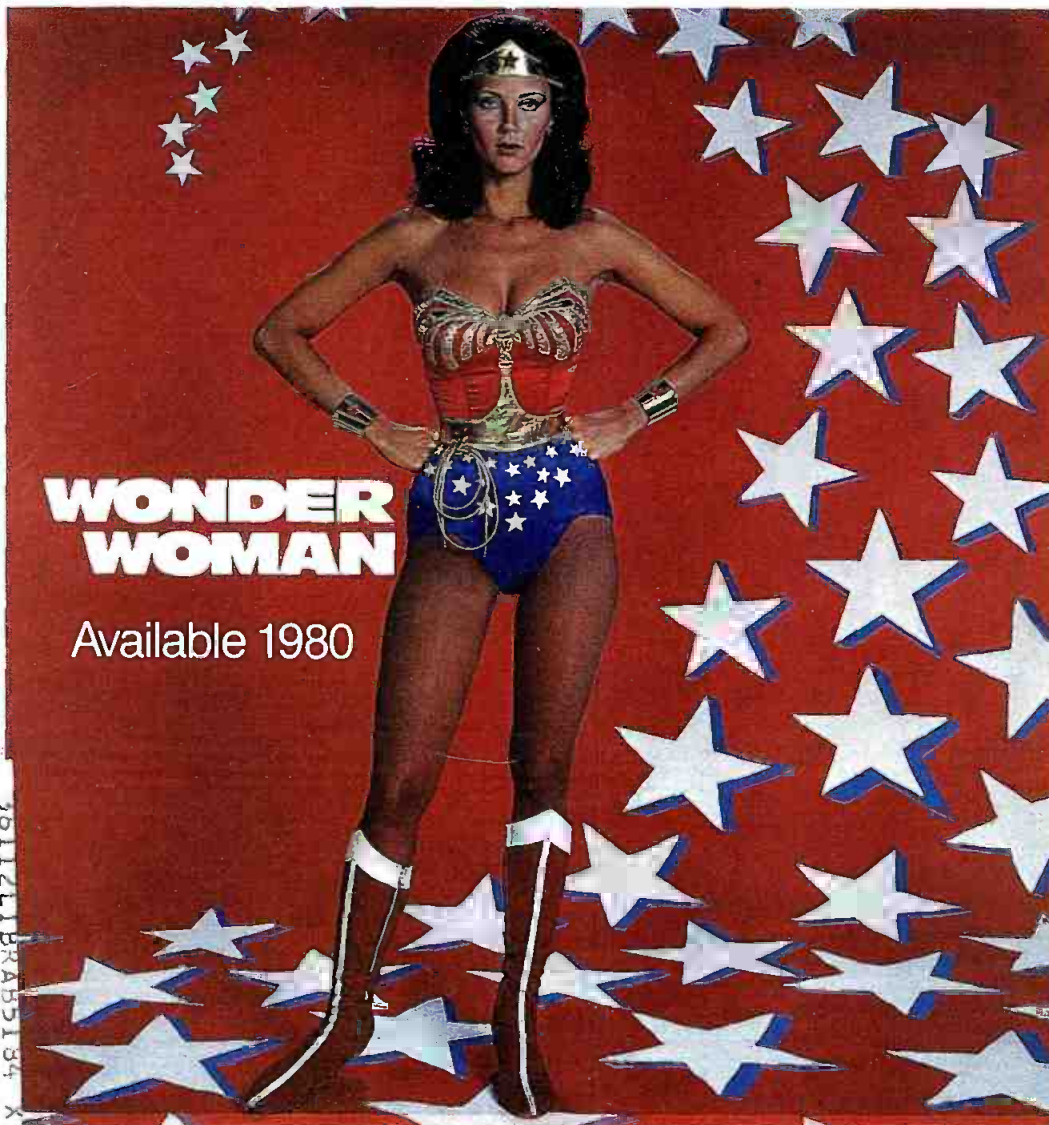


Special Report:
The new status quo in radio networking

Broadcasting Mar 17

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Our 49th Year 1980



**Wonder
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Available 1980

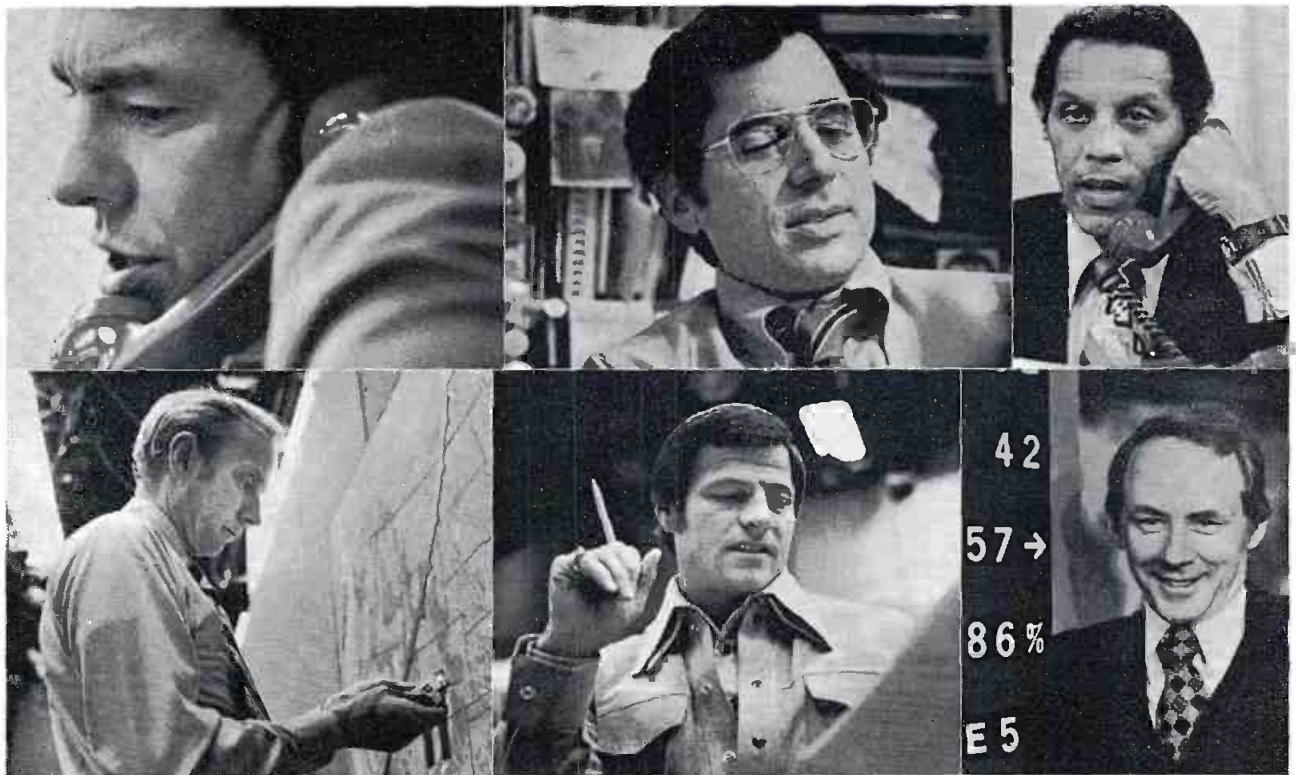
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*Audience information based on NSI Chicago Metered Overnights, Mon.-Fri., Jan. 31-Feb. 27, 1980 and Arbitron Chicago Metered Overnights, Mon.-Fri., Jan. 30-Feb. 26, 1980. Subject to qualifications available on request.
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14

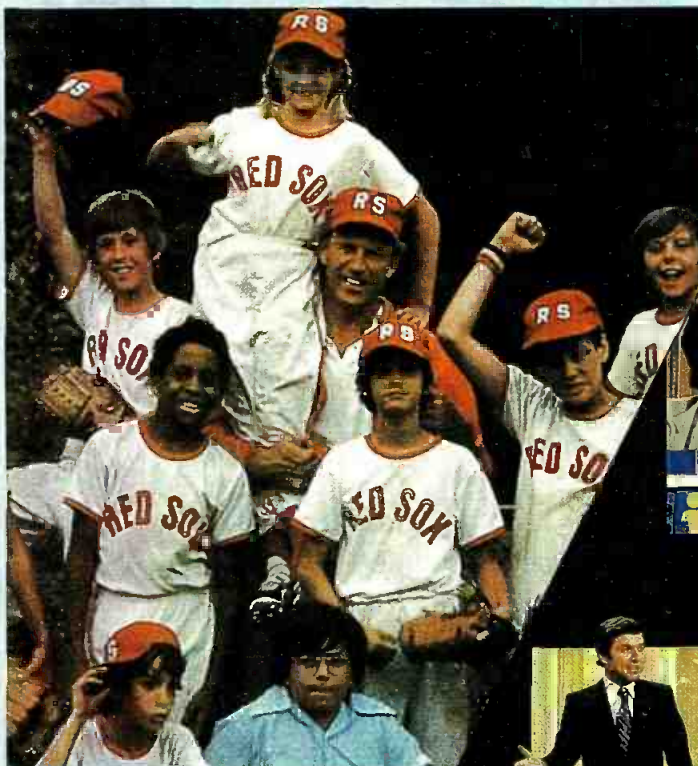
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truly married and
which
ones
are a

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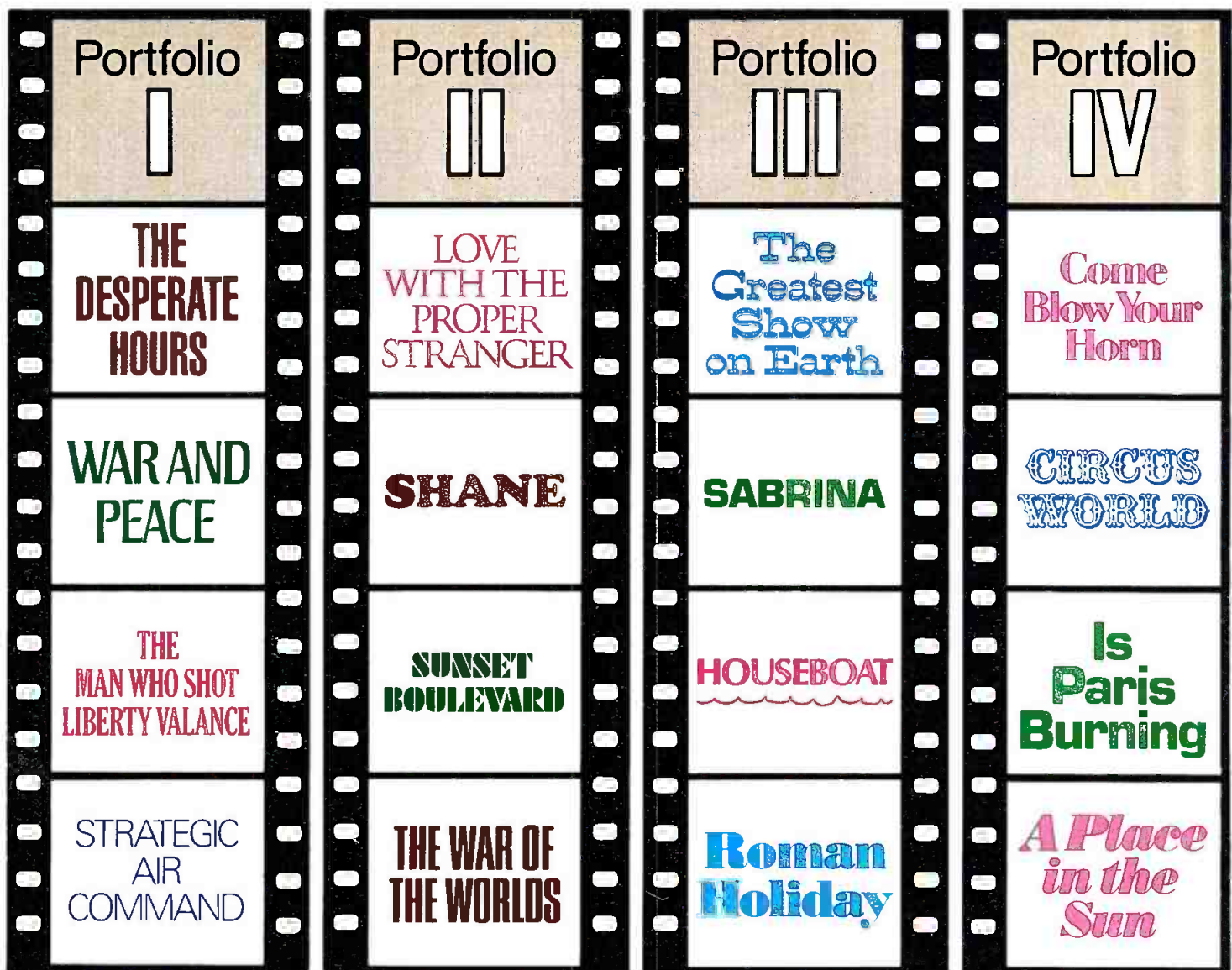
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(314) 227-7602

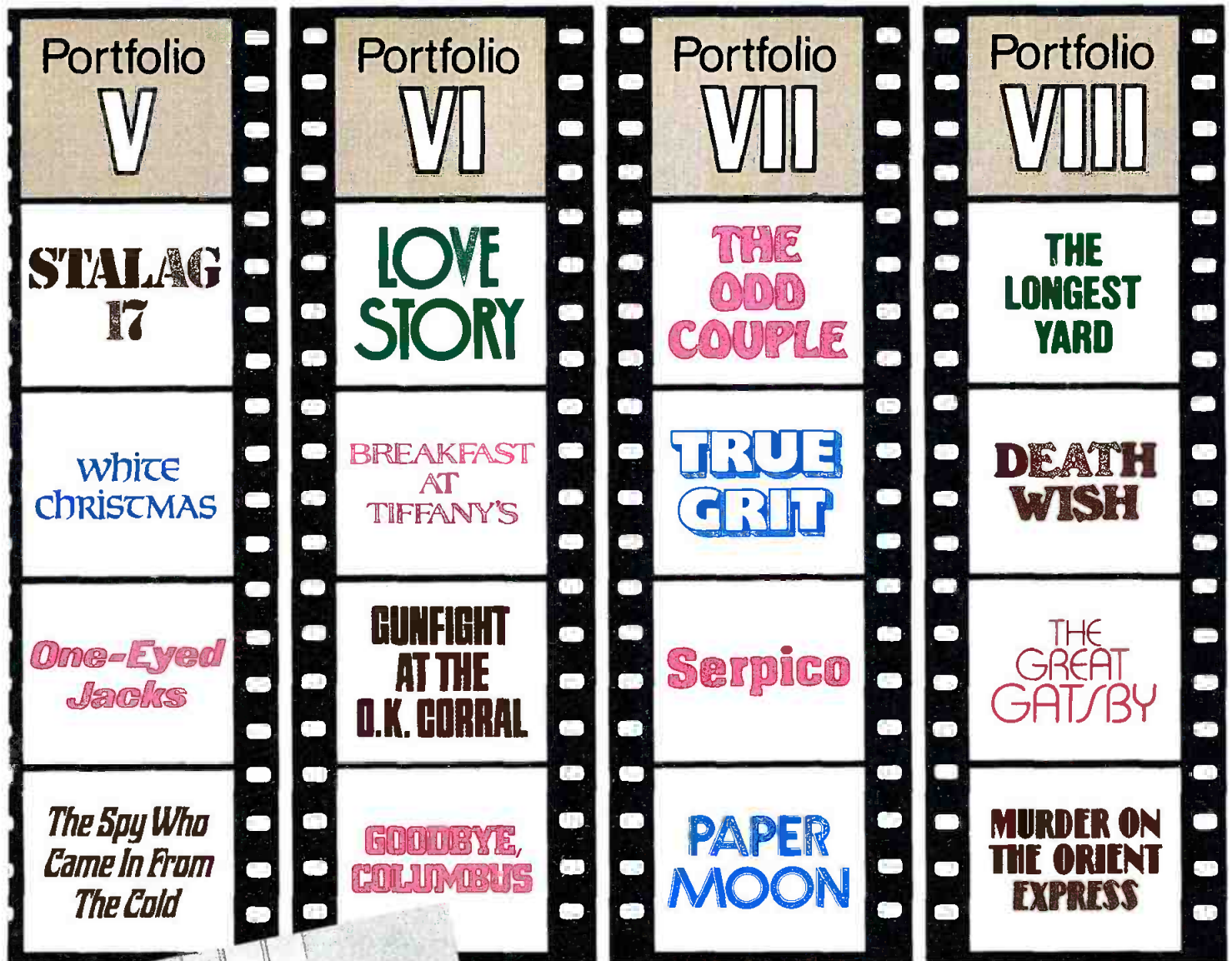
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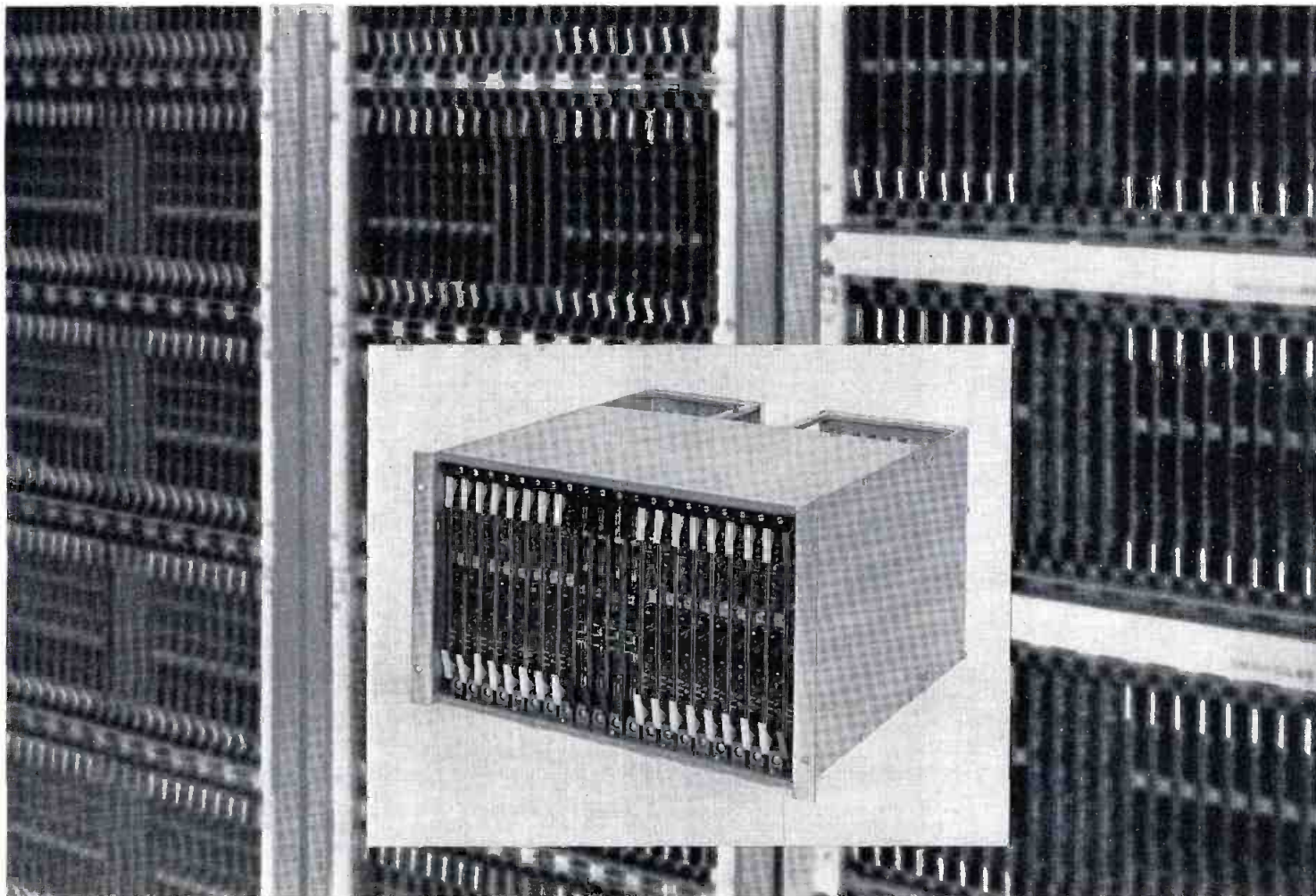




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The Week in Brief

TOP OF THE WEEK

CARTER-MONDALE UPHELD □ U.S. Court of Appeals in Washington says candidates have a right to affirmative access to the broadcast media and upholds the FCC's earlier ruling that the three commercial TV networks violated the Communications Act. **PAGE 29.**

BUENOS AIRES □ The American 9 khz proposal passes its first test at the Region 2 conference. **PAGE 29.**

FTC HANGS ON □ Congress fails to approve means for continuing the agency's funding, but extends its life for another 45 days with restrictions. **PAGE 31.**

PEACE OFFERING □ In Hollywood, ABC Television's Fred Pierce extends an olive branch to the creative community. He calls for mutual understanding of network and producer needs. **PAGE 32.**

PROGRAMING STRATEGIES □ A look at what NBC-TV is developing as it prepares to announce its fall line-up April 15. **PAGE 33.**

TURNER'S LATEST RECRUIT □ Bob Wussler, former CBS-TV president, becomes second in command at the Atlanta-based operation. **PAGE 30.**

SPECIAL REPORT

THE COMEBACK OF RADIO NETWORKING □ Yesteryear's most important medium has reacquired its vigor and growth, with satellites spurring much of the interest. The key executives involved in this renaissance explain why and how it is happening. **PAGE 37.** Pleased with the demographics of radio networking, Madison Avenue looks forward to even more precise pinpointing of listeners. **PAGE 46.** National Public Radio's bright star in this trend is *All Things Considered*, a prestige offering since 1971. **PAGE 54.**

BUSINESS

THE BIG SPENDERS □ TVB releases its annual rundown of advertisers on the TV networks last year. The 574 sponsors include 71 newcomers. **PAGE 64.**

LAW & REGULATION

FINER-TUNING ASCERTAINMENT □ The FCC clarifies its list of local groups that should be checked by

broadcasters. It specifies the inclusion of others—such as homosexuals and the handicapped—if they are in sufficient numbers. **PAGE 72.**

GRANDFATHER STATUS □ The FCC waives crossownership rule and approves the transfer of control of the McClatchy stations, clearing the way for approval of the record \$65-million sale of KOVR-TV. **PAGE 76.**

MEDIA

PITTSBURGH PROTEST □ The loser in the cable franchise competition there goes to court to halt Warner-Amex award. **PAGE 78.**

PROGRAMING

SHOWTIME'S AMBITIOUS MOVE □ The pay-TV service restructures its programing line-up and increases hours 40%. **PAGE 82.**

CBS-TV AGAIN □ The network takes prime-time ratings honors for the week ended March 9, but ABC-TV stays in first for the season-to-date by a slim margin. **PAGE 82.**

BRICKBATS AND BOUQUETS □ The National PTA releases its lists of good and bad programs, along with hero and villain rankings for advertisers. **PAGE 84.**

GETTING THE NUMBERS □ The NAB asks commercial telecasters to help it provide the FCC with exact documentation of the amount of children's programing being presented. **PAGE 84.**

JOURNALISM

KOPPEL TAPPED □ ABC-TV picks him to anchor its new late-night newscast. **PAGE 85.**

OPEN DOOR □ The Massachusetts high court OK's a one-year experiment of cameras and mikes in courtrooms. **PAGE 85.**

TECHNOLOGY

A NETWORK REALITY □ ABC-TV starts captioning programs to help the hearing-impaired. **PAGE 86.**

PROFILE

C-SPAN'S LAMB □ One year ago America began getting direct reports from the halls of Congress via satellite and cable. It was one fulfillment of Brian Lamb's affection for media and politics. **PAGE 113.**

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Closed Circuit®

Insider report: behind the scene, before the fact

Making way

There may be race for chairmanship of National Association of Broadcasters' radio board next June. Arnold Lerner, WLLH(AM)-WSSH(FM) Lowell, Mass., incumbent, may not seek re-election. Chairmen of radio and TV boards normally serve two one-year terms, with radio and television board alternating for joint board chief. Should Lerner run and win in June, according to tradition, he would be in line as next joint chairman (since former television board chairman, Tom Bolger, president of Forward Communications, Madison, Wis., is now in that position).

Lerner questions whether he can devote time needed for slot. If he steps down, and allows another radio chairman to serve for one year, then radio board won't miss shot at joint board chairmanship.

Beating bushes

Representative Ronald Mottl (D-Ohio) is out looking for support among Communications Subcommittee members for his bill to require disclosure of broadcasters' financial reports. Representative Lionel Van Deerlin (D-Calif.), chairman of subcommittee, has assured Mottl that if majority of members express interest, he will schedule mark-up for bill.

Even if Mottl finds necessary votes, chances are mark-up won't come for while; Van Deerlin is keeping true to his word that no legislation will receive serious consideration until Communications Act revisions are out of way.

Spot cable

First major station representative reported to be moving into cable TV representation is Eastman Radio, New York. Convinced there is future in national cable TV advertising, Eastman will set up Eastman Cable TV Reps soon, and has tapped Carl Weinstein, vice president and sales manager of Harrington, Richter & Parsons, to be president of new venture.

Movie money

Hidden in court papers in HBO-ABC dispute over rights to movie (see story, "Top of the Week") are precise dollar figures of sort rarely seen. They show that ABC committed \$1.8 million in pre-production phase to Navarone Productions for its theatrical movie, "Force 10 from Navarone," payable 10% down, 65% (\$1.17 million) on first broadcast and 25% on second. (Commitment like that can be used as

collateral for producer's bank loan.) Package provided for third run at no extra cost.

HBO bought same picture from American International Pictures, distributor, for one-year, multirun use, at \$400,000, with escalator clause that could have added up to \$325,000 to price if movie proved to be pay cable hit. (HBO witness said \$25,000 was typical price company pays for off-network film.)

Another network

Radio syndication specialist Harry O'Connor is forming new nonwired network that will bear his name. Foundation will be new association with Barrett-Gorin Inc. (Cliff Barrett and Frank Gorin), whose own syndicated news and information service had been carried on NBC Radio—remnant of erstwhile News and Information Service (NIS)—until last week. O'Connor Radio Network will double product from initial 50 two-minute features per week to 100 by June 1. Beginning with 28-station list (including AM's KTRH Houston, WWJ Detroit, WHDH Boston), it anticipates 100-station line-up by midyear.

Church vs. NAB

National Association of Broadcasters is attempting to defuse Catholic campaign against radio deregulation. U.S. Catholic Conference sent out letter in December giving reasons for Catholics to lobby against radio deregulation. Conference, which represents bishops of church, said deregulation would end public-interest standard, eliminate requirement of religious broadcasting, invite wall-to-wall commercials, etc. To counteract what it feels are misimpressions, NAB has urged broadcasters to put local clergymen on right track.

Spokesman for Catholic conference admitted it has received numerous letters asking it to "clarify" position, but added that there have been "just as many if not more urging us to push on." He added: "We're fundamentally opposed to the laissez-faire philosophy underlying the NAB proposal" and "will not move from our present position."

No cake or candles

Auspicious anniversary passed last Wednesday, March 12, with little fanfare—birth of television networks. Forty years ago late David Sarnoff announced plans to build television stations in Philadelphia, Washington and Chicago and to establish television relay systems between New York, where NBC-TV was already

operating experimental W2XBS, and Philadelphia. "It is anticipated," RCA chairman said at time, "that later Washington, Boston and other cities will be interconnected by this method, so that eventually television program series may be extended to cover the nation."

That same day RCA announced marketing plans to sell 25,000 television receivers in New York area at prices ranging from \$295 to \$395. At time there were 2,500 television homes (BROADCASTING, March 15, 1940).

Birds' first nest

Representatives from 70 of 102 nations signatory to Intelsat will observe anniversary March 31-April 2, stone's throw from Cape Canaveral, Fla., where 15 years earlier (in April 1965), Earlybird, first of communications satellites, was launched.

Telecommunications leaders will meet at DisneyWorld at invitation of Dr. Joseph V. Charyk, Comsat president, for updating on progress in satellite communications.

Comsat, which provides technical and management services to Intelsat under contract, also represents U.S. in Intelsat as private corporate entity. Since 1977, satellite common carrier rates have been reduced some 70%, ascribable to more efficient operations under tariffs filed with FCC, which monitors common carrier charges. Comsat now is authorized to deal directly with networks on international tariffs and, under latest rate structure, provides first 10 minutes of TV transmission to U.S. in Atlantic region for \$168.50 as compared to \$650 just three years ago.

Best in West

Reports of demise of Western edition of *CBS Evening News with Walter Cronkite* and Terry Drinkwater manning Los Angeles anchor desk have been greatly exaggerated. According to A.C. Nielsen figures for fourth quarter of 1979, program was up 28% in Pacific zone from same period in 1978—10.9 rating September-December 1979 versus 8.5 year before when delayed broadcasts of New York show were aired. In 1978 program was even with ABC's news and point ahead of NBC's. In 1979 CBS was 1.3 points ahead of ABC and 1.9 ahead of NBC in West.

Program has seen cutbacks in Los Angeles-originated material, however. Producer David Browning reports that in recent weeks show has been caught in "crush" of foreign news and presidential primaries in East. Drinkwater's five-day-a-week appearances have been reduced.



**LAUGH
SQUIRM SIGH
GASP GULP
CRINGE
CHUCKLE HOWL
SHUDDER
TREMBLE
SWEAT
PANIC
CHEER
TINGLE SHIVER**

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The Comedy Company, High Risk, Lucan, Mask of Alexander Cross, Phantom of Hollywood and Woman of the Year to name a few. 15 movies that play to a variety of emotions. Movies that will make you laugh, squirm, sigh, gulp, cringe. Available for the first time in syndication.

THEATRE



MGM TELEVISION

Sold to the CBS O&O's
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Business Briefly

RADIO ONLY

Payne □ Six-week campaign for air conditioners begins April 21 in Houston. Spots will run in morning and afternoon drive times. Agency: Ayer Jorgensen MacDonald, Los Angeles. Target: adults, 25-54.

United Van Lines □ Six-week campaign for moving service begins this week in Los Angeles, San Francisco and Miami. Spots are placed in morning drive, daytime and afternoon drive. Agency: Kelly, Zahrt & Kelly, St. Louis. Target: adults, 25-54.

Kaiser, Heller & Rogers □ Three-week campaign for legal services begins this week in 12 markets. Spots will run in all dayparts, plus weekends. Agency: McColloch, Bryan, Cipriano, Miami. Target: adults, 25-54.

Sea World of Florida □ Two-week campaign for amusement park begins

this week in various Florida markets. Spots are placed in morning drive, daytime and afternoon drive. Agency: Rogers Weiss & Partners, Los Angeles. Target: adults, 18 plus.

TV ONLY

Stouffer's □ Second-quarter campaign for frozen crepes begin this month and runs through May in 10 markets. Spots are placed during day and fringe times. Agency: Creamer, Pittsburgh. Target: women, 25-54.

Rust-Oleum □ Eight-week campaign for Rust-O-Crylic paint begins April 28 in about 30 markets. Spots will run during fringe, news, sports and prime times. Agency: D'Arcy-MacManus & Masius Chicago. Target: men and women, 25-54.

Owens-Illinois □ Eight-week campaign for glass containers begins June 9 in seven markets including San Diego and

AdVantage

New structure. J. Walter Thompson Co., New York, has been reorganized to become wholly owned subsidiary of new holding company, JWT Group Inc. Subsidiaries of JWT Group will be J. Walter Thompson Co., worldwide advertising agency; Hill & Knowlton, worldwide public relations agency; Euro-Advertising Holding, group of six European-based agencies (majority owned); Lord, Geller, Federico, Einstein, New York-based advertising agency, and World Wide Agency Inc., recruitment advertising agency. Don Johnston continues as chairman and chief executive officer of the J. Walter Thompson Co. and assumes those positions for JWT Group Inc.

In another structural change, J. Walter Thompson Co. created new unit for its U.S. advertising offices, to be known as J. Walter Thompson USA Inc. Burt Manning, who has been vice chairman of Thompson, continues in that post and becomes chairman and chief executive officer of Thompson USA. Greg Bathon, president of Thompson's Latin America and Asia-Pacific operations, has been appointed president and chief operating officer of Thompson USA and relinquishes his other posts.

□

Face-lift. Sprite, lemon-lime soft drink bottled by Coca-Cola Co., Atlanta, sports new look as of March 26. Replacing familiar starburst on label will be orange dot complementing existing shades of green. Coinciding with packaging change is new ad campaign carrying slogan, "When you're reachin' for more, reach for Sprite." The Marschalk Company, New York, created TV and radio spots which will run in at least 50 major markets, following network TV blitz also beginning March 26. Sprite's redesigned package graphics were coordinated by the Chajet Design Group of New York.

St. Louis. Spots will run during day, fringe, prime and weekend times. Agency: Howard Swink Advertising, Marion, Ohio. Target: adults, 18-49.

Huffy Corp. □ Six-to-eight-week campaign for Huffy "Le Grande" lightweight bicycles begins this week in 29 markets including New York, Denver, Los Angeles and Washington. Spots will run during prime, day, fringe and weekend times. Agency: Sive & Associates,

Radio only

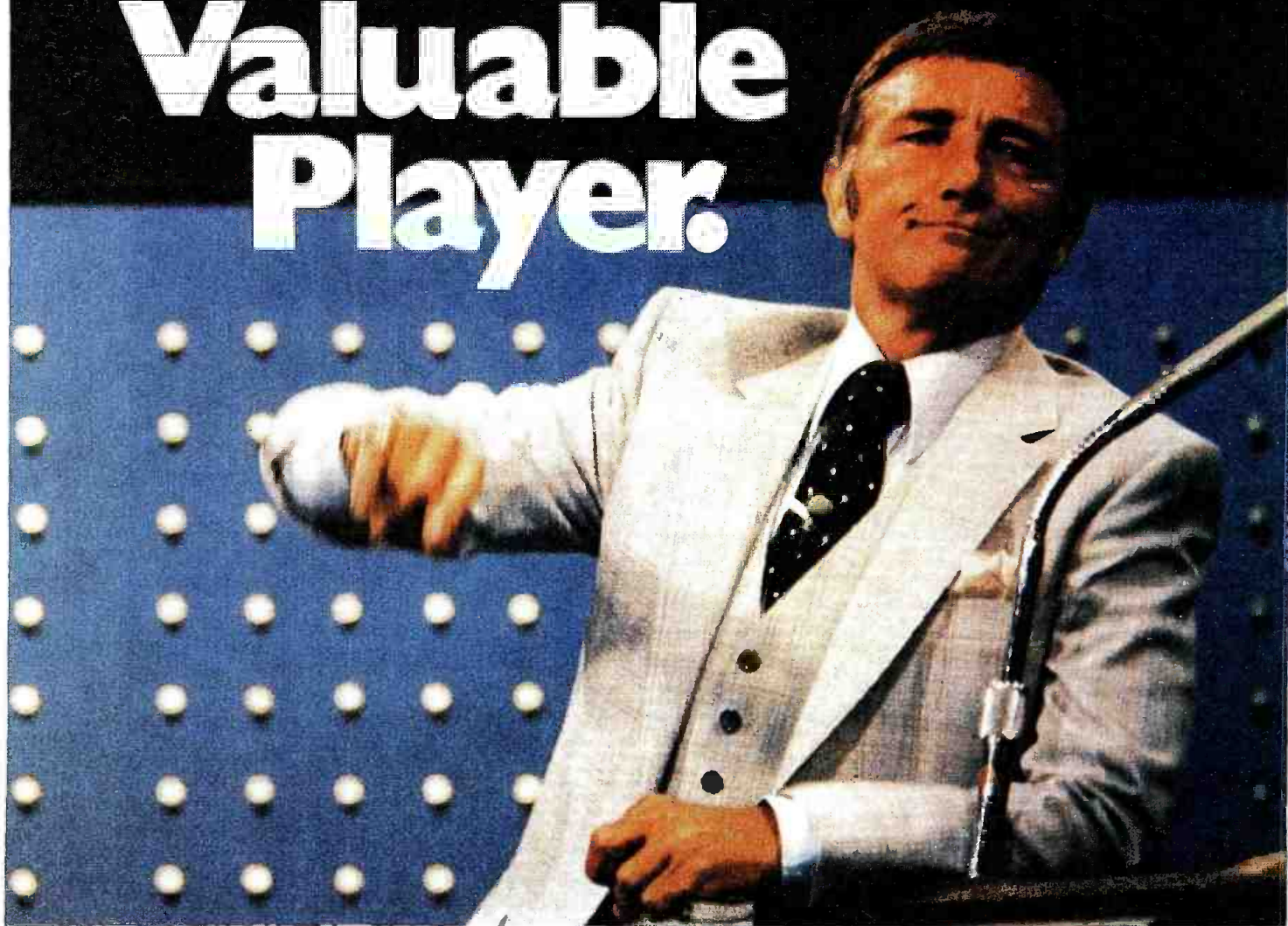
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Don't settle for just any game. Get the one with the MVP.

GOODSON-TODMAN'S

"Family Feud"



Source: NSI ROSP 11/79. Audience estimates are subject to qualifications available on request.

Cincinnati. Target: adults, 18-34.

Delta □ Eight-week campaign for faucets begins in April in 100 markets. Spots will run during fringe times. Agency: Atwood Richards, New York. Target: men, 18-49.

American Cyanamid □ Campaign for Lemon Sol deodorizing cleaner begins March 31 for seven alternating weeks in 20 markets. Spots will run in day, fringe and prime times. Agency: Ted Bates, New York. Target: women, 18-49.

Flecto □ Six-week campaign for various wood coating products begins in third quarter in about 10 markets. Spots will run in day times. Agency: Eisaman, Johns & Laws, Los Angeles. Target: men, 25-49.

West Bend □ Four-week campaign for buffet appliances begins April 14 in 45 markets. Spots will run in fringe and prime times. Agency: Young & Rubicam, New York. Target: women, 18-34; women, 18-49.

King Cola □ Four-week campaign for soft drink begins March 31 in seven markets. Spots are placed during day, fringe and prime times. Agency: Warwick, Welsh & Miller, New York. Target: women, 25-49.

Van Wyck □ Four-week campaign for Easy Wash clothing pre-wash, begins

March 31 in Oregon markets. Agency: Gumpertz/Bentley/Fried, Los Angeles. Target: women, 25-49.

International Shoes □ Four-week co-op campaign for shoe stores begins this month in 51 markets. Spots will be placed during day, fringe and children's programming. Agency: Batz-Hodgson-Neuwoehner, St. Louis. Target: children, 2-11.

Sunfield Foods □ Four-week campaign for Crunchola snack bars begins in late April in 16 markets including Seattle-Tacoma, Wash., Kansas City, Mo., and Dayton, Ohio. Spots will run in day and fringe times. Agency: Tatham-Laird & Kudner, Chicago. Target: women, 18-49.

Armour □ Three-week campaign for various meat products begins this week in 22 markets. Spots will run in day, fringe and prime times. Agency: Young & Rubicam, New York. Target: women, 25-54.

Pennington □ Three-week campaign for lawn seed begins March 26 in seven Southern markets including Atlanta and Chattanooga. Spots are placed in news, late fringe, weekend and sports times. Agency: M. Finkel & Associates, Atlanta. Target: men, 25-54.

Keds □ Three-week campaign for

"Lightning Jones" shoes begins April 7 in more than 50 markets. Spots will run during early fringe and weekend times. Agency: Humphrey, Browning, MacDougall, Boston. Target: children, 6-11.

Arby's □ Two-to-four-week campaign for Arby's Roast Beef Restaurants begins late in second quarter in various Michigan markets plus San Antonio, Tex., and Dallas, Fort-Worth. Spots will run during day and fringe times. Agency: Media Resources, Grand Blanc, Mich. Target: adults, 18-34.

J.I. Case □ Two-week campaign for garden tractors begins April 14 in 12 markets including Columbus, Ohio. Spots are in news-sports times. Agency: Bozell & Jacobs, Milwaukee. Target: men, 25-54.

Gold Seal □ Two-week campaign for Snowy dry bleach begins April 14 in 16 markets. Spots are placed during fringe times. Agency: Ammirati & Puris, New York. Target: women, 25-49.

John D. Brush □ Two-week campaign for Sentry fire resistant safes begins this week in 12 markets. Agency: Blair Advertising, Rochester, N.Y. Target: men and adults, 35 plus.

Bilmar Foods □ One-week campaign for Mr. Turkey products begins late this month in 10 markets including Columbus, Ohio, and Buffalo, N.Y. Spots will run in day, fringe and prime times. Agency: Campbell-Ewald, Detroit. Target: women, 18-49.

RADIO AND TV

Helzberg's Jewelers □ Three-week campaign for spring jewelry promotion begins March 24 in 21 markets including Oklahoma City, Atlanta and Minneapolis. Radio spots are in morning drive, day times and afternoon drive times. Agency: Goodwin, Dannenbaum, Littman & Wingfield, Houston. Target: adults, 18-34.

Oshkosh B'Gosh □ Campaign for denim leisure clothes begins April 7 for two weeks, plus additional two-week flight starting Aug. 11. Spots will run in 24 TV markets with radio in Boston, Chicago,



Detroit, Indianapolis, Greenville, S.C., and Philadelphia. Agency: Frankenberry, Laughlin, Bernstein & Constable, Milwaukee. Target: women, 18-34; teenagers; children, 2-11.

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Torbet Network

No Rep Can Offer More

New York Philadelphia Boston Chicago St. Louis Detroit Atlanta Memphis Dallas Denver Los Angeles San Francisco Portland Seattle

Monday Memo®

A broadcast advertising commentary from Lark Billick, VP-advertising, Marine Corp., Milwaukee.

Banking on TV and a walrus

Having the tallest building in town is one way for banks to get greater consumer awareness. In more than half of the largest 25 cities in the United States, for example, a bank building dominates the local landscape, enhancing the institution's image. When another bank in a market has a structure that's taller, however, a bank must find other ways to build consumer awareness. The Marine Corp. in Milwaukee faced that situation.

Late in 1977, a management of the Wisconsin bank holding company saw a need for new marketing directions. Marine was doing well at the time—net income was at record levels and the company had expanded to 30 locations in a geographic triangle in eastern Wisconsin, from Milwaukee westward to Madison and north to Green Bay—but the average age of its customers was in the mid-forties, its public image was very conservative and consumer awareness was comparatively low. Its headquarters building, it might be added, was only two-thirds as tall as a major competitor's.

The new marketing directions began to take shape in early 1978 and encompassed many areas of the bank's operations—identification, internal communications, employee relations, advertising, promotion and others.

A new corporate symbol to provide wider recognition of Marine and a common identification throughout its market area was a first step. For many years, a ship's wheel had identified Marine National Exchange Bank of Milwaukee, the lead bank which dated to 1839. With the formation of a holding company in 1958 and the subsequent acquisition of other banks, Marine had grown to a total of 17 banks, each differently named, but including Marine in their title. The wheel was retained in the new symbol because it was widely recognized. "Marine Banks" was added underneath to close the information gap and insure tight identification.

The new logo, unifying all communications, internal and external, set the stage for a major shift in consumer marketing. Some 50% of the advertising budget previously had been in newspapers, approximately 30% in radio and there was some outdoor advertising. The Marine's main thrust utilizing television as the primary medium was about to begin.

The change sought by management began in the spring of 1978. Kloppenburg, Switzer & Teich, the Marine agency, developed a trio of television commercials described as table tops, relatively simple but well-produced at a combined cost of



Lark Billick, VP-advertising, Marine Corp., Milwaukee, is responsible for implementation and coordination of advertising and marketing programs throughout the corporation's 18 bank units and its subsidiaries. He joined Marine in 1977 from Iowa Bankers Association, Des Moines, where he was public relations and marketing director. Billick is a member of the Bank Marketing Association Advertising Council and served as 1979 BMA Advertising Conference chairman.

less than \$15,000. The spots marked the beginning of a commitment to TV. Loans, savings accounts and automatic savings were the subjects, all unified by a "When you need us, we'll be there" theme and the new Marine logo. Placed on three stations in each of the three Marine markets—Milwaukee, Green Bay and Madison—the commercials provided for tags so that each of the 17 individual banks could be identified.

From the initial spots, which ran successfully for about five months, Marine advertising evolved to a more elaborate commercial promoting the multiple services and consumer benefits offered through a Marine Flagship account.

While Marine commercials ran during the last seven months of 1978 only, television still accounted for approximately 40% of the year's advertising budget, while newspapers and radio received about 35% and 20% respectively.

That was 1978. The quantum jump forward in our education came in 1979. The whole thing went over phenomenally, in terms of market acceptance, and we may have to take a second look through our research at what we accomplished.

The "thing" was Wally, the Marine Bank Walrus. "No stuffed shirt" as the *Milwaukee Journal* headline on a feature story describing the successful promotion proclaimed, Wally was in fact a custom-

made and patented, wide-eyed stuffed animal of plush navy fur, gray tie and spectacles offered by all Marine banks to customers making a \$300 deposit in a new or existing savings account.

In the weeks preceding his March 19 introduction, Marine employees at all levels were thoroughly briefed on the plan. Wally coordinators were appointed, mailing procedures and storage rooms established, promotion materials developed and advertising created.

The quantum jump in particular involved \$30,000 for Wally commercials. We knew the only way to sell this guy was to show him on television in real-life situations with children. For the introduction, some 80% of the advertising budget was allocated to the sight, sound and motion medium. "Now that I've become Wally the Marine Bank Walrus ... I get chauffeured all over town. Take part in important decisions ... and hugged and kissed by the most beautiful girls in the world" went the soundtrack.

Timing was carefully considered. We knew income tax refund time was coming and that people normally break up their refund checks three or four ways. It's also a low promotional period for all financial institutions, so we could make that much more of an impact on top of the 500 gross rating point levels by doing more than anyone else was doing."

By many different standards, Wally was a success:

- Some 29,000 Wallys were given out to customers, bringing to Marine \$35 million in deposits, almost 70% of which would not otherwise have been deposited, by the bank's estimates.

- An extraordinary amount of 40% came in totally new accounts, although the promotion was cut short of the total by four weeks, running only four, because no more Wallys were available. No one had anticipated Wally's incredible take-off.

- Appeal was heavily in the 18-to-34-year-old age group, the younger customers sought by Marine.

There's more of Wally in Marine's future. We really introduced more than just a stuffed animal. Wally's become a corporate spokesman, and he's being integrated into other things we do. He's another logo for us to help cut through the clutter and establish our own identity. Wally is now in every aspect of our total marketing program from brochures to television.

Television, which produced the quick impact in the Wally promotion, is now the main advertising medium for Marine, receiving 60% of the bank's total 1979 budget which was increased by some 30% over 1978. Television will account for 80% of the 1980 advertising budget.

Tacoma-Seattle's new VHF commercial Channel 13

**is looking for people of
outstanding ability.**

Jon and Bob Kelly, owners and operators of KCRA-TV (Sacramento, California) announce the acquisition of KCPQ-TV, Channel 13, in the Tacoma-Seattle market.

KCPQ-TV will be operated as an independent commercial station serving the 17th ranked U.S. market.

PROFESSIONALS WANTED:

The Kellys are currently seeking the best broadcasters available, both from the northwest and other areas of the country.

Kelly Broadcasting Co. is dedicated to excellence in broadcasting and is an equal opportunity/affirmative action employer.

SEND RESUME TO: Excellence
Kelly Broadcasting Co. — Tacoma
P.O. Box 98828
Tacoma, Washington 98499



Datebook

■ indicates new or revised listing

This week

March 16-20—*Public Radio in Mid-America* business meeting. Crown Center hotel, Kansas City, Mo. Information: Tom Hunt, WCMU-FM, 155 Anspach Hall, Mount Pleasant, Mich. 48859; (517) 774-3105.

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

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

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

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

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

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

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

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

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

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

■ **March 20**—*Radio and Television Correspondents Association* annual dinner. Speakers include: Walter Cronkite and Ted Koop, retired CBS vice president. Washington Hilton.

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

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

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

March 23-29—International public television screening conference, under auspices of *Rockefeller*

Foundation and various North American and European broadcasters. Dupont Plaza hotel, Washington. Information: David Stewart, Corporation for Public Broadcasting, (202) 293-6160.

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

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

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

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

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

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

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

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

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

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

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

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

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

Major Meetings

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

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

April 16-24—*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 1-4**—*Public Broadcasting Service* annual meeting. Washington Hilton.

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

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

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

June 11-15—*Broadcasters Promotion Association* 25th annual seminar and *Broadcast Designers Association* second annual seminar. Queen Elizabeth hotel, Montreal. Future seminars: June

10-14, 1981, Waldorf-Astoria hotel, New York; June 6-10, 1982, St. Francis hotel, San Francisco; June 8-12, 1983, Fairmont hotel, New Orleans; June 10-14, 1984, Caesar's Palace, Las Vegas; 1985, Chicago.

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

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

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

Shoot our newest cameras at the NAB Show.

A hands-on demonstration will reveal some major advances across the line. Like an extended-performance camera that reaches previously unattainable levels of picture quality.

You'll see that pounds have been trimmed off our newest ENG/EFP cameras. New features have been added.

We've built performance and stamina second to none into every one of our cameras for the studio and field.

You get a lot of RCA with every RCA camera: RCA technology, to help you deliver the very best on-air product.

And RCA TechAlert service, unmatched anywhere, to keep you out of trouble and on the air.

RCA is with you on every shoot.

Shoot us at the show. RCA Broadcast Systems, Building 2-2, Camden, N.J. 08102

SHOOT US.



Can you really
afford less?



***Starring Ron Ely...
the new M.C. of the Miss America Pageant!***

face the music

in New York on WOR-TV is the top-rated game strip, beating *Play The Percentages... Joker's Wild... Tic Tac Dough... and Dating Game...* outperforming its lead-in and lead-out!

THE FACTS ARE "IN THE FEBRUARY BOOK"

February Sweep Ratings—
NSI—New York—WOR-TV Game Strip Block
Mon.—Fri.

PLAY THE PERCENTAGES	JOKER'S WILD	TIC TAC DOUGH	face the music 7 PM	DATING GAME
5:30 PM	6 PM	6:30 PM		7:30 PM
4 Rtg.	6 Rtg.	7 Rtg.	8 Rtg.	6 Rtg.

Source: 4-week NSI Overnight Avg. 1/31–2/27

face the music has hot demos!
Unlike other game strips...64% of FACE's Total Women Audience are those saleable 18-49's.*

• In the 7-7:30 PM slot, despite competition from the two strongest off-network shows in syndication, *M*A*S*H* on WNEW and *Happy Days Again* on WPIX, **FACE THE MUSIC** is WOR-TV's No. 1 strip.

- The most widely sold new game strip in syndication—bought in 27 of the top 50 markets, plus many others!
- The only new first-run game strip available to start immediately prior to the critical May sweep report.
- The *prime time quality* of the show is on the screen!
- It's from the "We mean business" outfit: Sandy Frank Productions.

SANDY FRANK TELEVISION DISTRIBUTORS, INC.

645 Madison Avenue, New York, N.Y. 10022

Phone (212) 628-2770 • Telex 640-042, TWX(710) 581 5205

*NSI, Jan. N.Y. report

Top specs, small space, good price!

See it at NAB!

The 2000 Series is an all-new Cetec family of high-performance, compact, and attractively priced mono and stereo audio consoles.

These five- and eight-mixer consoles are ready to go—plug in the inputs and the speakers, and you're in business. Monitor amplifier and muting relays are built-in. The electronics are modular—easy to reach and easy to service.

The 2000 Series is high performance and reliability, packaged

to save space and dollars. The five-mixer (10 inputs) is perfect for a newsroom, small studio, or for remote broadcast. The eight-mixer (16 inputs) can be a production-room workhorse that doubles as an on-air board.

Prices start at \$1325 for the five-mixer mono console, and range to \$2750 for the eight-mixer stereo unit.

All the engineering and performance data are available now in a full-color brochure. Write or phone today for your copy.



New Cetec Model 2003 8-mixer audio console.

Cetec Broadcast Group

Cetec Corporation
1110 Mark Avenue, Carpinteria, Ca 93013
(805) 684-7686 Telex: 658-461

annual convention. Camelot Inn, Little Rock.

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

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

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

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

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

April 11-12—National Federation of Local Cable Programmers central states region spring conference. Old Capitol, Frankfort, Ky.

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

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

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

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

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

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

■ **April 16-17—Alabama Cable Television Association** annual Citizen of the Year award meeting. Downtowner Inn, Montgomery. Information: Otto Miller, Box 555, Tuscaloosa, Ala. 35402; (205) 758-2157.

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

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

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

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

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

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

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

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

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

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

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

April 25-26—Oklahoma Associated Press Broad-

casters annual convention. Holidome, Oklahoma City.

■ **April 25-26**—*Broadcasters Promotion Association* board meeting. Queen Elizabeth hotel, Montreal.

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

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

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

■ **April 28**—*UPI New England's* 24th annual Tom Phillips New England Broadcasting Awards banquet and presentation. Marriott hotel, Newton, Mass.

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

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

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

May

May 3—1980 Midwest Acoustics Conference on microphone techniques for recording and broadcasting sponsored by *Audio Engineering Society, Chicago Chapter of Acoustical Society of America, Chicago Section of Institute of Electrical and Electronics Engineers, Chicago Acoustical and Audio Group and IIT Research Institute*. Hermann Hall, Illinois Institute of Technology, Chicago. Information: Tony Tutins, (312) 455-3600.

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

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

May 3—*Iowa Broadcast News Association* annual convention. Starlight Village Convention Center, Fort Dodge. Speakers: Steve Bell, ABC-TV anchor; Curtis Beckmann, Radio-Television News Directors Association president.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

■ **May 27-29**—*Electronic Industries Association's Communications Division* fifth annual Hyannis Seminar. Dunley's Hyannis hotel, Hyannis, Mass.

May 27-30—*Southern Educational Communications Association* annual meeting. Atlanta.

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

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

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

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

June

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

■ **June 1-4**—*Public Broadcasting Service* annual meeting. Washington Hilton.

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

■ **June 3**—*Broadcast Pioneers* annual Mike Award dinner honoring WIS(AM) Columbia, S.C. Pierre hotel, New York.

June 3-4—*American Association of Advertising Agencies* advanced media seminar. Wilshire Hyatt House, Los Angeles.

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

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

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

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

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

June 5-7—*Kansas Association of Broadcasters* annual convention. Holiday Inn, Hays.

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

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

"The [Monitor News Service] reports are good because they're centered around subjects that directly affect people's lives. They seem to stimulate interest among our audience."

Mike Wheeler
Operations Director
WGST, Atlanta

You get 20
fresh and vital
news feature
stories
on reel tape
every week

To get a sample cassette of
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RNS-1

**OF THE 36 RECENT
EMMY AWARDS
FOR NEWS AND
DOCUMENTARIES,
CBS RECEIVED 24.**



**Think of it
as part of a
trend.**

It's not that there's anything new or unusual about CBS News being honored. Dedication to excellence is a fiercely guarded tradition at CBS News...one that is strongly in evidence among the writers, editors, producers, correspondents, directors, cinematographers and technicians responsible for this overwhelming sweep of Emmys.

The trend we refer to is evident in all divisions of the CBS/Broadcast Group, of which the CBS News Division is one important member. To cite a few recent examples from that and other Divisions:

CBS NEWS

CBS is now the only network that offers a solid hour of news every weekday morning...and the one that broke new ground with the highly acclaimed 90-minute Sunday Morning...the "Sunday newspaper that comes in a tube."

And, of course, the CBS Evening News with Walter Cronkite continues to attract the largest audience of any evening news...in fact, with even higher ratings than last year.

CBS TELEVISION NETWORK

In 9 of the past 12 weekly Nielsen ratings, the CBS Television Network has held down first place during prime time and has climbed dramatically in the overall season average.

CBS OWNED STATIONS

The CBS Owned television stations have amassed an impressive number of local Emmys. Most recently, WCBS-TV New York, WBBM-TV Chicago, and KNXT Los Angeles received a far greater total than the other two network-owned stations in these markets, while KMOX-TV St. Louis ran away with 10 out of 16 Emmys.

CBS SPORTS

In CBS Sports, the 1980 Super Bowl tele-

cast attracted the largest household audience in the history of television sports.

CHILDREN'S PROGRAMMING

In the area of children's programming, CBS continues to be a strong #1 in weekend programming. And CBS is still the only network with an hour-long Monday-to-Friday children's program...Captain Kangaroo, the "institution" that for twenty-five years has set the standards for others to follow.

CBS RADIO DIVISION

In the CBS Radio Division, WCBS All-News Radio 88 in New York now commands the largest adult audience of any radio station in the United States.

KMOX Radio continues to be the Number One radio station in St. Louis and KNX Radio has the largest adult listening audience in Los Angeles.

And on the national level, the CBS Radio Network captured 7 out of the top 10 sponsored network radio programs in the latest RADAR listings.

We could go on...and we certainly intend to.

Naturally, we are proud of all the honors, awards and recognition we have received. But we are even prouder of the fact that we have been able to accomplish this without sacrificing the quality standard which is our heritage. We believe that it is our obligation to inform as well as entertain. To do this responsibly, we must be attentive to the needs, the problems, the aspirations of the audience we serve. As one respected critic noted recently, CBS programming is consistently "more sophisticated and of a higher esthetic order" than its competitors'. At CBS, this "higher order" is the order of the day. We think that's the best route to the top.

CBS/BROADCAST GROUP

People watch and listen because we watch and listen.

Source: Nielsen Television Index, AA Household rating estimates. Prime time:—Monday–Saturday, 8:00–11:00 PM, Sunday 7:00–11:00 PM; nine of the last twelve weeks...December 17, 1979–March 9, 1980; Season average is September 17, 1979–March 9, 1980.
The CBS Evening News based on average audience ratings January 7–February 16, 1979 and December 31, 1979 to February 15, 1980;
Super Bowl: based on AA household projected audience, 1960 through telecasts of February 24, 1980; Children programming is AA household rating, Saturday, 8:00 AM to 1:00 PM, September 17, 1979 to February 24, 1980. Radio data based on October/November 1979 Arbitron reports, TSA, Weekly Cumulative Estimates, Adults 18+, 6 AM–12 Midnight, Monday–Sunday, and RADAR 20-Spring/Fall 1979, Vol. 3 Adults 18+.

Subject to qualifications upon request.

The TVB-RAB scrap

EDITOR: Your "Closed Circuit" item, "Papa Spank" (March 10) lacked certain perspectives.

Media sales people on the street know that newspapers, magazines, radio, et al., compete daily for share of ad dollars. Thus, to be effective, they must be well informed.

The Television Bureau of Advertising's Sales Advisory Committee (SAC), composed of some 30 TV station executives, asked the bureau to update and prepare information on radio for selling purposes, just as TVB does regularly for newspapers, magazines and other media. This update produced "Radio, a Reminder Medium" (BROADCASTING, March 3).

The TVB material you question is nowhere as competitive or as widely circulated as the Radio Advertising Bureau's "Radio—It's Red Hot," which preceded, I repeat, preceded the TVB presentation by many months.

I personally feel the TVB presentation is excellent and is truly responsive to TV station needs. It is not "overkill." I'm sure TV stations will use the material judiciously and as they deem necessary.

Your reference to "coordination of various entities under National Association of Broadcasters auspices" also is mistaken. TVB and RAB are separate from NAB and competitive as they should be. You may call the situation a "family feud," but I think of it as "telling it like it is" from one member of the family to another. From a family point of view, we certainly recognize that newspapers are our biggest competitor and do not plan to lose sight of this fact.

By the way, for NAB to express concern over the competitive efforts of the two bureaus seems unusual, especially when NAB is reported (BROADCASTING, Feb. 11) to have spent \$17,000 of its members' money to back the "Hot Radio" anti-TV/magazine ad campaign... a figure greater than the cost of TVB's updated look at radio.—*Vincent T. DeLuca, WTEN-TV Albany, N.Y., chairman of the TVB Sales Advisory Committee.*

Editor's note: The "Closed Circuit" to which DeLuca refers reported that NAB President Vincent Wasilewski "doesn't relish family feud between" TVB and RAB "in rival presentations denigrating other's medium" and "suggests that coordination of various entities under NAB auspices could save broadcasters future distress."

The proper perspective

EDITOR: Need I point out that the photograph of GE's new TTC-16000 F/H 16 kw VHF transmitter shown on page 51 of the March 3 issue is in a most unusual position. I'm sure most television station engineers are smiling at this one. The photograph is upside down!—*Arthur P. Deitz, broadcast engineer, Frazier, Gross & Clay, Washington.*

EDITOR: It was interesting reading about the new General Electric transmitters. However, from the picture, it appears they might have been manufactured in Australia. Maybe it's a new feature... it can transmit either channel 9 or 6.—*Jim Gratton, engineer, WXT-TV Syracuse, N.Y.*

EDITOR: I note with great interest the picture illustrating the design of the GE TTC-16000 F/H VHF transmitter. Was their approach to design it from the top down or from the bottom up?—*Gerald T. Plemmons, vice president/engineering, Outlet Broadcasting, Providence, R.I.*

George Pierrot

EDITOR: In the March 3 issue of BROADCASTING there was a brief listing of the death of George Pierrot. The passing of this man deserves greater attention.

George Pierrot began appearing *daily* on Detroit TV in 1947 when John Pival of WXYZ-TV contacted him to ask about the possibility of his appearing with some of the adventurers and explorers that appeared on his famous lecture series at the Detroit Institute of Arts.

The TV travel-adventure series was born in 1947 and continued *daily* until 1976, 29 years of daily TV programming. No mean feat. For a period of years he appeared on both WXYZ-TV and WWJ-TV (now WDIV). By my calculation, he produced and appeared on over 11,000 live TV programs over those years.—*Richard D. Citron, New York.*

Going for the gold

EDITOR: As a fully accredited member of the working press during the recent Olympic games, I found "The Serious Business of Broadcasting Games" (BROADCASTING, March 3) extremely interesting. In fact, the article pointed up one of the many ironies of the Lake Placid Olympics.

While many accusations have been tossed about in reference to "overpriced meals and drinks" and alleged price gouging, I daresay that the real profits during those 13 days were made by ABC, not the local Lake Placid businesses. Commercial minutes selling for \$135,000? Twenty-five major advertisers committing \$800,000 each to advertising? Is the public *really* expected to believe that the pockets of

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North Country businesspeople have been lined with gold like that?—*Beth Longware, producer/director, WCFE-TV Plattsburgh, N.Y.*

Hot rod in the frozen north

EDITOR: Concerning your Feb. 25 "In Sync" report about Consolidated Cable Utilities' use of the hot rod of earth stations, the horn reflector, you may be interested to know that we installed the first commercial-use horn antenna earth station here in Anchorage over two and a half years ago to provide programming for our MDS pay television service.

In addition, as things are frequently done differently in Alaska, the low-look angle for earth stations this far north required us to mount the horn upside down from its normal configuration.

And just to make things more interesting, we decided to motorize the mounting so that we could move the horn to point at different satellites in a matter of minutes. Now that's what I call a *customized* hot rod of earth stations.—*Robert J. Gould, president, Visions Ltd., Anchorage.*

Drastic measures

EDITOR: The National Association of Broadcasters doesn't have the slightest idea how to effect radio deregulation and neither does the National Radio Broadcasters Association, nor any state radio broadcasters associations, nor for that matter, any single radio broadcaster in the country today except one ... me.

The morning mail included lengthy pleas from the NAB, NRBA, Illinois Broadcasters Association and several independent "concerned" broadcasters for me to write my congressman and the FCC urging deregulation. They were all the same. Hail the FCC with a letter. Show the FCC we care. Beg the FCC to please listen to reason.

Nobody realizes what the real problem is. The FCC is a government bureaucracy. It is a blob that has lost touch with both the needs of the people and the purpose of radio. It is unable to make a decision. That's the problem. You can't teach a blob to think. It wastes your time and it annoys the blob.

Now the solution: The NAB and the NRBA are to organize a national vote of all radio broadcasters on the deregulation issue. Two-thirds majority wins. When the votes are counted, the results along with the deregulation details are to be sent to the FCC with the following letter or words to this effect:

"Dear FCC: Attached please find a copy of the Radio Deregulation Document as voted on and accepted by the vast majority of radio broadcasters in the United States. Be advised that on Jan. 1, 1981, every radio station in the country will begin operating under these new policies."

Then, on Jan. 1, 1981, we will all begin doing it.—*John R. Dombek, vice president and general manager, WQUA(AM) Moline, Ill.*

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BUREAUS

New York: 830 Third Avenue, 10017.
Phone: 212-599-2630.
Rufus Crater, chief correspondent (bureau chief).
Rocco Famighetti, senior editor.
Jay Rubin, assistant editor.
Anthony C. Herring, staff writer.
Karen Parhas, editorial assistant.
Winfield R. Levi, general sales manager.
David Berlyn, Eastern sales manager.
Harriette Weinberg, Marie Leonard, advertising assistants.
Hollywood: 1680 North Vine Street, 90028.
Phone: 213-463-3148.
James David Crook, assistant editor.
Sandra Klausner, editorial-advertising assistant.
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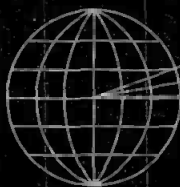
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*David O. McKay, Late Chairman of the Board, B.I.C.

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TOP OF THE WEEK

Double jeopardy for networks in C-M decision

Court of Appeals backs FCC in saying ABC, CBS and NBC erred in denying time to Carter-Mondale Committee, suggests FCC jurisdiction over networks may be wider than heretofore established

The U.S. Court of Appeals in Washington has held that candidates for federal office have a right of "affirmative access" to broadcast media under the "reasonable access" provision of the Communications Act. Moreover, the court has affirmed the standards the FCC has adopted for implementing the statute. But the decision, in a case which essentially went against the TV networks, may have wider implications: It appears to extend FCC jurisdiction over them.

A three-judge panel of the court issued that opinion in affirming the commission's decision last November that ABC, NBC and CBS had violated Section 312 (a) 7 of the Communications Act, which requires broadcasters to afford "reasonable access" to federal candidates. The networks had rejected the request of the Carter-Mondale Presidential Committee for a half hour of time in November to air a documentary designed to kick off President Carter's reelection campaign.

The networks may have lost more than the case at issue. The court, in rejecting their argument that the law applies to licensees, not to networks, borrowed heavily from the commission's brief. The result was sweeping language that seems to support the argument that the commission has direct regulatory authority over networks in areas where such regulation is "reasonably ancillary" to the commission's performance of its responsibilities.

Broadcast industry lawyers view the decision as a serious defeat, not only for the networks but for broadcasters generally. Counsel for one of the networks said that while it was still too early to make a decision, an appeal to the Supreme Court or a request for rehearing was a "good prospect." The case, he said, "has serious ramifications" and was a "tough decision."

The networks had rejected the committee's request essentially on the grounds that it was for too much time, too early in

the race. CBS offered to sell time in two five-minute blocks, and ABC said it had not yet begun selling time for the campaign. NBC said December was simply too early.

The court's opinion, written by Senior Circuit Judge David Bazelon, constitutes the first court interpretation of Section 312 (a) 7 and the commission's authority under it. And on every point, it comes down on the commission's side.

The commission was correct in concluding that the 1971 act accorded an affirmative right of access, Bazelon wrote. That was clear, he said, from the language of the act and the legislative history. The networks had argued that the act merely "codified" prior commission policy.

The commission, Bazelon said, had adopted standards for implementing the law that are "designed to minimize governmental intrusion into broadcasting and to maximize respect" for broadcasters' editorial discretion.

He noted that the commission had said that time need not be made available until a campaign had begun. And he sided with the commission in its holding, on basis of "objective indicia," that the 1980 presidential race, in November, "was already in full swing." The networks argued that, in stating "when" a campaign starts, the commission violates broadcasters' First Amendment rights. But, said Bazelon, "there is no constitutional objection" to the commission's determination as to when obligations under the reasonable access provision begin.

At another point in the opinion, Bazelon rejected the networks' argument that the act itself violated the First Amendment because it impinged on broadcasters' editorial discretion. Bazelon said it is settled that the government retains the power to decide how and to whom the airwaves are to be allocated. The law, he said, simply reallocates the "use" portion of the airwaves from the licensee to the candidate. The broadcasters' right to speak and editorialize, he said, "is unimpaired."

Bazelon noted with approval the commission's holding that individual requests for time must be treated "individually," and may be denied only with reference to factors specified by the commission. "Across-the-board denials," he added, "will not be tolerated."

The court's holding that the reasonable access law applies to networks rests on the two FCC arguments. Bazelon said that even though the networks were not mentioned in the act, it was plain that Congress intended to apply it to them. "Given its objective of expanding candidates' access

to the people," he said, "Congress could hardly have intended to omit the most important channel of communication available to candidates."

Buenos Aires cliffhanger

Decision to adopt 9 khz AM spacing in hemisphere survives first vote but still has important hurdles ahead; NAB monkeywrench clogs diplomatic gears

The fate of a U.S. proposal to reduce AM channel spacing in the western hemisphere from 10 to 9 khz—being debated by a meeting of Region 2 countries in Buenos Aires, Argentina—hung in the balance last Friday after a working group reportedly voted 13 to 8 in favor of the plan. But FCC Commissioner Robert E. Lee, who heads the U.S. delegation, told BROADCASTING that "Things are all muddled up. Nothing's settled." He said there would be another meeting of the working group today (Monday).

Canada, long an opponent of the 9 khz proposal, was said to have reserved the right to take up the issue at a plenary meeting of the full conference, probably today. Twenty-two countries are represented.

The U.S. initiative began to run into difficulties early last week—the conference's first—because of a letter sent to delegates by the National Association of Broadcasters. It asked for a delay on the 9 khz issue—a position contrary to that of the U.S. government.

Further complicating the effort to pass the 9 khz proposal is that it could not be put into effect unless virtually all countries of the hemisphere adopt it. Otherwise, stations in all countries would suffer interference. This troubles some U.S. officials, including Chairman Lee. Nevertheless, it's believed that, rather than accepting the resulting interference, countries in the minority would conform to the 9 khz plan if it is the majority's will.

Canada and Argentina, the other principal opponent of 9 khz, exerted lobbying pressure in arguing that the purported gains of the proposal would not outweigh the disadvantages imposed by the plan's technical restrictions. Canada circulated the results of a study purporting to show that Buenos Aires, Rio de Janeiro and Caracas, Venezuela, would gain virtually nothing from a reduction in channel

separation. Said the State Department's William Jahn, a member of the U.S. delegation: Canada and Argentina "have pulled out all the stops."

The U.S., which is the only one of some 22 countries at the conference to have proposed the reduction in channel separation, has also been lobbying hard. Besides the improvement in the efficiency of spectrum use claimed for the proposal, members of the U.S. delegation cite what they say is the importance of compatibility with other regions of the world which have already adopted 9 khz channel spacing. Incompatibility, they say, will result in heterodyne (whistling) interference between stations in the western hemisphere and the rest of the world. They also say that by creating 12 new channels, nations would have greater flexibility in solving other technical problems the conference was called to address.

The opposing efforts created a volatile atmosphere. On Wednesday, Commissioner Lee reported that the U.S. position seemed to have the support of 14 countries represented on the working group, and the opposition of five. A day later, the U.S. majority seemed to have slipped to a plurality—10 for the proposal, eight against and three undecided.

In both cases, however, the positions of the countries were simply inferred from statements of their spokesmen; no formal votes had been taken.

The U.S. position suffered a setback because of a letter written by the National Association of Broadcasters to 22 Latin American countries, informing them of a resolution adopted by the NAB radio board urging the conference to defer action on 9 khz spacing "until a full factual record, including comprehensive engineering and economic studies, has been completed" (BROADCASTING, March 3, 10). The resolution said that "preliminary studies demonstrate that further study" is needed.

The letter caused confusion among representatives of the Latin American countries. What, they wondered, was the U.S. position? They could not understand the U.S. government taking a position with which American broadcasters disagreed.

American officials in both Buenos Aires and Washington were shocked and angered. Lee took the floor of the conference to denounce the letter as a message that was not official but from a private organization. And the conference, he noted, was one of governments, not private organizations.

To buttress his case, Lee circulated copies of a statement Representative Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, had inserted in the *Congressional Record*. It said: "The U.S. supports adoption of the 9 khz standard for Region 2... The U.S. position is a sound one,

developed after months of study on the part of the Federal Communications Commission and the Department of Commerce."

By the end of the week, the furor caused by the NAB intervention seemed to have settled down, according to U.S. officials. But in Washington, FCC Chairman Charles D. Ferris was still boiling. He said he was "surprised" at NAB's move—and that he thought the Justice Department would be more shocked. "It's such a clear violation of the Logan Act," he said. That law bars private citizens from engaging in diplomatic relations with foreign governments. But no one has ever been prosecuted under the act in its 200 years on the books, and a Justice Department spokesman on Friday expressed doubt it would be invoked against the NAB.

NAB officials seemed to take a "what's-all-the-fuss?" attitude. John Summers, executive vice president and general manager, said he felt "it was clear that NAB was speaking for itself," and that the letter "made it clear what NAB was."

Whatever its impact on the conference's decision on 9 khz, the NAB letter could have long-lasting political effects. Lee and Ferris not only were angered at the letter itself but at NAB's failure to send them copies. "I thought Vince was a friend," Lee said, referring to NAB president Vincent Wasilewski. "I was hurt he didn't send me a copy."

In Brief

With one legislative day remaining in which to act, Congress apparently will not disapprove Federal Election Commission regulation regarding **funding and sponsorship of nonpartisan candidate debates** (BROADCASTING, Dec. 24, 1979). But Congress has warned commission not to overstep boundaries outlined by regulations or there would be legislation forthcoming. Representative Frank Thompson (D-N.J.), chairman of House Administration Committee, sent letter to FEC Chairman Robert Tiernan with message of caution: "**Under no circumstances would a broadcaster, in fulfilling his obligation to provide reasonable access to candidates for public office, be considered to have made an illegal contribution.**" Similarly, a broadcaster's coverage of a candidate which is not a "use" under Section 315 of the Communications Act would under no circumstances be considered a contribution by the broadcaster. The commission should be reluctant in enforcing these regulations to substitute its judgment of the propriety of a particular debate for the on-the-spot judgment of the sponsor." Representative Lionel Van Deerlin (D-Calif.), on the House floor, summed up gist of Thompson letter to colleagues: "In other words, the commissioners have been warned that they should not substitute their discretion for the news judgment of professional journalists," Van Deerlin said. "Should the commission fail to heed these instructions, the Congress shall then be called upon to impose statutory restraint." Senate is expected to act similarly.

Meanwhile, FCC Chairman Charles Ferris, in letters to chairmen of Senate Rules Committee and Committee on House Administration, **expressed concern that new Federal Election Commission regulations may cause problems if adopted.** Letters to Senator Claiborne Pell (D-R.I.) and Representative Frank Thompson (D-N.J.) said it was unnecessary for FEC to require that debates sponsored by news organizations be "nonpartisan." "Our concern is that the phrase 'nonpartisan' could be interpreted to restrict severely opportunities for candidate debates which have heretofore been available under the commission's interpretation of Section 315," Ferris said.

CBS-TV officials were boiling Friday over **ABC-TV decision to pass up President Carter's news conference that evening** and go with movie while CBS and NBC-TV carried Carter. They saw it as blatant attempt to build ratings in close race with CBS for prime-time leadership. "It's unprecedented to pass up an extremely important presidential appearance," one CBS-TV executive snorted. "That's the end of the penant race." ABC was ready with statement for those who inquired. It cited news judgment, noting that ABC was carrying President's Friday-afternoon economic statement live and suggested that, only few days before Illinois primary, live coverage of news conference could give Carter unfair advantage over rivals. Instead, ABC said, it would carry news conference in full starting at 11:45 p.m. NYT. ABC movie that Carter—and other networks—were up against was "Where the Ladies Go." **Senator Edward Kennedy's campaign, meanwhile, called on networks last Friday to afford time for response** during prime time and before primary in Illinois tomorrow (March 18).

Attitudes of Americans toward TV coverage of Iranian development were reported last week by The Roper Organization after interviewing 2,000 persons on commission from Television Information Office. Study was conducted between Feb. 9 and Feb. 23. In response to question on whether television's presentation has made Iranian leaders look better or worse than they are, 54% felt that TV has depicted them "just about as they really are"; 17% felt TV "made them look better than they are"; 16% felt TV "make them look worse than they are" and 13% said they "don't know" or had "no answer." As to television's handling of problem of Iranian attempts to place themselves in most favorable light, 55% of same said TV had acquitted itself "fairly well"; 29% said "very well" while 7% said "not very well"; 3% said "not at all well" and 6% indicated "don't know/no answer." **Television outranked all news media** by considerable margin as outlet from which respondents received most of their news of crisis (77%). Following in order were newspapers, 26%; radio, 10%; people, 3%; magazines, 3%; other, 3%, and don't know/no answer, 3%. Replying to question on amount of TV coverage devoted to Iranian story, 64% of respondents replied it was "about the right amount"; 19% said "too much time"; 13% said "too little time," and 4% said "don't know/no answer."

Congress goes to the brink over the FTC

Commission gets 45-day lease on life—with restrictions—as House and Senate debate compromise; money will be tight meanwhile

Time ran out on the Federal Trade Commission last week as Congress failed to approve either authorizing legislation or a resolution for continuing appropriations, meaning that the agency is now without funds. But the commission expects that Congress will soon appropriate additional funds, and it will continue to operate, although with some restrictions.

The House Appropriations Committee last Thursday approved a joint resolution extending the life of the FTC an additional 45 days—until April 30—or until an authorization bill is signed into law. House-Senate conferees, meeting for the first time to work out compromise language on an authorization, also endorsed the resolution and called on Congress to adopt the measure. But time ran out before both houses could vote on the resolution, and the FTC begins work this week without operating funds.

The resolution approved by the House

committee makes available to the FTC enough money to continue its current activities, while prohibiting it from promulgating trade regulation rules or beginning new activities.

The FTC has been without an authorization bill for three years, as the House and Senate have been unable to agree on compromise language. But some key House members made it clear before last week's appropriations vote that a compromise would have to be reached this time around or the FTC would not receive additional funding.

Representative John Slack (D-W.Va.), chairman of the appropriations subcommittee with FTC jurisdiction, said this 45-day continuance of funding would be the last temporary authorization. "Enough is enough," Slack said. "I will not be party to any more continuing resolutions." Representative Jamie Whitten (D-Miss.), chairman of the full committee, said he too would not favor any more such resolutions.

The fate of the FTC is now in the hands of the conferees, who have scheduled their second meeting for next Wednesday (March 26). Among the issues that will have to be resolved are whether special interests should be exempt from FTC rules, and whether the FTC should be saddled with a one-house veto.

House and Senate versions of the FTC's authorizing legislation differ on a number

of points—the most controversial being the veto. The Senate, as it has done in the past, resisted implementation of a veto, opting instead for a two-house and presidential review of FTC rules. The House, however, approved the one-house veto by a large majority, and the full House instructed its conferees to stand fast for that provision.

That will undoubtedly be the key sticking point, as was evidenced last week.

Senator Wendell Ford (D-Ky.), chairman of the subcommittee with FTC oversight, suggested to the conference committee that "noncontroversial" matters be worked out before the veto was dealt with. But Representative James Scheuer (D-N.Y.), Ford's counterpart in the House, resisted on that point. Scheuer said he fought off additional special-interest provisions because he expected a veto would be approved, and it was on that basis that his bill was finally approved. "In all candor, we might as well bite the bullet on the legislative veto, because without it, this conference report won't go back to the House," Scheuer said.

Ford countered that the Senate had come a long way to give the House an acceptable alternative to the legislative veto, and the staffs should have a chance to try to resolve the differences.

An alternative to the veto was proposed earlier in the day by Representative Richard Ottinger (D-N.Y.), a conference

Tentative schedules for consideration of Communications Act revisions in House and Senate **have been pushed back**. In Senate, hope was that new bill would be ready for mark-up in March, but now it appears doubtful. Senator Ernest Hollings (D-S.C.), chairman of Communications Subcommittee, said in speech to telephone group last week that although progress is being made, majority and minority staffs have not yet worked out all problems. "I do not minimize the importance of the issues which still seem to separate us," Hollings said. "They can make or break the process. But the gap is narrowing, and this brightens the prospect for enactment of legislation this year." He added that he hopes to have bill **before committee for mark-up "in the next month."** Senator Bob Packwood (R-Ore.) told breakfast meeting with National Cable Television Association that major sponsors of legislation have not yet met, and there were still some areas of controversy to be ironed out. But Packwood said there was good chance they could get bill to conference by September; if it came later than that, however, Packwood said, upcoming elections might kill chances for passage. In House, meanwhile, bill scheduled to go to full Commerce Committee mark-up has been stalled, apparently because of dissatisfaction with language regarding telephone companies by Representative Tim Wirth (D-Colo.). Representative Lionel Van Deerlin (D-Calif.), chairman of Communications Subcommittee, has been trying to mobilize support for bill while staff works on details of legislation. Van Deerlin said last week there were language problems to resolve, but he hoped to **have bill before committee before Easter**.

Mutual Broadcasting System last week offered through Lehman Bros. Kuhn Loeb Inc. **\$14 million in senior notes** due 1996, in connection with its acquisition of WHN(AM) New York.

TV critics were fairly gushing over **NBC-TV's new 'United States'** series, from *M*A*S*H* creator Larry Gelbart. Ratings for premiere episode last Tuesday, however, were decidedly undecided. In its first outing at 10:30 behind *The Big Show*, *United States* landed in numbers middle, with 16.4 rating/27 share, between winning last half hour of ABC-TV's *Hart to Hart* (20/33) and losing final 30 minutes of CBS-TV made-for-TV movie, *The Plutonium Incident* (15.6/26). *United States* also drop-

ped off from last half hour of *The Big Show*, which had 21.1/33.

After FCC Chairman Charles Ferris was criticized by Representative Mark Andrews (R-N.D.) for commission's slow response to congressional mail (BROADCASTING, March 10), Ferris asked that **backlog be out of FCC last Friday (March 14)**. Spokesman for chairman's office said agency was on target and from now on, turnaround time on congressional requests would be seven days. Andrews criticism came when Ferris testified before house appropriations subcommittee on FCC's 1981 budget.

As expected, FCC last week granted **Western Union application** permitting common carrier to **share Public Broadcasting Service earth stations** in Houston, Washington and New Orleans for delivery of its satellite services. Decision should open door to use of PBS's more than 150 other earth stations by WU and others in near future.

In restructuring of television distribution functions, Paramount Television announced last week that distribution arm's president, **Richard H. Frank**, takes on new and expanded responsibilities including all non-theatrical and educational product. Frank is now in charge of pay-TV sales, home video operations, nontheatrical feature sales, educational program distribution, development of original programming for off-network and nonmedia outlets and corporate media research. He also takes charge of Paramount's Magicam subsidiary.

U.S. District Court in Washington has **ordered Rev. James Bakker**, president of PTL Television Network, to appear for hearing on April 10 to **explain why he should not comply with FCC's December 1979 order directing him to testify and produce documents concerning investigation of WJAN(TV) Canton, Ohio**. PTL of Heritage Village Church and Missionary Fellowship, nonprofit religious organization, is licensee of WJAN, and does business as PTL Television Network. FCC investigation began after commission received information regarding allegedly misleading statements concerning fund-raising. After Bakker failed to comply with FCC order, FCC asked Justice Department to request court order.

committee member. Under Ottinger's proposal, the one-house veto would be dropped, and all new FTC rules would be submitted for congressional review and be subject to a joint resolution of disapproval, which could then be vetoed by the President.

"The very integrity of Congress is at issue," Ottinger told a press conference to announce his proposal. "These provisions, if passed, would send a message that companies in trouble with the FTC can turn to the Congress for solutions, instead of the agency or the courts."

Endorsing Ottinger's compromise were a number of organizations, including the PTA, Consumers Union and Action for Children's Television.

ACT expressed particular support for the idea because it would delete from the Senate bill the provision that would limit the FTC's jurisdiction over the regulation of "unfair" advertising, meaning the children's advertising inquiry could run its course.

Ottinger said that informal discussions with House conferees led him to believe he would find support for his provisions, and he predicted the conference committee would work out some form of compromise. "I'm optimistic something will be worked out along these lines," Ottinger said. "If we get the conferees to agree on this compromise it will be defended and the House will accept it."

The FTC, meanwhile, will restrain its activities to day-to-day obligations, and will cut travel and requests for training. For many FTC employees, the first critical personal deadline could come in two weeks, when the next paychecks are due. If a continuing resolution has not been approved by that time, salaries may not be forthcoming.

Pierce extends an olive branch to the producers

The new decade, he says, means a constant challenge for networks and for those who make programs; he wants to ease tension between the two and get a better product

The 1980's pose "unprecedented opportunities," the president of ABC Television, Frederick S. Pierce, told the Hollywood creative community last week in Los Angeles. The next 10 years, he said, should be a "boom decade for the creative community, as long as you and especially we can bring spiraling costs under control."

Pierce said that the changing nature of the television audience—world events, personal growth, changing sexual and social attitudes and other factors—would demand that television have more appeal to the people. "The changing nature and voracious appetite of the audience mean that it will become more selective and de-



ABC's Pierce

manding with each year that passes," he said.

"And realistically, even the most comprehensive effort to understand the changes won't result in any easy answers or reveal a clear path to future success. Public taste will always be a mystery at the core."

Speaking last Wednesday (March 12) to the final luncheon forum of the year for the Academy of Television Arts and Sciences, the ABC executive ranged over a wide array of topics of interest to his West Coast audience—from program scheduling and cancellations to the network-production community working relationship, to the future of television, to his network's style of leadership. And both inadvertently and by design, Pierce wound up commenting on the management structure of the network.

When luncheon forum chairman John Mitchell, a television consultant, introduced Pierce he called the ABC Inc. executive vice president a "brilliant future top, top executive of ABC."

Caught unaware by Mitchell's choice of appellation, Pierce quickly noted that dais-sharing Elton Rule, president of ABC Inc., was a "top, top, top" executive and that "back in New York we have a top, top, top executive"—a reference to Chairman Leonard Goldenson.

Mitchell said later his introduction was meant to imply that Pierce "still has further to go" at ABC. In his speech, however, Pierce offered a comment on one ABC executive, the entertainment division president, Anthony Thomopoulos, who some have speculated may not have that much further to go at ABC. Much of the blame for ABC's failure to repeat its overwhelming success of last year this season has gone to Thomopoulos. Pierce praised his programming chief and even took some of the heat himself.

"We do have an aggressive spirit at ABC," Pierce said. "This is encouraged throughout our entertainment division under Tony Thomopoulos's leadership. We're aggressive in securing the product we want, in bold scheduling—sometimes too bold—in innovating and reaching out for new forms and ideas in entertainment."

The reference to the scheduling, a func-

tion in which Pierce takes an active interest at ABC, was his self-directed barb.

On other topics, Pierce offered a series of conciliatory words to the Hollywood makers of television product.

"We want the ideas you care deeply about," he said, "not the safe and conventional ones you might think we want or that will sell first in network and then in syndication—the ideas you care deeply about, not what you think we will buy. There are many great moments and many great series on television every season, but over-all it is still true that we need a greater range of choice."

"At ABC," he said at another point, "we want to be on the cutting edge of change. We want people to learn from us, be broadened by us as well as entertained by us."

Saying that he was aware that at times the relationship between his network and Hollywood was "at its worst" an adversary one, Pierce attempted to soothe much of the "level of tension" that exists between the corporate and production worlds. "Our relationship is like many others in an open and democratic society—marked by common interests, shared responsibility, division of labor, give and take," he said.

The network, he said, makes decisions to cancel producers' programs—not according to ratings-induced whims but after careful consideration. "Many of you disagree—I know the critics do—but shows are never canceled solely because of ratings. There are many shows on the three networks that struggled for a long time. Ratings are important, but they are just one of many considerations."

"However much research is done, creative judgment is always the dominant factor—the overriding consideration," Pierce said.

ABC wins fight with HBO over rights to movie

Two days before broadcast, court holds pay programmer didn't have copyright to 'Force 10' film

Traditional broadcasting and the new medium of pay cable faced off last week in federal district court in New York in a squabble over conflicting claims to the rights to carry the film, "Force 10 from Navarone." ABC won.

Late Friday, Judge Morris E. Lasker denied a request for a preliminary injunction that had been requested by Home Box Office on Tuesday. HBO was seeking to block ABC's scheduled March 16 broadcast of "Force 10 From Navarone." The parties had held a Wednesday conference with Lasker, and formal hearings began in earnest late Thursday afternoon.

The grounds for the judge's denial were not immediately known but HBO indicated it was appealing the decision, still seeking

to stop the broadcast that was then to air in roughly 48 hours. An HBO spokesperson said that the company was "disappointed" with Lasker's ruling.

HBO had filed suit Tuesday in an effort to block ABC's scheduled March 16 broadcast of "Force 10" and after the parties held a Wednesday conference with Judge Lasker, formal hearings began in earnest late Thursday afternoon. ABC, while expressing confidence of victory, rushed to prepare a closed-caption version of "Patton" lest an injunction upset its plan to use "Force 10" as the start of ABC's participation in the long-awaited captioning project for the hearing-impaired (see page 86).

HBO had named the distributor of "Force 10," American International Pictures, and its subsidiary AIP Export as co-defendants. The pay-cable provider asserted that "ABC's claim that it has the right to broadcast the film is defective" because, HBO claimed, ABC obtained the right to broadcast the film earlier than March 1 of next year from AIP, which had already sold HBO exclusive rights to any form of television presentation up to Dec.

31 of this year. HBO maintained its Nov. 26, 1978, contract with AIP conveyed to HBO "a protectible copyright interest in the film" that included the right to block all other forms of television broadcast until March 1, 1981. That's a position HBO evidently sought to buttress by recording the license agreement with the copyright office 11 days ago.

ABC, for its part, said its contract was with the producer, Navarone Productions, not AIP, and that Navarone's sale of all rights to the distributor, AIP, specifically excluded "the grant of three network runs as set forth in the ABC agreement." Moreover, ABC maintained that the Navarone contract, in defining when ABC's broadcast period could commence, went beyond the explicit statement "two years following the date of initial 'theatrical release'" to include "a date as may hereinafter be determined." Though the film was released in December 1978, ABC says it and Navarone Productions subsequently agreed to commence the broadcast period at "the beginning of 1980."

ABC argued that HBO has no "right recognized by copyright law" to block its

March 16 broadcast, that any rights AIP acquired in the movie are subordinate to its own, and that HBO wasn't entitled to an injunction. The network's lawyers wrapped up their memorandum by arguing that in any event, an injunction would amount to prior restraint.

Each company detailed the harm that would accrue to it should Lasker rule in favor of the other side. Beyond the harm of copyright infringement, HBO said an ABC broadcast would create a "public perception" that "HBO service is not worth paying for" that would have "manifold" detrimental effects. HBO, it should be noted, completed its last of six scheduled runs of "Force 10" on Thursday, three days before ABC's broadcast.

ABC said that replacing "Force 10" from Navarone, which its researchers have calculated will pull between a 19.2 and 21.2 rating for a 30-33 share, would cost ABC at least four million to eight million viewers, and \$500,000 in advertising revenues. With the current close ratings race, ABC said, the switch "could well determine the race for this television season."

Fred Silverman's September saviors

NBC's development machinery gets into high gear as network hopes to fulfill promise to turn prime time around by Christmas

NBC-TV is expected to announce its fall schedule about April 15, and it will, perhaps, be the most eagerly anticipated network line-up to come out of the number-three network in years. President Fred Silverman has established next Christmas as his deadline not only to take NBC out of the cellar but also to elevate it to the number-one prime-time spot as well. He will have to do it largely on the strength of the new shows he will be introducing in September.

According to Perry Lafferty, senior vice president for programs and talent, NBC Entertainment, the network's top-ranking West Coast executive, the network will be relying heavily on programs introduced this month as well as up to four hour comedies, 10 half-hour situation comedies, eight one-hour dramas and two two-hour dramatic pilots.

With two major division appointments having been made this month—Michael Zinberg, vice president for comedy programs, and Paul King, vice president, dramatic programs—Lafferty feels that the network is now in the best position in years to reassert itself in the prime-time competition.

"What's going in is material considerably better than we have had in previous years," Lafferty told BROADCASTING last week. "The key to success at any network is getting first look at things and getting the best people. King and Zinberg have been able to attract more of the better

creative people than NBC has been able to attract in past seasons."

Among firms currently preparing pilots for NBC is Lorimar Productions, which has had hits on the other networks but has not had an NBC series. Lee Rich and Marc Merson are working on *Dusty*, a comedy-mystery that teams a cab driver with an older, over-the-hill private detective. Also from Lorimar is *Flamingo Road*, under executive producer Mike Filerman, a serial described by Lafferty as a steamy Southern tale with a "mean sheriff" and "girls and boys together."

Warner Bros. Television's Joe Byrne is working on *Inspector Perez*, which is about a Puerto Rican detective in San Francisco.

Max Baer is starring in *Culpepper* for Universal Television, in which he will play

a private detective with three daughters.

The Dobermans is another detective show from Columbia Pictures Television. The show features canine sleuths.

Glen Larson and Universal are preparing *Battles* (the pilot for which aired as a two-hour movie last week) with William Conrad playing the role of a retired Los Angeles policeman working as a security chief-football coach at a Hawaiian university.

Three Eyes is about three private detectives who operate out of a disco club on Los Angeles's Sunset Strip. It is from Warner Bros.

The network has requested four new episodes of *Harper Valley PTA*, which aired as a made-for-television film last month. Starring Barbara Eden, the pro-



NBC's Lafferty

gram is also by Universal.

Peter Fonda and James Aubrey are working on another detective project for an as yet unnamed production company.

Among the comedies, the network has a few that are set to join those that start on the network this month.

The network has a limited order for *Six O'Clock Follies*, a Vietnam War sitcom about a group with the Armed Forces Radio Network. It comes from Warner Bros. Executive producers are Marvin Kupfer and Norman Steinberg.

Writer Linda Bloodworth is preparing *Dribble*, about a professional basketball team, for Columbia.

Allan Katz and MGM Television are making the television version of the hit film, *The Goodbye Girl*.

Rhinegold Weege, formerly with *Barney Miller*, is developing *Saint Peter*, the story of a young priest in an inner-city parish, for Warner Bros.

David Lloyd is adapting a "racy and naughty" Australian hour, *96*, for the American screen. The production company is Paramount Television.

A Rock and a Hard Place and *White and Reno* are being produced by Don Rio for Q-M Productions.

Columbia and Larry Tucker are making *Alone at Last*, the story of a couple with married children who keep coming home.

Hill Street Station is described by Lafferty as a "realistic police story with heavy overtones of humor." He adds that the title will be changed. Stephen Bochco and Michael Kozell are making the pilot for MTM Enterprises.

Ted Turner's latest recruit: Bob Wussler

Former CBS-TV president becomes second-in-command of Atlanta-based operation that includes WTBS, Cable News Network and sports franchises

Robert J. Wussler, president and owner of the Pyramid Enterprises production firm and former president of the CBS-TV network and CBS Sports, last week was named executive vice president of Turner Broadcasting System, R.E. (Ted) Turner's growing Atlanta-based empire.

Wussler is expected to be involved particularly in three areas of the Turner complex—WTBS-TV Atlanta, the so-called superstation; the Cable News Network, currently gearing up for a June 1 start, and the professional sports clubs in Turner's portfolio: the Atlanta Braves baseball team and the Atlanta Hawks basketball team.

By title, he will be the second highest-ranking executive in the Turner Broadcasting System, but the chain of command was not immediately clear. Reese Schon-



Wussler at TBS

feld, president of CNN, said last week, for example, that he had been told by Turner that he will continue to report directly to Turner.

A high TBS official said lines of authority have never been strictly defined or adhered to, except that all authority comes from Turner himself. "You have to realize," he explained, "that we have a very informal way of operating—almost like a family business. Everybody works for Ted."

Wussler was brought in, the official said, in part because "we see a tremendous challenge ahead in programing, especially programing for the superstation." Beyond that, he added, Wussler's addition will help "strengthen management for the future." He had no doubt, he said, that Wussler's work would cut across whatever areas Turner thought needed his attention. "We're glad to have Wussler," he said. "I'm sure he will be used to his capacity."

Turner, a yachtsman, was reported sailing off the Pacific Coast last week. But a key executive said Wussler's hiring should not be read to mean that Turner himself plans a less active role in the affairs of TBS.

The appointment is effective April 1. Wussler will be based in Atlanta. He expects to dispose of Pyramid Enterprises, which he formed in New York following his resignation as CBS Sports president (BROADCASTING, May 29, 1978).

Wussler rose through news in his CBS career, serving as producer from 1961 to 1966 (and production director of the CBS News election unit from 1962 to 1965) and as executive producer from 1966 to 1972. He was vice president and general manager of CBS-owned WBBM-TV Chicago from 1972 until he was named vice president in charge of CBS-TV network sports two years later. He was named CBS-TV president in April 1976 and returned to sports, as president of the newly formed CBS Sports division, in a large-scale restructuring of network and programing functions in October 1977 (BROADCASTING, Oct. 24, 1977). He resigned the sports presidency six months later.

Barris bangs the gong for all his shows

Production is halted on six series; current state of syndicated market, adverse supply-demand equation is cited by program maker, which hopes to be back again in 1982

Chuck Barris Productions is closing out production on its syndicated series—*The Gong Show*, *The Newlywed Game*, *The Dating Game*, the \$1.98 *Beauty Show*, *Three's A Crowd* and *Camouflage*—and doesn't plan to return to the market with new shows until next year.

Barris Productions blamed the state of the marketplace for the decisions, claiming an oversaturation of game and talk show strips.

"Everybody in the world is out there with a strip," explained Budd Granoff, executive vice president of Barris Productions. He added that all the competition has allowed buyers to demand and receive "short-term deals" and "short-money deals," and "that's not the reason we went into syndication."

Granoff said that Barris had been concentrating its efforts in syndication rather than producing for the networks because the syndication market used to offer the stability of longer-term arrangements.

Granoff, however, expects "there's going to be a lot of fall-out [of new shows] in November" and that the market will be more attractive to his company next year. "I prefer to wait," he said.

Although the shows will not continue in production, syndication does not stop for stations where episodes have not yet been sold or played. This particularly is true of *Newlywed Game*, which has stations on different cycles, with most still having a year of shows in the can available for play. Reruns also are available. Distributor Worldvision Enterprises is confident that *Newlywed* will return to production once all the stations catch up.

Newlywed is a strip. Firestone Program Syndication handles *Three's A Crowd* and *Dating Game* strips, twice-weekly *Gong* and weekly *Camouflage*. \$1.98 *Beauty Show*, a weekly, had been handled by Sandy Frank until a few months ago.

Had the over-all production decision not been made, Granoff said, *Crowd*, *Dating* and *Camouflage* wouldn't have been continued anyway. He did, however, say that the other three still are viable.

As for *Gong*, Granoff said there may be more production of new episodes for 1981 or the distribution of the show as a rerun strip. Much may hinge, he added, on the reception to the upcoming "Gong Show Movie."

A new show that Granoff is confident will come out of Barris Productions is an hour talk strip, *Leave it to the Girls*. Another possibility is to bring back the *Treasure Hunt* game as a strip.

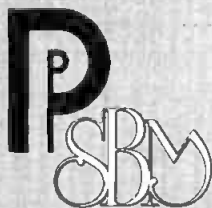
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Up, up and away for radio networking

Yesterday's most important medium shows renewed growth with satellites spurring interest

The signs of a rebirth in radio networking are here.

Not since ABC Radio split into four separate networks in 1968 has the demographic trend in radio networking been stronger. From concerts to life-style features, programing doors are swinging open. Competition for programing rights is becoming more heated with every broadcast day.

Network radio, the electronic media's old-timer, has, in many respects, become an infant industry again, discovering a world soon to be founded on the multichannel capacity of satellite technology. It probably will be a few more years before satellites start fulfilling their promise.

In the past year alone, both a network veteran and a newcomer to the field have poured considerable dollars behind the theory that less is more, that a well-defined demographic target can be as important as trying to be all things to all people.

RKO, aiming for the 18-49 market in general and 25's-34's in particular, has launched the RKO Radio Network. NBC,

defeated a few years ago when it went with an all-news service, now is back with The Source, geared primarily toward album-oriented-rock stations catering to 18-34.

According to network vice president and general manager, Thomas Burchill, 90% of the cities RKO salesmen have visited have been closed, with the network now growing at about 6% a week. RKO, whose 124 commercial minutes a week already are sold out, expects to be accounting for 10% of all radio network revenues in a short time.

With only 40% of the country's radio stations affiliated with a network (excluding AP Radio and UPI Audio), Burchill says, "I knew we wouldn't have to steal

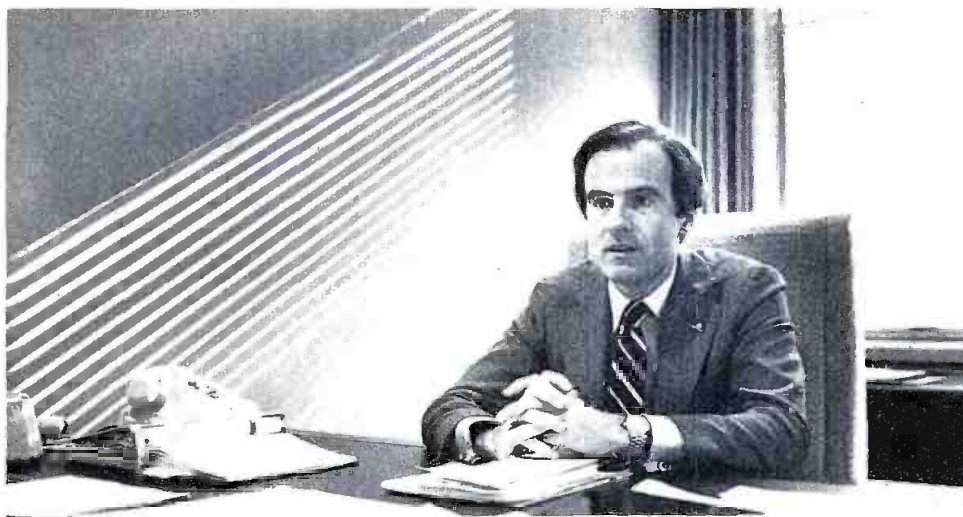
affiliates to build a network." Right now he says about 90% of his line-up used to be independents and by the time network-building is complete (projected at about 250-300 stations), Burchill expects only 10%-20% of the line-up will have jumped ship from elsewhere.

Over at NBC, even with "the ups and downs of NIS" (NBC's now defunct News and Information Service), the allure of further networking beyond NBC Radio didn't end. As NBC Radio President Richard Verne says, the quality from a new service can convince stations that affiliation is "worth the give-up of [commercial] inventory."

Verne expects to have a reasonably good sell-out of The Source's 126 "commercial units" (30's or 60's) by the third or fourth quarter of this year. And within his line-up of about 100 stations, he boasts of such strong AOR stations as WMMS(FM) Cleveland, WYSP(FM) Philadelphia, WDVE(FM) Pittsburgh and KZEW(FM) Dallas.

Verne attributes much of his network's foundation to the fact that it is being programmed by staffers coming from the type of stations the network is looking to sign. A strong hand at The Source also has come from the Burkhart/Abrams/Michaels/Douglas & Associates consulting firm which also is active on the local

Affiliate counts. It's the quality of affiliates and not just the sheer number of stations that makes or breaks network radio. Here, for the record, however, and subject to the day-to-day changes, are the latest counts from the networks: ABC's Contemporary 407, Entertainment 505, FM 203 and Information 611; CBS 340; Mutual 960; National Black Network 90; NBC 281 and NBC's Source 101; RKO 86; Sheridan 85, AP Radio 720 and UPI Audio 1,000-plus.



Burchill of RKO

level. RKO too has taken the same tack, pointing out, for example, that all its newscasters come from the type of stations being affiliated.

From The Source, stations receive two-minute newscasts. From RKO, there's a choice of two- or three-minute versions; 80% of the line-up, however, is said to have opted for the longer broadcasts.

The plans of both NBC and RKO go beyond just these new ventures, even if they both are less than a year old. RKO's Burchill expects to be in the "planning stage next year this time" for a new network, with kick-off in the fall of 1981 or, pessimistically, the spring of 1982. He says it won't be competitive with the first RKO network and tosses out "older" or "country and western" as some of the areas RKO might choose to serve.

NBC's Verne also doesn't scoff at the suggestion that yet another network might be coming. He mentions the possibilities of a "quasi-syndicated service" with more long-form shows for AM.

Verne's wait-and-see attitude is typical of network broadcasters who may have had considerable boardroom discussion but are unwilling to show any of their hands until they mean business. In the meantime, however, the future they see is open to change, and they intend to be a part of it.

Among the reasons for the optimism are studies showing increased concern among FM stations about news and public affairs to go along with their music styles, as well as the possibilities of regulators opening up the spectrum and greatly increasing the number of stations. There are also the theories, being proved to a certain degree, about AM's shift toward more informational programming. As Richard Brescia, CBS Radio vice president and general manager, says, now's a good time for network news because many AM's are in a "midlife crisis," realizing "you can't just be a music box."

At ABC—which already has its demographics through its American Information, Entertainment, Contemporary and FM networks—the expectations of a fifth network have been long coming. The addition of Richard Foreman, formerly

Southern Broadcasting's director of broadcast operations, in February 1978 as an ABC Radio vice president, was thought to be the signal of a new service for beautiful music stations.

Foreman subsequently got involved in ABC's concert programming efforts, but ABC Radio Network President Edward McLaughlin says that a fifth network "still is in the back of our mind." Without committing himself, he adds that regarding beautiful music, "obviously we're going to investigate that format as a very strong potential."

While ABC, NBC and RKO have become involved in demographic networks, CBS, for the time being, isn't leaping into the field. CBS's Brescia says that demographic concepts have been under evaluation for the past four or five years, but "we haven't felt the timing is right."

At the Mutual Broadcasting System, President Martin Rubenstein says he doesn't plan a "major marketing ploy like ABC" in splitting up the current network in terms of demographics. But he too has ideas about new services. "By the time we're through, there will be several Mutual networks," he says, and like others mentions a country-and-western-oriented service as his example.

Demographic newscasts are not the manner of AP Radio and UPI Audio, but both services expect major increases in the amount of material they supply. Satelliting is the key.

Roy Steinfort, AP's vice president and director, broadcasting, points out that this means not only an increase in quantity ("the clock is virtually full now") but also quality ("we've been at the mercy of the telephone company at 3 khz"). AP Radio, one of the major success stories in radio in recent times, has grown to a 720-affiliate line-up in the past half dozen years and only has reason for more optimism. Explains Jay Bowles, deputy director, broadcast services, "when we started we thought we'd be lucky to get 300." Now, however, he says he doesn't know "where the end is."

UPI Audio, the older of the two services, claims an affiliate line-up of about 1,000. And although it has been hard hit by the AP Radio competition and, with its parent, now seems to face a tenuous future, there's optimism expressed. Frank Sciortino, UPI Audio's operations director, claims "nothing has stopped."

At the other end of the demographic spectrum are the National Black Network and the Sheridan Broadcasting Network, two services that target programming to a minority community. The black demographics already have been established, but the new technology will open the airwaves up to even more programming.

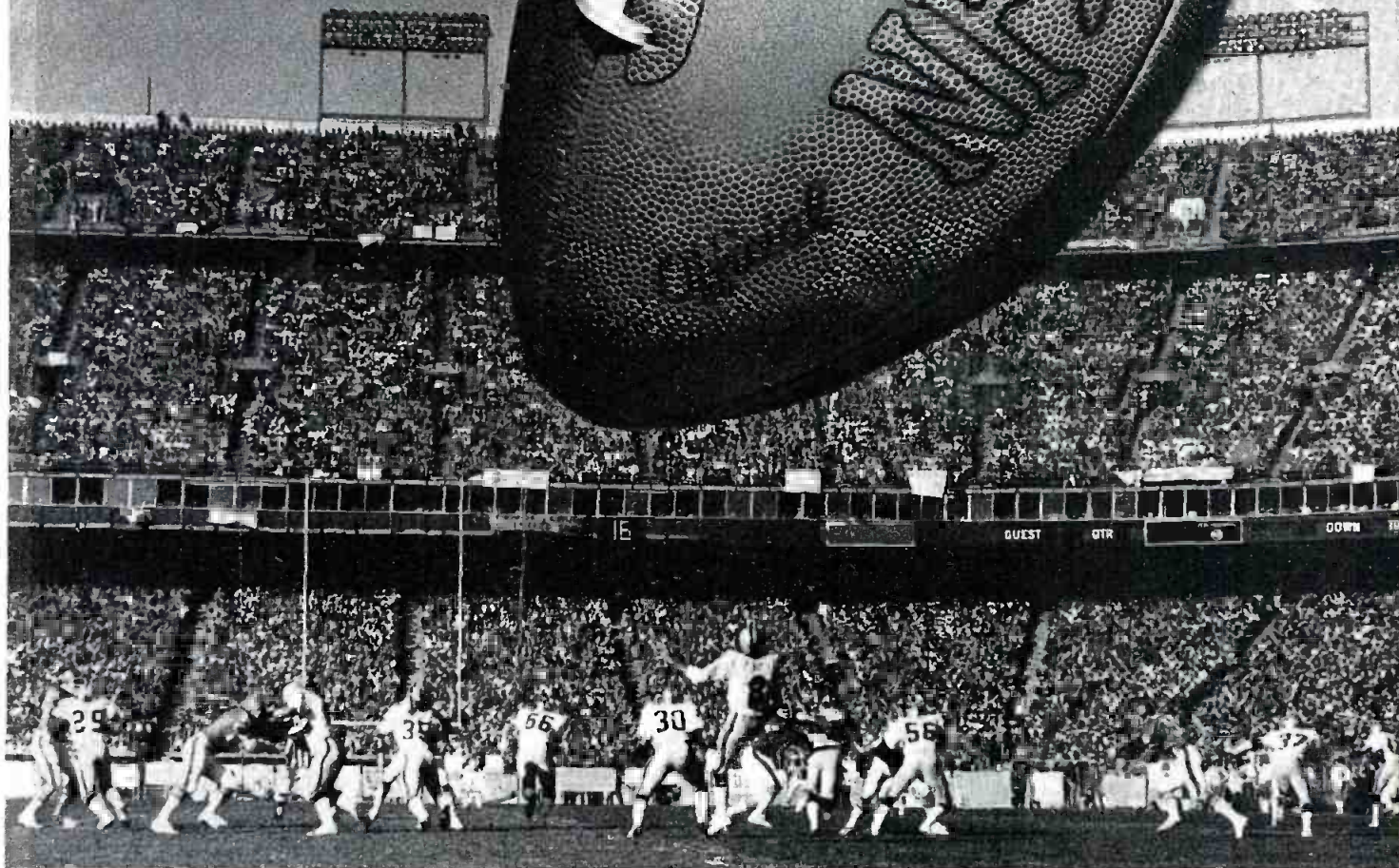
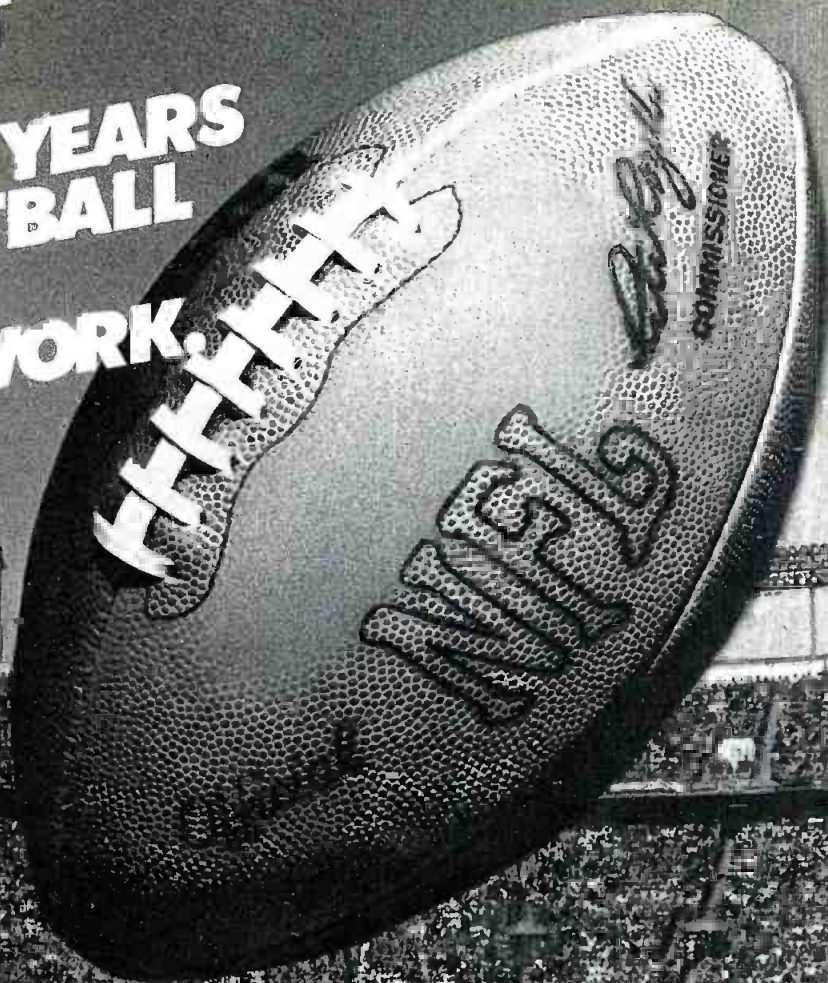
In reference to his network counterparts going after a broader audience, Eugene Jackson, president of NBN, says: "Everything that they're doing that works I'm going to do," speaking in terms of a black "telecommunications" company. At Sheridan (which formerly had been the Mutual Black Network), Tom McKinney, president, looks forward to breaking out of the landline program limits which now are five pre-emptible minutes per hour, on Mutual's clock.

The strides made by NBN and Sheridan, however, shouldn't be interpreted to mean that demographic networks will be cropping up to serve every ethnic or racial

Verne of NBC



**EXCITEMENT
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FOUR MORE YEARS
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Want a piece of Super Bowl XVIII?

The new agreement between the NFL and CBS Radio means four more years of football excitement on America's top radio sports network. Thirty-six games a year, including...

Sixteen on Monday night. Thanksgiving and other double-headers. AFC & NFC Playoffs. And Super Bowls XV through XVIII!

With the reporting team of Jack Buck, Hank Stram and Brent Musburger—who have given such terrific new impact to broadcast football.

There's plenty of impact here, too, for your product or service. Because listener excitement means advertising excitement and merchandising excitement. It means that special something—the competitive edge.

CBS RADIO NETWORK 

The Competitive Edge



Brescia of CBS

group. The SIN, National Spanish Television Network, experience is telling. SIN had plans for a Spanish-language radio network but found that stations weren't receptive, with some serving Mexican-Americans, Puerto Ricans, Cubans or other Spanish-speaking subgroups.

The promised abundance of channels from satellites is by no means the exclusive domain of the commercial sector. Indeed National Public Radio is leading the way and by next month is expected to have a downlink at every member station and 17 uplinks scattered across the country.

Initially this will mean four channels for NPR and in the next few years, up to 20. What this is expected to mean for listeners is strong news and public affairs programming—in addition to NPR's bellwether *All Things Considered* (see page 54)—cultural programming and special interest programming.

Other satellite fronts are developing rapidly. Mutual already has installed 15 ground stations and is waiting for FCC approval on a Western Union uplink request. Site surveys have been made for 130 other earth stations and by the second quarter of next year, Mutual's Rubenstein expects the system to be fully implemented. Sheridan will be sharing use of the system.

AP is mounting a Western Union satellite system and it expects to have 50 dishes in place by this spring and dishes in 400 cities by the end of 1980. AP's Steinfort says that AT&T circuits had been costing the wire service more than \$1 million a year; the satellite transponder price will run \$240,000. RKO's Burchill, who will be sharing in AP's system, puts his savings this way: "three times the quality for about two-thirds the cost." RKO starts

broadcasting in stereo over Westar March 1.

Elsewhere, UPI already uses Western Union and RCA facilities to transmit to Chicago, Houston, Los Angeles and San Francisco. Both carriers will be involved in UPI's future plans to satellite news to all its affiliates. NBN uses Westar now for six cities, and Gene Jackson plans to decide on a national system in about a month. "I've got five proposals on my desk," he says.

For ABC, CBS and NBC, satellites are still being investigated, but no definite commitments are said to have been made. Both ABC's McLaughlin and CBS's Brescia explain that their satellite networking is probably a couple of years away. NBC's Verne says he's actively talking to carriers. With their terrestrial systems in place, the three net-

works may feel they can afford to wait for further technological or regulatory breakthroughs. Bob Benson, vice president, ABC News, radio, says: "We're going to go when the right technology is there to make sure we don't get caught ... with a Model T instead of a Bentley."

While the basic service of radio networking is news, the intensity of competition for other program elements showed itself earlier this month when CBS Radio paid \$12.1 million to renew its rights to National Football League games through 1983 (BROADCASTING, March 10). That's a considerable increase from CBS's reported \$2.5-million deal for the past two years.

Others too were putting up considerable sums, although some apparently wanted

the games more than others. Sources put Mutual's bid at \$10.15 million; Robert Wold Co., \$8 million; ABC, \$7.2 million, and NBC, \$6 million. As Mutual's Rubenstein joked, with an obvious reference to the satellite age, "I think [Football Commissioner] Pete Rozelle would like to kiss every network on its transponder."

Aside from the sports world, recording artists too have been benefitting from the radio networks' new programming ventures, with concerts and music specials one of the fastest growing elements. Here the demographics stand out. Take the four ABC networks for example.

FM, appealing basically to an 18-34 audience, has scheduled the new wave group, Blondie. Contemporary, with its base of rock stations, already has had *Elvis Memories* and a *Super 70's* special of top hits. Entertainment, servicing a good number of country stations, has nine country concerts in the works, and for the same network's middle-of-the-road clientele, there was Barbra Streisand. Information, going for the 25-plus audience, soon will have its first *Memory Weekend*, tracing the hits from 1965 to 1969.

Comparisons show up by listening to other networks. NBC's new Source has had an AOR-style with John Denver and Chuck Berry music specials; the veteran NBC Radio chose instead to go with Barry Manilow. The RKO Radio Network, looking for its 18-34 primary target, had The Eagles.

With regard to features, the National Black Network has such series as *One Black Man's Opinion* with Roy Wood, or *Action Woman*.

In promotional campaigns, NBC's Source has told stations, "We Speak Their Language," referring to the age group it's going after. (That, however, seems to have changed; early on, The Source was advertising itself for 12-34 but now promotes 18-34 as its demographic ideal.) The feature "language" from The Source includes *The Rock Report*, *Coping With, Today in Rock History* and *Unexplained Phenomenon*, among others.

Among RKO's feature offerings are *The*



McLaughlin of ABC

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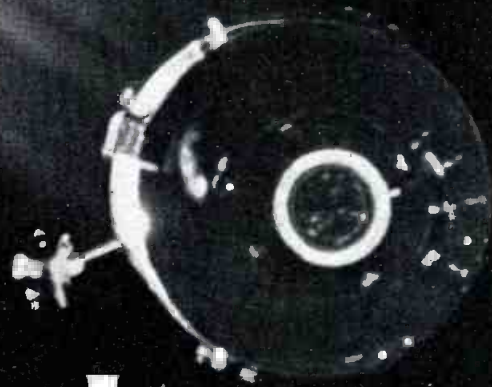
Every week the countdown will present — in order — a top track from each of America's 20 biggest AOR LPs. In addition, there'll be timely features . . . News From The World Of Music . . . an Album Classic . . . Artist Salute . . . Album Samplers . . . and . . . colorful commentary from the artists who make it happen. Your host is Phil Hendrie, who brightens mornings on L.A.'s leading album rock station, KWST-FM.

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The Source, NBC Radio's young adult network, is rolling. From New Wave to Hard News, we cover what young listeners need to know and want to hear.

In addition to exclusive concerts, such as Todd Rundgren & Utopia, Santana and The Police, The Source offers many features that plug into the needs of the 18-34 year old audience. From out of this world UFO's to down to earth recession. From comedy and gossip to dealing with success or failure, the features on The Source relate honestly to life, the way our listeners live it. And our two-minute newscasts, fed 24 hours a day, are designed for today's generation, by today's generation.

The Source, a "hot" idea whose time has come. Looking for a sound investment? Write to: The Source, NBC Radio, 30 Rockefeller Plaza, New York, N.Y. 10020, or call (212) 664-5757.

Agreeing with our "hot" ideas are over 100 Source affiliates, representing 70 markets. And in over half of those markets our Source stations are ranked 1, 2, or 3*.



*Arbitron, 1979 (most recent reports available) Adults 18-34, MSA.

NBC Radio's Young Adult Network



Rubenstein of Mutual

Sexes, Very Important People and Money, Money, Money, a subject that might have been taboo in appealing to the youth audience of the 60's but now seems to be back in favor.

CBS may not be willing to get involved in various demographic networks but it does seek to bring in people at the younger end of its age skew with features on such sports as golf, tennis and hiking, and a Bob Keeshan (Captain Kangaroo) series.

Even AP Radio and UPI Audio provide certain features that may not have across-the-board appeal. UPI, for example, has two-and-a-half-minute "news focus" reports geared toward all-news stations; AP Radio has regional reports and has moved into such feature areas as motor sports and agriculture.

Long-form series programming also ap-



Sciortino of UPI

pears on network schedules, ranging from NBN's *Black Issues and the Black Press* to CBS's new radio *College Bowl* academic competition. On Mutual there's the over-night *Larry King Show* as well as the *Mutual Radio Theater*, which had been the *Sears Radio Theater* when it first began on CBS.

More freedom is taken with what's being broadcast and the concepts of networking. NPR, for example, broke precedent and attracted 20 million listeners with its coverage of the Panama Canal debates in the Senate last year. During the winter Olympics, ABC abandoned its regular schedule and carried the U.S.-Finland hockey final on its networks—the first time a sports event has been carried simultaneously on all four.

Speculating on his company's future, NBC's Verne mentions that an effort could be a "quasi-syndicated network" that might include something like a national morning show. CBS's Brescia anticipates "a lot of ad hoc networks ... somebody's going to do a concert network; live drama will be covered, talk, sporting events ..." Networks in effect already have sprung up around such personalities as ABC's Paul Harvey.

With all the programming that networkers

expect to be available to stations, there will be more opportunity to pick and choose. However, the general consensus among network executives seems to be that the network-affiliate relationship will remain fundamentally the same.

ABC's McLaughlin says: "We will always be in the business of saying to our affiliates: 'You have first call.'" But in return, they would be expected to support the network. If a station turned down 70% of a network's offering, it "wouldn't get the 30%," McLaughlin adds.

CBS's Brescia agrees, explaining that "it isn't going to be a one-way street." If a station kept pre-empting the network, Brescia says the network would be able to find another affiliate more receptive to the programming.

Nevertheless, McLaughlin believes that "the network that supplies the greatest amount will have the best chance of affiliating."

Having just entered the 1980's, network radio has provided many clues that a programming surge may be in store. With the multichannel capacity of satellites waiting to be filled, the day is not far off when listeners will be able to judge how much performance develops from all the promise.

Jackson of NBN



Steinfort of AP



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BUSINESS.**



Radio networks right on the audience target for agencies

Madison Avenue uses them to reach fine-tuned demographics, looks forward to even finer pinpointing of listeners

Network radio in the 1980's is perceived by advertising agency specialists as a medium of steady growth, with the potential for rapid gains.

Agency officials spot two media trends that either will benefit radio or slightly impede its growth. Madison Avenue executives are convinced there will be an unrelenting escalation in over-all media costs, and there will be continued fragmentation of audiences, accelerated by the gathering strength of such communications forms as cable television, pay television, videocassettes and videodisks.

Officials of leading agencies generally agree that network radio is well positioned to deal with future media shock. They maintain that network radio will continue to be a relatively low-cost medium in an era of soaring prices. And, they say, network radio has learned in recent years to adapt to the segmentation of audiences and should continue to readjust to demographic changes in the years ahead through the formation of diversified networks and the ongoing development of specialized programming.

Agency officials agree that network radio's immediate past and present foreshadow its future. They mention that advertisers and agencies generally use network radio as a secondary vehicle in support of television or print. Radio also is prized by advertisers for its frequency values and its ability to reach specific targets.

Network radio is not without its critics. There are some agency executives who complain that network coverage often

delivers a mixed bag of stations since affiliates can encompass diverse formats ranging from rock to beautiful music. There is some reservation about available research. And there are some agency officials who criticize network radio for a lack of innovative programming—that it continues to supply the usual diet of news, information, sports and occasional special programs.

But even its critics applaud the direction taken by the four ABC networks and the new specialized networks, and recognize they are positive steps toward zeroing in on advertising prospects. They also feel the move was overdue and is not enough.

The drift toward specialization by radio, including network radio, is likely to be a plus for the medium in the 1980's as the new communications forms begin to gather strength. Larry Cole, senior vice president and director of media services at Ogilvy & Mather, believes radio in general and network radio in particular will continue to flourish in the 1980's and 1990's.

"We listen to radio when we get up, when we drive our cars, when we mow the lawn," he points out. "Radio programs to the interests of the audience. It will change to respond to the special needs of the people, as it has done in the past."

Ogilvy taps radio as a supplement to its other consumer advertising and sometimes using spot, sometimes network. Cole considers network radio more efficient than spot, although, he says, spot is "more selective" than network. But he adds that network is providing additional selectivity through the availability of the various ABC networks, the new RKO network and NBC's The Source.

"Probably the main deficiency radio has is that it lacks pictures," he observes. "I'm not being facetious when I say that, but if you understand the limitations of the

medium, you can use radio in many interesting ways to the benefit of advertisers."

Robert E. (Buck) Buchanan, senior vice president in charge of media for J. Walter Thompson, thinks network radio can be a major medium for some clients. Some advertisers, locked into small budgets, can pursue a year-round campaign for the cost of two to three TV network commercials, he explains.

"To be effective, a radio campaign depends on vivid copy," he continues. "An agency must keep asking: What is the creative—is it right?"

Buchanan is pleased with network radio's capacity to pinpoint audiences. He says that it's expensive to put together a line-up of TV stations to reach teen-agers. But with network radio, he says, through exposure on the proper program, a client might be represented in 150 markets, even if it was seeking only 50. Similarly, he adds, Thompson calls on radio to reach the large ethnic groups, particularly the black and Hispanic segments.

He believes radio has learned over the years how to deal with audience fragmentation, and changes in network radio will be responsive to the needs of changing audiences and life styles.

Richard E. Welsh, vice president and manager of network programming and operations at N W Ayer, stresses that network radio is a medium unto itself and must be considered in that light.

"There are things radio can do and things it can't do," he says. "It's not television, and it's not TV syndication. It's radio. It's a frequency medium and often is used as a reach extender. But there are times when radio can be used as a primary medium."

Welsh praises networks for their efforts



Cole of Ogilvy & Mather



Drexler of Doyle Dane Bernbach

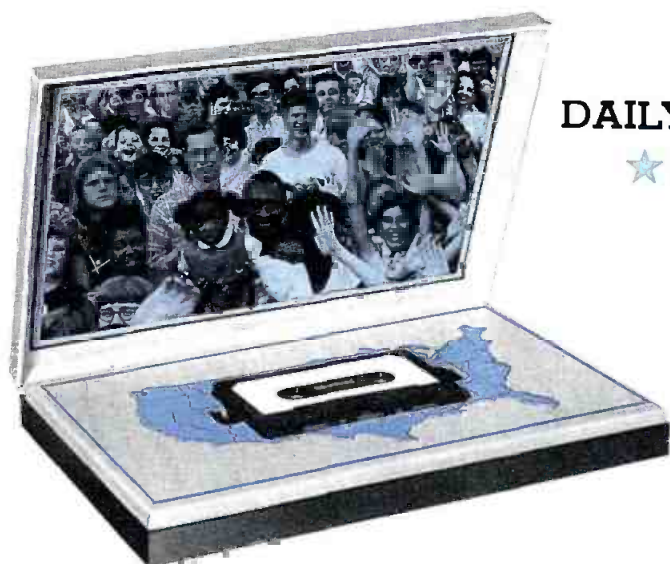


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Baldwin of Young & Rubicam



Buchanan of J. Walter Thompson



Welsh of NW Ayer

to zero in on various audience segments and cites the development of the RKO Radio Network and NBC's The Source as examples. On the ethnic side, he notes, there is the growth of the National Black Network and Sheridan Broadcasting for blacks, and the Caballero Network for Hispanics.

One problem that has plagued network radio, Welsh says, is the placement of commercials. He explains that agencies request certain time periods, but the affiliate sometimes places network feeds in slots that are not beneficial to the advertisers. He believes networks are making an earnest effort to correct this situation and endeavor to persuade stations to run the spots within an hour of the time requested.

Young & Rubicam likes to use network radio to increase impact among certain demographic groups, according to Jerry Baldwin, vice president and group supervisor, local broadcast and network radio. As network radio becomes more specialized, he adds, it becomes "easier to recommend it to clients."

He feels that measurement in network radio poses some problems although he applauds the introduction of RADAR. Another drawback to network radio, he continues, is the heterogeneous line-up of stations that marks most networks.

"This makes it difficult to tailor our com-

mercials," he points out. "A client may be on a rock station in one market and a gospel in another. However, with the tailored networks that are now cropping up, this problem will lessen. The more selective and more specialized network radio becomes, the more useful it will be to advertisers."

The added selectivity that is being provided by the new radio networks was pointed up by Michael Drexler, senior vice president in charge of media and media services at Doyle Dane Bernbach. He said network radio is not only an efficient medium but is providing increased selectivity through the various networks and programming.

"We haven't used too much network radio recently because our clients seem to be better served by television and print," he said. "We know that network radio can be useful to some advertisers interested in reaching certain selected audiences in an environment that is relatively free of clutter."

He believes that the new media will offer some competition to network radio in that they too will tend to stress selectivity of audience. He said he can envision pay cable systems offering programming aimed at children or the various ethnic groups, for example, and this competition should in turn spur the radio networks to come up with different programming.

Network radio was praised by Frank McDonald, senior vice president and director of marketing and media services, Cunningham & Walsh, for its cost efficiencies but was chided for lack of creativity in programming. But he too believes that the onset of the new media forms may serve as a catalyst to the radio networks, prodding them to experiment more extensively.

"Network radio for a long time has stressed its frequency and cost values," McDonald says. "These are fine attributes. But as audiences become even more fragmented in this decade, perhaps networks can venture into different programming areas, perhaps after consultation with agencies. Some of the specialized networks are starting to move in this direction, but I think a lot more must be done."

D'Arcy-MacManus & Masius also finds network radio valuable to reach specific audiences, according to Eugene Petrillo, executive vice president, corporate broadcast department. He cites Anheuser-Busch and Pontiac as examples of clients that tap network radio sports programming to reach prospects efficiently and effectively.

Petrillo, however, does not feel that the new technology will have an appreciable effect on network radio's audience, at least for the short term. Whether there will be a cumulative effect over a long period is a matter of speculation, Petrillo says, but adds: "There must be something to network radio when CBS Radio pays \$12 million for the four-year national radio rights to the NFL games."

Joseph Burbeck, senior vice president and media manager of Compton Advertising, represents an agency that does not invest in network radio, though it allots about \$1.5 million to spot radio (its TV expenditures last year were more than \$112 million). Burbeck says: "Compton has nothing against network radio, but when we look at the figures, television always wins."

He doesn't believe network radio is selective enough and speculates that its role may become even more difficult in the 1980's with the flowering of the new technologies. "I'm impressed with their ability



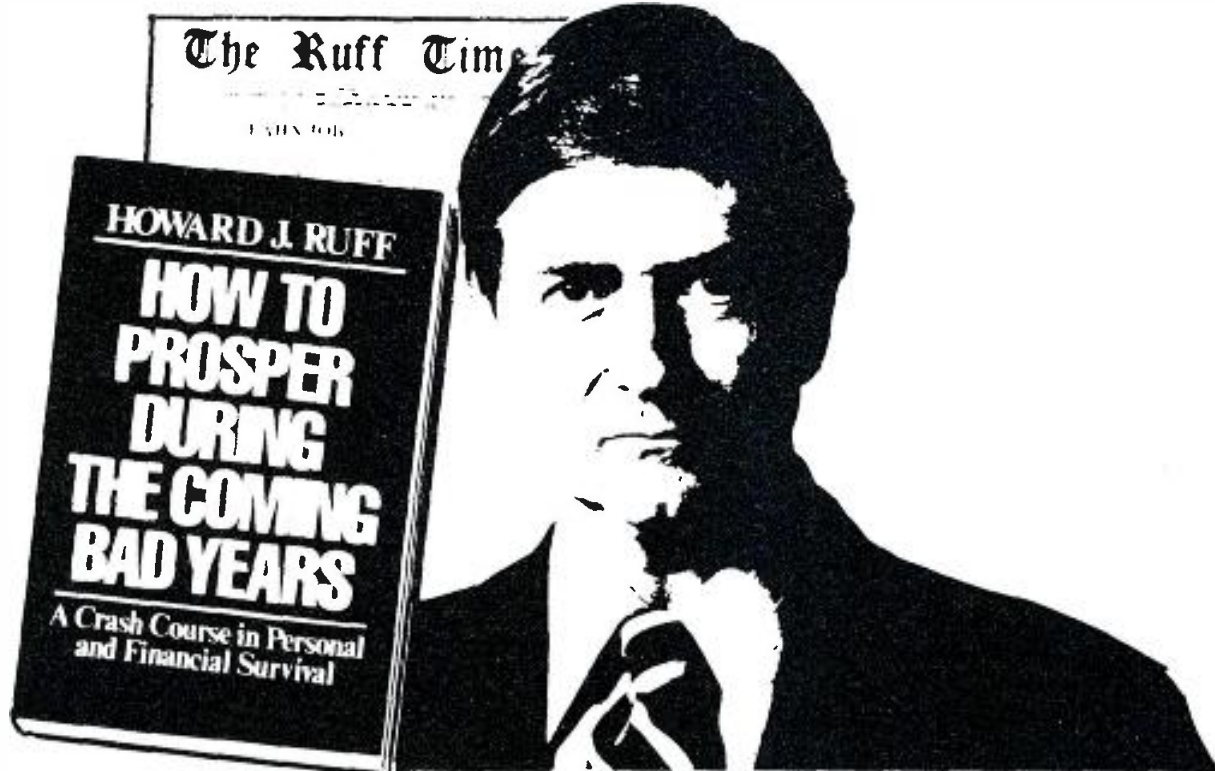
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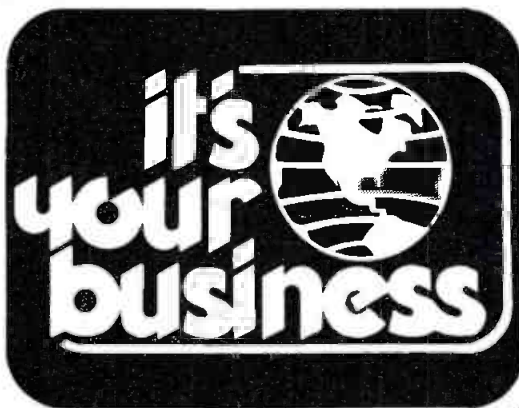
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McDonald of Cunningham & Walsh



Petrillo of D'Arcy, MacManus



Tenebruso of Kenyon & Eckhardt

to provide selective opportunities," he remarks. "If it becomes so easy to get things from TV, I wonder if people will start turning away from radio. More than ever before, radio, including network radio, must become 'unique-er.'"

On the other hand, the majority of agency executives think network radio's future in the 1980's is assured because of its low cost, its frequency values and its ability to place weight against required

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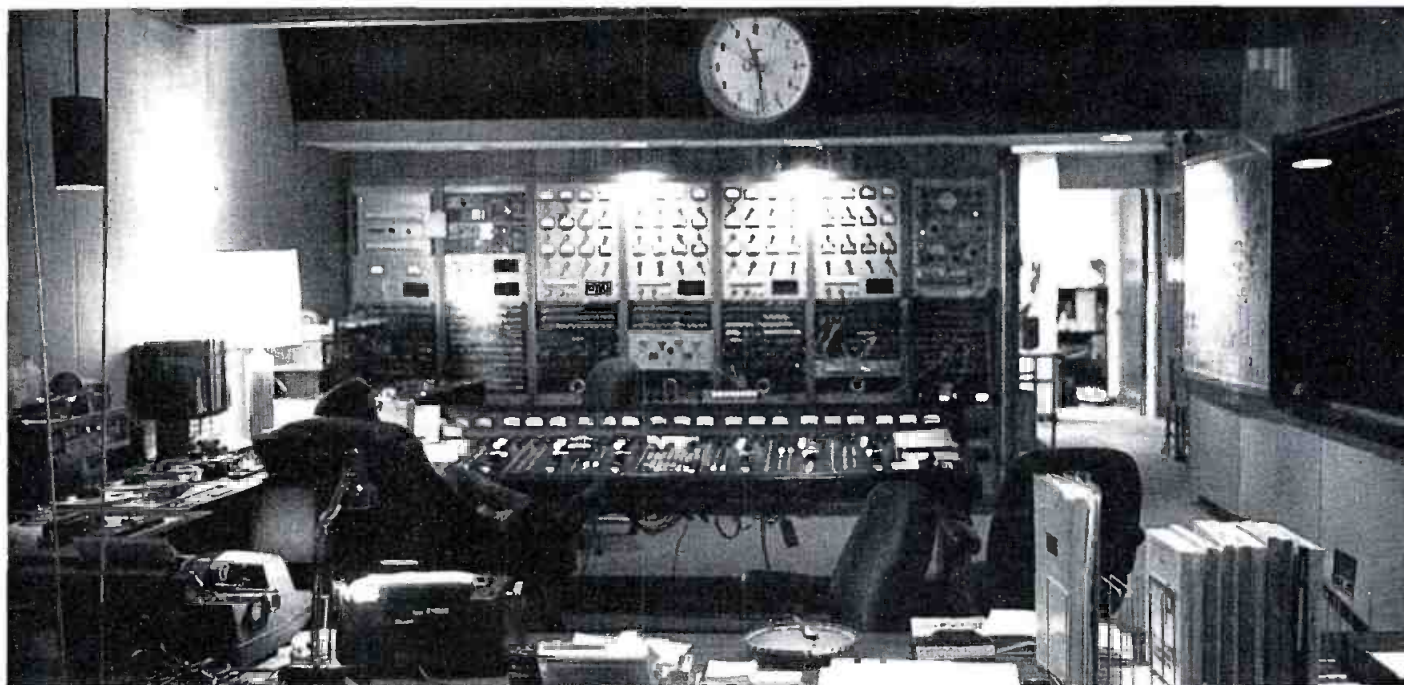
demographics. This is the way Bill Tenebruso, Kenyon & Eckhardt's senior vice president and director of corporate media services, programming and media research, sums up network radio's future.

Tenebruso says K&E clients often use

radio in conjunction with television and, in some markets, add compensatory spot radio. He points out that one of the drawbacks of network radio is that affiliated stations have different formats and have different market rankings, and spot

may be needed to reach certain target audiences.

"I don't see fragmentation hurting radio," he concludes. "It's already fragmented and has learned how to cope and will continue to cope in the future."



Nerve center. National Public Radio's control room at its Washington headquarters, from which signals are microwaved to the main origination terminal in Bryn Mar, Va. When NPR's satellite system is complete, there will be 17 uplinks nationwide. Seven uplinks are presently operational, and 127 stations are receiving signals from the satellite. Below: *All Things Considered* co-hosts Susan Stamberg and Sanford Ungar.



Network news with a difference on NPR

'All Things Considered' has garnered considerable success since its debut in 1971, attracting both prestige and listeners to the noncommercial network

A letter from Victoria, Australia, begins: *Dear Sir,*

I was listening to your shortwave station called National Public Radio ...

It wasn't very long ago that a listener in Victoria, Ark., a little town near the Tennessee border, might also have gone hunting on the shortwave band for that infrequently mentioned station called National Public Radio. For years, NPR was, as some like to say, America's best kept

secret—the unknown link in the public broadcasting system that was forever being overshadowed by its big TV brother, the Public Broadcasting Service.

But the secret has been slipping out. Since 1974, the number of NPR stations has jumped from 142 to 228, the weekly cumulative audience is now up around 4.7 million, and the average afternoon quarter-hour last year saw a one-third jump in listenership—the largest ever.

The reasons for NPR's rise in the standings are many. Under the leadership of Frank Mankiewicz, who took over in mid-1977, NPR has been more aggressive in its search for money, pressing the Corporation for Public Broadcasting for what it

believes is an equitable share of the public broadcasting pool. In addition, a stepped-up promotional campaign has given the network increased visibility, and the quality of programming has also improved.

But to many listeners, new and different programming is just an added bonus; their loyalty to the system is based on *All Things Considered*, a 90-minute early evening news show that, largely through word of mouth, has attracted a kind of cult following. It is a show that has won DuPont and Peabody Awards; has set the cornerstone for NPR to build a network around, and has established the standard for public affairs programming. It is, in short, the news show that has made news a



UPI The News Company

likeable option rather than a dull daily requirement, and it is, by almost unanimous decree, one of the best news shows radio has to offer today.

A listener in Raleigh, North Carolina writes:

You folks are too much. I love what you do.

All Things Considered—*ATC* to those in the know—was conceived in 1970 by Bill Siemerling, now station manager of noncommercial WUHY-FM Philadelphia. In the original proposal, Siemerling described the show as an identifiable daily product that would not only report the news, but would also interpret it, while maintaining the highest standards of journalism.

It was an idea untried on such a large scale, and Siemerling went looking for people to help put the show together. What he found was a collection of reporters and

says. "They didn't know what to make of it."

In the early days, the bulk of the listeners were in the Midwest, with large cities attracting the smallest audiences. But *ATC* was carried on fewer than 100 stations initially, and finding an audience—particularly on a network that had little identity and a minimal number of listeners—would not be easy.

□

ATC did find an audience, however, and a committed one—an audience that is probably unique to radio: Four times as many people now listen to *ATC* as to anything that comes before it or after it. In fact, recent figures indicate that 35% of the people who listen to NPR listen to *ATC*.

NPR officials often express some reluctance about merely singling out *ATC* as

Hog Day.

But it is not all unexpected. The show begins at 5 p.m. NYT on weekdays, with hard news segments at the top of the show and at 6. Responsibility for the hard news goes to Dianne Diamond, who did drive-time news on commercial radio before finding her way into public broadcasting. The news is also updated for West Coast feeds, and a one-hour version of the show is broadcast weekends from 5 to 6 p.m.

ATC's similarity to other news shows ends with the hard news segments. On a typical day, the show will carry 17 or 18 feature pieces, ranging in length from three to 30 minutes. And it is here, where the only rule is that there are no rules, that *ATC* distinguishes itself.

Barbara Cohen, NPR director of news and public information, says she likes to think that her goals for *ATC* are the same as those originally conceived by Siemerling. "*All Things Considered* should hold up a mirror to the country and let the country see itself," she says. "We don't ever want to be in a position of talking down to people."

Cohen thinks *ATC* is the type of show only suited to noncommercial radio, as she doubts the program would survive in "a heavy corporate atmosphere." And although she is certain commercial networks have the resources to do a show like *ATC*, she doesn't foresee that ever happening.

Little of each day's broadcast is material that has been in the works; an editorial meeting each morning sets the day's agenda, with the entire staff, sitting in the groundfloor window of NPR's headquarters on M Street in Washington, contributing ideas.

Stories are done by regular NPR national reporters, member stations, the show's hosts, NPR bureaus (New York and Chicago are operating, with Los Angeles slated to open next), a number of regular freelancers and listeners, whose editorializing is a regular and well received feature. Last year, NPR opened its acquisitions unit to work more closely with potential contributors around the country, and solve perhaps the one complaint that has been leveled against the show.

Although *ATC* tries to reflect goings-on nationwide, some believe there has been an increasing tendency to focus more and more on the East Coast in general and Washington in particular. Chris Koch, who has been *ATC*'s producer since last summer, says the show may at times be "a little geographically narrow," but he believes the addition of the acquisition unit will help. In addition, Koch would like to see a bureau in Atlanta and the Rocky Mountain area, but a lack of funds—a problem that has forever plagued NPR—keeps serious discussions about establishing those bureaus on the back burner.

Richard Carvell, station manager of KASU-FM Jonesboro, Ark., 50 miles or so from those listeners in Victoria who have been finding their way to NPR, believes that the show sometimes takes on too much of a Washington slant, but he thinks that might be inevitable, originating from



Newsroom. *ATC* congressional reporter Linda Wertheimer (at left) scans the newswire while *ATC* foreign editor Marc Rosenbaum (center) talks things over with intern Michael Sockol.

editors who, he believed, would be able to "humanize institutions" and "break the density of heavy news."

The show had its debut on May 3, 1971, with, among other segments, a half-hour documentary on the May Day protest in the streets of Washington, and a nurse talking about what drug addiction is like.

Siemerling says the original idea was to make the show sound informal, and after a reporter did a piece, there was a "debriefing," with the host and reporter talking off the cuff about the subject to add a little more insight.

But the show had some early problems. "When it first came out it was kind of rough," Siemerling says. "We didn't have a studio until two weeks before we went on the air. We had to get a consensus of where we were going. That takes time."

In fact, two weeks after the show went on the air, public radio officials went to Washington for a conference, and *ATC*'s reviews were by no means rave. "They were very critical and skeptical at that point because it was so different," Siemerling

public radio's best show. Their classical and jazz shows, they say, are also first-rate productions that can't be found anywhere else. But they admit that *ATC* has given them visibility and an identity. "It's the one program by which we're best known and constantly recognized," says Mankiewicz. "Most other things we're proud of are [things] others do, but we think we do them a lot better. *All Things Considered* is something no one else does."

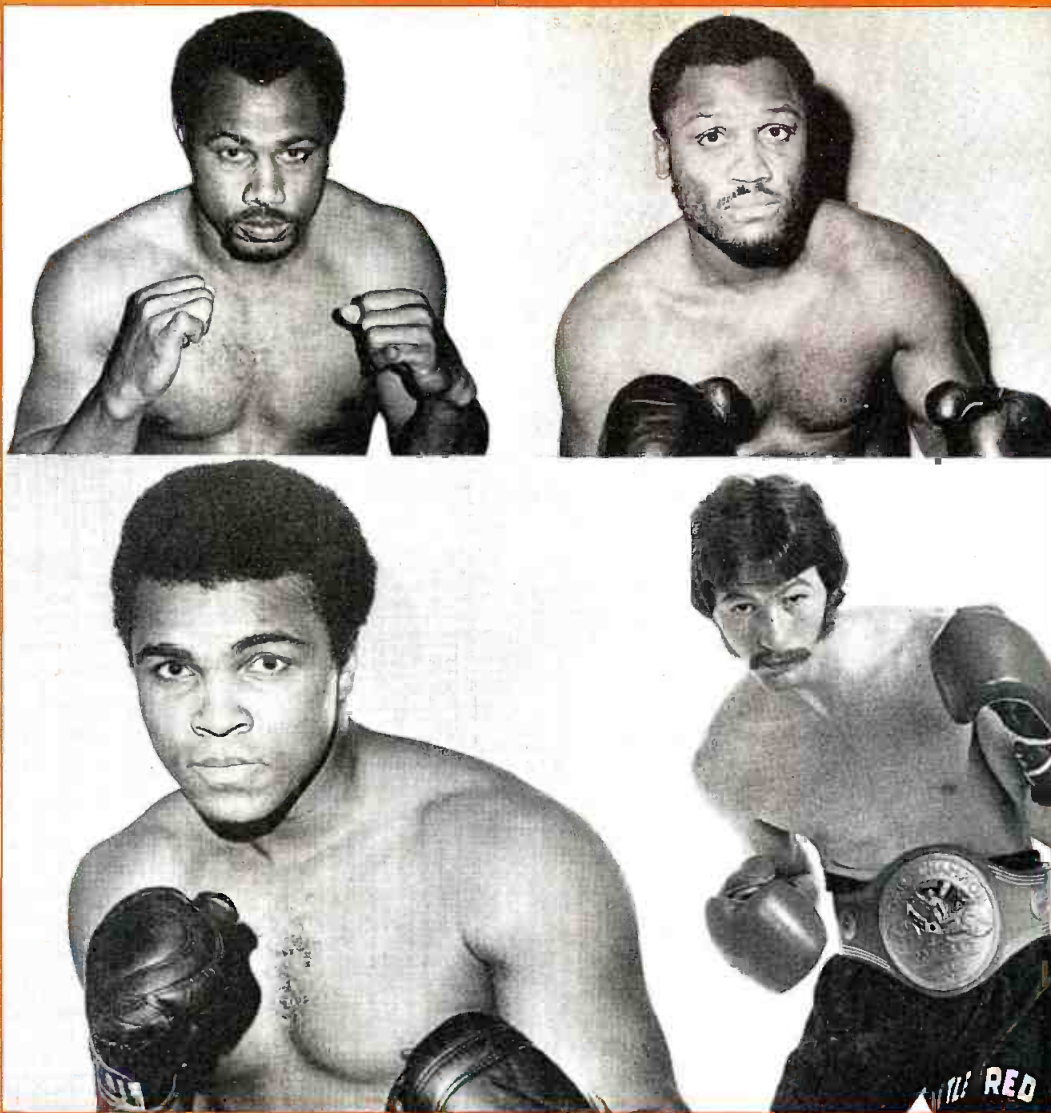
□

A listener in Atlanta had this to say:

Hearing people hiccup on the radio was disgusting.

The indigestion in question came during an *ATC* segment late last year, done by a freelancer in Oregon, on how to cure hiccups.

While the hiccuping piece may not be typical, neither is it atypical. *ATC* listeners know they can expect the unexpected, and they may hear anything from an opera on interest rates to a madrigal about Ground



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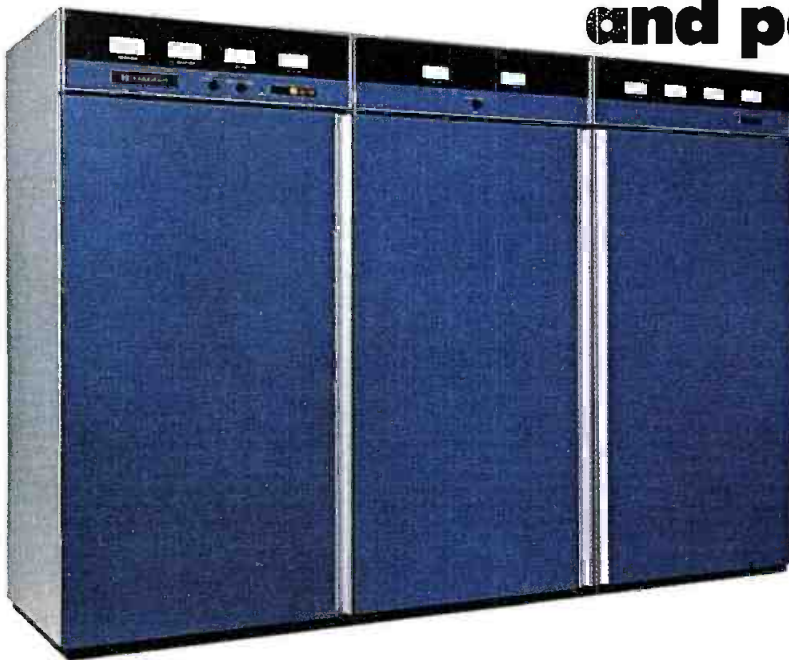
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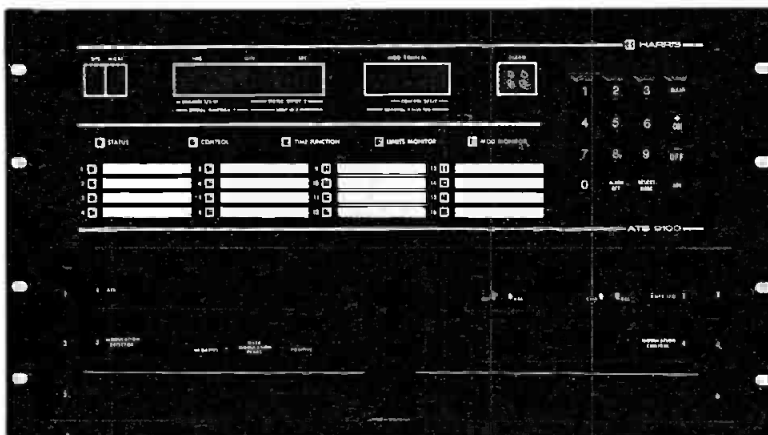


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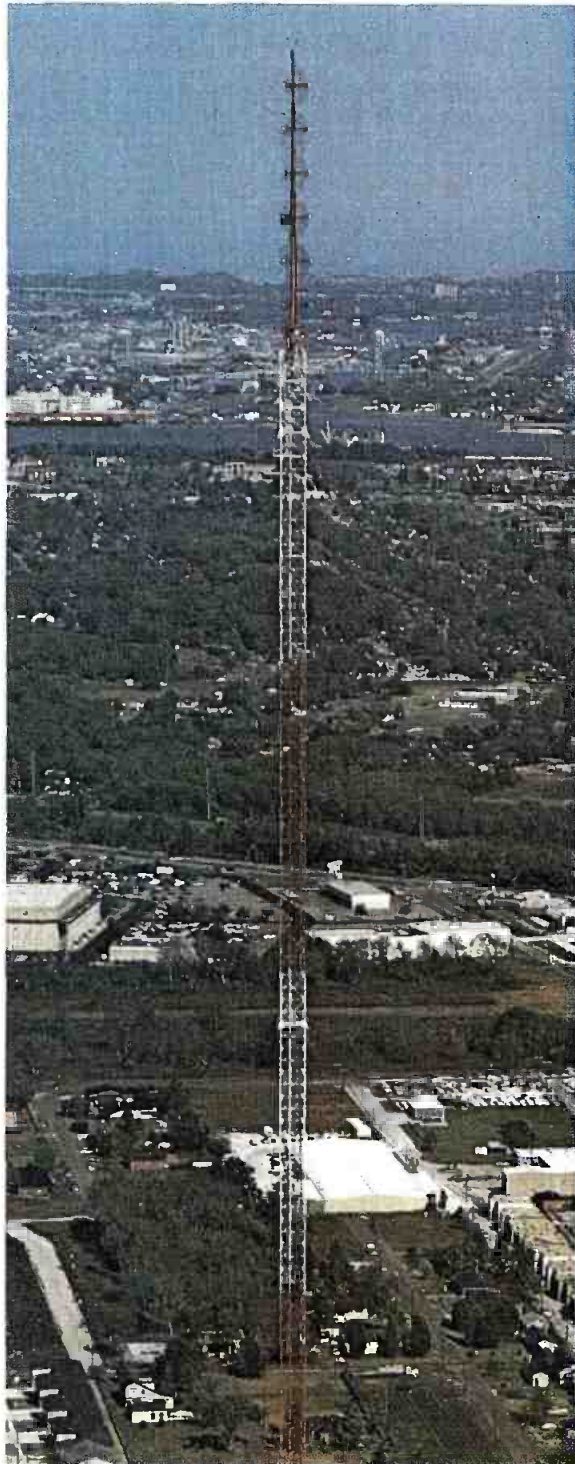
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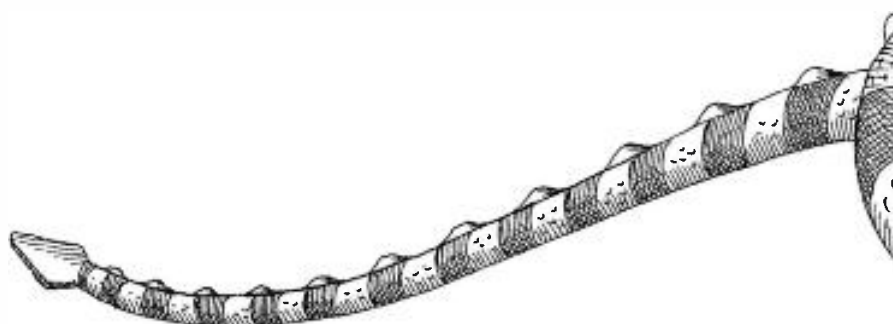
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In some markets these households can account for up to 50% of all working numbers.

HABITS: Generally younger, more mobile and includes both upper and lower income households. Can also include a number of minorities.

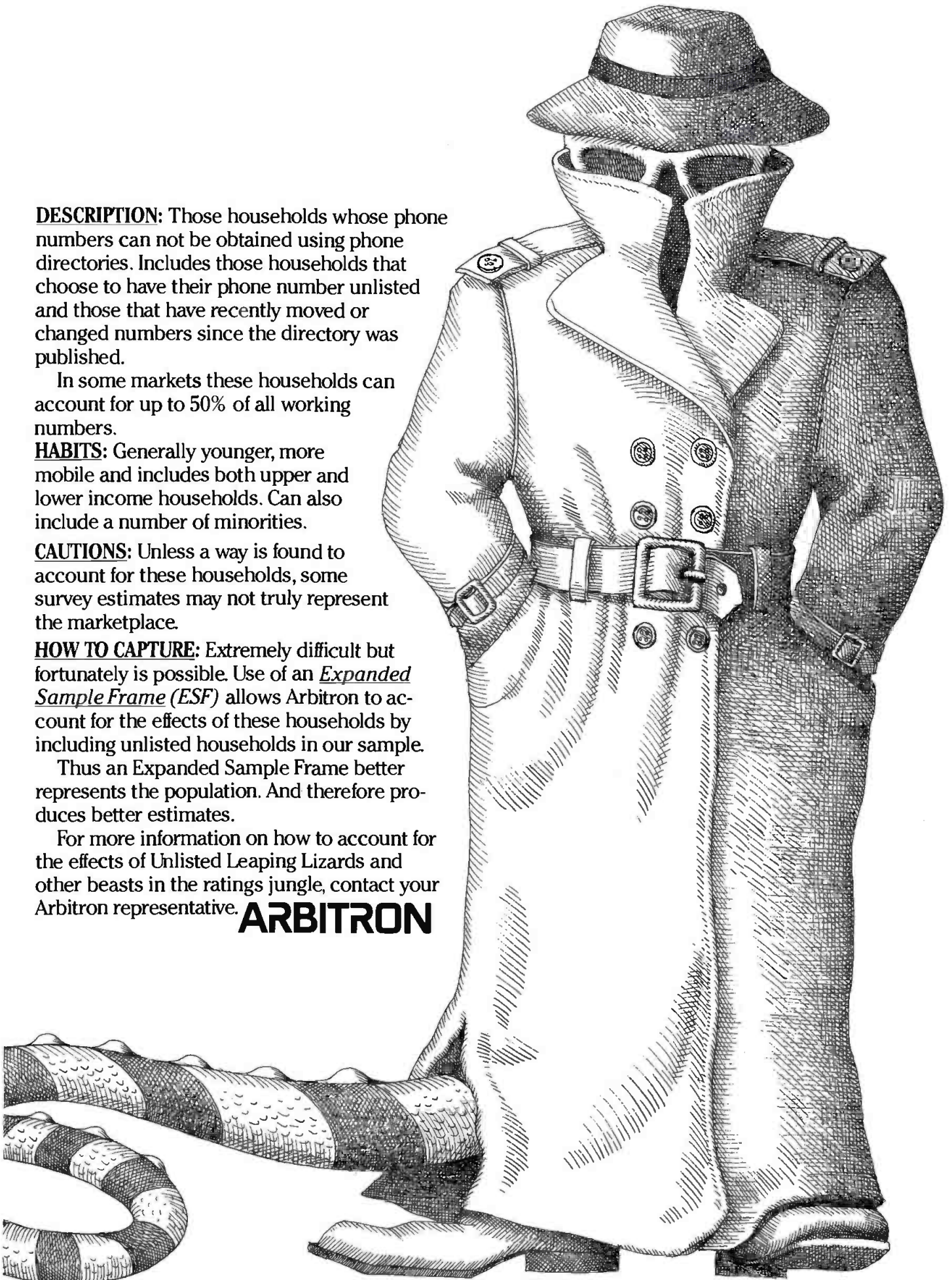
CAUTIONS: Unless a way is found to account for these households, some survey estimates may not truly represent the marketplace.

HOW TO CAPTURE: Extremely difficult but fortunately is possible. Use of an *Expanded Sample Frame (ESF)* allows Arbitron to account for the effects of these households by including unlisted households in our sample.

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For more information on how to account for the effects of Unlisted Leaping Lizards and other beasts in the ratings jungle, contact your Arbitron representative.

ARBITRON



Washington. Carvell adds, however, that when complaints about a lack of regionalism are voiced, there is usually a quick response, with a push to get members to submit more pieces.

Ralph Titus, program director of KSAC-AM) Manhattan, Kan., shares the view that there is often not enough material from the hinterlands, but like Carvell, Titus is quick to defend the show and sing its praise. "It's still the best damn news show on the air," he says.

Station managers have been particularly happy about the success of *ATC*, as it has helped them establish a firm audience. Of NPR's 229 member stations, 221 carry *ATC*, and it is the show that consistently generates the most comment—most of which is positive.

Koch thinks the show's popularity has grown because there is no one else doing anything similar. It is ideal, he says, for the reporters, because it offers the kind of freedom that no other news organization can provide. In short, Koch says, "This is the only game in town."

A post card from Salem, Oregon, asks:

Where's Bob Edwards? We miss him and hope he will return to All Things Considered soon.

Bob Edwards, who co-hosted *ATC* for five years, beginning in the fall of 1974, isn't returning. Edwards was kicked upstairs—moving into the co-host role of NPR's newest venture, *Morning Edition*, which is looking to do for the early hours



Cohen

what *ATC* has done for afternoons.

Edwards, who had become a fixture on *ATC*, went reluctantly at first to *ME*, but found a new home and stayed on. Of stations responding to a recent survey, 81.5% said they were carrying all or part of *ME*, and with a larger potential audience, NPR officials are eagerly hoping for another big winner.

Edwards's departure was not a simple matter. No one talked much about it at first, and replacing him was a prospect that was not relished.

But the search ended recently with the

appointment of Sanford Ungar, managing editor of *Foreign Policy* magazine, who joined the show March 4.

The person Ungar will join in the booth is Susan Stenberg, who started with the show as a tape editor and ended up, after filling in for a host, as the host who many believe no one can fill in for.

Stenberg's style is anything but orthodox. When she turns the mike on she doesn't just wait for answers, she goes out after them. The frequent comment is that Stenberg asks the questions you'd want to ask if you were sitting in her place interviewing someone, and her interviews dissolve into conversations—serious, sad, funny, outrageous.

Unlike most commentators, Stenberg thinks it's her role to jump into the fray and cause a little ruckus. "Our commentators should be opinionated and outrageous," Stenberg says. "The program, though, must stay within good taste. It's a fine line. You can't overstep the boundaries too often."

Treading on that fine line is a complicated balancing act, and *ATC* sometimes does step on soft ground. But it is the lack of constraints—the chance to take risks—that undoubtedly gives the show its unique quality.

Exactly how crucial Stenberg is to that formula is difficult to assess; everyone agrees the show would go on without her, but everyone also agrees that she brings something very special to the program.

"Susan has the ability to sound like a housewife sitting at home with rollers in her hair and a kid on her lap, but she can still ask just the questions you wanted to ask," says Koch.

Stenberg, who is certain she stumbled into the best job in broadcasting, and who has watched as the show gained notice over the years, is obviously aware of the impact she has, and she seems quite comfortable in that role. "I'm like a member of the family in a lot of places," she says.

Although the frequent comment is that, for many years, the show was Stenberg, NPR reporters have carved their own identities, with events such as coverage of the Senate floor debate on the Panama Canal treaty, hosted by *ATC* reporter Linda Wertheimer and editor Robert Siegel.

But Stenberg, who has a voice that seems to reach out of the radio to pat a listener on the back, will undoubtedly remain a key to the show's success. And whether the show would go on without her is moot, since she has no intentions of leaving.

This is undoubtedly comforting news for the legions of *ATC* listeners. "People feel we're a wonderful secret they've stumbled on and they rush to their friends to tell them about it," says Stenberg.

One of those people, from Bloomington, Indiana, writes:

Since I've resisted all previous blandishments to writing you, let me tell you how important a part of my life is All Things Considered. It is not quite all things wise and wonderful, but it comes close!

You get 20 fresh and vital news stories every week, exclusive in your primary service area!

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The network roster

The number of advertisers that used ABC, CBS and NBC last year and their spending are tracked in annual TVB survey

A total of 574 advertisers used network television in 1979—seven more than in 1978—and their expenditures rose 14% above the 1978 record, according to figures being released last week by the Television Bureau of Advertising.

TVB said the 1979 class included 71 advertisers that were using network TV for the first time—up from 58 newcomers in 1978—and 13 of the 71 spent more than \$1 million each.

The TVB figures, offering estimates of network TV spending by each of the 574 network users, were compiled by Broadcast Advertisers Reports. They totaled \$4.7 billion (BROADCASTING, Feb. 18).

Procter & Gamble kept its hold on first place in network spending with \$289.6 million, 11% more than in 1978. General Foods was second with \$203.2 million, up 20%, and American Home Products was third with \$122.6 million, up 10%. Rounding out the top 10, in rank order, were General Motors, \$117.3 million, up 9%; Bristol Myers, almost \$117 million, up 6%; Ford Motor, \$97 million, up 22%; Philip Morris, \$86.4 million, up 29%; General Mills, \$85.6 million, up 2%; Johnson & Johnson, \$83.7 million, up 29%, and Pepsico, \$72.3 million, up 60%.

Schieffelin & Co. led the newcomers with \$4.1 million invested in network TV. Ponderosa Systems, Great Water of France and Century 21 ranked second, third and fourth, each with over \$3 million, while Ehrenreich Photo Optical Industries was fifth with \$2.7 million.

The 574 companies using network TV in 1979 are listed alphabetically below, with spending estimates as compiled by BAR. An asterisk (*) denotes a newcomer.

Rank		(ADD 000)
125	Abbott Laboratories	\$ 6,984.1
228	Ace Hardware	2,922.7
544	Adidas Sport Shoe	46.0
297	Adolph Coors	1,651.2
419	Aero Mayflower Transit	483.4
435	Aetna Life & Casualty	408.0
355	AFL-CIO	957.1
486	Agway	196.6
386	Aladdin Industries	696.7
101	Alberto Culver	9,915.1
430	Albertsons*	428.2
330	Alleghany	1,191.7
382	Allied Van Lines	717.0
145	Aluminum Co. of America	5,619.9
487	AM International*	196.1
521	Amerace	100.2
336	American Airlines	1,130.1
173	American Bankers Assoc.	4,265.9
533	American Biltrite	68.8

Length list. Thirty seconds remained the dominant commercial length in television in 1979, representing almost 84% of all spot and local TV activity and increasing slightly to 83.3%—up from 82.6% in 1978—of network commercials, according to a Television Bureau of Advertising report based on annual averages compiled by Broadcast Advertisers Reports.

Ten-second lengths account for 8.2% of spot and local commercials, up from 7.8%, and 60's represented 7.6%, up from 7.4%.

Piggybacks, which in spot and local measurements are counted as two 30-second commercials, were the second most popular form in network TV, representing 12.3% as compared with 12.6% in 1978. Sixties accounted for 2.8% of network commercials, down from 3.3% a year earlier and falling below 3% for the first time, while 10's still represented less than 1%.

TVB's report follows:

Non-network TV commercial activity by length of commercial						
	10's	20's	30's	P/B's	60's ¹	Total ²
1965	16.1%	13.3%	0.8%	5.1%	64.0%	100%
1966	15.6	12.7	0.8	8.8	61.5	100
1967	16.1	12.3	3.0	11.5	56.7	100
1968	14.0	10.6	16.0	11.8	47.2	100
1969	12.3	7.7	32.0	11.4	36.2	100
1970	11.8	4.5	48.1	9.0	26.5	100
1971	12.1	2.4	60.5	4.1	20.7	100
1972	11.6	1.2	67.4	1.8	17.8	100
1973	9.8	0.9	72.7	1.2	15.2	100
1974	8.9	0.6	77.0	0.8	12.6	100
1975	9.1	0.5	79.2	0.8	10.4	100
1976	8.1	0.5	82.2	0.9	8.3	100
1977	8.2	0.4	82.2	0.8	8.3	100
1978	7.8	0.2	83.8	*	7.4	100
1979	8.2	0.2	83.9	*	7.6	100

Piggybacks are no longer shown separately but are counted as two 30's.

¹60's include commercials 60 seconds and longer.

²Total includes miscellaneous shorter lengths.

Network TV commercial activity by length of commercial						
	10's	30's	45's	P/B's	60's	Total*
1965	—	0.0%	—	23.3%	76.7%	100%
1966	—	0.0	—	31.5	68.5	100
1967	—	6.4	—	43.3	49.2	100
1968	—	7.9	—	50.4	40.1	100
1969	—	14.4	—	50.8	33.9	100
1970	—	25.1	—	47.2	27.0	100
1971	—	53.3	—	30.3	15.8	100
1972	—	67.6	—	21.9	10.3	100
1973	—	71.8	—	19.4	8.5	100
1974	—	75.4	—	17.5	6.8	100
1975	—	79.0	—	14.7	5.6	100
1976	—	80.2	—	13.3	5.8	100
1977	—	81.8	0.1	12.9	4.5	100
1978	0.5	82.6	0.7	12.6	3.3	100
1979	0.6	83.3	0.8	12.3	2.8	100

*Includes miscellaneous lengths

SOURCE: Television Bureau of Advertising, based on Broadcast Advertisers Reports annual averages.

206	American Brands	3,329.1	21	AT&T	54,883.4
238	American Can	2,669.3	204	AMF	3,355.9
48	American Cyanamid	22,604.7	210	Amway	3,286.3
264	American Egg Board	2,093.3	474	Anchor Hocking	232.2
61	American Express	18,675.1	277	Anderson Clayton	1,898.8
227	American Gas Association	2,938.6	276	Anderson	1,900.6
3	American Home Products	122,588.4	17	Anheuser-Busch	63,044.1
558	American Maize Products	21.9	517	Animal Fair*	108.1
67	American Motors	17,242.9	387	Archway Cookies	681.0
361	American Opt. Assn.*	906.2	500	Arctic Enterprises*	152.1
341	American Safety Razor	1,089.0	541	Arkansas Louisiana Gas	52.6

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The Bluebird—Television Premiere

Available for airing August 17-September 7, 1980. A magical search by two

children for the Blue Bird of Happiness, starring Elizabeth Taylor, Jane Fonda, Cicely Tyson, Ava Gardner, Will Geer, Robert Morley, Harry Andrews.

Miracle on 34th Street—A Classic Holiday Television Movie

Available for airing November 16-December 15, 1980. A sophisticated fairy tale about the real Santa Claus who fills in for a department-store Santa. Starring Sebastian Cabot, Jane Alexander, David Hartman, Suzanne Davidson, Jim Backus, Roddy McDowall.

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BottomLine

On loan. T.A. Associates announced closing of \$3.5-million financing for Sconnix Group Broadcasting Inc. Eight-year loan from National Bank of North America is at prime plus 2%, with 12% cap deferral. Proceeds financed acquisitions of WCMF-FM Rochester, N.Y., and WTMA(AM)-WPXI-FM, Charleston, S.C.

□

One disappointment. Selkirk Communications, Toronto, Canadian communications conglomerate with holdings in U.S. and Great Britain, reported profits of \$9,909,034 on revenues of \$80,986,667 with per-share earnings of \$2.46 during 12 months that ended Dec. 31, 1979. That was up from profits of \$7,701,075 on revenues of \$64,832,456 with per-share earnings of \$1.91 in preceding 12 months. Selkirk, though generally satisfied, expressed disappointment with performance of its Meeker Television, rep firm it acquired in late 1978 and which lost six station clients following ownership changes at outlets.

□

RCA salary sheet. RCA Chairman Edgar H. Griffiths was company's highest-salaried executive in 1979 with \$428,750 in salary and bonus plus \$135,303 in other benefits, according to proxy statement issued in anticipation of annual stockholders meeting May 6. Jane C. Pfeiffer, chairman of NBC, was second highest, with \$291,667 salary and bonus plus \$135,410 in other benefits. Maurice R. Valente, who became president and chief operating officer Jan. 1, looks to be second highest in 1980, with three-year contract at \$400,000 annual salary and at least \$200,000 annually in incentive awards (he also received options on 25,000 shares of RCA common at \$24 each—it was trading at about 22¼ late last week—and is to receive makegoods for any awards forfeited by leaving ITT to take RCA job, and is to receive \$400,000 if his RCA employment is terminated before Jan. 1, 1990, for any reason other than death). Executive Vice President Roy H. Pollack received \$238,750 salary and bonus plus \$96,221 in other benefits; Executive VP Julius Koppelman, \$235,833 plus \$92,615; Executive VP George Fuchs \$210,000 plus \$75,350, and Executive VP William C. Hittinger \$203,750 plus \$89,844. Walter S. Holmes Jr., chairman of RCA's new CIT Financial Corp. subsidiary, has new three-year contract at \$400,000 annually.

449	Armstrong Rubber	317.3
383	Asahi Optical	710.6
242	Ashland Oil	2,576.4
485	Associated Film Distrib.	200.2
566	Athena*	13.0
178	Atlantic Richfield	4,063.8
368	Avco	829.9
77	Avon Products	14,814.1
326	Azrak-Hamway Intl.	1,244.7
316	Bache Halsey Stuart	1,435.3
339	Banana Bunch*	1,096.8
527	Bancal Tri-State*	87.2
134	Banfi Products	6,288.5
547	Bankers Life of Des Moines	37.9
410	Barclays Bank	499.7
484	Bassett Furniture	201.5
366	Bath Industries	839.3
396	Bausch & Lomb	557.5
146	Beatrice Foods	5,576.0
480	Beconta	217.8
34	Beecham Group	34,549.2
230	Beiersdorf	2,886.7
235	Bendix	2,705.3
165	Beneficial	4,817.5
369	Benjamin Moore	808.7
515	Berol	109.8
120	Bic Pen	7,792.5
362	Binney & Smith	985.2
102	Black & Decker	9,801.0
83	Block Drug	13,653.2
194	Blue Bell	3,626.2
514	Blue Cross	110.2
420	Boehringer Mannheim*	482.1
271	Boeing	1,973.0
93	Borden	10,963.7
492	Borg Warner	183.6
372	Milton Bradley	775.1
5	Bristol Myers	116,974.4
469	Brown Group	249.6
144	Brown-Forman Distillers	5,646.4
483	Brunswick	206.7
481	Burmah Oil*	212.2
135	Cadbury Schweppes	6,188.4
457	Cadence*	292.6
476	Calif. Iceberg Lettuce Committee*	228.0
287	Calif.-Ore.-Wash. Dairyman Association	1,784.9

353	Calif. Raisin Advisory Board	984.2
55	Campbell Soup	21,088.7
505	Canandaigua*	142.6
548	Cannon Mills	33.3
142	Canon U S A	5,688.6
74	Carnation	14,959.4
535	Carter For President Committee	68.2
82	Carter Wallace	14,329.6
402	Carter William	534.4
523	Carters Ink	93.5
302	Castle & Cooke	1,607.4
152	CBS	5,334.9
445	Central Soya	344.8
214	Century 21*	3,214.2
184	Champion Spark Plug	3,804.9
321	Chanel	1,336.1
193	Chattem Drug & Chemical	3,634.6
38	Chesebrough Ponds	32,485.3
12	Chrysler	69,589.8
155	Chruch & Dwight	5,238.4
50	Ciba-Geigy	21,902.9
434	Clarion Corp. of America	409.4
559	Clarkson	20.7
28	Clorox	39,578.8
19	Coca Cola	58,482.3
512	Coit International	114.9
496	Coleco	159.5
506	Coleman	140.8
23	Colgate Palmolive	52,998.7
556	College Town*	24.2
537	Colonial Penn Group*	56.8
518	Colorforms	102.0
92	Columbia Pictures	11,427.1
136	Combe	6,069.1
171	Comerco	4,387.6
452	Concept*	305.2
524	Connally for President Committee	92.6
185	Conn. General Insurance	3,794.6
497	Conoco	156.6
32	Consolidated Foods	35,686.6
240	Continental	2,627.5
438	Conwood	405.1
421	Cooper	477.7
399	Copeland*	549.3
501	Copersucar	151.4
373	Cordura*	773.3

143	Corning Glass	5,647.9
117	Cosmair	8,297.8
250	Cotter & Co.	2,359.6
196	Cotton	3,570.6
60	CPC International	19,281.4
460	Craig	279.6
437	Creative Tools	405.2
403	Credit Union Natl. Assoc.	528.0
283	Crum & Forster	1,830.9
503	Crush International	148.0
169	Culbro	4,545.4
394	Cutter Labs	580.2
400	D & S Products	545.4
295	DCM Corp.	1,718.1
324	Dana*	1,282.7
192	Dart	3,635.0
286	De Beers	1,787.2
198	Dean Witter/Reynolds	3,491.7
552	Delaware Management Fund	30.0
525	Delta Airlines	89.2
482	Diet Centers*	207.7
104	Walt Disney Productions	9,676.1
443	Doric Foods*	364.4
109	Dow Chemical	8,963.2
401	Dow Jones	543.3
346	DPF	1,010.4
163	Dr Pepper	4,914.8
71	du Pont	15,762.5
181	Dunkin Donuts	3,938.6
530	Easco*	78.3
329	Eastern Air Lines	1,200.5
35	Eastman Kodak	34,065.9
335	Eaton	1,155.3
233	Ehrenreich Photo*	2,712.7
520	Electronic Realty Association	100.8
294	Emerson Electric	1,720.7
468	Emhart*	252.7
570	EMI	9.5
215	Employers Insurance of Wausau	3,214.1
370	Entex*	792.3
27	Esmark	40,389.1
555	Excel-Mineral*	25.0
170	Exxon	4,436.6
475	Faberge	231.0
237	Federal Express	2,679.0
348	Fidelity Electronics*	995.9
388	Fieldcrest Mills	666.0
360	Filmways	913.3
95	Firestone Tire & Rubber	10,741.8
447	Flambeau Products	330.3
195	C.B. Fleet	3,577.0
536	Fleet-Air*	62.5
97	Florida Citrus Commission	10,465.4
201	Florists Transworld Delivery Association	3,421.1
6	Ford Motor	97,016.0
432	Foremost-McKesson	417.9
412	Fort Howard Paper*	498.0
282	Fotomat	1,836.3
150	Fuji Industries	5,451.4
572	Fuji Photo Film*	6.9
318	GAF	1,413.0
313	Gallery of Homes	1,458.6
80	E & J Gallo	14,438.0
269	Garan	2,004.3
45	General Electric	24,862.6
2	General Foods	203,237.8
342	General Host	1,061.4
571	General Mail	9.2
8	General Mills	85,648.2
4	General Motors	117,313.7
479	General Signal	219.6
99	General Telephone & Electronics	10,284.1
183	General Tire & Rubber	3,865.4
174	Georgia Pacific	4,240.6
24	Gillette	52,673.0
300	Gold Seal Products	1,627.7
156	B.F. Goodrich	5,217.4
64	Goodyear Tire & Rubber	17,941.5
540	Goody's	53.3
495	Gott	162.5

202	Great Water of France*		413	Leisure Dynamics	496.4
58	Greyhound	3,420.8	331	Lennox	1,183.2
63	Gulf & Western	20,232.3	567	Leslie Fay*	13.0
381	Gulf Oil	18,060.7	11	Lever Bros.	71,709.1
266	Haggar	725.7	467	Life Insurance Co. of Georgia*	256.4
85	Hallmark Cards	2,047.3	100	Liggett Group	10,230.5
464	Harcourt Brace Jovanovich*	13,564.8	377	Lincoln National Life Insurance	748.2
510	Hardwick Stove	260.9	139	Litton	5,815.0
189	Harlequin Enterprises	129.8	267	Loctite	5,815.0
395	Hart Schaffner & Marx	3,705.9	147	Loews	2,014.7
160	Hartz Mountain	574.3	357	Lorentzen Levolor	5,568.0
340	Hasbro	4,985.3	358	Lowes*	943.8
472	Hastings	1,090.0	351	J. Lyons & Co.	937.2
398	Hearst	247.2	127	MCA	987.4
288	L.S. Heath & Sons	551.8	426	MJB	6,852.6
314	Heileman Brewing	1,779.3	304	Magic Chef	439.1
44	Heinz	1,450.6	107	PR. Mallory	1,598.1
200	Helene Curtis	25,523.4	380	Mannington Mills	9,185.8
87	Hershey Foods	3,444.1	418	Maremont	733.1
33	Heublein	13,222.5	43	Mars	486.9
303	Hickory Farms of Ohio	35,025.9	563	Gloria Marshall*	26,557.6
292	Hillenbrand	1,601.0	280	Masco	16.8
229	Hilton Hotels	1,736.6	378	Matex*	1,856.5
312	Hobart	2,902.7	273	Matsushita	744.9
262	Hoechst	1,474.3	88	Mattel	1,937.7
	Aktiengesellschaft		98	Oscar Mayer	12,631.6
103	Holiday Inns	2,164.7	254	Maytag	10,410.2
84	Honda Motor	9,681.9	281	E.J. McAleer	2,274.5
428	Honeywell	13,648.6	18	McDonalds	1,847.3
551	H.P. Hood & Sons	435.0	293	Mead Products	62,456.3
255	Hoover	30.0	216	Mego	1,734.5
252	Hormel	2,246.5	450	Melville	3,195.9
543	Houghton Mifflin*	2,302.7	272	MEM	307.1
241	Household Finance	47.2	289	Memorex	1,963.1
562	Hubbard*	2,591.3	90	Mennen	1,778.9
568	Hurst	18.0	363	Mentholum	11,997.7
390	Husky Oil	12.4	319	Merle Norman Cosmetics*	872.1
259	E.F. Hutton	627.1	128	Merrill Lynch	1,348.0
439	Hyatt*	2,187.8	133	Metropolitan Life	6,640.9
284	Hygrade Food	399.9	176	Michelin Tire	6,371.0
123	IC Industries	1,810.4	37	Miles Laboratories	4,169.5
455	Idaho Potato Commission	7,539.1	553*	Millers Outpost	33,105.2
159	Ideal Toy	294.0	528	Million Dollar Life Insurance	29.1
249	IFI International	4,991.8	542	Miner Industries*	81.5
417	Illfelder Toy	2,384.9	114	Minolta	49.8
141	Inter Bank	490.5	416	Minwax	8,526.0
448	Interco	5,698.1	140	Mobil	491.4
65	IBM	319.7	301	Monroe Auto Equipment	5,711.2
337	International Harvester	17,726.9	239	Monsanto	1,622.9
223	International Nickel	1,112.6	371	Mony-Mutual of New York	2,633.5
298	International Spikes Inc.	3,040.7	40	Morton-Norwich	785.1
70	ITT	1,649.8	25	Nabisco	29,022.1
490	Invicta Plastics*	16,851.4	519	Natcon Chemical	49,957.0
408	J Osawa & Co.	192.2	462	National Airlines	101.1
129	Jaguar Rover Triumph	510.2	344	National Association of Realtors*	270.0
508	James Industries	6,462.6	231	National Automotive Parts Association	1,042.6
554	Martin Jeffrey	138.7	499	National Bakeries Services	2,821.2
491	Jel Sert	27.4	132	National BankAmericard	152.3
459	Jenos	185.6	244	National Fed/Coffee Growers/Colombia	6,411.1
279	Jerrico	281.7	212	National Grape Cooperative	2,509.8
9	Johnson & Johnson	1,876.0	422	National Gypsum	3,239.5
62	S.C. Johnson	83,736.1	511	National Potato Advisory Board	465.5
296	JVC America*	18,490.9	317	National Presto Industries	118.0
338	K-Tel International	1,712.5	226	National Star World News	1,435.0
334	Kawasaki Motor	1,099.7	260	National Union Electric	2,951.5
115	Keebler	1,156.2	407	Nationwide Insurance	2,184.3
20	Kellogg	8,501.3	534	L.R. Nelson Corp.	514.4
224	Kemper	55,543.1	26	Nestle	68.2
349	Keyes Fiber	2,992.2	256	New York Life Insurance	41,443.4
473	Walter Kidde	990.9	466	State of New York	2,244.8
458	Kikkoman	241.2	56	Nissan Motor	260.2
456	Kimball*	282.0	199	Nissin Foods USA	20,690.9
91	Kimberly Clark	293.0	454	NL Industries	3,461.5
564	King-Size	11,912.1	470	NLT*	301.8
345	Kiplinger	14.2	78	North American Philips	248.6
30	Kraftco	1,036.5	197	North American Systems	14,792.2
560	Krazy Glue	36,214.2	493	Northern Natural Gas	3,552.5
118	Kresge	20.2	137	Northwest Industries	180.2
569	Kristy Wells*	8,087.7			5,964.4
306	Kusan	10.7			
507	L J M Products	1,568.2			
451	La-Z-Boy Chair	140.5			
246	Lanier Business Products	306.7			
509	Larami*	2,438.5			
299	Lee Pharmaceuticals	130.7			
333	Lego Systems	1,645.1			
		1,160.3			

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10:00 ② News—Kurtis-Jacobson
 ⑤ News—Ruddle-Henry
 ⑦ News—Flynn-Daly
 ②⑤ Information

—ADVERTISEMENT

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 ● HAWKEYE & THE GANG

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 ③⑧ Metroview
 ④④ Dragnet (R)

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325	Northwestern Mutual Life Insurance	1,268.9	290	Sealy	1,771.1	15	Warner-Lambert	63,692.9
52	Norton Simon	21,492.0	203	Searle	3,362.7	494	Washington Post	177.5
47	Noxell	24,693.2	14	Sears Roebuck	65,955.9	498	Washington State Apple Commission	155.5
236	Ocean Spray Cranberries	2,705.1	374	Selchow & Righter	768.2	557	Webb Toy*	22.0
406	Olin	519.3	268	Sentry Insurance	2,009.0	431	Weber-Stephen	421.8
162	Olympia Brewing	4,962.5	343	Serta	1,058.5	161	Wella	4,981.1
433	Orange Bowl Committee	416.0	86	Shell Oil	13,417.1	110	Wendys	8,866.2
411	Owens Country Sausage	499.1	205	Sherwin Williams	3,353.3	550	Western Airlines*	31.1
149	Owens-Corning Fiberglas	5,493.7	415	Shinsei of Tokyo*	491.5	243	Westinghouse	2,543.2
119	Pabst Brewing	7,965.5	291	Simmons	1,741.4	258	Weyerhaeuser	2,203.5
405	Paine Webber		153	Singer	5,297.7	404	WHAM-O	525.6
	Jackson & Curtis	521.4	561	A.D. Smith	19.4	130	Whirlpool	6,451.4
234	Pan American World Airways	2,709.2	68	Smithkline	16,357.0	367	White Consolidated	831.9
461	Parker Pen	275.3	362	J.M. Smucker	882.6	477	Wickes	226.5
53	J.C. Penney	21,365.5	502	Snelling & Snelling	149.5	427	Wienerschnitzel	437.6
154	Pennwalt	5,273.1	375	Society of American Florists	766.6	190	Wine Imports of America	3,691.6
180	Pennzoil	4,029.1	112	Sony	8,634.6	384	Witco Chemical	706.3
347	Pentel	1,009.2	94	Southland	10,835.1	310	Wolverine	1,516.3
446	Penthouse International	335.4	414	Specialty Brands*	494.7	232	Woolworth	2,791.3
10	Pepsico	72,302.7	220	Sperry	3,094.1	46	Wrigley	24,802.4
385	Petersen	701.5	526	Spindex	88.9	164	Xerox	4,863.9
79	Pfizer	14,496.3	424	Spring Air	450.9	365	Yamaha	864.1
7	Phillip Morris	86,445.4	546	Springs Mills	40.9	245	W.F. Young	2,495.4
116	Phillips Petroleum	8,307.4	59	Squibb	19,462.6	113	Zenith	8,526.9
539	Philmon & Hart Labs*	55.6	327	St. Regis Paper	1,244.0	453	Ziebart Process	303.3
22	Pillsbury	53,396.4	311	A.E. Staley	1,502.7	89	Zoth Century Fox	12,386.7
211	Pioneer Electronic	3,261.3	532	Stanback*	72.0	251	3M	2,322.9
222	Pittway	3,073.7	124	Standard Brands	7,270.7			
409	Pizza Inn	502.9	356	Standard Oil of Calif.	954.3			
41	Polaroid	27,090.9	574	Standard Oil of Ind.	5.5			
573	Polyglycoat	6.6	179	Stanley Works	4,040.0			
111	Ponder & Best	8,781.5	538	Stanwood*	58.8			
191	Ponderosa Systems*	3,677.3	131	State Farm	6,418.0			
545	Postal Instant Press*	41.2	16	Sterling Drug	63,330.9			
423	PPG Industries	453.5	465	Sterns Nursery	260.5			
504	Pressman Toy	146.2	217	Stokely Van Camp	3,167.4			
1	Procter & Gamble	289,609.8	66	Levi Strauss	17,341.8			
105	Prudential Insurance	9,445.8	248	Stride Rite	2,410.6			
175	Publishers Clearinghouse	4,189.0	209	Strom Brewery	3,289.3			
188	Purex	3,733.7	478	Suffolk Marketing	223.0			
516	Qantel*	109.3	531	Summit Organization*	77.9			
31	Quaker Oats	36,016.1	257	Sun	2,213.6			
167	Quaker State	4,681.0	218	Sunbeam	3,160.3			
364	Questor	871.2	270	Suzuki Motor	1,977.4			
307	Rachengold-Werk*	1,567.6	172	Tampax	4,352.5			
13	Ralston Purina	69,062.9	106	Tandy	9,390.3			
247	Ramada Inns	2,433.6	488	Tappan	194.0			
208	Raytheon	3,303.5	354	Teledyne	958.5			
51	RCA	21,875.2	274	Tenneco	1,911.2			
315	Readers Digest	1,435.9	108	Texaco	8,983.8			
522	Reagan for President Committee	94.3	187	Texas Instruments	3,771.3			
565	Relo Real Estate	13.5	168	Textron	4,549.8			
305	Renfield Importers	1,586.3	489	TFI	193.3			
42	Revlon	26,793.7	151	Thompson Medical	5,346.0			
148	Reynolds Metals	5,544.2	157	Time	5,212.7			
72	R.J. Reynolds	15,352.7	96	Timex	10,572.2			
29	Richardson Merrell	39,175.6	186	Tomy	3,775.5			
182	Rio Tinto-Zinc	3,938.2	389	Tonka	648.8			
425	A.H. Robins	447.7	392	Tootsie Roll	603.5			
221	Roman Meal	3,093.6	275	Toro	1,909.6			
285	Rorer Group*	1,798.0	379	Totes	736.8			
393	Ross Hall	589.8	73	Toyo Kogyo	14,982.8			
158	Royal Crown Cola	5,146.0	54	Toyota	21,090.0			
263	Rubbermaid	2,157.5	219	Trailway	3,127.1			
253	Rust-Oleum	2,283.4	436	Trans World	406.0			
265	Ryder Systems	2,091.5	69	Transamerica	16,020.1			
350	SCM	989.9	308	Travelers	1,532.4			
429	SSS	431.6	376	Turtle Wax	765.6			
225	Safeco	2,977.7	444	Tyson Food*	359.0			
549	Sakrete	33.2	513	U.S. Shoe	113.1			
122	Sambo's	7,620.5	126	UAL	6,898.4			
471	Sandoz-Wander	247.4	49	Union Carbide	22,403.2			
213	Vidal Sassoon	3,231.8	442	Union Oil of Calif.	372.8			
320	Savin Business Machines*	1,347.0	166	Uniroyal	4,802.3			
207	Savings & Loan Foundation	3,304.1	332	United Aircraft	1,179.8			
441	F. & M. Schaefer	376.2	391	United Brands	609.6			
36	Schering-Plough	33,891.4	529	United Gilsonite*	79.6			
177	Schiffelin*	4,117.4	75	U.S. Armed Forces	14,948.1			
39	Jos. Schlitz Brewing	31,428.9	261	U.S. Government	2,165.1			
440	Schwinn Bicycle	383.5	138	U.S. Tobacco	5,845.7			
121	Scott Paper	7,788.6	278	United Technologies	1,892.4			
328	Scott's Liquid Gold	1,240.4	359	Unity Buying Service	918.6			
397	Scovill	554.6	323	Upjohn	1,286.0			
81	Seagrams	14,332.8	309	VF	1,528.0			
			57	Volkswagen	20,496.6			
			322	Wang Laboratories	1,299.9			
			463	Ward Foods	268.5			
			76	Warner Communications	14,884.1			

Commercial kudos

HRTS hands out honors for best ads on air with special awards going to Garry Marshall, Y&R, DDB, Bonneville and Stanford

Young & Rubicam, New York, and client Eastman Kodak Co. walked out of Los Angeles's Century Plaza hotel last week with enough silver trophies to corner the precious metals market. A television campaign for Kodak's Colorburst camera received three of the Hollywood Radio and Television Society's International Broadcasting Awards. And Y&R picked up two more "Spikes" for radio commercials and a special trophy for the best radio spot of the past two decades.

The scene was the 20th IBA banquet sponsored by HRTS. Gary Nardino, president of Paramount Television Productions, served as chairman of this year's awards. The annual contest drew a record 5,000 television and radio entries from 50 nations. Winners came from Japan, France, the Netherlands, Canada, Great Britain and the United States.

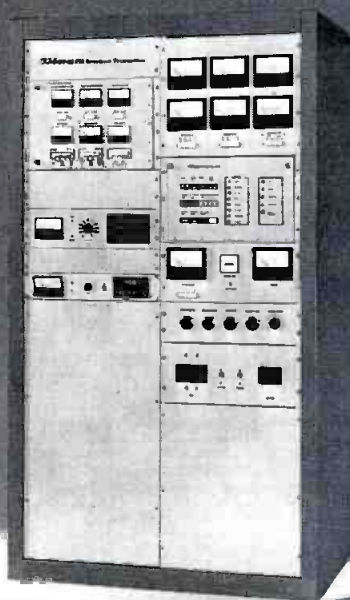
Garry Marshall, executive producer and creator of three leading Paramount situation comedies, was also honored as the HRTS man of the year. Marshall's credits include *Happy Days*, *Laverne & Shirley* and *Mork & Mindy*. He was presented his award by Penny Marshall and Cindy Williams, stars of *L&S*.

The banquet also honored the best radio and television commercials of the last 20 years. Y&R picked up one of its trophies for a series of three radio commercials for Bristol-Myers's Excedrin, *Mother's Coming*, *Blind Date* and *Shoe Store*. Winner of the radio sweepstakes award of 1967, the series was produced by RKO, New York, and featured the voices of Charles Nelson Reilly, Dick Cavett and Charlotte Rae.

Doyle Dane Bernbach, New York, and Miles Laboratories shared honors for the best television commercial of the era—Alka Seltzer's 1970 *Magadini's Meatballs*.

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Best remembered for the line, "That's a spicy meatball," the spot showed a commercial actor getting indigestion after going through take after take of a commercial for a fictitious food production. It was produced by Zieff Films, New York.

The Y&R-Kodak campaign that walked away with the television sweepstakes award featured three 30-second spots, *First Day*, *Two Families* and *Circus*, and was produced by Steve Horn of New York. The campaign was also selected the best series, and *First Day* was chosen the best 30-second commercial in English.

The radio sweepstakes winner was *Love Plus*, a public service announcement by Bonneville Productions, Salt Lake City, for the Church of Jesus Christ of Latter-Day Saints. Bonneville and the church also won a television award with *Try Again*.

The Stanford Agency, Dallas, was also a double winner for its radio and television commercials for Southland Corp.'s 7-11 food stores.

A complete list of winners follows (listings by category, title, sponsor, agency and production company):

Television

Sweepstakes ☐ *First Day, Two Families and Circus*: Eastman Kodak Co.; Young & Rubicam, New York; Steve Horn, New York.
Live action, 60 seconds, English ☐ *Early Showers*: Coca Cola USA; McCann-Erickson Inc., New York; N. Lee Lacy/Associates, Los Angeles.

Live action, 60 seconds, non-English ☐ *Little Renault*: Renault Five; Publicis Conseil, Paris; PAC, Paris.

Live action, 30 seconds, English ☐ *First Day*: Eastman Kodak Co.; Young & Rubicam, New York; Steve Horn, New York.

Live action, 30 seconds, non-English ☐ *Airport*: Phillips



Big winners. At left, Shirley and Laverne (Cindy Williams and Penny Marshall) flank Alex Kroll of Young & Rubicam USA as he received HRTS's sweepstakes award for the best television commercial of 1979. At right, Laverne and Shirley flank Jim Gartner of Bonneville Productions, who won the award for the year's best radio spot.

Nederland BV; Prad BV, Amsterdam. The Producers, Amsterdam.

ID's, 10 seconds or less ☐ *Barber*: Los Angeles Herald-Examiner; McCann-Erickson Inc., Los Angeles; EUE/Screen Gems, Burbank, Calif.

Animation ☐ *Roundup*: Levi Strauss & Co.; FCB/Honig, San Francisco; Duck Soup, Santa Monica, Calif.

Animation ☐ *The Big Boys*: Matsushita Electric Industrial Co.; Dentsu Inc., Tokyo; Z Inc., Tokyo.

Humorous ☐ *Slurpee—Strange Things*: 7-11 Food Stores; The Stanford Agency, Dallas; The Stanford Agency, Dallas.

Videotape ☐ *Garden Chronicle*: Matsushita Electric Industrial Co.; Dentsu Inc., Osaka; TBS Television Films, Tokyo.

Public Service ☐ *Try Again*: Church of Jesus Christ of Latter-Day Saints; Bonneville Productions, Salt Lake City; Hagmann



Impastato Stephens Kerns, Studio City, Calif.

Local (one market) ☐ *You Have a Remarkable Mouth*: WNOE(AM) New Orleans; no agency; Chuck Biore & Don Richman, Hollywood.

Series (three commercials) ☐ *First Day, Two Families and Circus*: Eastman Kodak Co.; Young & Rubicam, New York; Steve Horn, New York.

Radio

Sweepstakes ☐ *Love Plus*: Church of Jesus Christ of Latter-Day Saints; Bonneville Productions, Salt Lake City; Bonneville Productions, Salt Lake City.

Musical, 60 seconds ☐ *David Naughton*: Dr. Pepper; Young & Rubicam, New York; HEA Productions, New York.

Musical, 30 seconds ☐ *Vikki Carr/Full Vocal*: Hartfield Zody's Inc.; no agency; Jack Calnan Creative Services, Los Angeles.

Humorous, 60 seconds ☐ *Long Goodbye*: Time Inc.; Young & Rubicam, New York; Dick & Bert, Hollywood.

Humorous, 30 seconds ☐ *Lucky Phone Call*: 7-11 Food Stores; The Stanford Agency, Dallas; Studio Seven, Dallas.

Open, 60 seconds ☐ *Building a Salad*: Kraft Ltd.; J. Walter Thompson Co., Toronto; Trudel Productions, Montreal.

Open, 30 seconds ☐ *There Is a City*: Cinema International Corp.; Lonsdale Advertising Ltd., London; Lonsdale Advertising Ltd., London.

Local (one market) ☐ *Normal Flower*: KJOI(FM) Los Angeles; no agency; Berzman & Co., Hollywood.

Public Service ☐ *Love Plus*: Church of Jesus Christ of Latter-Day Saints; Bonneville Productions, Salt Lake City; Bonneville Productions, Salt Lake City.

Series (three commercials) ☐ *Underground, Relax and Deep Thirst*: Great Waters of France (Perrier); Mathieu Gerlen & Bresner, New York; Mathieu Gerlen & Bresner, New York.

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Political ads: they win some, they lose some

Media consultants argue that campaign commercials aren't often the make-or-break factor

To members of that still-young breed of advertising specialists usually referred to as political media consultants, the headline in the entertainment section of the Sunday *New York Times*—"The Art of Selling Politicians Like Soap on TV"—was read with a touch of bitterness and frustration. Would, they were saying, that it was that easy.

Two of the Republican presidential

hopefuls who, early on, seemed likely to be considered the most attractive and who were being promoted by some of the best media consultants in the business—Senator Howard Baker of Tennessee and former Governor John Connally of Texas—have felt obliged to drop out of the race at a time when more than 30 primaries and the nominating convention still lie ahead.

On the other hand, former California Governor Ronald Reagan, whose advertising is now being handled by a neophyte in presidential politics and whose ads even their creator would admit are pedestrian, is running away from the pack.

Of course, no consultant to a losing candidate would be expected to concede that his ads were simply lousy. But even allowing for that, it is not hard to sympathize with Connally's former consultant, Roger Ailes, of New York, when he says, "I never agreed that you could sell people like soap. The thrust of written stuff on the subject over the past 10 years is 'the power of paid media.' I don't believe it's there."

Or at least in presidential races. Robert Squier, who is regarded as one of the top media consultants in the country, says it is in the state races—where there is less sprawl and confusion to the campaigns and where news coverage is less intense than on a national level—that media consultants can have "an enormous impact."

Presidential campaigns, he says, "are a mess." An example he cited was the campaign of Senator Edward M. Kennedy. Not only did it get started late—Squier says preparation should begin a year in advance—but the campaign organizers intended to work with four media consultants, each responsible for a different function. "It was," said Squier, "a formula for disaster." The consultants apparently agreed; only Charles Gugenheim remains with the campaign.

Squier is following his own precept. He is busily engaged in several state contests after rejecting an offer from President Carter's media consultant, Gerald Rafshoon. Squier produced the half-hour documentary on Carter in the White House that was used to kick off the campaign because he had suggested it. But he felt he could not work successfully unless he were the person who had access to the candidate and executed the media plans. He said he "couldn't work in parallel" with Rafshoon.

Ailes's experience, too, tends to bear out Squier's description of presidential campaigns. Ailes last week said he quit the Connally campaign five weeks ago because of dissatisfaction with the manner in which it was being run. He still admires Connally, but "there were too many cooks," he said. There had also been a number of changes at the top level. In all, he said, "I didn't think I could do my best work."

Certainly, the power of paid media has its limits, particularly in a primary with a multitude of hopefuls. Ailes, as well as Squier, made that point.

So did John Deardourff, of Bailey &

Deardourff, who handled the advertising for the Baker campaign. The Baker ads were considered by some political writers, at least, as the best of the lot, with the five-minute piece featuring Baker talking down an Iranian student during an appearance at the University of Iowa perhaps the most dramatic (BROADCASTING, Jan. 14). But, "with half a dozen candidates buying time and delivering messages, you just don't have the same impact," Deardourff said. "There is too much clutter."

In talking to media consultants, those working for winners as well as losers, one hears much of voters' "perceptions" and the problems and benefits they create.

Ailes, for instance, did a handsomely produced five-minute biographical piece showing Connally as a rancher, in Levis and boots, who has deep feelings about the soil and who is a devoted family man. It was designed to soften or even obscure the wheeler-dealer image usually associated with Connally.

The piece had what Ailes calls "a limited run, less than five times," in advance of the Iowa caucuses. (The Connally campaign's unwillingness to spend more than it did on paid media—about \$1.5 million—was another cause of friction between the managers and Ailes.) But

Campaign 1980

he did not indicate how many airings he thought it would have taken to make a difference. Connally, Ailes said, entered the contest "carrying heavy baggage," in terms of voters' perceptions. Connally's milk-fund bribery trial—even though he was acquitted—and his switch in parties, Ailes said, had, "implanted themselves on people's minds. You can't counter that with paid media."

By the same token, one Connally aide said, in admiration and envy, Reagan's radio programs and newspaper columns over the past 10 years had built up "loyalties and perceptions" among Republican voters that were hard to shake. "There is no question that paid media is vitally important," said Julian Read, an Austin advertising man who served as director of communications for the Connally campaign.

Indeed, Reagan's advertising is designed to reinforce voters' views of the candidate as a thorough-going, unqualified conservative. They consist principally of Reagan talking straight into the camera on various issues—foreign policy, the economy, welfare, taxes and leadership. Nothing fancy. "They won't win awards," their producer, Philadelphia advertising man Elliot Curson says. But, he adds, "they are no-bullshit commercials, which separates [Reagan] from the other candidates."

If there is one thing that liberal Representative John Anderson and Reagan have in common, it seems to be their approach—or their consultants' approach—to advertising. The spots that R.J. Sann Associates, a New York agency, has prepared for Anderson are not fancy either.

The candidate simply looks into the camera and says his piece—the kind of thing that might have been expected to disturb voters but that has charmed political writers and won Anderson a growing following.

Not so, apparently, in the case of George Bush. He had begun campaigning two years ago, and his campaign had the benefit of heavily produced commercials provided by Robert Goodman, regarded as one of the most creative—certainly one of the most extroverted—media consultants in the business. He sees Bush in heroic terms, and produces commercials accordingly—Bush as war hero (shot down as a young Navy flier in World War II), captain of the Yale baseball team, envoy to China and delegate to the United Nations.

For a while, it all seemed to work. Bush won in Iowa and in Puerto Rico. But since then, he has been slipping. And there are those who would say his problems go beyond, and deeper than, his advertising.

On the Democratic side, President Carter is sailing along, winning primary and caucus battles with Kennedy, without personal campaigning and almost, it seems, without regard to advertising.

But the Carter campaign is buying television time in Illinois, where a primary will be held tomorrow, and in New York, where one is to be held next week, for two spots that were produced by Carter's media consultant, Rafshoon. One spot, which Carter backers hope may help heal the President's relations with Jewish voters incensed over his handling of the vote in the United Nations condemning Israel, focuses on Carter's role in the Camp David talks. Another is an implicit attack on Kennedy's character, which itself is an issue in the campaign. It stresses that President Carter is the kind of "straightforward, unassuming family man" voters would feel comfortable knowing will be in the White House for the next four years.

It's that kind of message the Kennedy camp hopes to rebut with a five-minute program and a series of 30- and 60-second spots that have been running in Illinois.

They stress Kennedy's 17-year record in the Senate, the tragedies in his personal life—including the deaths of his three older brothers and "Chappaquidick"—that are said to have made him a more mature and caring man—and his role as father not only to his own children but those of his two assassinated brothers.

Kennedy's media consultant, Gugenheim, has no illusions about the power of paid media. He feels they are overwhelmed by news coverage of the campaign and of real events. But, he says, they are useful when "things have been set in motion" by events. At present, he sees Carter as the beneficiary of that phenomenon.

"But if things do slow down, as it looks like they will," he says, "paid media could push things that are ready to turn."

But the consultants aren't really discouraged. "Consultants," Squier said, by way of suggesting a bottom line, "are alive and well."

Law & Regulation

The 'others' in ascertainment get more recognition

FCC puts burden on unspecified local groups to contact stations, which must then decide whether they're significant elements

The FCC has clarified its ascertainment checklist for broadcasters to insure that all significant groups—including the handicapped and homosexuals, if present in sufficient numbers—in a station's area will be surveyed in determining community needs.

Those groups, however, first have the burden of getting in touch with their broadcasters—radio and television—to let them know their needs and problems. The broadcasters must then decide whether a given element is significant to the community and thus qualified for inclusion in future ascertainment surveys.

The decision came just 13 days before comments were due to be filed in the commission's radio deregulation rulemaking proceeding—a rulemaking to eliminate some of the requirements radio broadcaster's face—one of which is ascertainment.

Commissioner Tyrone Brown, however, has maintained a position in favor of keeping certain ascertainment guidelines, while minimizing paperwork.

Chairman Charles Ferris felt that last Wednesday's decision did not prejudice any future action but merely clarified the FCC's position on its present ascertainment policy. Ferris said: "What we have here is the process by which broadcasters sensitize themselves to their communities

... The whole ascertainment process is implicit in the process of broadcast licensing."

In 1976, the commission amended its ascertainment primer to identify 19 categories that broadcasters should consider as significant community groups. Another category was also added—labeled "other." The FCC and the groups that petitioned it contended that broadcasters ignored this amorphous listing. The groups—led by the National Gay Task Force and 142 other gay organizations—wanted specific categories added for "gays," "handicapped," etc.

The FCC, however, concluded that the evidence did not indicate that gay and handicapped persons are significant elements in all or most communities, and that a modification of the "other" language would be preferable to adding new categories.

Commissioner James Quello questioned who will determine what a "significant" element in a community is.

Jeff Bauman, head of the Broadcast Bureau's Policy and Rules Division, replied that the only time the FCC will have to decide is if a license is challenged. "And then the FCC would decide if the broadcaster has made a good-faith determination—as is done now."

Brown said that these groups came to the commission almost two years ago, and "we cannot ignore them."

Ferris added that "today's action does not impose undue additional regulatory burdens on broadcasters. No one, I believe, seriously questions the need for a broadcaster to maintain contact with what its community desires and needs. The disagreement is only as to the lengths broadcasters must go to canvass the community as well as in the degree of necessary record-keeping of that process."

Commissioner Anne Jones, however,

questioned why the FCC was making changes now, when it could develop a full record from the deregulation proceeding. "It's still an open question in our proceeding whether we need ascertainment requirements."

Last week's action will be adopted for commercial and noncommercial television applicants and on an interim basis for radio renewal applicants, pending the outcome of the deregulation proceeding.

Charles Bryden, co-executive director of the National Gay Task Force, read victory in the commission decision. "We see today's vote as an affirmation of the fundamental principle that the nation's airwaves belong to all our citizens, the popular and the unpopular," he said. "In approving this change to the ascertainment primer, the commissioners were not approving or disapproving homosexuality... Rather they were acknowledging that lesbians and gay men constitute a significant group that must be considered by broadcasters in determining programming needs."

In another action Wednesday morning, the FCC decided to continue its ascertainment exemption for small markets. The FCC found that there were fewer petitions to deny filed in small markets, and there was no significant outpouring of complaints against small-market licensees.

The exemption experiment, begun two years ago, allows 1900 radio stations and 29 TV stations in markets under 10,000 population, and outside standard metropolitan areas, to formulate their own methods of ascertainment.

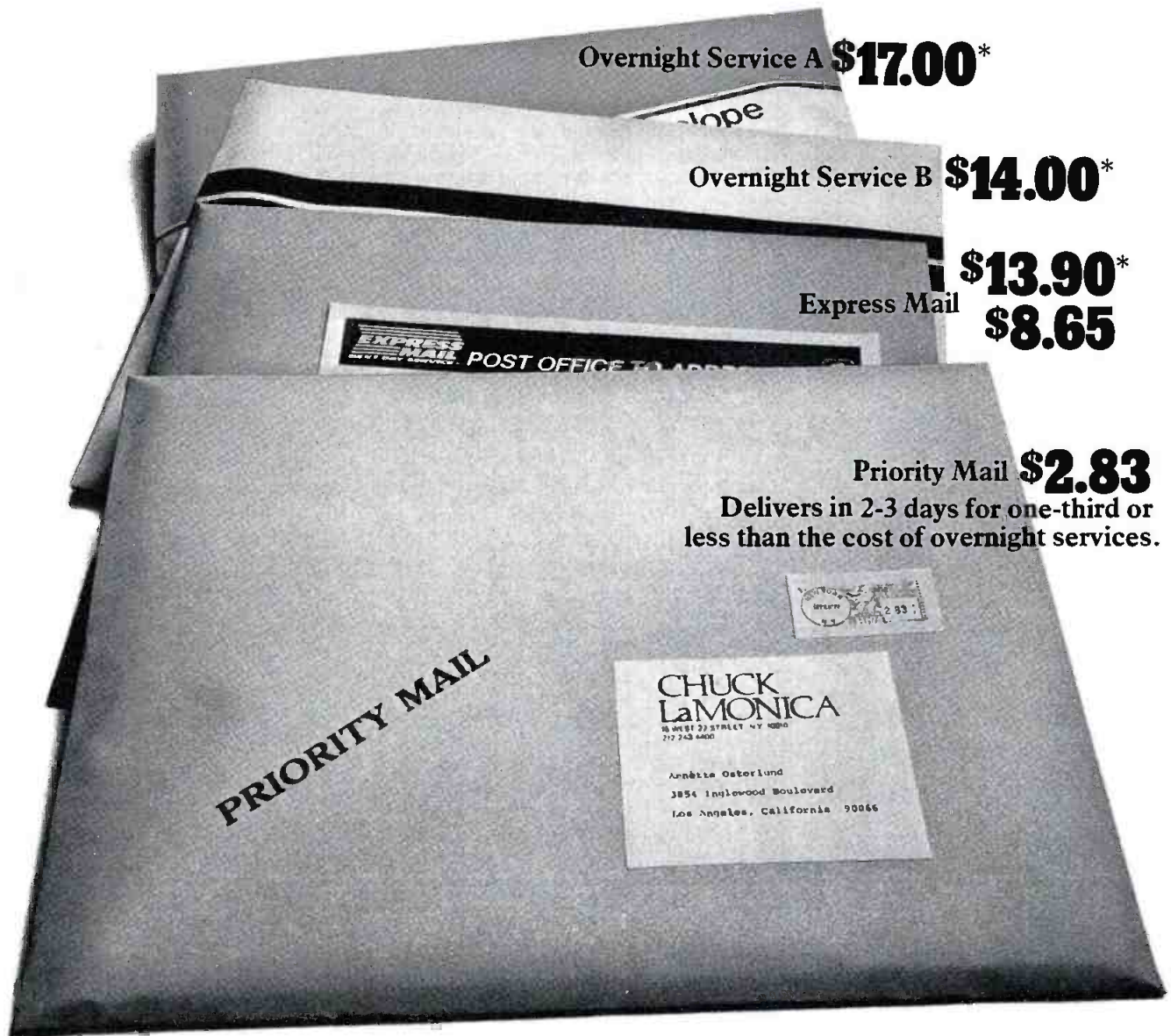
Commissioner Joseph Fogarty, however, felt that significant studies were not done to determine whether such an exemption was acceptable and dissented from the 5-1 vote. (Commissioner Robert E. Lee is at the Region 2 conference in Buenos Aires.)



Interested observers. Last week's FCC meeting clarified ascertainment procedures for broadcasters and now requires them to include gays, the handicapped and any others that constitute a "significant"

community group. Shirley Stein, associate professor at Gallaudet College (standing, right) used sign language to interpret the proceedings for hearing-impaired students.

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Anne Jones as devil's advocate

Commissioner, at luncheon address by NBC's Monroe, tries to uncover some good points to fairness doctrine to get both sides presented

The FCC's fairness doctrine is not a favorite of either NBC's Bill Monroe or the FCC's Anne P. Jones. But while Monroe's position is firmly established—"Throw out the doctrine, and accept the abuses [that may result]," says the journalist—Jones's is not. But she doesn't mind going to some lengths to get the information she thinks she needs. Last week, for instance, she played devil's advocate at a meeting where such a role would not have seemed necessary.

It was a brown bag luncheon sponsored by the U.S. Office of Consumer Affairs and the National Citizens Committee for Broadcasting, at the Carnegie Building, in Washington, and addressed by Monroe. He had been invited to discuss his view that broadcast journalists should be accorded the same freedom as print journalists and that a necessary step in providing that freedom would be the elimination of the fairness doctrine—and the equal-time law, as well.

That position would have been expected to draw the fire of the citizen-group types who generally attend the OCA-NCCB brown-bag luncheons. But the questions from the approximately 25 persons in the audience were generally soft. Jones, who

said she had gone to "learn," was not getting the kind of tough give-and-take she had expected. As a result, she was not hearing both sides, as she had hoped. ("There have got to be some pros; otherwise there wouldn't be a fairness doctrine," she said later.) So she plunged in, herself—though not until Monroe, in response to a question, suggested that FCC commissioners, in dealing with matters affecting the administration, are inclined to support the President who appointed them. Not so, Jones said. "We're appointed for seven years, and we're free to disagree with Presidents."

With that, she noted that she had joined the commission, last April, with the notion of attempting "to do something about the fairness doctrine." She said she agrees with the thesis of a book Monroe had cited with approval—"The Fairness Doctrine and the Media," by Steve Simmons, now a member of the White House domestic council—that the doctrine has "a chilling effect" on broadcast journalism.

Then she began tossing out the kind of remarks listeners might have thought marked her as a closet hardliner: "I think [the commission] would provide protection if everything were slanted one way... Maybe there's more balanced news because there is a fairness doctrine... Without the fairness doctrine, you'd find the three networks dictating what people will know, even with the best of intentions."

Jones indicated later she had been frustrated by the presentation. Monroe, she noted, was presenting only the negative side of the issue. "He didn't say any of the good things." And Jones said, "I was trying to generate the other side, which I don't really know... I didn't intend to say anything. I have no position."

Jones's remarks did not stimulate further debate. Monroe, executive producer and moderator of *Meet the Press* and one-time chief of NBC's Washington news bureau, simply went on to respond to her remarks: "I don't think the fairness doctrine has improved the quality of journalism; the opposite is true." And "the idea that the three networks would control thought doesn't hold water." He noted that the networks compete with one another and that top brass does not tell the news divisions how to play a story.

But Jones indicated later she thinks it may all be an argument without point. "I wonder if it's worth the fight," she said. "It's a political decision, and it's hard for someone in Congress to vote against the fairness doctrine." Even for the commissioners, she said, "it is not a burning issue. When you get buried in a lot of issues, there are other things that are more pressing."

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Communicators highlight Federal Bar conference

The Federal Bar Association has assembled some of the more prominent individuals in the business of making communications law and policy for an all-day session on March 24 on "Communica-

tions Law Principles of Regulatory Reform." Representative Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee; Henry Geller, assistant secretary of commerce for communications and information, and head of the National Telecommunications and Information Administration, and FCC Chairman Charles D. Ferris are among those scheduled to participate in the conference, to be held in Arlington, Va.

Van Deerlin, who will keynote the conference, will speak on proposed revision of the Communications Act—a project in which he has been heavily engaged for the past three years. Senator Harrison H. Schmitt (R-N.M.), a member of the Senate Communications Subcommittee, will discuss Communications Act revisions from "the minority side."

Geller will speak on the various deregulation efforts now under way, and will provide his prognosis for the success of those efforts in cable signal carriage, radio, First Amendment and fairness doctrine, license renewal and television advertising and programming aimed at children.

Ferris will discuss the commission's policy aimed at increasing competition in telecommunications. AT&T's view will be discussed in a luncheon speech by AT&T Chairman Charles L. Brown.

Broadcast deregulation will be the subject of a panel that will consider the question of whether technological developments may moot the assumptions on which present deregulation is based. The panel, to be moderated by former FCC

Chairman Richard E. Wiley, now with the law firm of Kirkland & Ellis, will include Nina Cornell, chief of the FCC's Office of Plans and Policy; Charles Firestone, adjunct professor of law and director of the Communications Law Program at the UCLA School of Law; Ralph M. Jennings, deputy director of the Office of Communication of the United Church of Christ; Erwin G. Krasnow, general counsel, National Association of Broadcasters; John F. Lyons, program manager of NTIA's broadcast and cable television division; Pluria Marshall, director of operations, Breadbasket Inc., of Texas, and chairman of the National Black Media Coalition, and Alan Pearce, economics consultant and lecturer at George Washington University.

munication Office for a 90-day extension of the comment period.

The court announced on March 3 that it would hear the case during its October 1980 session. At issue is the FCC's responsibility for reviewing entertainment formats in approving the renewal or assignment of radio station licenses. The FCC thinks that such changes should be left to the marketplace, while the U.S. Court of Appeals, in response to citizen group appeals, has maintained that the FCC, in certain circumstances, must take an active role (BROADCASTING, March 10).

A central issue in both the WNCN case and the radio deregulation proceeding is the extent to which the FCC can rely on marketplace forces to regulate broadcasters in the public interest.

NCCB's petition says: "While the final resolution of WNCN is unlikely to be dispositive of all the issues in the radio deregulation proceeding, it is almost certain that the pronouncements of the Supreme Court concerning the marketplace theory of broadcast regulation will have a substantial impact on the radio deregulation proceeding."

Furthermore, the petition states that "the Supreme Court will address the question of whether the FCC has the statutory authority to cease regulation in favor of marketplace forces. If the court finds that the FCC does have the authority it is likely to outline the circumstances under which 'deregulation' may occur. Further, it is probable that the court will address questions relating to the validity of the marketplace theory and its applications to the unique

Hold up on dereg

NCCB asks FCC to delay comments on radio rulemaking until Supreme Court rules on WNCN

The FCC will have to decide on yet another request to hold off its radio deregulation proceeding. The latest attempt to delay the rulemaking came from the National Citizens Committee for Broadcasting, which asked the FCC to delay the comment period until 60 days after the Supreme Court decides on the WNCN Listeners Guild case.

Just last week the FCC denied a request by the United Church of Christ's Com-



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field of radio broadcasting." NCCB contends that the public cannot adequately comment on the radio deregulation proceeding until these issues have been resolved by the court.

Comments are due March 25.

Latest entry in L.A.'s ch. 9 act

Local group asks FCC to consider switching current RKO frequency to noncommercial

A noncommercial television committee in Los Angeles has asked the FCC to consider reassigning channel 9 there to non-commercial use—before the FCC completes the final order of its Jan. 24 decision denying renewal of three RKO General Inc. licenses. The license the Committee to Eliminate the UHF Handicap on Public Television in Los Angeles is interested in is that of RKO's KHJ-TV Los Angeles.

In its petition to the FCC, the committee said: "We are taking the unusual step of writing prior to the issuance of the commission's actual opinion so that the opinion itself does not, by failing to address the issues discussed here, render it more difficult for the commission in the future to take action designed to meet statutory objectives."

(The commission's order, expected to

be voluminous, may not be out for a few weeks. A staff of six attorneys is drafting the order which outlines the FCC's legal defense for denying the renewals of RKO's stations in New York, WOR-TV; Boston, WNAC-TV, and Los Angeles. The commission denied the renewals, saying RKO was unqualified to be a licensee.)

The group acknowledged that there was already a competing application for KHJ-TV's license on file from Fidelity Television Inc. But the group said that the FCC has never finally decided whether Fidelity has the qualifications to be a licensee, and that "Fidelity has long been on notice that a disqualification of RKO would not necessarily imply a grant of channel 9 to Fidelity."

The committee noted that Los Angeles is "the only television market in America with more than four VHF assignments and no noncommercial VHF television station." It added that "with the revocation of RKO's license (if revocation is upheld on appeal), the major impediment to commission action establishing VHF noncommercial television in Los Angeles has disappeared."

The committee advocates that the commission reopen proceedings to determine Fidelity's character qualifications, and permit noncommercial applicants to file applications for channel 9.

The group also asks for a rulemaking proceeding to reassign the frequency as a noncommercial channel. And it does not

ignore the possibility that Fidelity could win a UHF frequency opened as a result of the rulemaking. "Even if Fidelity perceives UHF to be economically less desirable than VHF, it cannot complain," the committee said. "Regulatory action does not become improper merely because it reduces a business's anticipated profits." The petition added: "Fidelity's interest in receiving a windfall cannot outweigh the interest of viewers..."

FCC approves shift of McClatchy control

Outlet gets KOVR(TV) Stockton in record \$65 million deal

The FCC waived its crossownership rules last week and approved the transfer of control of McClatchy Newspapers' 11 radio and television stations from Eleanor McClatchy to her nephew, Charles K. McClatchy. The waiver cleared the way for FCC approval of two other deals involving McClatchy: its sale of KOVR(TV) Stockton, Calif., to the Outlet Co. for \$65 million (BROADCASTING, July 9, 1979) and its purchase of KNEV(FM) Reno from Everett and Eleanor Cobb for \$700,000 (BROADCASTING, June 19, 1978).

McClatchy requested the waiver to maintain "grandfathered" status for broadcast-newspaper crossownership situations in Stockton-Sacramento, Modesto and Fresno. Without a waiver, a transfer of control strips a company of its "grandfather" protection.

The FCC said it granted the waiver because of the special circumstances of the transfer of control. It was disclosed at last Wednesday's open commission meeting that a California court a year ago had found Eleanor McClatchy, now believed to be in her 80's and a broadcaster for over 40 years, to be "unable to manage her financial resources." The same court appointed Charles McClatchy conservator of the company.

The FCC also issued a tax certificate to McClatchy on the sale of KOVR since the sale broke up a newspaper-television crossownership situation there and thus was in furtherance of FCC policy.

McClatchy's sale of KMJ-TV Fresno, Calif., to a group of local businessmen who had at one time challenged McClatchy's license for the station will be handled by the FCC at a later date. That application has been held up by petitions to deny filed by seven groups. The deal is worth \$13.5 million to McClatchy.

Following consummation of the KOVR and KNEV deals, McClatchy Newspapers will own KMJ-AM-FM-TV Fresno, KBEE-AM-FM Modesto, KFBK(AM)-KAER(FM) Sacramento, all California, and KOH(AM)-KNEV(FM) Reno.

The sale of KOVR to Outlet for \$65 million is the highest price ever paid for a television station. With the ABC affiliate (ch. 13) added, the Outlet portfolio now includes five TV's, three AM's and four FM's.

Washington Watch

Another way. FCC has referred several proposals submitted by National Black Media Coalition, on furthering entrance of minorities into broadcasting, to its bureau staffs for further study. NBMC had submitted 35-point proposal last October covering eight areas, including deregulation of radio, television programming, affirmative action and license renewals and revocations. FCC incorporated many of proposals into ongoing rulemakings, while referring others to staff. Among six areas earmarked for study are distress-sale policy, revocation procedures and minority employment.

Stirring. FCC Commissioner Tyrone Brown, speaking before American Women in Radio and Television meeting last week in Philadelphia, said he believes "we will see the development of a melting pot in approaches to television in this decade." While listing what he saw as positive effects of television, he said networks now "maximize their profits by submerging difference—the opposite of the melting-pot tradition." But, he said, as FCC continues to look for ways to encourage more program service to subgroups within mass television audience, and as such services as cable come into full development, "over-the-air broadcasters will have to work a little harder than they do to hold their audiences, and that will be to the benefit of the viewing public."

First time out. Association for Public Broadcasting, newly formed lobbying arm of Public Broadcasting Service, made maiden voyage to Capitol Hill last week to offer support for fiscal 1983 appropriation and fiscal 1980 supplemental requested by Corporation for Public Broadcasting. Major concern voiced by APB was that community service grants money would dry up.

Tax tips. National Association of Broadcasters has formed Tax Advisory Committee to help broadcasters deal with, among other things, increasing instances of state and municipal taxation of broadcasters' revenues, advertising and syndicated program purchases. Twelve-member committee, chaired by Stuart Subotnick, vice president-taxation for Metromedia Inc., Secaucus, N.J., will provide sample legislative testimony, model statutes and variety of materials that broadcasters and state broadcasters associations may use to oppose or seek modification of these taxes.



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Loser in Pittsburgh franchise contest takes it to court

Warner-Amex award was a 'sham,' charges ATC subsidiary, Three Rivers Cablevision; city and winning applicant deny allegations

There may be no simple way to award a big-city cable franchise. On Jan. 30, after years of preparation and evaluation, Pittsburgh awarded its potentially lucrative cable franchise to Warner Cable of Pittsburgh, a subsidiary of Warner-Amex Cable Communications Inc., by an 8-1 vote of the city council. Last week, the runner-up in the franchise fight, Three Rivers Cablevision, filed a suit against the mayor, the city, Warner and the eight councilmen who voted for Warner, charging that the bidding process was a "sham" and that Three Rivers was denied due process and equal protection of the law.

Three Rivers is a subsidiary of American Television & Communications Corp., in turn a subsidiary of Time Inc.

The suit, filed in federal district court in Pittsburgh, claimed that the franchise award "was made to carry out a predetermined and unlawful preference in favor of Warner and against Three Rivers." The court was asked to void both the franchise award and the city's contract with Warner and to award damages to cover expenses Three Rivers incurred in preparing and submitting proposals.

The filing of the suit was strongly criticized by Pittsburgh Mayor Richard S. Caliguiri and by Richard Aurelio, senior vice president for government affairs of Warner Amex. Caliguiri said in a prepared statement that the decision to award the franchise to Warner was made after four years of public hearings and extensive study, and was made "fairly and openly." The mayor said that he thought the suit was "merely retaliation by a disgruntled bidder."

Aurelio picked up on the mayor's comments. "It's unfortunate," he said, that ATC "feels as a losing applicant that they must file a sour-grapes suit." He said that the suit didn't take him completely by surprise, however, as rumors of a suit had been circulating for a few days prior to the filing on Wednesday.

Aurelio said the filing would not "prevent us from moving forward" with construction plans. He added: "I just can't believe it does them much good from an image standpoint—to litigate when you lose."

Richard Emenecker, superintendent of Pittsburgh's Bureau of Cable Communications, a special agency created to evaluate

franchise proposals and regulate the cable system once it is built, said: "We did everything right," and that the franchise was awarded in accord with a very carefully designed procedure."

Emenecker's reaction to the filing was more an expression of resignation than dismay or surprise. "We were hoping that bringing cable to Pittsburgh would not include a lawsuit, but apparently that's not going to be the case. It's just another step we're going to have to go through."

There are three major elements to the Three Rivers suit. The first charges that because the city failed to specify how minority participation should be included in the proposals, Three Rivers and the other two losing bidders—Teleprompter Corp. and TeleCommunications Inc.—were deprived of their "constitutional rights." The second contends that employees of the city's Department of Public Works, the department that includes the Bureau of Cable Communications, acted improperly when it advised Warner of some defects in its proposals and allowed it to make changes in the proposal. Three Rivers also claims that the city council disregarded "defects" in the Warner proposal and ignored a Citizens' Cable Communications Advisory Committee that recommended by a 6-4 vote, that the franchise be awarded to Three Rivers.

Drastic surgery on the BBC's budget

Heaviest cuts to come in capital areas; labor problems expected

The BBC, which operates two television networks, four nationwide radio stations and 20 local radio stations in Britain, is undertaking massive cutbacks in an attempt to balance its budget.

The BBC has no commercials and is financed by a license fee on all television sets in the country. The fee, currently \$76 per year, is below the \$92 fee recently requested by the BBC management. With this shortfall in revenue, the BBC is now planning to cut spending by \$300 million over the next two years, from its total budget for the period of \$2.54 billion.

The news came in an open letter to the 26,000-member staff from Director General Ian Trethowan, who said: "We cannot economize without causing some pain."

Seventy percent of the cutback will be made in the capital budget, mostly in the program to improve reception in outlying areas. The remainder will come from the operating budget, hitting almost every area. The BBC produces its own programs, and budgets, modest by U.S. standards, will be further reduced. News and educa-



Like a giant Swiss cheese. WACT-AM-FM Tuscaloosa, Ala., is running in circles and letting the public see how it's done. That became possible last month when it moved into its new building that is entirely circular and equipped with exterior and interior porthole windows that make all areas of the structure visible. Clyde W. Price, president and general manager, explained: "It's different from your run-of-the-mill station. We wanted to keep it open where you can see what's going on in all the rooms. That's the principle of the design." A circular hallway on the inside separates offices on the perimeter from an inner core of rooms. And at the very center of the building is a small observation chamber from which visitors can view control rooms and other activity without causing any disruption. Located at the South Plaza Industrial Park in Tuscaloosa, the new building and equipment are said to have cost more than \$250,000.

tion departments will also face reductions, with the possibility of recalling some foreign correspondents.

Five of the 11 BBC orchestras will be eliminated, the largest being the 40-year-old Scottish Symphony Orchestra, which alone costs \$1.4 million per year.

On the radio side, broadcasting time will be reduced on some of the nationwide stations, and the local radio stations will extend the time in which they retransmit programming from the national station.

One of the few areas to avoid any cut-back is the spending program within the drama department, which is to produce more programs domestically in order to reduce the dependence on imported programs from the U.S.

The BBC External Service, which recently had its own budget crisis, is unaffected by the cuts because its budget comes from a direct grant by the Foreign Office.

Research winners

The National Association of Broadcasters has selected winners of its 1980-81 research grants.

Ten recipients were chosen. The grants project is budgeted at \$15,000, with \$12,000 divided equally among the 10 winners, and \$3,000 going to judges, posters and other costs arising out of the competition. The winners receive half of their \$1,200 now, and the remainder when the research is completed.

The winners in the 1980-81 competition are: Jane H. Bick, University of Massachusetts, All-Talk Radio and the Elderly: A Hypothesis of Interaction; James A. Brown, University of Southern California, Responsible Use of TV by the Mass Audiences: A Survey and Appraisal of Critical Viewing Skills Projects in the U.S.; Robert K. Clark, David H. Ostroff, Karin L. Sandell and Denise M. Trauth, Bowling Green State University, An Experimental Investigation: Demographic and Psychographic Predictors of Audience Response to TV Advertising of Intimate Products; Paul M. Gold, University of North Carolina, Chapel Hill, Public Interest Service to Black Communities by Black-Owned, Black-Oriented Commercial Radio Stations; Daniel G. McDonald, University of Wisconsin, A Structural Analysis of Television Viewing Patterns; Timothy P. Meyer, University of Texas at Austin, Identification of Dominant Radio and Television Audience Characteristics of Mexican Americans; Daniel P. Mulvenon, Colorado State University, The Effects of Advance Television Reviewing on Audience Program Perception; Susan B. Newman, Eastern Connecticut State College, Stimulating Cognitive Development Through the Use of Commercial TV; Lawrence N. Redd and Lawrence E. Sarbaugh, Michigan State University, Family TV Viewing—Patterns and Impact, and George E. Smith, University of Wisconsin, Research Attitudes Among Commercial Radio Managers.

Intermedia

No go. Proposed sale of WALB-TV Albany, Ga., by Gray Communications Inc. to Atlantic Telecasting for \$20.75 million (BROADCASTING, Jan. 7) has fallen through due to FCC waiver of crossownership rule for Gray, which also publishes *Albany Herald* (BROADCASTING, March 3). Waiver is limited and contingent on grant of assignment of CP for ch. 31 Albany to minority-owned Gordon Communications Inc. Gordon has to be on air within year, or Gray will have to divest.

Counterfeit boxes. Los Angeles-based over-air subscription television service, ON-TV, has filed \$1-million damage suit in federal court there accusing number of individuals and companies of selling unauthorized decoder boxes. Suit asks for injunction barring further sales of boxes and punitive damages. ON, owned principally by Norman Lear, Bud Yorkin, Jerry Perenchio and Oak Industries, has over 250,000 subscribers in Los Angeles area, each paying \$18.95 monthly for ON-supplied decoders. ON has no estimate of how many unauthorized decoders are currently in use in its service area. According to ON's attorney, Garrett Hanken, firms named in suit range from small television repair shops to larger electronics concerns. Full decoders are said to have been sold as well as parts and plans for boxes. According to Hanken's investigation, number of unauthorized boxes in area could "run into the thousands." Case will be heard March 17 by U.S. District Judge Lawrence T. Lydick.

Ads for pay. First comprehensive national advertising campaign for pay TV will begin in April when Home Box Office launches \$6 million effort in *TV Guide* and other consumer magazines and on national cable program services including Entertainment and Sports Programming Network, superstation WTBS-TV Atlanta and Satellite Program Network. Local radio drive will be conducted in conjunction with HBO affiliates. HBO also intends to use conventional TV in few markets.

Fiscal future. Corporation for Public Broadcasting has requested from Congress full \$220 million authorized for fiscal year 1983 by Public Telecommunications Financing Act of 1978. Administration request for CPB is \$182 million, which CPB believes would seriously reduce programming for public radio and TV.

Eller's exit. Karl Eller, who is purchasing KIOI(FM) San Francisco from Jim Gabbert for \$12 million (BROADCASTING, March 10), has resigned from Gannett Co. board of directors. Eller was president of Combined Communications, which was absorbed by Gannett last March. He then became member of five-man office of chief executive of Gannett, but resigned in November citing management differences with other top officials. Eller, who owns 1.32% of Gannett shares outstanding and may expand into multiple ownership ("Closed Circuit," March 10), said he would dispose of Gannett holdings to stay within FCC rules that put 1% of stock criterion in counting multiple-ownership portfolios.

Communicator honors. Women in Communications Inc.'s Headliner Awards will go to Barbara Everitt Bryant, Ann Arbor, Mich., group vice president in charge of media research, Market Opinion Research; Dorothy Gregg, New York, corporate vice president-communications, Celanese Corp., and Richard Salant, New York, vice chairman of NBC Television. Presentations will be made during WICI's 48th annual meeting in San Diego Oct. 2-5.

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Changing Hands

PROPOSED

■ **WHFT-TV Miami:** Sold by Lester Sumrall Evangelistic Association Inc. to Trinity Broadcasting of Florida for \$10 million. Seller is Indiana-based religious nonprofit organization. Lester Sumrall is chairman. It also owns WHME-TV South Bend, Ind., and WHMB-TV Indianapolis. Buyer is also religious nonprofit corporation, Paul Crouch president. It also owns KTVN-TV Fontana, Calif., and KPAZ-TV Phoenix. It also has applied to FCC for new TV's in Seattle, Oklahoma City, Denver and Richmond, Tex., and for number of TV translators and fixed earth stations as well. WHFT-TV is on ch. 45 with 2,400 kw visual, 475 kw aural and antenna 142 feet above average terrain.

■ **KJR(AM) Seattle:** Sold by Kaye-Smith Enterprises to Metromedia Inc. for \$10 million ("In Brief," March 10). Seller is owned by actor Danny Kaye and wife, Sylvia (40% each), and Lester Smith (20%). They also own three other AM's and three FM's. Buyer is Secaucus, N.J.-based publicly traded group owner of six AM's, seven FM's and seven TV's and other major interests. It has just sold, subject to FCC approval, KNEW(AM) San Fran-

cisco to Malrite Broadcasting Co. (see below). John Kluge is Metromedia chairman, president and 16.4% owner. KJR is full time on 950 khz with 5 kw.

■ **WSNS(TV) Chicago:** Noncontrolling (49%) interest: Sold by Video 44 Inc. to Oak Industries Inc. and Capital Cities Communications Inc. for approximately \$7.35 million ("In Brief," March 10). Station will be converted to subscription television. Seller is owned equally by Harriscope of Chicago Inc. and Essaness Theater Corp. Harriscope is group owner of two AM's and five TV's. Company is principally owned by Irving B. Harris and family. Burt Harris (cousin of Irving) is president. Essaness, Chicago-based theater owner, is owned principally by Jack Silverman (chairman) and family. Buyers will each own half of minority interest in station. Oak Industries is publicly traded electronics and communications firm based in Rancho Bernardo (San Diego), Calif. It owns 50% of KBSC-TV Corona, Calif., which carries subscription programming, and has applications pending for new TV's in Gary, Ind.; Denver and St. Petersburg, Fla. Everitt Carter is chairman. Capital Cities is publicly traded group owner of seven AM's, six FM's, six

TV's and publications. Thomas Murphy is chairman. Daniel Burke is president. WSNS is on ch. 44 with 1,050 kw visual, 123 kw aural and antenna 1,420 feet above average terrain.

■ **KNEW(AM) San Francisco:** Sold by Metromedia Inc. to Malrite Broadcasting Co. for \$5 million. Seller is Secaucus, N.J.-based publicly traded group owner of six AM's, seven FM's and seven TV's. It has just purchased, subject to FCC approval, KJR(AM) Seattle (see above). Buyer is Cleveland-based group owner of five AM's, four FM's and three TV's. Milton Maltz is chairman and principal owner. Carl Hirsch is president. KNEW is full time on 910 khz with 5 kw.

■ **KKLS(AM)-KKHJ(FM) Rapid City, S.D.:** Sold by Robert Ingstad to G. David Gentling for \$1.5 million. Ingstad also owns KGFX(AM) Pierre, S.D., KKO(AM) Minot, N.D., KGRZ(AM)-KDXT(FM) Missoula, Mont., WTNT(AM)-WLWV(FM) Tallahassee, Fla., and KBUF-AM-FM Garden City, Kan. Gentling also owns KROC-AM-FM Rochester, Minn., KXRB(AM)-KIOV(FM) Sioux Falls, S.D., and KBL(AM)-KTYD(FM) Santa Barbara, Calif. KKLS is one kw daytimer on 920 khz. KKHJ is on 93.9 mhz with 60 kw and antenna 360 feet above average terrain. Broker: Blackburn & Co.

■ **KTAN(AM)-KTATZ(FM) Sierra Vista, Ariz.:** Sold by Behan Broadcasting to Richter Broadcasting Co. for \$1.2 million. Seller is owned by Dennis Behan (40%), Sam Young (30%) and Marvin Strait (30%). They also own KCEY(AM)-KMIX(FM) Turlock, Calif. Behan and Young own 30% each and Strait 5% of KCEE(AM) Tucson, Ariz. Behan is also majority owner of KLMR-AM-FM Lamar, Colo. Buyer is owned by media broker Edwin Richter and wife, Mary (40% each), and Charles Stretton (20%). Stretton is manager of stations and will continue in that role. They have no other broadcast interests. KTAN is on 1420 khz with 1 kw day and 250 w night. KTATZ is on 100.9 mhz with 3 kw and antenna 46 feet below average terrain. Broker: Richter-Kalil & Co.

■ **KVOP-AM-KATX(FM) Plainview, Tex.:** Sold by Plainview Broadcasting Co. to KAYS Inc. for \$1 million. Seller is owned by Bill Jamar (51%) and Bill Rice (49%). Jamar also owns KBWD(AM)-KOXE(FM) Brownwood, KVKM(AM) Monahans, and KKIK(AM) Waco and 10% of KSNY(AM) Synder, all Texas. Rice has no other broadcast interests. Buyer is owned by Ross Beach (50.66%) and Robert Schmidt (49.33%). Beach is Hays, Kan.-based businessman with various banking, oil and gas interests throughout state. Schmidt is veteran broadcaster. They also KAYS-AM-TV Hays, KLOE-AM-TV Goodland, both Kansas, KFEQ(AM) St. Joseph, Mo., and KCOW(AM) Alliance, Neb. They also own cable systems in Norton and Oberlin, both Kansas. Schmidt owns cable systems in South Sioux City, Wayne and Dakota City, all Nebraska. KVOP is on 1400 khz with 1 kw day, 250 w night. KATX is on 97.3 mhz with 100 kw and antenna 500 feet above average terrain. Broker: Norman Fischer & Co.

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3/17/80

■ **WFBG-AM-FM** Altoona, Pa., and **WEIR(AM)** Weirton W. Va.: Control (74%) sold by Leonard and Mary Fiore (husband and wife) and 16 others to Edward Giller, now owner of 26%, for \$528,750. Sellers have no other broadcast interests. Giller is president of Gilcom Corp., licensee of stations. WFBG is on 1290 khz with 5 kw day and 1 kw night. WFBG-FM is on 98.1 mhz with 30 kw and antenna 1,020 feet above average terrain. WEIR is full time on 1430 khz with 1 kw.

■ **KABR(AM)** Aberdeen, S.D.: Sold by Transmedia Inc. to Dakota Broadcasting Inc. for \$296,000. Seller is owned by Preston Solem (75%) and wife Marilun (25%). Solems have no other broadcast interests. Buyer is owned by T.L. Laidlaw (30%), G.D. Beiers and William Heigaard (25% each), and Dale Olmstead (20%). Laidlaw owns 25% of **KNDK(AM)** Langdon, N.D., and **WQXO-AM-FM** Munising, Mich. Olmstead is 50% owner of **KKAQ(AM)** Thief River Falls, Minn. Biers is 80% owner of Langdon, N.D., heating and appliance store and with Heigaard (Langdon attorney) owns Langdon real estate firm. Heigaard is 25% owner of **WQXO-AM-FM**. **KABR** is 1 kw daytimer on 1420 khz.

■ **KLUM-FM** Columbus, Tex.: Sold by John Labay to Steve Hawkins for \$200,000. Buyer has no other broadcast interests. Hawkins is reporter for **KTBC(TV)** Austin, Tex. He has no other broadcast interests, but father, James Hawkins, owns **KFST(AM)-KPJH(FM)** Fort Stockton, Tex. **KLUM-FM** is on 98.3 mhz with 3 kw and antenna 200 feet above average terrain. Broker: Norman Fischer & Co.

■ Other proposed station sales include **KVRC(AM)-KDPL(FM)** Arkadelphia, Ark.; **WRNZ(FM)** Wrens, Ga.; **WAWK-AM-FM** Kendallville, Ind.; **KCLI-FM** Clinton, Okla.; and **WSFW-AM-FM** Seneca Falls, N.Y. (See "For the Record," page 88).

APPROVED

■ **WHNT-TV** Huntsville, Ala.: Sold by North Alabama Broadcasters Inc. to New York Times Co. for \$12 million. Seller is owned by Charles Grisham (90%) and Tom Percer (10%), who have no other broadcast interests. Buyer, publisher of *The New York Times* and other newspapers and magazines, owns **WREG-TV** Memphis, **WQXR-AM-FM** New York and **KFSM-TV** Fort Smith, Ark. Charles Brakefield, vice president, is director of broadcast division. **WHNT-TV** is CBS affiliate on ch. 19 with 1,279 kw visual, 254 kw aural and antenna 1,750 feet above average terrain.

■ **KWRB-TV** Riverton, Wyo.: Sold by Chief Washakie TV to Hi-Ho Broadcasting Co. of Wyoming for \$700,000. Approval is contingent on outcome of suit brought against seller by Strang Telecasting Inc., which had previous contract to buy station. Strang claims illegal action by buyers prevented completion of that contract. Seller is owned by Joseph P. Ernest and his wife, Mildred, who also own **KRTR(AM)** Thermopolis, Wyo. Buyer is owned by F. Fran-

cis D'Addario and Jerome Kurtz (33-1/3% each) and James D. Ivey and David Antoniak (16-2/3% each). Group has purchased **WDHN-TV** Dothan, Ala. (BROADCASTING, July 16, 1979), and has been granted FCC approval to construct new TV on ch. 44 at Valdosta, Ga. (BROADCASTING, April 30, 1979). Group has also applied for new TV on ch. 43 at Bridgeport, Conn. **KWRB-TV** is ABC affiliate on ch. 10 with 58.9 kw visual, 8.7 kw aural and antenna 1,630 feet above average terrain.

■ **KWAV(FM)** Monterey, Calif.: Sold by A-B Chemical Corp. to Buckley Broadcasting of Monterey for \$700,000. Seller is wholly owned subsidiary of National Distillers & Chemical Corp., of which John E. Bierwirth is president. It has no other broadcast interests. Buyer is principally owned by Richard D. Buckley Jr., who also owns 11% of **KGIL(AM)** San Fernando, Calif., and **KKHI-AM-FM** San Francisco; 60% of **KGIL-FM** San Fernando, and 25% of Buckley Radio Sales Inc. **Kwav** is on 96.9 mhz with 18 kw and antenna 2,570 feet above average terrain.

■ Other approved station sales include: **WESY(AM)** Leland, Miss., and **WTAB(AM)-WKSM(FM)** Tabor City, N.C. (See "For the Record," page 90).

CABLE

■ Cable systems serving Plainfield and Middlesex, both New Jersey: Sold by Wometco Enterprises Inc. to Storer Broad-

casting Co. for \$6.5 million. Seller is publicly traded Miami-based group owner and MSO, owning one FM, five TV's and 28 cable TV systems. Mitchell Wolfson is president and 10.85% owner. Buyer is also Miami-based group owner and MSO with one FM, seven TV's and 207 cable systems in 18 states, passing 640,000 homes with total basic subscriber list of 375,000. Bill Michaels is chairman. Peter Storer is vice chairman and chief executive officer. Two systems have combined 11,000 basic subscriber list passing 37,000 homes.

■ Cable systems serving Frostburg and Lonaconing, both Maryland: Sold by Thomas Conner and Nina McElvie (50% each of Lonaconing system) and Joseph James, Eva Graham, George Failing and Gertrude Ferrell (25% each) of Frostburg system) to Essex Communications for \$2.2 million. Sellers have no other cable interests. Buyer is owned by Paul Field and Dave Pardonner (26% each) in joint venture with Oppenheimer & Co. (50%). Pardonner is former senior vice president of cable TV division of Teleprompter Co., N.Y.-based MSO. Field is former owner of broadcast and cable brokerage firm. Oppenheimer is privately held Wall Street investment banking firm owned by 25 individuals. Systems are buyers' first acquisitions in cable field but they plan to purchase and develop new franchises in future. Combined subscriber list for systems is 5,000.

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Showtime makes ambitious move

Pay programmer boosts hours, lists new scheduling concepts

A complete restructuring of its program line-up and a 40% increase in programing hours, starting April 1, were announced last week by Showtime, the national pay television service ("Closed Circuit," March 10).

The changes were announced in a closed-circuit advisory transmitted via satellite to more than 600 Showtime affiliates. Participating in the presentation were Jeffrey Reiss, president of Showtime Entertainment, and Jim Miller, director of program administration.

The topics covered in the 30-minute telecast included policies on scheduling, promotion, off-network titles, acquisition of theatrical films; development of original programing and introduction of a new programing concept, in which many Showtime feature films and original programing will appear under umbrella titles.

Reiss reported that effective April 1, the daily schedule will be expanded from the current eight hours Monday through Friday to 12 hours, with programs beginning at 3:30 p.m. and ending at approximately 3:30 a.m. Programing also will be increased on weekends and holidays to 14 hours, up from the present 12, with sign-on at 1:30 p.m. and sign-off at 3:30 a.m.

Miller provided a review of the service's revised movie format. He noted that the Showtime schedule will continue to rely heavily on major movie titles and mentioned upcoming presentations including "The Deer Hunter," "Grease" and "The Champ," and will be supplemented by such support movies as "Norma Rae," "The Seduction of Joe Tynan," "Oliver's Story," "The In-Laws" and "Yanks." Miller said that in every month of 1980 the Showtime schedule will be "anchored by at least one major movie title."

Reiss and Miller also described the new programing umbrella concept. There will be at least one classic film, such as "Scarface," shown each month and at least one family film, beginning in April with "Run for the Roses." The action/adventure umbrella has been tentatively titled *After Hours on Showtime*, and will spotlight four to six films each month, starting with the April presentations of "The Love Goddesses," "Super Fly TNT," "Trip with the Teacher" and "Gaitor Bait."

Miller also revealed that Showtime, for the first time, will begin showing off-network features on a selective basis in May or June because of expressed subscriber

Viewing hours up again. Television viewers made 1979 a bumper year, setting records both in time spent with TV and in number of persons watching, according to an NBC Research analysis of Nielsen viewing data. The study found that the average person watched television 3.92 hours per day in 1979, 2% more than the previous record of 3.83 hours, set in 1978. New records were set in all age categories except children, the report said, and children's viewing reached its highest level since 1976.

Women as a whole averaged 4.48 hours a day, up 2% from 1978; women aged 18-49 averaged 4.16 hours, up 1%, and women 50-plus averaged 5 hours, up 3%. Among men as a whole the average was 3.62 hours, 3% more than in 1978; among men aged 18-49 it was 3.23 hours, up 1%, and among men 50-plus it was 4.38 hours, an increase of 5%.

Teenagers averaged 3.31 hours a day, a 3% increase, while children averaged 3.63 hours, a 1% increase from 1978 but 1% short of the record 3.65 hours set in 1976.

Persons using television in prime time reached a record average rating of 41.2% for the 12 months of 1979, a gain of 1% over the previous record, set in 1976 and tied in 1978. Women, at 46.1%, maintained their 1978 rating, while men increased theirs by 1% to 41.8%. Teens were also up by 1%, to 35, and children were up 2% to 32. In Monday-Friday daytime (10 a.m. to 4:30 p.m.), persons using television averaged a 13.6 rating, a new record 1% over the 1978 figure. The level of women viewers was up 4% to 19.8%. Men were down 3% to 7.6, teen-agers maintained their 1978 levels and children were down by 4% to 13.1.

interest. Off-network titles, he said, include "Paper Moon," "True Grit" and "Rooster Cogburn," and in negotiation are such films as "One Flew Over the Cuckoo's Nest" and "Fiddler on the Roof."

Reiss repeated a statement he made at the Western cable convention in December: Showtime will expand the number of original programs from six to eight per month by the end of 1980. Current series, he said, include *What's Up America*, which began a bimonthly schedule in February, and *Broadway on Showtime*, which will continue with productions of "The Me Nobody Knows," "The Robber Bridegroom" and "John Curry's Ice Dancing." He mentioned these possible series for 1980: *The Best Joke I Ever Heard*, featuring celebrities telling their favorite stories; *The Ed McMahon Show*, a variety program whose pilot will be taped at the National Cable Television Association convention in Dallas, and *Bizarre*, an off-beat comedy program produced by the Canadian Television Network. Under consideration are series based on two magazines, *Us* and *Playboy*.

In scheduling, Reiss continued, there will be stronger consistency in premiere nights over the next few months. Plans call for major titles to premiere Saturday nights; original programs and additional films on Sundays; "After Hours" films on Friday, and other titles on Tuesdays and Thursdays.

Reiss also revealed that Showtime will issue a new program guide, reflecting the changes in programing and scheduling, starting in April. He said that during 1980 there will be a major expansion in on-air promotion for all programs. Reiss made clear that the expansion in programing does not entail extra charges to Showtime subscribers.

The pay service is a joint venture of

Viacom International Inc. and Teleprompter Corp. and has more than one million subscribers on more than 600 cable systems in 46 states.

CBS does it again

Network takes week ended March 9 with wins on Monday, Friday, Sunday and tie on Thursday; still trails ABC for season

CBS-TV rolled up another prime-time rating win for the week ended March 9, scoring an average 19.6 rating and 31.2 share while ABC-TV came in with an 18.6/29.5 and NBC-TV a 16.9/26.7. ABC remained in first place in the season-to-date averages, however, by two-tenths of a rating point: For the 25 weeks since Sept. 17, it was ABC 19.7, CBS 19.5 and NBC 17.8.

Two of the week's three premieres pulled mid-30's shares. ABC's *That's Incredible* on Monday produced a 25.4/35—good enough to rank fifth for the week—against CBS's *WKRP in Cincinnati* (20.3/28) and a repeat of NBC's *Little House on the Prairie* (17.4/24). NBC's *The Big Show*, on Tuesday had a 22.6/36 against a CBS special, *Bogie* (14.8/23), and ABC's usually strong Tuesday-night line-up. But CBS's *Beyond Westworld* premiere on Wednesday managed only a 12.4/19 against NBC's *Real People* (22.9/33) and ended up 61st.

ABC's *Tenspeed and Brown Shoe*, which had gotten off to a strong early start, slipped again, this time to 16.1/24, against CBS's *Archie Bunker's Place* (23.7/36) and *One Day at a Time* (25.1/37) and the last half of NBC's *Disney* outing, "The Kids Who Knew Too Much" (17.5/27). CBS's *Hagen*, which premiered the previous week with a 17.2/28, slipped to a 14.2/25 against *Fantasy Island*'s 23.1/40

Golden ratings. Operation Prime Time last month began its formal push to turn the two-hour *Solid Gold '79* music special into OPT's first regular series (BROADCASTING, Feb. 25). The independent consortium hoped that the special's ratings would be worth mounting the effort. They were. *Solid Gold '79*, being aired on 86 independents and affiliates, took its time periods at WPIX(TV) New York, KCOPI(TV) Los Angeles and WGN-TV Chicago. With a couple of exceptions, other local ratings showed success. WBAL-TV Baltimore topped the competition; KMPH(TV) Fresno, Calif., a UHF accustomed to 5 rating in prime time, pulled "unheard-of 20 rating/34 share"; WUAB-TV, a Cleveland U, won with a 16 rating/30 share. WRVJ(TV) Miami tied for first; WOTV(TV) Grand Rapids, Mich., won; so did KTVY(TV) Oklahoma City. WSB-TV Atlanta was among 12 station using the show as half hours in access. The program averaged a 24 rating/43 share there.

on ABC but managed to stay ahead of *Prime Time Saturday* on NBC (13.0/23).

ABC's Sunday movie, "Amber Waves," produced a 19.1/30, behind the last half of CBS's Sunday-night powerhouse but slightly ahead of NBC's Sunday movie, "The Murder That Wouldn't Die" (18.9/30).

CBS's Friday movie, a repeat of the classic "Wizard of Oz," overpowered movies on the other networks with a 24.0/40 against a 16.3/27 for "On Her Majesty's Secret Service" on ABC and 11.6/19 for "Brave New World" on NBC.

A Republican National Committee broadcast at 10:55 p.m. NYT Friday on ABC pulled a 12.7/22 while a repeat of *Dukes of Hazzard* on CBS got a 23.6/40.

ABC and CBS tied for first place on Thursday night and divided the other nights evenly, ABC taking Tuesday, Wednesday and Saturday and CBS Monday, Friday and Sunday.

Top 10 shows for the week were CBS's *60 Minutes*, *M*A*S*H*, *Alice* and *The Jeffersons*, ABC's *That's Incredible* and *Three's Company* and CBS's *One Day at a Time*, "Wizard of Oz," *Archie*, *Bunker's Place* and *Dukes of Hazzard*.

Coverage factors on several shows on all three networks were reduced, network sources said, because of Billy Graham TV *Crusade* broadcasts throughout the week.

Brickbats and bouquets from PTA

Organization honors 'best' and 'worst' in TV programs, advertisers

Adding a new dimension to its twice-yearly monitoring of network television shows, the National Parent-Teachers Association has made its first awards to producers of exemplary family television programs. The Family TV Awards were presented last week at the Los Angeles Hilton hotel by National PTA President Virginia Sparling in conjunction with the release of the results of the PTA's fifth "TV Program Review Guide," wherein the association ranks what it considers the best and the worst of network television and television advertisers.

The awards were made to the producers of the PTA's top-10 programs for family viewing. According to Sparling, those receiving the awards "have made an outstanding contribution to high-quality TV

programming."

"Through their efforts," she said, "we hope to make the National PTA's cause for better television even more visible—particularly as it relates to TV viewing that is a positive and beneficial experience for children and their families."

Winners of the awards included: Kent McCray and William F. Claxton, *Little House on the Prairie*, NBC-TV; Don Hewitt, *60 Minutes*, CBS-TV; Paul Friedman, *Prime Time Saturday*, NBC; Rod Peterson, *The Waltons*, CBS; Robert A. Cinader, *Quincy, M.E.*, NBC; Bernie Sofronski, CBS specials; Mark Tiner, *White Shadow*, CBS; Gary Adelson, *Eight is Enough*, ABC-TV; Av Westin, *20/20*, ABC, and Mike Ross, *Salvage-1*, ABC.

The programs were judged to be ex-

cellent by the PTA for their "positive contributions to the quality of life in America, lack of offensive content and high artistic and technical merit."

Each of those shows was cited by the PTA as among the best of the network programs aired in the fall of 1979 (Oct. 28-Nov. 28).

The PTA began monitoring network programs in the fall of 1977. As a result of the fall project, the association announced the "cautiously optimistic" appraisal that the "TV picture may be looking up."

According to the PTA, "the over-all ratings for shows are higher than previously experienced." Among the PTA's top-10, NBC dropped from having five of the best shows in the spring of 1979 to three last fall. ABC remained the same with three. And CBS "provided the best showing in this category, moving up from two programs to four."

But the association also ranks what it considers the most offensive programs on the network schedules. CBS, the PTA noted, had no programs in that group—an "unprecedented showing" and "the first time that any network has been so represented." Last spring CBS had two in the bottom 10. NBC dropped from four to three. And ABC "rose sharply from four programs up to seven."

Cited as programs "poorest in over-all

Country Cousin

Six weeks ago, BROADCASTING's "Playlist"—reporting the top 100 records in contemporary radio airplay—was spun off from the parent magazine as an independent publication. Following the successful launching of that venture—and responding to expressions of reader interest in a companion country radio airplay chart—BROADCASTING this week begins publication of another Top 100 for that section of the radio universe. As with the contemporary chart, the country version is being sent by first-class mail to a pilot audience of program directors, music directors, record company executives and others whose principal business it is to keep up with the rapid changes in today's music marketplace.

Charter subscriptions to the country "Playlist" are \$12 annually to cover postage and handling, with additional copies to the same addressee provided at \$1 each. Orders should be addressed to "The Country Playlist," c/o BROADCASTING, 1735 DeSales Street N.W., Washington, D.C. 20036.

quality" were: *A Man Called Sloane*, NBC; *Best of Saturday Night Live*, NBC; *Soap*, ABC; *Detective School*, ABC; *The Ropers*, ABC; *Charlie's Angels*, ABC; *Misadventures of Sheriff Lobo*, NBC; *Vega\$*, ABC; *Three's Company*, ABC, and *The Associates*, ABC.

Programs considered "objectionable for violent content" were: *A Man Called Sloane*, NBC; *The Incredible Hulk*, CBS; *Dukes of Hazzard*, CBS; *Detective School*, ABC; *Buck Rogers in the 25th Century*, NBC; *Hawaii Five-O*, CBS; *Best of Saturday Night Live*, NBC; *Vega\$*, ABC; NBC movies (one of which, "Last Ride of the Dalton Gang," was called the most violent program of the period), and *Charlie's Angels*, ABC.

Cited by the PTA as "distinguished advertisers" because they bought 100% of their ads in the most exemplary programs were: Hallmark; Interstate Brands; Polaroid, and Quaker Oats.

"Commendable advertisers" (80% or higher placement in top-quality shows) were: Bell Telephone (80%); Bristol-Myers (80%); CPC International (80%); Eastman Kodak (88%); General Mills (88%); Ideal Toy (83%); Kellogg (83%);

Mars (80%); McDonald's (82%); Sterling Drug (85%), and Wm. Wrigley Jr. (86%). (The PTA noted that Sterling had been cited as one of the "most offensive advertisers" in prime time during the fall of 1978.)

"Good advertisers" (70%-79%) were: Ford (74%); General Foods (71%); Heublein—among the most offensive last season—(73%); Kraft (71%); Levi Strauss (75%); Pillsbury (79%); Procter & Gamble (72%); Ralston Purina (71%); Shell Oil (75%), and Unilever (70%).

"Fair advertisers" (60%-69%) were: Beecham (64%); Chesebrough-Pond (60%); Chrysler (63%); General Electric (66%); General Motors (65%); Honda (60%); Johnson & Johnson (67%); P.R. Mallory (60%); Mazda (60%); Nabisco (60%); Nestle (67%); J.C. Penny (60%); Pepsi (65%); Seagram (60%); Sears, Roebuck & Co. (67%), and Volkswagen (67%).

"Indiscriminate advertisers" (46%-59%) were: American Home (50%); Consolidated Foods (52%); Esmark (50%), and Mennen (57%).

"Poor advertisers" (20-45%) were: American Motors (29%); Banfi Products

(20%); Coca-Cola (36%); Dunkin' Donuts (20%); Richardson-Merrell (45%); Schering-Plough (33%); Seven-Up (20%); Toyota (36%), and Warner-Lambert (31%).

"Most offensive advertisers" were: GTE (17%) and Timex (0%).

Charting children's television fare

NAB asks all stations to supply composite-week list for juveniles to rebut FCC staff findings

The National Association of Broadcasters has written to all commercial and noncommercial broadcasters in the country asking them to document the exact amount of children's programming their stations air in a composite week.

NAB, in its letter, said "it is our goal to provide the FCC with a complete picture of the amount of television programming currently being offered to children." The results of the survey will be forwarded to the commission with NAB's comments in the children's television proceeding.

The FCC instituted a rulemaking to determine if, and how, broadcasters should be required to air specific amounts of children's educational programming throughout the week. The rulemaking was the outcome of a staff study that determined broadcasters were not fulfilling the FCC's 1974 policy statement that outlined the broadcasters' responsibility in children's programming.

The FCC study relied on *Television Guide* listings to detail the amounts of children's programs that were aired. NAB thinks the information is faulty, and plans to prove that to the FCC.

A form attached to each letter gives the broadcaster a composite week for the programming information, and asks each to "list all the children's programming—designed for children 12 years old and under—carried by your station" during that week in 1979.

The broadcasters are also asked to list the originating source of the programming—local, syndicated or network—whether the program is a pre-schooler program, the time and length of airing, and the program type—informational, educational or entertainment.

The second part of the form seeks details of any efforts made by the station to serve children in its community, whether cooperative programs or self-initiated.

NAB hopes to have all the information back by April 1, so it can be tabulated and submitted by the June 25 comment deadline. Larry Patrick, NAB's vice president and director of research, said he realizes he may not get a 100% response, "but we would like to concentrate on the 52 markets the FCC used in its study," he said. "We want to show [them] everything the broadcasters have done since 1974, which the FCC doesn't know about."

Monitor

Movie claimant. U.S. Southern District Court in New York has upheld Viacom International's claim that it has domestic and international syndication rights to *Helter Skelter* and *Sybil*, four-hour movies that Viacom has been distributing for more than three years. Viacom filed suit against Lorimar Productions after latter said its agreement covering *Helter Skelter* and *Sybil* and other Lorimar properties had been breached because Viacom distributed two presentations as movies when they were actually TV miniseries. Lorimar wanted to renegotiate entire agreement. Court ruled in favor of Viacom and criticized Lorimar for "brazen attempt to avoid a firm commitment."

□

In the marketplace. Lexington Broadcast Services, New York, has cleared stations in 95 markets to carry *The World of Strawberry Shortcake*, half-hour animated children's special scheduled to run on March 28. Program is offered on barter basis for sponsorship by Kenner Products, which will manufacture line of dolls and toys like characters in special.

□

The value of gold. *Miracle on Ice*, three-hour "docudrama" recounting story of U.S. Olympic hockey team from its formation to its gold-medal triumph in last month's games, is scheduled for ABC-TV in 1980-81 season. It'll be produced by Moonlight Productions in association with Filmways, with Frank Von Zerneck and Robert Greenwald as executive producers. Von Zerneck said players would be portrayed by actors but that he hoped team would appear in film "in some way." He said it would be "very expensive production," but didn't say how expensive. Nor was there word on how much hockey team is getting, although team representative said members had already met and decided how they'll split it up.

□

Making it in Motor City. WKBD-TV Detroit, Field Communications' independent UHF, pulled into first place for 6-8 p.m. ratings in January and February. In market with one network O&O, two affiliates and two other independents, WKBD-TV had top Nielsen numbers with average 15 rating/26 share (January) and 17/29 (February) for time period. That's up from 15 share each month year earlier. Its 6-8 p.m. line-up: *Happy Days*, *Sanford and Son* and two episodes of *M*A*S*H*.

□

West meets East. Tokyo Broadcasting System, in effort to introduce Americans to Japanese TV programming, has bought out Saturday evening, April 5, on WOR-TV New York and will be offering "Japan Tonight." Eleven TBS shows will run 5 p.m.-midnight including satellite-transmitted news. Hour "preview show" with Telly Savalas runs night before. TBS puts over-all project costs at \$800,000, with about half of that for English production costs. Sponsorship comes from both Japanese and U.S. advertisers including Canon, Sony, Datsun, Kirin beer, Shiseido cosmetics, Nabisco and Pan Am. It's first step for TBS, which hopes to cultivate U.S. market for Japanese fare.

Koppel tapped as anchor for ABC late-night news

ABC News correspondent Ted Koppel was named last week to anchor ABC-TV's new late-night newscast ("Closed Circuit," March 10).

The program, not yet titled, will run from 11:30 to 11:50 NYT Monday through Friday starting March 24. William Lord, ABC News vice president and executive producer of *Good Morning, America's* news segments, will be executive producer.

Roone Arledge, president of ABC News and Sports, told affiliates in a closed-circuit report Wednesday that the program will "include a capsule of the day's news" but that the "main emphasis will be the development and provocative treatment of the major story or stories of the day."

Arledge said the format would be kept flexible to respond to breaking news and



Koppel

intelligent analysis of the day's events.

"We anticipate that the late-night program will develop and expand to encompass the stories breaking after the dinner hour, as well as an innovative look at the day's compelling story. As we saw with ABC News's late-night Iran report, the live presentation of newsmakers is uniquely suited to the late-night setting.

"We hope to bring together on the broadcast people with special knowledge of or involvement in the news of the day. And through live remote discussions, moderated by Ted Koppel, we'll see a lively exchange of diverse views from Moscow, Washington or London."

The newscast, Arledge said, will have its own staff and will also draw upon ABC News correspondents whose reports are carried on other newscasts.

NNC upholds Exxon complaint

The National News Council, in a 7-4 decision with one abstention, has found war-

ranted an Exxon complaint against the Oct. 15, 1979, *NBC Nightly News* segment, "Dirty Oil and Dirty Air." The second of the five-part news series dealt with an Exxon decision to cut sulphur fuel shipments to Florida Power & Light and the effect of the action on the air quality in the state. Exxon charged "factual error, the selective use of information, lack of perspective and the building of effect through innuendo." NBC had responded that it didn't suggest Exxon's decisions were made irresponsibly. The council, however, sided with Exxon and said it got "the impression [from the segment] that Exxon was guilty of duplicity. Perhaps that suggestion was unintentional. But news broadcasters (or for that matter news writers) who seek to compress complex stories are not relieved of the obligation to be reasonably fair."

Cameras and mikes allowed in Mass. courts

State's high court OK's presence of broadcasters starting April 1 for one-year experiment

Radio and television stations can use one stationary camera, portable tape recorders and their own taste in covering Massachusetts courtrooms, the state's highest court has decided.

The one-year experiment, which will be phased-in starting April 1, follows months of study by 26 judges, lawyers and journalists who recommended cameras be allowed in courtrooms where the public is admitted.

District Court Judge Guy Volterra, who said he had started with a bias against televised trials, said that after serving on the 26-member committee, he decided it's better to let radio and TV journalists into the courtrooms than to have them clustered on the courthouse steps.

Edward F. Hennessey, chief justice of the state's Supreme Judicial Court, which is allowing the experiment, has said the media can help public understanding by placing judicial stories in context and that "judges can be substantially less stonewalling in our approach to the media."

WCVB-TV Boston reporter Natalie Jacobson, who served on the advisory committee, said that since "it's a sad fact of life" that the public gets most of its news from television and not the print media, "we're forced into the role of educators" about the court system. TV coverage can help judges' images, she said, while avoiding the current "corridor chase" which she said now characterizes coverage of major trials.

Although concerned about such major

trials, the experiments' guidelines reject "inflexible rules at the outset which may prove needlessly confining." Their goal is to give the electronic media the same access as the print media currently have; guidelines say "a judge may limit or temporarily suspend media coverage if it appears that a substantial likelihood of harm to any person or other serious harmful consequence will result from such coverage."

The guidelines allow "unobtrusive" changing of videocassettes or pre-threaded film magazines and leave pool arrangements to the media. They don't permit extra lighting, sound recording of bench conferences or identifying marks, call letters or logos on courtroom equipment.

Massachusetts is among some 20 states that have either authorized some form of electronic courtroom coverage or are considering or experimenting with it. The Supreme Judicial Court and the Appeals Court—an intermediate court between the superior and supreme levels—will be open to coverage starting April 1. Nonjury aspects of the trial courts will be open to coverage starting May 1 and jury trials starting June 1.



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Captioning now network reality

ABC starts broadcasting coded material for hearing-impaired

It's been nine years since Julius Barnathan, president of broadcast operations and engineering for ABC, got the inspiration to turn an ABC project for the National Bureau of Standards into a service for the hearing-impaired. To hear Barnathan tell the story, it was something of a coincidence.

The response to a 1971 speech by ABC Chairman Leonard Goldenson urging the use of technology to aid the handicapped prompted Barnathan's bosses to ask him to come up with something to help the deaf. The operations staff, working on the Bureau of Standards' request to devise a method of broadcasting time signals, had developed a system using the vertical blanking interval. The system was also seen as a means of transmitting network advisories to affiliates during programs. Combining the two, Barnathan had a

closed-captioning system that by the end of the year he and Leonard Maskin, then vice president, ABC Television, demonstrated for the first National Conference on Television for the Hearing-Impaired.

Last night (March 16) ABC was to broadcast its first program, "Force 10 From Navarone," as part of the closed-captioning project in which it is participating along with NBC and PBS. PBS had taken over the development of the system in 1972 for the then Department of Health, Education and Welfare, with much of its work based on a report issued that year by an NAB special subcommittee on closed-captioning that Barnathan chaired.

Barnathan doesn't think the years spent in development were excessive. "It takes a long time," he says, "to get consensus"; time filled with testing, setting standards, and meeting various "due process" requirements. But the operations president becomes most emphatic when he insists "the time for the deaf is now, not nine years from now." "The deaf person," he stresses "is a viewer entitled to part of the TV real estate." He's equally emphatic in expressing his dismay at CBS's refusal to

join the captioning project, with that network saying captioning will be part of a package of services it will be able to offer through the teletext systems with which it's experimenting.

Barnathan claims that ghosting problems coupled with a high speed of data transmission put teletext years away from successful operation, while he feels "the first thing we should do is let everybody enjoy TV."

Admitting that closed captioning may fall short of perfection, Barnathan says "the whole world's a compromise, but I'm satisfied this will do the job and for a price that will be very nice and attractive." (Decoders cost \$250.) One of the most important advantages of the just implemented system, in Barnathan's view, is that the captioning is "program related"; the caption coding becomes an integral part of the master videotape, and thus is transmitted automatically whenever the program is rebroadcast.

Four regular series, *Three's Company*, *Eight Is Enough*, *Vega\$* and *Barney Miller*, will be captioned along with *The ABC Sunday Night Movie*. One ABC special that is currently set to be captioned is *IBM Presents Baryshnikov on Broadway*, slated for April 24, with IBM picking up the tab for the captioning.

NBC also kicked off its closed-captioning efforts last night, with *Disney's Wonderful World*. In addition, that network will be captioning its *Monday Movie* presentations, *Real People*, *Diff'rent Strokes* and *United States*.

On PBS, there have already been some closed-captioned broadcasts, and that network is beefing up its captioning plans to coincide with the general marketing launch of the decoders next week. Closed-captioned series will include *Masterpiece Theater*, *Once Upon A Classic*, *3-2-1 Contact*, *Nova* and *Mystery!* Joining the captioned fold later will be *Over Easy* and *Odyssey*.

We've moved!

SMC, maker of the CAROUSEL® and automation systems of ability, has moved to a new 35,000 square foot factory and office complex in the Normal, Industrial Park — Normal, Illinois. Having consolidated three buildings into a larger, modern facility, SMC is expanding their production and product line.

See the new ESP-1-T Programmer from SMC at the NAB — Las Vegas (booth 309).

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1833 W. Hovey Avenue
P.O. Box 129
Normal, Illinois 61761
309/453-5313
TWX Number 510-352-2506

National and International Marketing
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Sono Mag Corporation
P.O. Box 129
Normal, Illinois 61761
309/453-5313

Northern Tier
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850 Yale Lane
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312/433-1253

Southern Tier
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Weatherford, Texas 76086
817/441-8052
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In California 800/852-7777



Editing achievement

CCI software system wins praises for simplicity of operation and features

The development of computer software is drawing increasing attention as a field where the entrepreneur-at-heart can turn bright ideas into hard cash. One such item of software, in a broadcast-related application, is at the heart of a new computerized videotape editing system being marketed by a Phoenix company, CCI.

The system had its genesis roughly two and a half years ago, when a group of engineers at noncommercial KAET(TV) Phoenix, Arizona State University's PBS affiliate, developed a "home brew" editor

WTCL's got the power. A story on page 140 of the Feb. 18 issue of BROADCASTING erred in saying that a Western Tele-Communications Inc. portable earth station doesn't have the power to send high-quality video signals to downlinks smaller than 10 meters in diameter. It does. The earth station is equipped with a 3 kw primary uplink amplifier and a 1 kw secondary amplifier. Bob Ottmann, director of marketing for WTCL, points out that 10-meter dishes are only needed to deliver network quality (S/N 56 db) signals.

because they didn't see any they liked.

Now in business on their own, with a modified version several generations removed from those beginnings, their CCI unit is designed to compete with editing systems in the \$50,000 to \$60,000 range.

CCI says the key elements of the system are a screen display and keyboard arrangement that simplify the editing process. Additionally, it's claimed the program permits the unit to do on one pass what other editors require three or four passes to accomplish.

The standard four-VTR configuration package provides a customer with four time code readers, four VTR interfaces, a switcher interface (CCI says it has programs written to interface with "most major" switchers), one disk drive, a printer, a keyboard, a complete set of spare circuit boards, two program disks and two edit list disks.

A satisfied customer who has the original CCI model is Pat Howley, chief engineer of the audio-visual unit at the New York brokerage house of Merrill Lynch.

Howley says of CCI's product that "anybody can figure out how it works," which he stresses is an important advantage for operations where individual personnel may go three or four weeks between sessions with the machine.

InSync

Computerized security. Warner Amex Cable Corp. reports that more than 700 families in Columbus, Ohio, have ordered company's 24-hour security system providing homes and businesses with emergency access to police, fire departments, hospitals and medical agencies. New service also will become available in greater Cincinnati area, Pittsburgh and elsewhere. Company said new service monitors strategically placed sensors in home or office through its computerized central station at QUBE's facilities. When sensors are triggered because of smoke, fire, burglary or medical alert, operator in company's Computer Monitoring Center immediately notifies nearest police station, fire department or hospital. Service is available for monthly fee between \$10 and \$12.50, plus equipment.

Satellite story via satellite. Lewis Research Center of National Aeronautics and Space Administration wants broadcasters and other bird watchers to note following: March 29, 2:30 p.m. NYT and Westar I, transponder 11 (4,120 mhz). That's when and how research center will distribute half-hour program, *Advertising Television by Satellite*, documentary on high-powered communications technology satellite, recently deactivated after years of experiments conducted by its co-launchers, United States and Canada. Program includes history of communications satellites and is free to all if used in its entirety.

Data by bird. RCA Americom has set up earth stations to demonstrate its new 56-Plus satellite wideband data transmission system. In demonstration, earth station at RCA's Princeton (N.J.) Labs is exchanging high-speed data with similar earth station in downtown Atlanta. As name suggests, system is capable of transmitting 56 kilobits per second. Because satellite is used, system is especially attractive to customers interested in sending data to number of locations. Earth stations (five-meter dishes) for demonstration system were supplied by Scientific-Atlanta.

Two in one. KRXY Inc. has ordered two 2.5 kw FM transmitters from Harris Corp. for two stations it is building in Mojave Desert. FCC awarded KRXY CP's for two stations—KRXY(FM) Yermo (98.1 mhz) and KXVR(FM) Mountain Pass (99.5 mhz), both California—to serve traffic on desert roads between Los Angeles and Las Vegas.

Teletext test. KCET(TV) Los Angeles, which has been conducting teletext tests for last several months, will air *The KCET Teletext Test*, Wednesday (March 19) at 8:30 Pacific time. Half-hour will explain what teletext is and what it can do and then ask viewers to participate in test. Viewers will be asked to indicate on questionnaire distributed in advance what effect transmission of series of 10-second teletext signals has on television screen.

Down to the sea. Scientific-Atlanta announced receipt of order for 50 Marisat satellite shipboard receive terminals from Mobil Shipping & Transportation Co. Company termed \$2-million-plus order "one of the largest ever placed by a major firm to equip its ships for satellite communications." Delivery of new modular design units will begin in May, is to be completed in 1982.

For the Record

As compiled by BROADCASTING March 3 through March 7 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

FM application

■ Bottineau, N.D.—D&H Broadcasting Inc. seeks 101.9 mhz, 51.5 kw, HAAT: 493 ft. Address: 2600 6th St. NW Minot, N.D. 58701. Estimated construction cost \$70,154; first-quarter operating cost \$27,725; revenue \$185,000. Format: C&W. Principals: Alan Henning, Allen Stewart, Dennis Danielson (one-third each). Henning is salesman for Minot, N.D. office equipment firm and owns business in Minot that leases industrial equipment. Stewart is broadcast engineer for Northwestern College, Roseville, Minn. Danielson is Rolette, N.D. farmer. They have no other broadcast interests. Filed Dec. 20, 1979.

TV applications

■ Washington, D.C.—Capital Communications of

Washington Inc. seeks ch. 14; ERP 5000 kw vis., 500 kw aur., HAAT 424 ft.; ant. height above ground 360 ft. Address: 1211 Conn. Ave. N.W. Suite 401, Wash. D.C. 20036. Estimated construction cost \$2,768,000 first-quarter operating cost \$217,400; revenue none. Legal counsel Benito Gaguine, Wash., D.C. consulting engineer Serge Bergen, Fairfax, Va. Principals: A. Diane Graham, David Pales, Karen Braun, Thelma Mullin, Yetta Galiber and Margaret Johnson (16.66% each). Graham is assistant director of Office of Personnel Management, Wash. D.C. Pales is manager, Min. & Sp. Emphasis Programs, Comptroller of Currency, Wash. D.C. Braun is president, one-third owner of Rockville, Md., wholesale book distributorship. Mullin is social worker for D.C. Society For Crippled Children. Johnson is accountant with H&R Block. Galiber is executive director for Information Center for Handicapped Individuals. They have no other broadcast interests. Ann. March 4.

■ Washington, D.C.—Century Communications Inc. seeks ch. 14; ERP: 2,547 kw vis., 254.7 kw aur., HAAT: 585 ft.; ant. height above ground 529.1 ft. Address: 8401 Conn. Ave., Penthouse 3 Chevy Chase, Md. 20016. Estimated construction cost \$2,413,000; first-quarter operating cost \$421,150; revenue \$375,000. Legal counsel Cohen & Berfield, Wash., D.C.; consulting engineer Silliman, Moffett & Kowalski, Arlington, Va. Principals: Pauline Wechsler (38.5%); Steven Wechsler (21.77%); Peter Yeskel (18.6%); Herbert Wechsler (9.33%) and five others. Pauline is two-thirds owner of Chevy Chase real estate management firm and 20.59% owner Marquee Television Network Inc., marketer of subscription video services. Son Steven is vice president of mother's real estate firm and 6.75% of Marquee. Herbert (Pauline's brother-in-law) is D.C. physician, one-third owner of same realty firm and 1.6% owner of Marquee. Minority stockholder Dr. Everett Gordon has only other broadcast interests—5% owner of three cable TV companies two in Del. and one in Md. Ann. March 4.

■ Washington, D.C.—Community Service Broadcasters Inc. seeks ch. 14; ERP: 5,000 kw vis., 500 kw aur., HAAT: 540 ft.; ant. height above ground 472 ft. Address: Suite 500, 815 Conn. Ave., NW Wash., D.C. 20006. Estimated construction cost \$5,250,000; first-quarter operating cost \$1,052,000; revenue \$2,635,000. Legal counsel Stepiet & Johnson, Wash., D.C.; consulting engineer: Jules Cohen and Assoc., Wash., D.C. Principals: Peggy Cooper, Ronald Brown, Alphonso Christian, Flaxie Pinkett, Vincent Cohen, Orlando Darden and Curtis White (14 2/7 each). Cooper is 25% owner of Washington Cable T-V Co., Wash., D.C. and 1/3 owner of Washington artist management firm. Brown is vice president legal affairs, National Urban League, Washington and deputy campaign manager for Sen. Edward Kennedy. Christian is Wash., attorney. Pinkett is director on boards of various local D.C. business firms. Cohen is D.C. Attorney. Darden is D.C. banker, White is D.C. attorney. They have no other broadcast interests. Ann. March 4.

■ Washington, D.C.—Focus Broadcasting of Washington, D.C. Inc. seeks ch. 14; ERP 3177 kw vis., 317.7 kw aur., HAAT 538 ft.; ant. height above ground 472 ft. Address: One American Plaza, Evanston, Ill. 60201. Estimated construction cost \$1,961,000 first-year operating cost \$249,500; revenue \$326,750. Legal counsel Dow, Lohnes and Albertson, Wash. D.C. consulting engineer Cohen & Dippell Wash., D.C. Principals: Douglas and Beverly Ruhe; Joon and Irene Chung; William and Judith Geissler (9.79 each), and eight others. Douglas Ruhe is director of media planning and 16.66% owner of Communications Design Group, Evanston, Ill., marketing firm. Wife Beverly is director and 16.33% owner of same. Joon Chung is graphic designer and wife Irene is director of planning of same firm, each owning 16.33%. William Geissler is president of Communications Design also owning 16.33% of firm as does wife Judith. All six are directors. They also have pending CP for new TV in Joliet, Ill. Ann. March 4.

■ Washington, D.C.—Grant Broadcasting Corp. seeks ch. 14; ERP 5000 kw vis., 500 kw aur., HAAT 745 ft.; ant. height above ground 725 ft. Address: 1666 K St. NW, Suite 701 Wash., D.C. 20006. Estimated construction cost \$3,208,700 first-quarter operating cost \$701,500; revenue \$2,000,000. Legal counsel Michael Finkelstein, Wash., D.C. consulting engineer David Steel, Grasonville, Md. Principals: Milton Grant (100%) who is vice president, general manager and director of WDCA-TV Wash., D.C. He has no other broadcast interests. Ann. March 4.

■ Washington, D.C.—Kent of Washington, Inc. seeks ch. 14; ERP 1519 kw vis., 301 kw aur., HAAT 539 ft.; ant. height above ground 846 ft. Address: 1120 Conn. Ave. N.W. Wash., D.C. 20036. Estimated construction cost \$1,917,000 first-year operating cost \$1,428,500; revenue none. Legal counsel Cohn & Marks Wash., D.C., consulting engineer Lohnes and Culver. Principals: Robert Washington Jr., JoAnne Lyons Wooten (20% each) and six others. Washington is attorney and Wooten is paralegal for law firm Danzansky, Dickey, Tydings, Quint & Gordon, Washington, D.C. Washington is 7% owner of applicant for new UHF in Nashville, Tenn. Wooten has no other broadcast interests. Ann. March 4.

■ Washington, D.C.—Television Communications Inc. seeks ch. 14; ERP: 1,229 kw vis., 229 kw aur., HAAT: 544 ft.; ant. height above ground 476 ft. Ad-

dress: 2341 S. Telegraph Rd. Bloomfield Hills Mich. 48013. Estimated construction cost \$166,500; first-year operating cost \$1,200,000; revenue \$1,400,000. Legal counsel Smith & Pepper, Wash., D.C.; consulting engineer Peter Gureckis. Principals: Jack Rehlburg and Eugene Lapansie (50% each). Two are partners in TV equipment sales firm, Bloomfield Hills, Mich. They have no other broadcast interests. Ann. March 4.

■ Washington, D.C.—Urban Telecommunications Corp. seeks ch. 14; ERP 2780 kw vis., 546 kw aur., HAAT 428 ft.; ant. height above ground 395 ft. Address: 1301 20th St. NW No. 602 Wash., D.C. 20037. Estimated construction cost \$1,953,000 first-quarter operating cost \$108,000; revenue \$1,300,000. Legal counsel Cordon and Jacob, Wash., D.C. consulting engineer Smith and Powstenko, Wash., D.C. Principals: Theodore White (90%) and Page Silver (10%). White owns Wash., D.C. financial consulting firm. Silver is secretary for Wash., D.C. law firm. They have pending application for new UHF station in Nashville, Tenn. Ann. March 4.

■ Washington, D.C.—Washington TV Inc. seeks ch. 14; ERP: 5,000 kw vis., 500 kw aur., HAAT: 651 ft.; ant. height above ground 544 ft. Address: 1325 18th St., N.W. Washington, D.C. 20036. Estimated construction cost \$2,552,500; first-quarter operating cost \$388,278; revenue \$3,103,000. Legal counsel Schwartz, Woods and Miller Wash., D.C.; consulting engineer John F.X. Browne Bloomfield Hills, Mich. Principals: Joann Anderson (57%), Lonnie Murray (18%), Schwartz, Woods and Miller (19%) and John F.X. Brown (6%). Anderson is employed by U.S. Dept. of Commerce as is Murray. Legal counsel and consulting engineer are being compensated for services with stock of applicant. Murray is 13% owner of WWIV(AM) New Orleans. Rest have no other broadcast interests. Ann. March 4.

■ Washington, D.C.—WSCT-TV Inc. seeks ch. 14; ERP 2422 kw vis., 475.3 kw aur., HAAT 745 ft.; ant. height above ground 725 ft. Address: 1884 Columbia Rd., Wash., D.C. 20009. Estimated construction cost \$2,826,343 first-year operating cost \$1,485,590; revenue \$2,012,082. Legal counsel Wilner & Scheiner Wash., D.C. consulting engineer Steel, Andrus, Silver Spring, Md. Principals: Formula Telecommunications Inc. (100%) which is owned by George Corbin III (37.38%), Thomas Farrand and Amy Gilbert (14.02% each) and six others. Corbin is president and chairman of Formula, Farrand is executive vice president and Gilbert is vice president and secretary. They have no other broadcast interests. Ann. March 4.

AM actions

■ Dadeville, Ala.—Fidelity Broadcasting Inc. granted 1450 khz, 250 w-U. Address: 130 Tichenor, Auburn, Ala. 36380. Estimated construction costs \$52,907; first-year operating cost \$50,380; revenue \$74,000. Format: variety. Principals: Elsie C. Timberlake (60%), Joseph E. Marshall (20%) and M. Jackson Mitchell (20%). Timberlake is Auburn real estate developer. Mitchell is Opelika, Ala., businessman. Marshall is program director for WJHO(AM) Opelika. Action Feb. 5.

■ Waite Park, Minn.—Kleven Broadcasting Co. granted 1390 khz, 2.5 kw-D, 1 kw-N. Address: P.O. Box 779 Sturgis, S.D. 57785. Estimated construction costs \$93,651; first-quarter operating cost \$19,795; revenue \$150,000 Format: C&W. Principals: Leslie J. Kleven (90%) and his wife, Marguerite (10%). They also own KBHB(AM)-KRCS(FM) Sturgis and KMSD(AM) Milbank, both South Dakota. Action Feb. 27.

■ Elgin, Tex.—Bastrop County Communications granted 1440 khz, 500 w-U. P.O. address: 102 N. Main St., Elgin 78621. Estimated construction cost \$116,887; first-year operating cost \$93,632; revenue \$78,000. Format: C&W. Principals: Seven equal owners, none with current broadcast interests. Action Feb. 27.

FM actions

■ Moreauville, La.—Cajun Broadcasting Corp. granted 92.1 mhz, 3 kw, HAAT: 300 ft. Address: Box 365 Moreauville 71355. Estimated construction cost \$67,525; first-quarter operating cost \$15,000; revenue \$10,000. Format: Contemporary. Principals: Louis and Lillie Coco 50% each. Coco's are married. They have no other broadcast interests. Action Feb. 5.

■ Tupper Lake, N.Y.—R D Broadcasting Corp. granted 102.3 mhz, .089 kw, HAAT: 1451 ft. Address: Big Tupper Ski Center, Tupper Lake 12986. Estimated construction cost \$83,000; first year operating cost

\$81,878; revenue \$121,502. Format: MOR. Principals: Robert W. Hartshorn (51%) and wife Romyne (49%). Hartshorns own DeHari Broadcasting Corp., licensee of WIGS-AM-FM Gouverneur, N.Y. They have no other broadcast interests. Action Feb. 8.

■ *Corpus Christi, Tex.—Broadcast Bureau returned as unacceptable application of South Texas Educational Broadcasting Council for 90.3 mhz, 100 kw, HAAT: 802.36 ft. Address: 4455 S. Padre Island Dr., Suite 38, Corpus Christi 78403. Estimated construction cost \$254,461; first-year operating cost \$178,353; revenue \$178,353. Applicant is nonprofit Corp. and licensee of KEDT(TV) Corpus Christi, Tex. Don Weber is chairman. Proposed operation is short spaced between two Mexican assignments. Action Jan. 29.

■ *Yakima, Wash.—Yakima School District No. 7 seeks 88.5 mhz, 3 kw, HAAT:—254 ft. Address: 1116 South 16th Ave., Yakima. Estimated construction cost \$40,514; first-year operating cost \$42,200; revenue \$85,521. Principal: Applicant is local public school system under laws of state of Washington. Action Feb. 12.

■ Hayward, Wis.—Inland Communications Corp. granted 101.7 mhz, 3 kw, HAAT: 410 ft. Address: 4N609 Knoll Creek Drive, St. Charles, Ill. 60174. Estimated construction cost \$28,750; first quarter operating cost \$5,500; revenue \$49,320. Format MOR. Principals: William Landgraf, Jr. (50.1%); Wife Arbadella (39.9%); Indru Thawani (10%). William Landgraf is senior vice president of Lee King & Partners, Chicago, Ill., advertising agency. Thawani is vice president and media director of Erwin Wasey Advertising Inc., Los Angeles. Arbadella is vice president, secretary and treasurer of Inland Communications which is licensee of WSHM(AM) Hayward Wis. Action Feb. 20.

TV Action

■ Dallas—Liberty STV Inc. Seeks UHF ch. 27 (548-554 mhz); ERP 500 kw vis., 50 kw aur. HAAT 1670 ft.; ant. height above ground 1569 ft. (subscription television service). P.O. address 2225 Coburg Road, Eugene, Ore. 97401. Estimated construction cost \$200,000 (equipment to be leased); first-year operating cost estimated \$840,000; revenue \$800,000. Legal counsel Fly, Shuebruk, Blume and Gaguine, Washington; consulting engineer Silliman, Moffet & Kowalski, Washington. Principals: Donald E. Tykeson (11.7%), Durward L. Boyles (16.2%), Carolyn S. Chambers (12.8%), et al. Liberty Communications is licensee of KEZI-TV Eugene and KVDO-TV Salem, both Oregon. Liberty also owns CATV franchises on West Coast and elsewhere. Action Feb. 11.

Licenses

■ The following new AM radio stations were granted licenses as of Feb. 29:

■ WBPA Elkhorn City, Ky. (BL-791109A1).

■ WTXN Lafayette, Ala. (BL-791114AH).

■ WCGA Conyers, Ga. (BL-791029AK).

■ WFJT Inez, Ky. (BL-14,379).

■ WRLV Salyersville, Ky. (BL-790913AA).

■ WLTN Franklin, N.C. (BL-790507AA).

■ WKCK Orocovis, P.R. (BL-790914AD).

■ WCQL Pewaukee, Wis. (BL-790928AF).

■ WAQE Rice Lake, Wis. (BL-790725AA).

■ The following new FM radio stations were granted licenses as of Feb. 7:

■ KRGS(FM) Spencer, Iowa (BLH-781218AJ).

■ *KBBG(FM) Waterloo, Iowa (BLED-780728AV).

■ KAA(FM), Bethany, Mo. (BLH-781010AC).

■ KJAQ(FM) Gordonville, Mo. (BLH-781206AG).

■ KLWT-FM Lebanon, Mo. (BLH-790504AF).

■ KEMM(FM) Marshfield, Mo. (BLH-790612AO).

■ KTTN(FM) Trenton, Mo. (BLH-780901AF).

■ WOPC(TV) Altoona, Pa. (BLCT-2614).

Ownership Changes

Applications

■ KVRG(AM)-KDEL(FM) Arkadelphia, Ark. (AM: 1240 khz, 1 kw-D; 250 w-N; FM: 100.9 mhz, 3 kw)—Seeks transfer of control of Arkadelphia Broadcasting

When you position an ad in SRDS Spot Radio, you position your station in the market place.



It's as basic as that.

A lot of popular misconceptions have been floating around about today's radio buying habits. So we challenged them. We checked. We researched.

Our continuing in-depth research shows that buyers and planners of media don't consider **ONLY** rates. In fact, they don't even consider rates **FIRST**.

What advertisers and agencies do want from your station is an information base. **THAT'S WHY THEY COME TO SRDS.**

They want to know about your format. Your programming. Your audience. And its demographics. So that they may position their advertising most effectively within their market. **THAT'S WHAT THEY GET FROM SRDS.**

Before advertisers and agencies think of rates, before they think of anything else, they think of positioning. Rather than scanning your rate card, the buyer of spot radio carefully peruses SRDS. He is, in effect, saying "Tell me everything you can about your station." We know, because we found out.

SRDS, the first source of information for buyers of spot radio, is your best opportunity to meet your market head-on. To show buyers how your station is positioned in the market place.

Contact your SRDS sales representative today. He'll be glad to show you how to position your station advantageously.

WE'RE MORE THAN JUST RATES.

In SRDS, YOU ARE THERE, selling by helping people buy.

SPOT RADIO RATES AND DATA

5201 Old Orchard Road, Skokie, Illinois 60077

from David Deaton (50% before; none after) to Sharon Riggle (none before; 50% after). Consideration: \$66,000. Principals: Deaton has no other broadcast interests. Riggle's husband John is president and 50% owner of station. She is office manager, with no other broadcast interests. Ann. March 3.

■ **WHTV-TV** Miami, Fla. (ch. 7; 316 kw vis, 30.2 kw auct.)—Seeks assignment of license from Lester Sumrell Evangelistic Association Inc. to Trinity Broadcasting of Florida for \$10 million. Seller: Indiana-based religious non-profit organization. Lester Sumrell is chairman, son Stephen is president. It also owns WHME-TV South Bend, Ind., and WHMB-TV Indianapolis. Buyer: Non-profit religious organization. Paul Crouch is president of Trinity Broadcasting Network which owns KTVN-TV Fontana, Calif. KPAZ-TV Phoenix, Ariz. It also has pending before FCC CP's for new TV's in Seattle, Wash., Oklahoma City, Denver, and Richmond, Tex., and a number of TV translators and fixed earth station applications pending as well. Filed Feb. 12.

■ **WRNZ(FM)** Wrens, Ga. (FM: 96.7 mhz, 1.05 kw)—Seeks assignment of license from Jefferson County Broadcasting Corp. to W.R. Hutchison for \$192,347.96. Seller: John Rabun and Henry Jones (20% each) and eight others. None of sellers has any other broadcast interests. Buyer: Hutchison is Thompson, Ga., businessman with no other broadcast interests. Ann. March 3.

■ **WAWK-AM-FM** Kendallville, Ind. (AM: 1140 khz, 250 w-D; FM: 93.3 mhz, 37 kw)—Seeks transfer of control of Noble-Dekalb Bdcg. Co. Inc. from Paul King (50% before; none after) to Fred Manahan (50% before; 100% after). Consideration: \$170,000. Principals: Both principals have been part owners of station since 1957. King is selling all of his interest in station to Manahan who will then own station outright. Principals have no other broadcast interests. Ann. March 4.

■ **KCLT-FM** Clinton, Okla. (FM: 93.5 mhz, 3 kw)—Seeks transfer of control of Clinton-Cordell Broadcasting from Quinton and Lona Jenkins (100% before; none after) to Carroll and John Crispin (none before; 100% after). Consideration: \$190,000. Principals: Jenkinses, married, have no other broadcast interests. Crispins, who are cousins, have farming and ranching interests in Putnam, Okla., and are equal partners in Putnam, fertilizer sales company. They have no other broadcast interests. Ann. March 4.

■ **WSFW-AM-FM** Seneca Falls, N.Y. (AM: 1110 khz, 1 kw-D; FM: 99.3 mhz, 3 kw)—Seeks transfer of control of Waterfalls Broadcasting from Robert Burns (33.3% before; none after) to George Souhan (11.1% before; 44.4% after). Consideration: \$150,000. Principals: Burns has no other broadcast interests. Souhan is 50% owner of fruit juice processing plant, and real estate firm both Seneca Falls, and 80% owner of yarn manufacturing plant in Ludlow and 50% of drug store in Waitsfield, both Vermont. He has no other broadcast interests. Ann. March 4.

■ **KABR(AM)** Aberdeen, S.D. (AM: 1420 khz, 1 kw-D)—Seeks assignment of license from Transmedia Inc. to Dakota Broadcasting, Inc. for \$296,000. Sellers: Preston and Marilun Solem (75%-25% respectively). Solems are married and have no other broadcast interests. Buyer: T. L. Laidlaw (30%); G.D. Beiers and William Heigaard (25% each); Dale Olmstead (20%). Laidlaw is veteran broadcaster who owns 25% of both KNDK(AM) Langdon, N.D. and WQXO-AM-FM Munising, Mich. Olmstead is 50% owner of KKAQ(AM) Thief River Falls, Minn., Beiers is 80% owner of Langdon, N.D. heating and appliance store, and with Heigaard (Langdon attorney) owns Langdon real estate firm. Heigaard is 25% owner WQXO-AM-FM Munising, Mich. Ann. March 3.

■ **WFBG-AM-FM** Altoona, Pa. WEIR(AM) Weirton, W.Va. (AM: 1290 khz, 5 kw-D, 1 kw-N; FM: 98.1 mhz, 30 kw; Weirton AM: 1430 khz, 1 kw)—Seeks transfer of control of The Gilcom Corp. from Leonard and Mary Fiore and others (74% before; none after) to Edward Giller (26% before; 100% after). Consideration: \$528,750. Principals: Fiore (married) and other sellers have no other broadcast interests. Giller, president and 26% owner of Gilcom before transaction, is veteran broadcaster with no other broadcast interests. Ann. March 4.

Actions

■ **WHNT-TV** Huntsville, Ala.: (TV: ch. 19; 1279 kw vis., 254 kw auct.)—Granted assignment of license from North Alabama Broadcasters Inc. to New York Times Co. for \$12 million. Deal to sell station to

Gilmore Broadcasting in 1976 for \$5.2 million (BROADCASTING, Aug. 2, 1976) fell through after FCC failed to act on transfer petition during investigation of price-fixing allegations against Gilmore's KODE-TV Joplin, Mo. (later exonerated). Seller is owned by Charles Grisham (90%) and Tom Percer (10%), who have no other broadcast interests. Buyer, publisher of *The New York Times* and other newspapers and magazines, owns WREG-TV Memphis, WQXR-AM-FM New York and KFSM-TV Fort Smith, Ark. Charles Brakefield, vice president, is director of broadcast division. Action Feb. 27.

■ **KWAV(FM)** Monterey, Calif. (96.9 mhz, 18 kw)—Granted assignment of license from A-B Chemical Corp. to Buckley Broadcasting Corp. of Monterey for \$700,000. Seller is wholly owned subsidiary of National Distillers and Chemical Corp.; John E. Bierwirth is president. It has no other broadcast interests. Buyer is principally owned by Richard D. Buckley Jr. Buckley also owns 11% of KGIL(AM) San Fernando and KKH-AM-FM San Francisco, both California; 60% of KGIL-FM San Fernando, and 25% of Buckley Radio Sales Inc. Action Feb. 26.

■ **WESY(AM)** Leland, Miss. (1580 khz, 1 kw-D)—Granted transfer of control of PTC Inc. from Wallace D. Hoy and family (100% before; none after) to East Delta Communications Inc. (none before; 100% after). Consideration \$250,000. Hoy has no other broadcast interests. Buyer is principally owned by William D. Jackson (51%), who also is principal owner of WBAD(FM) Leland, Miss. Action Feb. 26.

■ **WTAB(AM)-WKSM(FM)** Tabor City, N.C. (AM: 1370 khz, 5 kw-D; FM: 104.9 mhz, 3 kw)—Granted assignment of license from Tabor City Broadcasting Co. to Sunbelt Broadcasting Inc. for \$284,500. Seller is owned by Willie Ward (22½%), William A. Culpepper (15%), Joe N. Ross (22½%), William D. Benton (22½%), Buford Griffin (7½%) and J.G. Worrell (10%). All but Worrell are also principals of WZZD(AM) Charlotte, N.C. Ross, in addition, owns 30% of WIXE(AM) Monroe, N.C. Buyer is owned by Donald W. Curtis, who owns WEWO(AM)-WSTS(FM) Lavinburg, N.C., and 22% of WPJS(AM) Orangeburg, S.C. Action Feb. 27.

■ **KWRB-TV** Riverton, Wyo.: (TV: ch. 10; 58.9 kw vis., 8.7 kw auct.) Granted assignment of license from Chief Washakie TV to Hi-Ho Broadcasting Co. of Wyoming for \$700,000. Seller is owned by Joseph P. Ernest and his wife, Mildred, who also own KRTR(AM) Thermopolis, Wyo. Buyer is owned by F. Francis D'Addario and Jerome Kurtz (33-1/3% each) and James D. Ivey and David Antoniak (16-2/3% each). Group has purchased WDHN-TV Dothan, Ala., and has been granted FCC approval to construct new TV on channel 44 at Valdosta, Ga. (BROADCASTING, April 30). Group has also applied for new TV on channel 43 at Bridgeport, Conn. Action Feb. 28.

Facilities Changes

Applications

■ **KULA(FM)** Waipahu, Hawaii—Seeks authority to operate by remote control at 1599 Kapialani Blvd., Honolulu. Ann. Feb. 29.

■ **KBCM(FM)** Sioux City, Iowa—Seeks CP to install aux. trans. & ant. at 104 Bluff St., Sioux City. (For aux. purposes only). Ann. Feb. 29.

■ **WBYU(FM)** New Orleans, La.—Seeks CP to increase HAAT to: 580 ft. Ann. Feb. 29.

■ **WTHM-FM** Lapeer, Mich.—Seeks authority to operate by remote control from main studio located at 286 West Nepeessing St., Lapeer. Ann. Feb. 29.

■ **WKKY(FM)** Moss Point, Miss.—Seeks CP to change ant. sys.; ERP: 1.29 kw; HAAT: 207 ft. (H&V); change type ant. (Phelps-Dodge CFM-LP-3). Ann. Feb. 29.

■ **KQRR(FM)** Ronan, Mont.—Seeks Mod. of CP to change ant. sys.; increase HAAT: 950 ft. (H&V). Ann. Feb. 29.

■ **WVIP-FM** Mount Kisco, N.Y.—Seeks CP to chg. ERP 1.4 kw. Ann. Feb. 29.

■ **WZZP(FM)** Cleveland, Ohio—Seeks CP to change TL to: 4800 Bruening Rd., Parma, Ohio; make changes in ant. sys.; HAAT: 1060'; ERP: 7.8 kw. Ann. Feb. 29.

■ **KEBC-FM** Oklahoma City—Seeks CP to utilize former main trans./ant. site: 9701 S. Bryant,

Oklahoma City; ERP: 22.256 kw (H&V); HAAT: 331' (H&V). Ann. Feb. 29.

■ **WIYQ(FM)** Edensburg, Pa.—Seeks CP to change type aux. trans.; increase power; TPO: 11.67 kw. for aux. purposes only; specify remote control RC as: (1) 646 Franklin St., Johnstown, Pa; (2) Washington Ave. & 1st St., Tyrone, Pa. Ann. Feb. 29.

■ **KWYR-FM** Winner, S.D.—Seeks CP to change transmission lines. Ann. Feb. 29.

Actions

■ **KFRB(AM)** Fairbanks, Alaska—Granted CP to reduce power of nighttime operation to 1 kw and change frequency to 820 khz. (BP-20,778). Action Feb. 5.

■ **KXAP(FM)** Sacramento, Calif.—Granted CP to change TL to 4 miles SE of Folsom, Calif.; install new ant.; make changes in ant. sys. (increase height); antenna height 500 ft. (H&V). (BPH-790611AD). Action Feb. 14.

■ **KSTK(TV)** San Jose, Calif.—Granted authority to install subscription television equipment. (BSTV-790920KE). Action Feb. 15.

■ **WXAO(TV)** Jacksonville, Fla. Granted mod. of CP to change ERP to 490 kw, maxerp to 1,200 kw, and ant. height to 980 ft.; change TL to Newton and Duval St., Jacksonville (BMPCT-791120LE). Action Feb. 11.

■ **WZNG(AM)** Winter Haven, Fla.—Granted CP to change SL to Cypress Gardens, Fla.; increase D power to 5 kw; add nighttime operation with 2.5 kw and install DA-2 conditions (BP-790205AF). Action Feb. 27.

■ **WTWA(AM)** Thomson, Ga.—Granted CP to make changes in ant. sys.; change TL to 1530 Hickory Drive, Thomson; change type trans. and increase height of tower; conditions (BP-790906AG). Action Feb. 13.

■ **KLHS-FM**, Lewiston, Idaho—Dismissed application for authority to operate by Remote Control from main studio at 1116 9th Avenue, Room 116, Lewiston. (BRCD-800108AA). Action Feb. 27.

■ **WCIU-TV** Chicago, Ill.—Granted authority to operate subscription television on station WCIU-TV (BSTV-25). Action Feb. 26.

■ **WSNS-TV** Chicago—Video 44, Chicago, Ill. Granted authority to operate subscription television on station WSNS-TV (BSTV-18). Action Feb. 22.

■ **KCHA(AM)** Charles City, Iowa—Granted CP to make changes in ant. sys.; reduce input power to 257 W. & increase co-located FM antenna height, (BP-791017AG). Action Feb. 13.

■ **KUDL(FM)** Kansas City—Granted CP to increase ant. height to 510 ft. (H&V), install new type ant. and make changes in ant. sys. (BPH-790305AO). Action Feb. 20.

■ ***WKOH(TV)** Owensboro, Ky.—Granted mod. of CP to change ERP to 617 kw, maxerp to 708 kw, and ant. height to 460 ft.; change type trans. and ant. (BMPET-790827KF). Action Feb. 13.

■ **KNEK(AM)** Washington, La.—Granted mod. of CP to change TL & SL to 1000 ft. E. of intersection of U.S. Hwy. 167 & La. State Hwy. 10, 2.1 miles SSE of Washington, La. & change type trans. (BMP-790911AE). Action Feb. 3.

■ **WDCS(FM)** Portland, Me.—Granted request for authority to operate by remote control from 28 School St., Gorham, Me. (BRCH-791218AM). Action Feb. 6.

■ **WRNN-FM** Clare, Mich.—Granted CP to change TL to Crawford Road, N. of Weidman Road, Rosebush, Mich.; ERP 3.0 kw (H&V), ant. height 300 ft. (H&V), change SL to Rosebush (BPH-790920AF). Action Feb. 25.

■ **KEEZ-FM** Mankato, Minn.—Dismissed application for CP to make changes in ant. sys.; change type ant.; increase ant. height to 864 ft. (H&V); change EPO. (BPH-791002AJ). Action Feb. 6.

■ **WXVT(TV)** Greenville, Miss.—Granted mod. of CP to change SL to 3015 East Reed Road, just outside of city limits of Greenville (BMPCT-800110KE). Action Feb. 4.

■ **WXRC(FM)** Hickory, N.C.—Granted CP to change ERP to 100 kw (H&V), ant. height to 330 ft. (H&V); install new ant. and make changes in ant. sys. (decrease height). (BPH-7801228AF). Action Feb. 5.

■ ***WFAC(FM)** Columbus, Ohio—Since license for WFAC expired Oct. 1, 1979 and renewal application was not filed, license is considered forfeited and call letters WFAC are deleted. Action Dec. 7.

■ **WLNC(AM)** Laurinburg, N.C.—Granted CP to add N service with 5 kw; install DA-N; make changes in TL to one half mile W. of Routes 79 & 74, Laurinburg; and change trans. conditions (BP-780714AL). Action Feb. 26.

■ **KTVY(AM)** Oklahoma City, Okla.—Granted authority to operate aux. trans. by remote control from 500 E. Briston Road, Oklahoma City. (BRCTV-790420KG). Action Feb. 14.

■ **WWCH(AM)** Clarion, Pa.—Granted CP to increase power to 1 kw and change type trans. (BP-20,487). Action Feb. 13.

■ **WPRO(AM)** Providence, R.I.—Granted CP to make changes in nighttime directional ant. pattern and add MEOV's around pattern, conditions (BP-20,945). Action Feb. 13.

■ **WBTW(TV)** Florence, S.C.—Granted mod. of CP to change ERP to 219 kw, maxerp to 316 kw, and ant. height to 1950 ft.; and change type trans. (BMPCT-791127LF). Action Feb. 4.

■ **WZTV(TV)** Nashville, Tenn.—Granted mod. of CP to change ERP to 2,000 kw, maxerp to 2,400 kw, and ant. height to 1050 ft.; change TL to 0.35 miles NW. of junction of Buffalo Road & Old Charlotte Road, Nashville, change type trans. and install an aux. ant. at main location. (BMPCT-790718KG). Action Feb. 1.

■ **KYKS(FM)** Lufkin, Tex.—Granted request for waiver of Section 73.1201 (b) (2) of rules to identify as Lufkin-Nacogdoches, Tex. Action Feb. 13.

■ **KVWC** Vernon, Tex.—Granted CP to make changes in ant. sys. (construct new tower at 197') (BP-791009AM). Action Feb. 13.

■ **WEZF-TV** Burlington, Vt.—Granted CP to change ERP to visual 1,000 kw, aural 100 kw, and change type of trans. (BPCT-791219KE). Action Feb. 11.

■ **WYNE(AM)** Kimberly, Wis.—Granted mod. of CP to change SL. (BMP-800108AK). Action Feb. 12.

In Contest

Procedural Ruling

■ **Cody, Wyo.** (Wyomedia and Shoshone Communications Inc.) **FM Proceeding:** (BC Docs. 80-58-59)—Broadcast Bureau designated for hearing in consolidated proceeding mutually exclusive applications of Wyomedia and Shoshone Communications Corp. for new FM station on 97.9 mhz at Cody, Wyo., to determine with respect to Wyomedia, source and availability of additional funds over and above \$7500 indicated, and whether Wyomedia is financially qualified; with respect to Shoshone, availability of \$50,000 bank loan, and whether Shoshone is financially qualified; which proposal would, on comparative basis, better serve public interest, and which, if either, application should be granted. Action Feb. 27.

Fines

■ **KWAD(AM)** Wadena, Minn.—Notified of apparent liability for forfeiture of \$600 for repeated failure to observe tower lights at least once each day and failure to make skeleton proof of performance for year 1978. Action Feb. 27.

■ **KGAK(AM)** Gallup, N.M.—Notified of apparent liability for forfeiture of \$350 for repeated failure to observe proper functioning of antenna tower lights and failure to perform weekly calibrations of remote reading indicating instruments. Action Feb. 27.

■ **KSOP(AM)** Salt Lake City, Utah—Notified of apparent liability for forfeiture of \$250 for repeated failure to maintain station operating power within plus five and minus ten percent of authorized presunrise power of 330 watts. Action March 4.

Allocations

Actions

■ **Anchorage, Alaska**—In response to petition by Sourdough Broadcasters, Inc., proposed substituting 104.1 mhz for 103.9 mhz at Anchorage; comments due April 15, replies May 5. (RM-3297) Action Feb. 13.

■ **Bentonville, Ark.**—In response to petition by JEM

Broadcasting Co., assigned 98.3 mhz to Bentonville, Ark. as its first FM assignment, effective April 7 (RM-3278). Action Feb. 20.

■ **Lakeport and Williams, Calif.**—In response to petition by Lake County Broadcasting Co., proposed assigning 98.3 mhz to Lakeport, Calif. and to separate petitions by Sydney Moate and California Oregon Broadcasting, Inc., requesting assignment of Channel 252 to Lakeport and Williams as first FM assignments, proposed assigning 99.5 mhz to Lakeport, and 107.5 mhz to Williams, Calif. Comments are due April 15, replies May 5. (BC Docs. 80-68; RM-3213, 3252, 3265). Action Feb. 13.

■ **San Jose, Calif.**—In response to petition by Donald B. Thompson, assigned UHF TV Ch. 65 to San Jose, Calif., as its fourth commercial TV ch. effective March 31 (BC Docs 79-73; RM-3203). Action Feb. 13.

■ **Lewiston, Idaho and Clarkston, Wash.**—In response to petition by KRLC, Inc., licensee of KRLC(AM) Lewiston, Idaho, assigned 106.9 mhz to Lewiston, as its second FM assignment, and reassigned 94.1 mhz from Lewiston to Clarkston, Wash., to reflect its actual use there, effective March 31 (RM-2920). Action Feb. 13.

■ **Marshall and Robinson, Ill.**—In response to petition by David L. Taylor, proposed assigning 101.7 mhz to Marshall, Ill. and substituting 94.3 mhz for 101.7 mhz at Robinson, Ill., and ordered licensee of WTAY-FM Robinson, to show cause why its license should not be modified to specify operation on 94.3 mhz instead of 101.7 mhz; comments due April 21, replies May 12. (RM-3485). Action Feb. 20.

■ **Central City, Neb., and Yankton, S.D.**—In response to petition by Nebraska Rural Radio Association, proposed assigning 100.3 mhz to Central City, Neb., and substituting 93.1 mhz for 100.3 mhz at Yankton, S.D., where it is unoccupied; comments due April 15, replies May 5. (RM-3263). Action Feb. 13.

■ **Carson City, Gardnerville-Minden and Sparks, all Nevada (BC Docs 80-91)**—In response to petitions by Listeners' Network and Carson Valley Broadcasters, proposed three alternative plans: (1) assigning 98.1 mhz and 99.3 mhz to Gardnerville-Minden on hyphe-nated basis, and substituting 102.3 mhz for 98.3 mhz at Sparks; (2) assigning 92.7 mhz and 99.3 mhz to Gardnerville-Minden; and (3) assigning 94.7 mhz, 97.3 mhz and 98.1 mhz to Carson City, 99.3 mhz to Gardnerville-Minden, and substituting 102.3 mhz for 98.3 mhz at Sparks. Comments are due April 28, replies May 19. Action Feb. 26.

■ **Mansfield and Marion, both Ohio**—In response to request by Triplett Broadcasting Co., proposed deleting Ch. 68 from Marion, Ohio, where it is unoccupied and unapplied for, and reassigning it to Mansfield, Ohio (Canadian concurrence required). Comments due April 15, replies May 5. (RM-3468). Action Feb. 13.

■ **El Paso, Tex.**—In response to request by El Paso Public Television Foundation, licensee of *KCOS(TV) El Paso, and Marsh Media of El Paso, licensee of KVIA-TV El Paso, proposed that educational reservation on Channel 7 be changed to Channel 13; comments due April 15, replies May 5 (RM-3390). Action Feb. 13.

■ **Staunton, Va.**—In response to counterproposal submitted earlier in proceeding by WANV, Inc., licensee of WANV(AM) Waynesboro, Va., which sought assignment of 99.7 mhz to Waynesboro and resulted in second further notice of proposed rulemaking proposing to assign ch. at Staunton, Va., instead, assigned 99.7 mhz to Staunton, as its second FM assignment, effective April 7. (RM-2684, 2982, 2772). Action Feb. 20.

■ **Rhineland, Tomahawk, Washburn and Wausau, all Wisconsin (BC Docs 7892; RM 2979, 3086)**—In response to petitions by Rhineland Broadcasting Corp. and Seehafer & Johnson, proposed substituting 100.3 mhz for 107.9 mhz at Rhineland; substituting 92.7 mhz for 100.1 mhz at Tomahawk; and assigning 107.9 mhz at Wausau as its third FM assignment; ordered Oneida Broadcasting Co., licensee of WHRN(FM), Rhineland, to show cause why its license should not be modified to specify 107.9 mhz instead of 100.3 mhz. Comments are due April 28, replies May 19. Canadian concurrence is required for Rhineland 100.3 mhz and Tomahawk 92.7 mhz assignments. Action Feb. 26.

■ **Rhineland, Tomahawk, Washburn and Wausau, all Wisconsin (BC Docs. 72-78; RM-2979, 3086)**—In response to petition by Silver Birch Broadcasting Co. assigned 105.9 mhz at Washburn, Wis., as its first FM assignment. Action Feb. 26.

Translators

Applications

■ **Crooked Creek, Alaska**—Crooked Creek Traditional Council seeks CP for new VHF translator on ch. 7 (TPO: 10w, HAAT: 20 ft.) to rebroadcast indirectly KUAC-TV, Fairbanks; KYUK-TV Bethel; KTOO-TV Juneau, all Alaska, and KAKM(TV) KIMO(TV) KTVA(TV) and KENI-TV, All Anchorage, Alaska. Ann. Feb. 29.

■ **Girdwood Valley, Alaska**—Northern Television Inc. seeks CP for new VHF translator on ch. 12 (TPO: 10w, HAAT: 28 ft.) to rebroadcast indirectly KTVA(TV) Anchorage. Ann. Feb. 29.

■ **Hughes, Alaska**—Hughes Community Council seeks CP for new VHF translator on ch. 2 (TPO: 10 w, HAAT: 30) to rebroadcast indirectly KUAC-TV Fairbanks, KYUK-TV Bethel, KTOO-TV Juneau, all Alaska and KENI-TV, KAKM(TV); KIMO(TV), KTVA(TV) all Anchorage, Alaska. Ann. Feb. 29.

■ **Kaneohe and Kailua, Hawaii**—Hawaii Public Broadcasting Authority seeks CP for new UHF translator on ch. 38 (TPO: 1000 w, HAAT: 30 ft) to rebroadcast directly KMEB(TV) Wailuku (Maui) Hawaii. Ann. Feb. 29.

■ **Parowan, Utah**—Iron County seeks CP for new UHF translator on ch. 44 (TPO: 20w, HAAT: 25 ft.) to rebroadcast indirectly KUED(TV) Salt Lake City, Utah. Ann. Feb. 29.

Actions

■ **K69CR** Big Fork and Marcell and rural areas, Minn.—EZ-TV, Inc. granted CP for new UHF TV translator station on Ch. 69, to rebroadcast signal of KBJR-TV Duluth, Minn. (BPTT-790612IF). Action Dec. 31.

■ **K69CQ**, Dora, N.M.—Holsum, Inc. granted CP for new UHF TV translator station Ch. 69, to rebroadcast signal of KBIM-TV Roswell, N.M. (BPTT-790430IK). Action Dec. 31.

Cable

■ The following service registrations have been filed and were announced Feb. 29:

■ **Cablevision Systems Long Island Corp.** for Williston Park, N.Y. (NY0714) add signal.

■ **Unitedcable Television of West** for Grand Junction, Fruita, Mesa and Albany, all Colorado (CO0012-14).

■ **United Cable TV of Perryton** for Perryton, Tex. (TX0067) add signal.

■ **Tele Vue Systems Inc.** for Lynnwood, Wash. (WA0204) add signal.

■ **Cotton Hill Cablevision Co.** for Campbell, and Malden, both Missouri (MO0124) add signal.

■ **South Florida Cable Television Corp.** for Estero, Collier, Fort Myers Beach, North Fort Myers, and Bonita Springs, all Florida (FL0171, 098, 6, 100, 95) add signal.

■ **STE Genevieve Cablevision Inc.** for St. Genevieve, Mo. (MO0110) add signal.

■ **Coaxial Cable TV Corp.** for Edinboro, and Cambridge Springs, both Pennsylvania (PA1698,9) add signal.

■ **Mid Shore CATV Inc.** for Federalsburg, Md. (MD0132) add signal.

■ **Mountain State Cable Inc.** for Sophia, Fayetteville, and Oak Hill, all West Virginia (WV0073, 159, 63, 64) add signal.

■ **Derry-Decatur TV Line Inc.** for Derry and Decatur, both Pennsylvania (PA1410, 11) add signal.

■ **Marion Cablevision Inc.** for Marion, Ill. (IL0128) add signal.

■ **Centerville Cablevision Inc.** for Bloomfield, Iowa (IA0003) add signal.

■ **Kissimmee Cablevision** for Kissimmee, Fla. (FL0223) add signal.

■ **Everett TV Corp.** for Everett, West Providence, Hopewell and East Providence, all Pennsylvania (PA0281, 1715-17). Add signal.

- Cablecom General of Mangum for Mangum, Okla. (OK0019) add signal.
- Cablecom General Inc. for Clarkdale and Solomon, both Arizona (AZ0029, 61) add signal.
- State Cable TV Corp. for Malta, and Plymouth, both New Hampshire (NH0013,15) add signal.
- Bel-Path Cable TV for Belton, Honea Path, and Anderson, all South Carolina (SC0100,99,98) add signal.
- Tele-Media Co. of Kent/Ravenna for Ravenna, Kent, Franklin and Brimfield, all Ohio (OH0327,576, 353, 565-6) add signal.
- Betterview TV Cable Co. for Saxton, Hopewell, and Liberty, all Pennsylvania (PA0071,1488-9) add signal.
- Cablevision of Fredericksburg, Inc. for Fredericksburg, Stafford and Spotsylvania all Virginia VA0020, 23, 22) add signal.
- Cablevision of New Jersey et al for Cresskill, Dumont, Tenafly, Fairlawn, Oradell, Demarest, Paramus, Hillsdale, Emerson and Closter, all New Jersey (NJ0211,17,59,60,93,311,73,75,74) add signal.
- Lafayette Cable TV for Scott, Broussard, Lafayette, and Breaux Bridge, all Louisiana (LA0118, 7, 033, 93, 97) add signal.
- Rayne Cable TV for Rayne, La. (LA0045, 169) add signal.
- Abbeville Cable TV for Abbeville, La. (LA0046, 101) add signal.
- Crowley Cable TV for Crowley, La. (LA0047,168) add signal.
- Kaplan Cable TV for Kaplan, La. (LA0017,14) add signal.
- Bellaire Antenna Systems Inc. for Bellaire, Ohio (OH0010) add signal.
- Court Cablevision Inc. for Washington Court Hse, Sabina, and Union all Ohio. (OH 0045, 591, 390) add signal.
- Universal Video Communications Inc. for Richmond, Mo. (MO0178) add signal.
- Community TCI of Kansas Inc. for Leavenworth, Kan. (KS0077) add signal.
- Roanoke Rapids Telecable for Roanoke Rapids, Gaston, Halifax, and Weldon, all North Carolina (NC0039, 38, 42, 40) add signal.
- Blue Earth Cablevision Inc. for Blue Earth, Minn. (MN0072) add signal.
- Community Tele Communications Inc. for Ogallala, Neb. (NE0005) add signal.
- Vandalia Cable TV Inc. for Vandalia, Ill. (IL0085) add signal.
- Emco CATV Inc. for Pawlet, Vt. (VT0038) add signal.
- Gulf Communicators Inc. for Golden Gate, Fla. (FL0107) add signal.
- Televue Cablevision for Fountain Inn., and Simpsonville, both South Carolina (SC0109,10) add signal.

- Mauldin Cablevision for Mauldin, and Greenville, both South Carolina (SC0123,24) add signal.
- Laurens County Cablevision Inc. for Laurens, S.C. (SC0065) add signal.

Satellites

■ There are a total of 3,893 satellite earth stations. Transmit-receive earth stations total 340, with 140 pending applications and 200 operational. Receive-only earth stations total 3,553 with 1,293 pending applications and 2,260 operational.

Earth Station applications

- The following earth station applications have been filed as of March 3:
- Hi-Net Communications Inc.—Cocoa Beach, Fla. (5m; AFC).
- Mountain States Video—Federal Heights, Colo. (6m; Harris; KZ74).
- Austin and Associates Inc.—Midlothian, Tex. (5m; S-A; KZ75).
- Brownwood Cable Television Service Inc.—Clyde, Tex. (4.6m; S-A; KZ76).
- Hi-Net Communications Inc.—Las Vegas, Nev. (5m; Microdyne; KZ77).
- Hi-Net Communications Inc.—San Diego, Calif. (4.6m; S-A; KZ78).
- Hi-Net Communications Inc.—Corpus Christi, Tex. (5m; Microdyne; KZ79).
- Hi-Net Communications Inc.—Las Vegas, Nev. (5m; Microdyne; KZ80).

Earth station actions

- The following earth station applications were granted as of March 3:
- Scott and Krenz TV Systems—Eau Claire, Wis. (KZ20).
- Indevideo Company Inc.—Tuba City, Ariz. (KZ21).
- American Cablevision Corp.—Angelton, Tex. (KZ22).
- Silver Screen Inc.—Dallas, Tex. (KZ24).
- Windsor Cablevision Inc.—Plymouth, N.C. (WV52).
- Shelby Cable T.V. Inc.—Shelbyville, Ky. (WZ40).
- Global Cable TV Inc.—Lancaster, N.Y. (WZ41).
- OVC Telecommunications Inc.—Morehead, Ky. (WZ43).

- Cablevision Company Inc.—Foresdale, Ala. (WZ44).
- Cablevision Co. Inc.—Trussville, Ala. (WZ45).
- OVC Telecommunications Inc.—Berea, Ky. (WZ46).
- Catskill Mountain Video Inc.—Middleburg, N.Y. (WZ47).
- Lower Bucks Cablevision Inc.—Levittown, Pa.

Call Letters

Applications

Call	Sought by
New AM's	
KNMX	San Miguel Broadcasting Inc., Las Vegas, N.M.
WBDY	Bluefield Broadcasting Co. Inc., Bluefield, Va.
New FM's	
*WECS	Eastern Connecticut State College, Willimantic, Conn.
KKEE	Richard Sweetland, Alamogordo, N.M.
WESE	Superior Broadcasting Co., Baldwin, Miss.
New TV's	
WBLN	Grace Communications Corp., Bloomington, Ill.
WTJC	Miami Valley Christian Broadcasting Assoc., Springfield, Ohio
Existing AM's	
WCSP	WPGR Port Gibson, Miss.
WKXW	WBUD Trenton, N.J.
KCRX	KKAT Roswell, N.M.
KYST	KTLW Texas City, Tex.
Existing FM's	
WEWZ	WSDO Ft. Lauderdale, Fla.
KKBG	KKEA Hilo, Hawaii
WRCK	WDAI Chicago, Ill.
KMCX	KIBC Ogallala, Neb.
WKXW-FM	WTRT Trenton, N.J.
KDDC	KDNT-FM Denton, Tex.
WLFE	WWSR-FM St. Albans, Vt.
WABN-FM	WBBI-FM Abingdon, Va.

Grants

Call	Assigned to
New FM's	
KCTO-FM	KCTO Broadcasting Co., Columbia, La.
KNIF	Daniels Broadcasting Inc., Gilmer, Tex.
*KTIH	Community Radio Inc., Pasadena, Tex.
WUTA	Longwood Radio Assoc., Farmville, Va.
KJMD	KBKW Inc., Aberdeen, Wash.
New TV's	
WSWS	Wardean, Inc., Opelika, Ala.
KFTY	Sonoma Broadcasting Co., Santa Rosa, Calif.
WSFJ	Christian Television of Ohio, Newark, Ohio
Existing AM's	
WADY	WGMA Hollywood, Fla.
WIIZ	WBBS Jacksonville, N.C.
Existing FM's	
WDDJ	WPAD-FM Paducah, Ky.
WIBM-FM	WHFI Jackson, Mich.
KODA	KODA-FM Houston, Tex.
WBDY-FM	WBDY Bluefield, Va.
WQAA	WEHH Luray, Va.

Summary of Broadcasting

FCC tabulations as of Jan. 31, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,527	3	28	4,558	93	4,651
Commercial FM	3,110	2	43	3,155	181	3,336
Educational FM	1,010	0	25	1,035	92	1,127
Total Radio	8,647	5	96	8,748	366	9,114
Commercial TV						
VHF	514	1	2	517	9	526
UHF	222	0	7	229	62	291
Educational TV						
VHF	99	1	5	105	5	110
UHF	155	2	5	162	5	167
Total TV	990	4	19	1,013	81	1,094
FM Translators	291	0	0	291	152	443
TV Translators						
UHF	1,247	0	0	1,247	359	1,606
VHF	2,494	0	0	2,494	173	2,667

*Special temporary authorization

**Includes off-air licenses

Other

■ Total of 2,898 complaints from public was received by Broadcast Bureau in January 1980, decrease of 451 from Dec., 1979. Other comments and inquiries for Dec. totaled 1,628, decrease of 65 from previous month. Bureau sent 836 letters in response to these comments, inquiries and complaints.

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RADIO

HELP WANTED MANAGEMENT

General Manager needed for 50,000 watt urban FM commercial station which exists as an academic training ground for students. M.A. in Communication area with management and teaching experience. Salary competitive. Applications with resume by March 21 to: Don B. Morlan; Department of Communication Arts; University of Dayton; Dayton, OH 45469. Equal Opportunity Employer.

Sales Manager. Powerhouse AM. Beautiful Music FM. Solid local sales staff to follow experienced direction. Broad farm and retail market to draw from. Handle established accounts for solid base salary plus commissions and local sales override. Top fringes and profit sharing. Reply to Mike Levsen, KSDN AM/FM 605—225-5930, Aberdeen, SD.

General Manager—Northern Michigan Super Power FM/AM. Great environment with the opportunity for immediate equity. Successful candidate must possess high sales orientation and organizational skills. Reply in confidence to Gene Halker, President, WJPD at 900 Garfield Avenue, Marquette, MI 49855.

Georgia Gospel station taking applications for Manager-Salesperson. Send resume, Box 340, Cordele, GA 31015.

Southeastern major market station seeks a Sales Manager capable of utilizing research in local sales. Able to motivate a local sales team and maintain strong personal billing. Excellent base, incentives, and fringe benefits. EOE. Box C-154.

Wanted: first-rate Operations Manager for northeast major market AM/FM combo. Must have strong adult-contemporary background, ability to develop and direct two separate staffs, plus total commitment to long-term excellence. Air-shift mandatory. EEO. Send resume to Box C-165.

Experience Radio Program Director needed immediately for MOR AM radio station and contemporary FM radio station in Jamestown, New York. WJTN/WWSE is corporate headquarters for James Broadcasting Company, owner of stations in western New York, Pennsylvania and Vermont. Program Director must be able to carry his own air shift in addition to other duties. If you enjoy small-market radio and have experience, please send resume, audition tape and financial requirements to: Merrill Rosen, General Manager, WJTN/WWSE, PO Box 1139, Jamestown, NY 14701.

General Manager for 100,000 watt FM located in growth market in Southwest. Must be experienced, have strong sales background, initiative and be leader. Beautiful music format. New equipment and facility. Outstanding opportunity for growth for right person who is profit oriented. Include resume and requirements. Replies confidential. E.O.E. Box C-183.

We are seeking a General Manager for a small market station. Western area location. Good chance for growth in position. Equal Opportunity Employer. Please send your resume to Box C-176.

Marvelous Opportunity, new 100,000 watt FM contemporary Rock station, top western market, looking for unique Sales Manager who truly understands goals of FM radio and its audience! Station will be leader in market! Person must personally do minimum of \$100,000 annually in collections with top account list. Very strong compensation package, best benefits for right person. Write Manager, KAOH, Box 6167, Duluth, MN 55806.

Asst. Gen. Mgr.-Sales Mgr. Excellent opportunity at new 5,000 watt station. Established account list, co. car, and great sales program. Resume to Bill Stallard, Box 317, Plentywood, MT 59254.

Sales Manager in small market Minnesota AM station who will move into management when ability is proven. Box C-184.

We're looking for an experienced, successful Sales manager for a new station in Lexington, Ky. If you're a top producer now and ready to get into management, you may be our candidate. Salary commensurate with experience. Send resumes to: Sales Manager, Harrodsburg Square No. 616, 750 Shaker Drive, Lexington, KY 40503.

WTOP in Washington, D.C. is looking for an Operations Manager with extensive experience in all phases of news, general programming and promotion. If you are an aggressive, creative individual with well developed people skills, we would like to hear from you. Send resume and salary requirements to General Manager, WTOP, 4646 40th Street, N.W., Washington, D.C. 20016. No phone calls please. An Equal Opportunity Employer.

HELP WANTED SALES

General sales manager—Top 50 market located in the South. Ability to train/motivate sales staff. Black radio experience required. Equal Opportunity Employer. Send resume and salary requirements Box C-59.

WNUS in Springfield, Massachusetts needs salesmen and women for here and a new station in New Hampshire. Call Dick Lange, 413—781-5200. E.O.E.

Kansas station looking for someone who knows radio and is ready to make money in sales. One station, easy selling market with good sounding community active station. Write Box C-103.

Sales-Sports: Spring opening. Strong experienced account executive. Also handle heavy PBP schedule. Football, basketball, high school and major college. Excellent account list. Should earn \$15,000+ first year plus fringes. EOE. Send resume, earnings history, and sales performance to Box C-118.

Vacationland opportunity for proven professional radio salesperson. 5000 watt full time powerhouse with top ratings. Also up and coming beautiful music FM. Maine's second largest city. Programming background a plus. Our salespeople are highest paid in state, with excellent benefit package (this opening is immediate). Send resume, earnings and references to Bill Craig WLAM/WWAV, PO Box 929, Lewiston, ME 04240. EOE.

Ground Floor Opportunity for pro. WKXW AM-FM (now WBUD-WTRT), potential giant in Central New Jersey, making great changes in station operation. New ownership committed to success. Ready to grow? Contact Bill Musser, GM, 609—882-7191 KX-101, 218 Ewingville Road, Trenton, NJ 08638. EOE M/F.

If you can sell we may have the opportunity you've been looking for. Radio sales experience is desirable but not necessary. Call and let's talk dollars and market potential. Bob Outer, WBNR, 914—831-8000.

Superior organization is seeking stable individual interested in a permanent career. Radio sales experience required. Welsh Company grads preferred. Excellent account list, small midwestern city. Superior quality of life. Ready to work and earn more than others? Call Mr. Charles 507—452-4000, KAGE AM & FM, Winona, MN, an E.O.E.

One of the top country stations in western Wisconsin has an opening for an experienced sales professional. Retail experience helpful. Will train. Send resume to Sales Manager, WAXX Radio, PO Box 47, Eau Claire, WI 54701. An equal opportunity employer.

Experienced Sales Person for separately programmed AM/FM. Salary plus commission. Contact Jane Graffam or Fred Miller, WDSC/WDCL, 638 Congress Street, Portland, ME 04101. 207—774-9816. EOE/MF.

Great chance with good money for experienced salesperson to get in on ground level with new and expanding station in the Norfolk market. Call John Christopher: 1—804—421-7112.

Experienced, successful sales person needed at Chicago market, local station. Tremendous growth opp. to right sales pro. Call 312—282-6700.

KRDR, Gresham, Oregon has opening for an experienced salesperson. Successful suburban station (Portland market) located in high growth area. Excellent commission structure and benefits. Highly professional sales staff. Station part of Pacific Northwest radio group. Contact Charles W. Banta, KRDR, PO Box 32, Gresham, OR 97030 503—667-1230. EOE.

Hustling Salesperson—Top 100 AM/easy listening stereo FM, top commission, call GM 402—463-1314.

WSCR radio in Scranton, PA needs a strong aggressive sales person. Can you help us? Let's talk. E.O.E. Call Don Rieder, 717—342-1320.

Sales Manger for WFEA, Manchester, New Hampshire. Present sales manager just promoted to station manager. Five sales people. Great opportunity. Call 603—625-5491 or write: Donn Parker, WFEA, PO Box 370, Manchester, NH 03054.

Sell Gospel Music? Largest Gospel Radio Chain looking for several sales people in various markets with varying degrees of experience. Beginners to General Sales Manager. Immediate openings and tremendous growth. 11 Stations in Major Markets in only 15 years! Contact Dick Marsh, Vice-President, Universal Broadcasting, 3844 East Foothill Blvd., Pasadena, CA 91107 213—577-1224. It goes without saying, we are an Equal Opportunity Employer ... just ask our people.

Sales Director—Outstanding opportunity with new 100,000 FM station located in fast growing Southwest market. Beautiful music format. Experience and ability to organize and lead a sales department necessary. Must be self-starter and have initiative. Personal growth possibilities as team member. E.O.E. Replies confidential. Include resume, requirements. Box C-166.

HELP WANTED ANNOUNCERS

Major Northeast Beautiful Music station seeks applications from experienced announcers. Excellent opportunity for the right individual who can communicate in a pleasant controlled style. Salary commensurate with experience. Excellent fringe benefits, modern well equipped facility, superior environment. An E.O.E. If you now work in a small or medium market and are ready to make the move, send your resume to Box C-65.

Country opportunity for Program Director and/or announcer in northeast Ohio. New country station looking for talented people who want the challenge of building this new format. Strong production, promotion, music necessary. Excellent location, pay, benefits. EOE. Box C-54.

Personality, Production essential for immediate opening. A/C North Central PA AM looking for good voice who wants to get involved. Award-winning facilities, good pay and benefits. Resume (including salary) and tape to Ken Sawyer, WWPA, Box 2168, Williamsport, PA (E.O.E.). Re-emphasize Production.

Top rated, top 25 market, group owned beautiful music station seeks prime time talent. Equal opportunity employer. Box C-135.

Growing broadcast group located in the Sunbelt seeking experienced announcer. Excellent benefits. EOE. Contact: Marilyn S. Garner, PO Box 529, Lenoir, NC 28352. 919—276-2911.

Regional FM looking for strong PD. Production a must. Good pay and benefits. Tape and resume to G.M., Box 213, Geneva, NY 14456.

Clear Channel A/C format station opening for full time announcer with creative mind plus part time news or sales opportunities. College degree. Midwest replies only. Experienced preferred. Regional two state operation. Tape and resume care of WKCM, PO Box 1140, Tell City, IN 47586 or call 812—547-8121. EOE.

HELP WANTED ANNOUNCERS CONTINUED

Top rated station in nation's fastest growing market needs MOR afternoon entertainer to become part of the good life. Tapes, resumes and salary requirements to Program Director, Box 7363, Ft. Myers, FL 33901.

Opening for announcer with good production skills, join our mad-cap staff on the St. Lawrence River. Send tape and resume to WSLB, Box 239, Ogdensburg, NY 13669. EOE.

No. 1-rated Eastern station wants bright, enthusiastic opportunity with proven experience. Excellent opportunity with leading broadcaster. EOE. Rush tapes and resume to Box 1350, Princeton, NJ 08540.

Radio is still fun ... in a small market. If you have a first-phone keep reading. If you can take reasonable directions ... let's talk. We are a full-time, 5 kw pop country/adult MOR station with good equipment and working conditions. \$865.00 per month for a beginner ... salary negotiable with experience. An equal opportunity employer. Call Butch Luth 1-307-682-4747 or write PO Box 1009, Gillette, WY 82716.

HELP WANTED TECHNICAL

Are you a First Class licensed technician frustrated with the humdrum waste of your abilities? Would you like to work in a well-equipped three man lab with a crackerjack "No. 1"? We are a rapidly expanding, sophisticated CATV system—soon 300 miles—and, WCOJ, a well-established 5000 watt fulltime AM station. Location: 30 miles west of Philadelphia, in picturesque historic Chester County. Liberal company benefits, profit sharing plan. EOE. Contact: Louis N. Seltzer at 215-384-2100 or write to PO Box 231, Coatesville, PA 19320.

Chief Engineer for 5,000 watt daytime, two tower directional simple pattern and low-power class A FM. STL. Marti remote, 2-Way, ready to automate. All new equipment. Lost present engineer to Pittsburgh major. Benefits. General Manager, WKMC/WHPA, 1108 Twenty Eighth Ave., Altoona, PA 16601. 814-224-2151.

Chief Engineer, KUT/KUEZ-FM Yakima, Washington. 5-kw AM daytimer. Class C Automated FM. Good equipment, good work conditions. Engineering only, no board work. Present Chief retiring, talk to him yourself. 509-248-2900. Box 2309, Yakima, WA 98907. Equal Opportunity Employer.

Chief Engineer—for operation-maintenance 1 kw AM simple directional; 35 kw automated FM. Salary commensurate with ability. Contact James Smith, Manager, KOSY, PO Box 2018, Texarkana, AR 75501. Equal Opportunity Employer.

Chief Engineer. Immediate opening for 5000 watt, full-time AM station. Three (3) years experience in standard broadcast with good maintenance background. Good salary and benefits. Send qualifications to KMED, PO Box 1440, Medford, OR 97501.

Chief Engineer for dominant Midwest medium market 5 kw AM and class A FM. Must be thoroughly experienced in DAS, FM, audio, automation, remote control, maintenance, design, construction, proofs, and FCC rules and regulations. Aggressive ownership committed to quality engineering in expanding station group. Excellent compensation/benefit package for a dedicated, highly organized perfectionist. EOE. Rush resume with references and letter of application with salary requirements to: Box C-86.

Chief Engineer to serve two small market stations about 40 miles apart. Both are AM 1 kw-days 250 nights non-directional. Both stations well equipped and maintained and both have new Sono-mag automation equipment. Located in Northern Vermont's recreation area. Please respond to WIKE, Box 377, Newport, VT 05855.

Chief Engineer at 5 Kw full-time AM in Duluth, Minnesota. First Class license required. Will train electronic graduate. Position open May 1st. Send resume and salary requirements to Steve Terhaar, Box 2983, Fargo, ND 58108.

Mature person with first ticket to perform maintenance and hold down evening air shift. Automated station. Contact general manager, WMCF, Stuart, FL 33494. 305-334-1122, EOE.

Immediate opening for Broadcast Maintenance Engineer. Minimum three years experience in maintenance and operations, technical school and FCC First Class License. Excellent benefits, good location. Send resume to Personnel Office, 121 Lake Superior Hall, Grand Valley State College, Allendale, MI 49401. GVSC is an EEO/Affirmative Action Employer.

Assistant Chief for Chicago area FM/AM. Requires 1st phone, strong background in studio and transmitter maintenance. Digital knowledge needed. Experience in radio a must. Should be self-starter able to work without direct supervision. Contact Mark Nielsen, Chief Engineer, WBMX/WOPA, 312-626-1030 or 408 South Oak Park Avenue, Oak Park IL 60302. An Equal Opportunity Employer.

WVON/WGCI, No. 1 Black format combination in Chicago is looking for aggressive Chief Engineer. Must have experience in directional antennas and stereo. Very sound conscious, and good administrative abilities needed—supervising a staff of eight. Good salary. New equipment. Rush resume to Ernest L. James, President/General Manager, WVON/WGCI Radio, 6 N. Michigan Ave., Chicago, IL 60602.

Major Pacific Northwest AM/FM broadcaster with maximum facilities needs competent chief engineer. Send resume to Hammitt & Edison, Inc., Box 68, International Airport, San Francisco, CA 94128.

Chief Engineer, FM, 100 kw. 24 hour live rock. Includes STL. Resumes to: Eliot Keller, GM, KRNA, 1027 Hollywood Blvd., Iowa City, IA 52240. EOE/AA.

Chief Engineer—AM/FM in the south's fastest growing area. Class C FM & 5,000 watt AM DN Contemporary stations with the latest equipment. Candidate must be aggressive, familiar with state-of-the-art in a competitive market. Top pay, profit and pension plan. EOE. Resume and references to Box C-148.

Chief Engineer: new public radio station. Responsibilities: studio/transmitter installation and maintenance, STL, remotes, satellite reception. Requires FCC first plus minimum five years chief engineer experience. \$17,500-\$19,500 annually. Deadline: March 21, 1980. Contact: Personnel Officer, Iowa Western Community College, Council Bluffs, IA 51501.

HELP WANTED NEWS

Immediate openings: two full-time and one part-time newscaster/reporters for a leading midwest radio station. Strong delivery and good street reporting credentials a must. Great corporation with fringe benefits. Tapes/resumes to David H. Morgan, WOW Radio, 11128 John Galt Blvd., Omaha, NE 68137. EOE.

Full-(\$15,000/yr.) and Part-time openings for experienced correspondents in Washington's largest independent radio news service. Farm expertise, print experience preferred. We deliver news and farm reports to stations in U.S., overseas. Work samples, resumes to the Berns Bureau, Box 23067, Washington, DC 20024.

Morton Dean is now a CBS anchor man. Steve Osborne is news director of a NY television station. Randy Berlage is a UPI bureau chief. Dave Rintells is head of the Screen Writer's Guild. But first they were WVOX newsmen—for several years. And now we're looking again for a hell-raising, charging, dynamic newsmen with, above all, that special instinct for local civic and political news. Award-winning Westchester community station in most influential suburban area in country. Prefer recent northeast college graduate or station experience. Ann Thayer O'Shaughnessy, WVOX, One Broadcast Forum, New Rochelle, NY 10801. We want another hard worker with those good instincts like Mort, Steve, Randy and Dave.

Top Rated AM/FM station in southeastern Wis. is looking for a news/production person. Engineering experience and Play by Play helpful. No board work required. Must have authoritative voice and be dependable and mature. Experience helpful but not required. Send tape and resume to: Jay Michels, Operation Manager, WLKE/WGGQ, 609 Home Ave., Waupun, WI 53963.

News co-anchor/reporter opening in one of the Southwest's fastest growing cities. Reporting experience, conversational delivery and writing style and sound knowledge of community affairs and issues a must to join aggressive nine-person news staff. EOE. Resumes to Box C-149.

Reasonable remuneration for right radio reporter and reader. Rush reel, resume, writing to Curt Miller, WTRC, Box 699, Elkhart, IN 46515. WTRC is an EOE.

New 100,000 FM watt contemporary rock station, top midwestern city, looking for well versed News Director. Obtain, write, deliver news. Strong on interviewing! Strong on public affairs! Controversial subjects. Natural delivery! Tapes and resume to Manager, KAOH, Box 6167, Duluth, MN 55806.

Experienced, energetic reporter needed to gather, write, and anchor news. Must have good voice and knowledge of reporting skills. Join an award winning, three man news team in a beautiful east coast resort. Good pay T&R to Doug Smith, WKZQ, News Director, Box 2389, Myrtle Beach, SC 29577.

Immediate Opening—Top rated medium market news leader seeks strong on-air journalist to anchor prime morning news casts. Rush resume with salary history and references. EOE Employer Box C-174.

Experienced newperson. Strong on delivery, writing, and gathering. Tapes and resumes to Kent Scott, WONE/WTUE 11 South Wilkinson, Dayton, OH 45402. Equal Opportunity Employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Longtime successful western AM/FM needs a PD. It does not need to be saved by a hotshot prima donna who wants to be left alone to do his own thing. We want a mature, responsible, experienced announcer/production person who will represent management with his staff and run a good operation in co-operation with other key people. EOE. Send full information to Box C-122.

Program Director ready for a challenge. Highly successful adult contemporary, modern showcase operation, eastern Mass. medium market. Must be creative, promotion-minded and know how to handle people. No beginners, no telephone calls please. Substantial salary for the right professional. Tape, resume, references to Bob Monarch, 72 Millstone Rd., Hyde Park, MA 01236.

Settle in S. California ... if you can handle detail as well as creative side of programming, production, we have key position with career opportunities. Country experience essential. KCIN, Drawer AF, Victorville, CA 92392.

Announcer/Producer Sr. University of Northern Iowa. Public Radio, KHKE(FM) and KUNI(FM) seeks Classical Music Announcer/Producer. Serves as host for daily "Concert Classics" program and co-host of "Morning Edition" program requiring news reading skills. Responsible for classical record library and Arts related productions and local symphony recordings. B.A. in Speech/Broadcasting/Theater, 5-8 years "on the air" experience. Salary range \$13,885 to \$16,700. Send resume including taped classical and news presentations and examples of past productions by April 15, 1980 to: Raymond Harris, Personnel Services, 225 A&I Bldg., University of Northern Iowa, Cedar Falls, IA 50613. Members of protected classes may feel free to identify themselves for purposes of Affirmative Action.

Expanding Operation needs program director. Mature, experienced on air, likeable. Must take as well as give direction and work well with a hands on manager and have a thorough understanding of small market radio. Send complete resume to: Kent L. Colby, Box 691, Livingston, MT 59047. EOE.

Production Director/copy chief for new 100,000 watt FM contemporary rocker. Solid growth middle management opportunity with our growing company. Tape, resume to manager, KAOH, Box 6167, Duluth, MN 55806.

Opening for creative person to do production at midwest AM/FM. Weekend work involved. Fulltime opening. No experience necessary. Send tape and resume to J. Hogan, WLPO, PO Box 215, La Salle, IL 61301. An Equal Opportunity Employer. M/F.

Program Director: New public radio station. Responsibilities: on-air and studio scheduling. Requires: college degree plus minimum five years radio experience. \$14,500-\$17,500 annually. Deadline: April 7, 1980. Contact: Personnel Officer, Iowa Western Community College, Council Bluffs, IA 51501.

SITUATIONS WANTED MANAGEMENT

General Manager/Group Management. Lengthy experience with documented performance record in major and medium markets as vice president of station groups and general manager. Various formats, AM & FM. Availability due to sale of station. Excellent administrator, strong sales management, plus all the other qualifications needed for successful station or group management ... with references to prove it. Carefully looking for long term association with quality organization as general manager or in group management. Box C-10.

General Manager—Outstanding major-market track record in sales, ratings and promotion. Box C-39.

Attention midwest owners. Award winning Detroit newsman seeks management position in any size market. Ten years experience, last five in Detroit. Sales position acceptable with promise of promotion. 313—968-3815.

General Manager—39, successful track record at major stations in major markets seeking long term association with quality organization. Excellent references. Box C-178.

Successful station manager seeking "take-charge" general managership. Employed. Extraordinary broadcast credentials include sales, administration, promotion, "bottom-line". Detailed resume/ references. Box C-169.

Need a Manager who knows promotion, programming, and sales? A man with a proven track record covering 20 years in broadcasting, last 14 with same company? Top flight professional looking for small to medium market position. All offers considered. Box C-170.

Black Station Manager 13 yrs experience 8 in management. Have taken two medium market stations to top. Strong sales and programming. Seeking top 100 FM. Box C-147.

Former owner, President of group AM FM CATV, 25 years same co. 49 years old would like to get back into active broadcasting management and related field. Box C-185.

SITUATIONS WANTED SALES

Georgia-South Carolina. 20 years experience. First phone. Good copy production. BS degree. Earn minimum 20K first year. No announcing shifts! Can sell any format. Box C-194.

SITUATIONS WANTED ANNOUNCERS

Expert play-by-play in hockey, football, baseball, and basketball. I am willing to relocate immediately in Canada or U.S.A., and also have P.B.P. tape, and personal resume available. Ask for Joe 312—652-2452.

Experienced D.J. any shift. All Formats. Creative, dependable. 3rd. Small or large market. Will relocate midwest. Tape and resume. Box C-52.

Help! I need work. Creative communicator with four years experience now available. Call Frank 312—739-3068.

Announcer. Wants to learn sales. Vast knowledge of music. Programming and management possibilities. Limited experience. For more information contact: Alan S. Kotovich, 34788 Fargo, Sterling Hts, MI 48077, or call 313—939-8063. Prefer Midwest.

Sunbelt—East: Seasoned Yankee Doodle Dandy Talk Host, News Anchor, seeks major market role doubling as news or program director. Call 412—368-3283.

5 years radio announcing experience. I have worked both country & MOR formats—all time slots—but would like to come "home" to country music radio. Will consider all stations except small market. If your station needs a friendly and hard worker on the air, then call Paul at 312—824-0676. Afternoons only please.

Experienced, dependable, ambitious, dedicated, hardworker. Can relocate anywhere immediately. Any format. Have a third. Resume and air check available. Can also do sports reporting and/or play-by-play. Call or write Kevin Horan, 312—237-9153. 1624 North Austin Ave., Chicago, IL 60639.

Major Markets ... need a pro! First phone. 31 years old. Hard worker. Norm ... 501—862-1400.

Enthusiastic copywriter, DJ, talk show host, BA radio communications, looking for station preferably in Boston area to satisfy both of our needs. 4 years experience. Call Jeff Metzler 617—783-2568 after 6.

"As needed," experienced announcer, for utility role, solely in the metropolitan D.C. area. Mature, dependable. Norm Brown, 10500 Rockville Pike, Rockville, MD 20852. 301—493-5762.

PBP is my middle name. Sports Director, 27, 7 years experience, 2 years major college, talk show, sales. Seeks medium-major market college PBP. 813—484-9220.

Small market PD's. I'm enthusiastic with some experience, ready to help your station. Male, seeking "Top 40", AOR or Contemporary position. For tape, write: PO Box 302, Pittsburgh, PA 15230.

Disco or R&B Jock ready now! 3rd phone. Talented, good pipes, dependable, energetic, creative! Send for resume and tape now! William Walker, 6531 S. Green St., Chicago, IL 60621 or call 312—597-6979.

Looking for first job. Second Class License. Reliable. Hard working. Will relocate. Paul Kaishian, 510 N. 106 St., Wauwatosa, WI 53226. 414—453-4548.

Female Announcer, News, D.J., personable, creative, hard working, 3rd class, will relocate, tape, references, resume available. Jean Stamberg, 4453 South Harvey Avenue, Western Springs, IL 60558, 312—246-4712 after 5 PM.

Stop! If looking for a combo man, staff or booth announcer. Bachelors. First Phone, veteran, married and 30 yrs. old. NY, CT, NJ, VA. EOE. Box C-157.

Seasoned Announcer with news, sports, music and sales experience seeks a position with a growing creative radio station. Contact Ed Fruntino, 89 Pleasant St., Bradford, PA 16701. 814—368-6376.

Midnight to 6 is my spot. All night DJ wants stable permanent position. 7 year pro, very dependable, excellent references. Florida only. Wake up Florida stations. Call Mike 904—255-6950.

Four years experience. morning drive personality. Time to move up! Box C-158.

12-year morning pro wants nights and MD responsibilities in a good medium or major. Country preferred. Box C-145.

Experienced announcer, male, 26, seeks position, small NE market. MOR, Contemp. AOR. Creative, hard-working, good production skills, copywriting. BS, broadcast school grad, 3rd class endorsement. Relocate, immediately. Chris 914—496-4319.

Experienced. Eager to learn more. Former teacher. Extensive coaching and refereeing. John 414—648-2189; Room 105; 9120 W. Hampton Ave., Milwaukee, WI 53225.

Versatile male, 25, broadcasting school graduate, good voice, third phone, working towards first wishes to relocate to southern climate. Prefer top forty or AOR. Ready to go! Box C-161.

SITUATIONS WANTED TECHNICAL

Chief Engineer: Experienced; diverse background. 1st phone. Resume available. Box C-133.

First Phone. Senior Broadcast Engineer SBE certified. BS degree. 20 years experience. Chief 100kw FM stereo; 5 kw AM daytimer. Southern markets. Box C-191.

Dedicated first phone, part time Metro New York, available weekends. Box C-179.

Experienced Chief-25 years AM-DA, FM stereo. Some automation. Prefer southeast-future retirement. Box C-180.

SITUATIONS WANTED NEWS

Diligent sportscaster. Currently play-by-play and producer for state-wide major college network. Award winner. Six years pro. Box C-19.

Professional newperson presently working at one of the nation's top radio stations, seeks employment at news-oriented major market station. Box C-121.

Secondary market newsmen ready to move up. Want street reporting, maybe some anchoring. 4½ years experience. Can gather, write and deliver. Been with top-rated news format. Replies to Box C-115.

Award winning local and syndicated radio sportscaster looking for a better opportunity. Radio or T.V. Top references ... including present employer. Box C-139.

News or sports. 7 months experience, college grad. Call Bob 516—221-2498.

Major market weekend anchor seeks solid major/medium market opportunity, northeast/southeast. Award winning workhorse. References galore. Married. Box C-175.

Competent, award-winning reporter seeks return to major market. 10 years experience, mostly government, but strong interest in environment and science. Box C-182.

Sports Director (50 kw exp.) seeks sports talk-top 50. Excellent management references. Box C-195.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Automation Programmer. Currently supervising music format, news, production and other on air material for adult MOR station using a Harris system 90. Music syndicator says we are tightest sounding station they service. Want to move to more challenging position anywhere in country. If you take as much pride in your automation sound as I do let's talk. Box C-95.

Program Director. "Gold Rock-Entertainment Archives." Captivating. Powerful. KSFO nightly program, Arbitron up 120%. Library, 25 years developing, including. Exceptional winner. Live/auto. Box C-164.

Experienced Country Program and Promotions Pro. Copy, production, air, sales, supervision and "details" organizer. Considering small or medium market. "home." Box C-167.

Interested in a growing/experienced Program Director? I have experience in license renewal, ascertainment, budgeting, FCC rules, EEO, promotion and production. I'm willing to learn more. I'm in market 150-125. I'd like to be in market 100-75. Box C-151.

Conscientious, bright, adult morning announcer/ award winning production engineer with music director experience. Eight years in business, 1st phone. Familiar with automated and semi-automated systems—AC, Gold, MOR and Beautiful music formats. Seeks position as program director AM or FM with possible drive time air shift. If you are a believer in research and planning, and are a one-to-one listener oriented station that produces a quality product and who desires a creative, loyal and stable employee—I'm your man! Box C-146.

Need PD? Ten year radio pro including top five market, will building your 50,000+ to medium market station to TOP 40 winner. Have assistant PD. will travel. 602—432-5584 24 hrs. Mike. Box C-181.

The Jack is Here: College educated ambitious young man, who dips a little in all facets of Broadcasting, who worked as a college D.J., wrote PR's, some editing, worked camera and porta-pak, would like to see the light in any aspect of Broadcasting. Call Jeff—212—266-4224.

TELEVISION

HELP WANTED MANAGEMENT

Director of Programming Services. Executive position at PBS station, responsible for all programming and production activities. Requires proven leadership capability and solid experience in all aspects of a public television station's programming and production. Forward resume and salary history to Personnel Coordinator, WEDU Channel 3, 1300 North Boulevard, Tampa, FL 33607. Equal Opportunity Employer.

HELP WANTED MANAGEMENT CONTINUED

Deputy Director, Educational Telecommunications. Duties: Oversee and supervise daily operations of Public Television Station WETV and Public Radio Station WABE-FM. Responsible for coordination between various departments, Personnel Management and Training, Fiscal Management and Planning, Audience Research and Physical Plant Requirements. Requires: B.A. degree (Masters preferred) in Broadcast Journalism, Finance, Business or related fields. Minimum of five years work experience in Communications, public administration or related fields. Demonstrated capacity in supervision, long range planning and independent research essential. Salary: Dependent upon qualifications and work experience. Application Deadline: April 4, 1980. Contact: Robert E. Ware, General Manager, WETV/WABE, 740 Bismark Road, N.E., Atlanta, GA 30324. WETV/WABE is an Equal Opportunity Employer M/F.

Program Manager, Central California NBC affiliate. Must have minimum of 5 years experience in similar market, with demonstrated ability in supervisory responsibilities; also, be thoroughly familiar with all FCC rules/regulations relating to license renewal procedures, including ascertainment policies. Will assume responsibility for handling and scheduling all network and program materials. Needs extensive knowledge of production and promotion departments. Salary negotiable. Outstanding employer-furnished benefit package. Send resume, salary requirements, other pertinent information to J. Thompson, Station Manager, KMTV-TV, Channel 24, PO Box 12907, Fresno, CA 93779. Affirmative Action, Equal Opportunity Employer.

HELP WANTED SALES

Account Executive. Top twenty affiliate looking for aggressive over-achiever to take over existing list. Must have successful radio or television sales experience. Station is an Equal Opportunity Employer. Send resumes to Box C-102.

Account Executive—Top 10 Market VHF station needs an account executive with 3-5 years' television broadcast sales experience. An Equal Opportunity Employer M/F/H/Vets. Send resume to Box C-153.

Retail Account Executive: Great opportunity for experienced Account Executive. Must have background in new business development and ability to work with direct retail and local agency clients. Must have previous television sales background. Progressive Sun Belt-College market area. Send resume to John Simons, WCTV, PO Box 3048, Tallahassee, FL 32303.

Immediate opening for broadcast sales trainee. Top VHF network affiliate in the southeast. Submit resume and starting requirements to Personnel Department, PO Box 2566, Montgomery, AL 36105. No phone calls, please. An equal opportunity employer. Female and male applicants from all races desired.

HELP WANTED TECHNICAL

Come west to high Sierras overlooking Lake Tahoe. Rugged individual with 5 years experience needed as TV transmitter supervisor. Contact Director Engineering, Donrey Media Group, PO Box 550, Las Vegas, NV 89101 or phone 702-385-4241 extension 395. An EOE.

Chief Engineer wanted for a growing network affiliate in the deep south. Send resume along with details of technical experience. Box C-13.

KOLO Television, Reno, Nevada has immediate opening qualified ENG maintenance engineer. Must have FCC 1st class license and experience in 3/4 inch videotape and 3 tube cameras. Contact Director/Engineering, Donrey Media Group, POB 550, Las Vegas, NV 89101 or phone 702-385-4241 extension 395. An EOE Employer.

TV Technician—Experienced in operation of news van and live and tape microwave feeds. perform maintenance of ENG equipment working with Dallas news staff. Must have 1st class license and valid driver's license. EOE. Submit resume to KXAS-TV, PO Box 1780, Fort Worth, TX 76101. Attn: Chief Engineer.

Assistant Chief Engineer for progressive VHF-TV and network affiliate. Needs to have a strong background in all areas of commercial TV. Quad VTR, ENG experience and 1st phone required. Salary open. E.O.E. Contact Ken High, C.E., KAMR-TV, 806-383-3321, or Box 751, Amarillo, TX 79189.

Maintenance Engineer to work with Transmitters, Video Tape, Studio and Eng. equipment. Good opportunity for a operations person ready to advance. Send resume to Al Scheer, V.P. Engineering, WLEX-TV, PO Box 1457, Lexington, KY 40591 or call 606-255-4404. An Equal Opportunity/Affirmative Action Employer.

Illinois State University Instructional TV Engineer/Closed Circuit TV technician with 2 years of university or technical training or 4 years experience in maintenance/repair of small systems video/audio equipment. Work with faculty/staff/students. Sony background desirable. Excellent benefits. Resume/Salary requirements to: Jeff Szmulewicz, Production Manager, TV 10 News, Illinois State University, Normal, IL 61761 309-436-5481. AA/EEO employer.

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 C-162.

Southern California: KOCE-TV (PBS) needs maintenance engineer with broadcast experience on VTR, UHF transmitter, microwave and digital equipment. FCC 1st class phone required. Salary \$1,606 to \$1,956. Many excellent benefits. For technical info: Bob Moffett 714-897-0302. To apply contact: Coast Community College District, 1370 Adams Avenue, Costa Mesa, CA 92647, 714-556-5947. Applications must be received on or before April 4, 1980.

Assistant Chief Engineer. Must have 1st class FCC license and broad TV background, hands on maintenance experience. 2" video tape Ampex 1200's 3/4" Sony TK-27 film chain, RCA TTU 30 Transmitter. Send resume to Ken Gardner, Chief Engineer, WLFI-TV, PO Box 18, West Lafayette, IN 47902.

Engineer: Excellent opportunity for growth and top earnings. If you have your 1st phone, experience in maintenance, repair and operations, and your skills are not being recognized, you should be working for us. Submit resume to Personnel, WXIX-TV, 10490 Taconic Terrace, Cincinnati, OH 45215. An Equal Opportunity Employer M/F.

HELP WANTED NEWS

Number One news station expanding staff. Station in North East is seeking a news reporter with a minimum of 2-years experience. Must have good writing skills, good on-air delivery, and have ENG/film production skills. Group operation with excellent fringe benefits. Send resume to Box C-84.

Wanted: Reporter/Photographer. Must do own shooting and editing. Upper Midwest. \$8500-\$9000. EOE. Box C-30.

Executive News Producer needed to join midwest medium market affiliate with strong commitment to leadership. This is a new position. Market highly competitive calling for creative news pro who can handle multiple live feeds, effectively direct operations and assist in quality control. An Equal Opportunity Employer. Send resume to Bill Wilson, News Director, KMTV, 10714 Mockingbird Drive, Omaha, NE 68127.

News Director NBC affiliate 100+ market in sunbelt. ENG equipped. Send resume to Box C-8.

Weekday Evening Anchor Reporter sought for an aggressive small-market news department. Co-anchor at six, anchor at eleven, coordinate coverage in between. Broad responsibilities. Weather experience desirable. Not entry level. Send resume, videocassette, and salary requirements to Dave Cupp, News Director, WVIR-TV, PO Box 751, Charlottesville, VA 22902.

Co-Anchor/Producer—6 and 11 PM news—for medium market group owned CBS affiliate in Southeast. EEO. Send resume. Box C-16.

Public Affairs/News Reporter—No. 1 Station, top 50 market seeking person strong in News/Public Affairs interviewing. E.O.E. Reply Box C-107.

News Reporter: KTSB Television has an immediate opening for a reporter-anchor. Should have experience in ENG. A college degree is preferred. Contact Bob Totten, Box 2700, Topeka, KS. An equal opportunity employer.

One of South Carolina's leading TV stations has an opening for a Sports Director. Our man is leaving the business to pursue personal interests. His replacement must have substantial experience in sports anchoring and field production. (No beginners please). If you currently are a sports director or a number two man with solid experience and maturity, send resume, recent tape and salary requirements to Gary Anderson, News Director, WIS-TV, PO Box 367, Columbia, SC 29202. An EOE.

Producer/Director: Top 10 NBC affiliate is looking for a creative, systems-oriented director to be involved in the organization and visualization of all newscasts. The person selected must have a strong, proven background in producing and directing newscasts. Expertise in all facets of studio, remote production and post-production a necessity. Send resume and tape to: Program Director, WDIV, 622 Lafayette Blvd., Detroit, MI 48231. Equal Opportunity Employer.

Looking for experienced TV news reporter who can handle general assignments, live minicam and some anchor work. Send tape and resume to Jim Holtzman, KFMB-TV, Box 80888, San Diego, CA 92138. EOE.

Major Market Sunbelt station needs hard nosed self starting consumer reporter who likes to make waves. Resume. EOE. Box C-137.

Cinematographer. We are an aggressive, large news department located in a beautiful suncoast market. Need someone who can step in immediately and tell stories with pictures, using either film or ENG. Reply to Jim Cairo, WBBH-TV, Ft. Myers, FL 33901.

Experienced Anchor for Mid-Atlantic, Top Fifty Market. Resume, salary requirements to Box C-130.

Nightbeat Reporter for Midwestern ABC affiliate. Self starter who can handle both spot and feature news. Must also be able to handle live feeds. One year experience required. EOE. Send resume to Box C-141.

Reporter: Opportunity for outstanding, highly motivated beginner to break into television news. CBS affiliate on California's north coast seeking reporter-ENG operator for field reporting and some anchor work. Television experience helpful but not required for someone with solid educational background. Write KIEM-TV, PO Box 3E, Eureka, CA 95501, 707-443-3123.

Sports Reporter/Weekend Sports Anchor... we need an aggressive person who's not afraid of work. We're No. 1 with heavy emphasis on local coverage in a 2-city West Texas market. \$8000+ fringe. Send resume to Carl Rogers, Sports Director, KOSA-TV, PO Box 4186, Odessa, TX 79760.

Wanted: Weekend anchor/reporter. Must be familiar with both ENG and film. College education or minimum of 4 years TV news experience. Top VHF network affiliate in southeast. Submit resume to or contact Skip Haley, News Director, WSAF-TV, Montgomery, AL 36105. An equal opportunity employer. Female and male applications from all races desired.

Wanted News Reporter. I'm losing a good reporter to the top 5 markets so I'm looking for someone special to replace him. You must be able to do hard news and features in a way that viewers will remember once the program is over. This is obviously not for beginners. Don't call me. Just send your tape and resume immediately. Steward Dan, News Director, WGR-TV, 259 Delaware Avenue, Buffalo, NY 14202. We're an equal opportunity employer.

Reporter needed to make his/her mark in one of the nation's leading TV news markets. Requires Bachelors Degree and 2 years TV experience. Send resume and tape to Ann Underwood, KWTW, PO Box 14159, Oklahoma City, OK 73113. EOE/MF.

News Reporter (Lansing/Jackson, Michigan) Professional journalist with at least two years of television news reporting experience. Good writing and anchor potential also needed. Rush resume, writing samples and tape to Personnel, WILX-TV, PO Box 30380, Lansing, MI 48909. Equal Opportunity Employer.

HELP WANTED NEWS CONTINUED

News Reporter: Must be able to do video reports, operate ENG equipment and anchor Weekend News Briefs. Send resume by March 28, 1980 and audition tape to Kent Hormann, WFFT-TV, PO Box 2255, Ft. Wayne, IN 46801. Equal Opportunity Employer.

Photographer: Must have prior experience with ENG equipment and must be quick and aggressive in the field. Send tape and resume to News Director, PO Box 10502, Birmingham, AL 35202.

Reporter w/anchor potential for capital city bureau of number one top 50 market station. Equal opportunity employer. Send VCR and resume to Bob Brunner, News Director, WSAZ-TV, Box 2115, Huntington, WV 25721.

WJTV, Jackson, MS, is accepting applications for News Director. Qualifications include college degree and a minimum of 5 years broadcast news experience. Significant work experience may be substituted for 2 years of college training. Must be knowledgeable in managing personnel and producing superior on-air product. Send resume of education and experience to General Manager, WJTV, Box 8887, Jackson, MS 39204. Equal Opportunity Employer.

News Anchor—Early and Late M-F. Qualifications: Previous anchor experience, college, good journalistic skills, and desire to set down roots in small, but attractive, S.E. Sunbelt market. Salary in twenties depending on qualifications. EOE. M/F. Reply to Box C-159.

Reporters: Two reporters for television station with aggressive news department and the best ENG equipment. Not an entry level job and prior experience required. Send tape and resume to News Director, PO Box 10502, Birmingham, AL 35202. Equal Opportunity Employer.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

P.M. Magazine Co-hosts—No. 1 Station, top 50 market. E.O.E. If your experience with features stands out and you care about quality, reply Box C-100.

Television Program Director: Midwestern Network Affiliate in second 50 markets has immediate need for creative and resourceful Program Director. Must be experienced in production, FCC procedures, and program buying, as well as people management and supervision. An EEO employer. Send resume and salary requirements to Box C-134.

Announcer/On-Air Performer—No. 1 Station, top 50 market, seeking individual with strong on-air performance and commercial production experience. E.O.E. Reply Box C-106.

Promotion department looking for writer/producer to add to staff of group-owned, top 20 ABC affiliate in mid-west. Young, aggressive promotion pro's looking for strong copywriter to work with number one station. We're impressed with speed, so answer this ad quick. Box C-138.

Production Coordinator. Coordinate all production activities in Programming Services Department of PBS affiliate. Requires extensive experience and proven expertise in all aspects of television production. Forward resume and salary history to Personnel Coordinator, WEDU-Channel 3, 1300 North Boulevard, Tampa, FL 33607. Equal Opportunity Employer.

Promotion Manager-Television: An excellent opportunity for experienced, creative person with management skills to take charge of promotional production in print, TV and radio, also handle public events for an aggressive organization. A real opportunity for an ambitious person. Send resume to Al Parsons, Pres. and GM, KOCO-TV (ABC), PO Box 32325, Oklahoma City, OK 73123. A company of Gannett Broadcast Group. An Equal Opportunity Employer.

Community Services Supervisor: Co-ordinate production for local community programs; produce and schedule public service announcements. Professional broadcast experience and work with community groups essential; ability to speak Spanish preferred. Send resume to: Beth Rawles, Director of Public Affairs, WVIT, 1422 New Britain Avenue, West Hartford, CT 06110. We are an Equal Opportunity Employer.

TV Studio Operations Manager with minimum 3 years experience in set design/construction, lighting and state-of-the-art TV equipment to administer telecommunications division's use of TV facilities. Will also supervise student practicums. Bachelors degree required. Address Chairperson, Operations Manager Search Committee, New House School of Public Communications, Syracuse University, Syracuse, NY 13210. Deadline: April 1, 1980. Syracuse University is an equal opportunity/affirmative action employer.

Director—Immediate opening for candidate who can switch and direct. Minimum two years experience in directing news and commercial production. Must be creative. Progressive top 100 market located in the upper Southeast. An Equal Opportunity Employer. Send resume and salary requirements to Box C-168.

Traffic Manager for NJ Public Network. Responsible for scheduling of crew and facilities, library and tape operations, and other activities in newly created operations office. EOE. Send resume and salary history to Michael Metrano, NJPTV, 1573 Parkside Avenue, Trenton, NJ 08638.

Production Manager Opening: Must have knowledge of all aspects of production and technical equipment. Minimum of 5 years experience in production. Please contact Meyer Davis, WXII-TV, PO Box 11847, Winston-Salem, NC 27106 or call 919-721-9944. E.E.O. M/F.

Television Director/Florida PBS affiliate. Three years full-time directing experience, remote/studio production. Television lighting background. E.O.E. Resume to Box C-186.

SITUATIONS WANTED MANAGEMENT

General Sales Manager—Wishes to relocate to the southeast. Proven success in agency, station, rep., and management. Active, concerned, personable. Let's talk it over. Box B-200.

Director of Operations. Traffic & Accounting are one of the keys to a successful operation. Fine tuning inventory control, establishing proper workflow through Traffic and latest A/R procedures. Over 10 years experience. computer knowledge. Part or full time. Inquiries confidential & N/C. Affiliates only. Box C-152.

Management/Legal Affairs. B.S. in Broadcasting. J.D. to be received this May from major law school. Experienced in telecommunications issues. Would like to work for commercial or public station or station group. Box C-171.

SITUATIONS WANTED SALES

Top 10 Market Research Director—young, assertive, articulate-seeks sales position with communicating sales team. The team matters, not market size. Box C-190.

SITUATIONS WANTED TECHNICAL

TV-FM-AM Field Engineering Service installation-maintenance-system design-survey and critique-interim maintenance or chief engineer. Available by the day, week or duration of project. Phone Bruce Singleton 813-868-2989.

Field Engineering, system design, installation, modification, by day, week, or project. Religious media discount. Jim Cason, POB1254, New Bern, NC 28560. 919-638-5956.

SITUATIONS WANTED NEWS

Award winning local and syndicated radio sportscaster looking for a better opportunity. Radio or T.V. Top references ... including present employer. Box C-139.

Broadcast Meteorologist—4 years experience—looking for market where weather is important. AMS Seal of Approval. Excellent visuals and delivery. Experienced in radar and satellite interpretation. Have presented many weather-related PR talks. Box C-124.

Award winning producer and videographer team. Top market. Total ENG, shooting, editing, writing, producing. 10 years experience. Seek position. Box C-92.

Medium market reporter or anchor spot, by journalist experienced in print and Top 10 TV. 313-254-1309.

ABC and AP trained journalism grad interested in news seeks first TV job with on-air potential. Box C-101.

Professional Black Anchor/Reporter. B.A. Loyola University, Communications-Journalism. 8-year experience. Box C-104.

Political Reporter. Have already covered Presidential campaign in caucus state. 2 years experience as Reporter/N.D./Producer in small market. Call Roger 203-388-9358.

Mature, young officer now in the United States Army Reserves, seeks to keep that integrity in an entry-level Sportscasting position. Employed at NBC-New York before military obligation. Have tape, resume, letters of recommendation, references, to insure that this is the Sportscaster/Sports reporter you want. Jack Pagano, day 914-783-7805, eve 914-783-4432.

Public Eye No. 1. In this age of the "live shot", this experienced pro packs more facts per paragraph. Bright, tight and alive anchor, too. Gil Fryer, 1620 11th Place, So. No. 104, Birmingham, AL 35205. AC 205-324-3152 before 9 am Central.

Now working as anchor with NYC UHF. Ready to move on. MA in Journalism. Good writing, ENG reporting, strong on-air delivery. Box C-155.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Award winning producer and videographer team. Top market. Total ENG, shooting, editing, writing, producing. 10 years experience. Seek position. Box C-92.

College teacher seeks further media experience, production/writing/talent. Challenging learning opportunity primary. May-Sept. Salary: experience + expenses. Allan Schramm, 66 East St., Oneonta, NY 13820. 607-432-1371.

Photographer-Editor. Experienced all aspects ENG and film. Fast. Aggressive shooter, dedicated. Now in 40's market. Steve 717-343-1488/961-1700.

Advertising/Promotion graduate (Missouri University) with 3½ years professional radio programming, production experience. Want promotion, programming position. Available immediately. Mike Neal 314-625-1199.

Future Teacher seeks base station to perform/produce own entertaining strip series. Box C-172.

Attractive and single black female with first ticket wants entry level TV position. Career minded, challenge oriented, even tempered, but eager to "Get it going." Good work habits and will follow direction. Sonya Davis 215-365-0673.

Artist seeking to relocate anywhere where there's a challenge. '78 graduate (BA) with experience in designing ads, posters, signs, TV cards, and t-shirt prints. John Gregory, 627 Myrtle St., Erie, PA 16501.

For Fast Action Use BROADCASTING's Classified Advertising

ALLIED FIELDS

HELP WANTED SALES

Broadcast Professional with local sales/sales management background to sell proven renewable services to broadcast management. We are industry's leading independent producer of proven local sales support, training and placement services for large and small independents and groups. Position requires an entrepreneur able to build own staff and expand on existing business in one of 6 exclusive U.S. regions. Must enjoy consultant selling with finest audio-visual tools and have ability to conduct workshops/seminars. Considerable travel first year; relocation possible. First year potential \$75,000+ with continuing renewable income. Rush confidential detailed resume, with references, in first letter to Herbert Levine, VP/GM, Broadcast Marketing Co., 415 Merchant Street, San Francisco, CA. 94111.

Promotion has created an opening for a strong salesperson for the top producer of station ID's, production materials and syndicated product. Ability to travel and/or relocate a must. Call Keith Lee or David Tyler collect. 901-320-4340.

HELP WANTED MANAGEMENT

Radio Group Controller to exercise responsibility for the preparation and reporting of financial and accounting data in accordance with corporate policies. Furnish financial information and analysis to all levels of local management as required. 2-4 years job related experience and a 4-year Accounting Degree required. Will report to the Corporate Controller and Group Vice President and will supervise division accounting staff. Send resume to: Personnel, Capitol Broadcasting Company, Inc., PO Box 12000, Raleigh, NC 27609. EOE, M/F.

HELP WANTED TECHNICAL

Experienced Sony TV and audio technician needed immediately. \$18,000 to \$20,000. Send resume to The Audiohouse, 500 Treasure Coast Plaza, Vero Beach, FL.

HELP WANTED INSTRUCTION

Broadcast writing instructor: Small liberal arts college in rural Western Pennsylvania. Beginning Fall, 1980. Strong background in public affairs writing and production. Responsibilities: Teaching introductory and specialized writing, radio and TV production; Coordinating news, community affairs and promotion for FM and cable facilities. Education: PhD preferred, broadcasting/journalism. Applicants may address inquiries or send credentials to: Dr. Earl C. Lammell, Chairman, Westminster College, New Wilmington, PA 16142.

Twelve-month faculty position in Broadcast Production Technology available July 1, 1980, at Vincennes University. Duties include teaching radio station operations; beginning, intermediate, and advanced radio production skills; supervision of students in an on-air radio station, and work at the University's broadcasting facility. Qualifications include a minimum of a bachelor's degree, professional experience in radio station operations, air shifts, radio production skills, and voice training for broadcasting announcers. Resumes with references should be sent, no later than May 15, 1980, to Prof. Jack Eads, Chairman, Division of Public Service, Vincennes University, Vincennes, IN 47591—an equal opportunity/affirmative action employer.

Boston University School of Public Communication invites applications for Assistant and Associate Professor faculty positions anticipated to begin September 1980 (contingent upon funding). Applications received prior to April 15, 1980 will be included in the first screening for all positions. (1) Communications Department: Candidates should possess theoretical knowledge and have demonstrated professional experience in two of the following areas: communications campaign planning; print media and editing; advertising copy and layout; design; introduction to mass communications; media management; broadcasting policy and regulation; super 8mm and 16mm film production. Opportunities for graduate teaching. Master's degree required; more advanced graduate training, previous teaching and research experience are preferred. Salary commensurate with experience. Submit letter of application and resume detailing academic training and professional experience to Professor Norman Marcus, Chairman, Communications Department Search Committee. (2) Journalism Department: Candidates should be able to teach news writing and/or undergraduate and graduate courses in print or broadcast journalism. Candidates in print journalism should have had extensive experience with a major daily newspaper, and magazine experience is desirable. Candidates in broadcast journalism should hold an advanced degree and/or have extensive experience in television news. Salary commensurate with experience. Submit letter of application, resume detailing academic training and professional experience and clippings to Professor James Brann, Chairman, Journalism Department Search Committee, School of Public Communications, 640 Commonwealth Avenue, Boston, MA 02215. Boston University is an Equal Opportunity/Affirmative Action Employer.

FM Station Manager and instructor. Seeking tenure-track Instructor/Assistant Professor to manage station and teach courses in broadcasting. 12 month position; salary range \$15,000 to \$17,000, depending on qualification. M.A. required, with appropriate professional experience. Send letter of application, resume and references by April 30, 1980 to: Dr. John P. Bakke, Department of Theatre and Communication Arts, Memphis State University, Memphis, TN 38152. An Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

Experienced Fortune 500 Video Manager seeking similar position. Background includes needs analysis, budgeting, staffing, and broadcast production experience. Free to relocate and travel. Call 312-929-9211.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant Cash For TV Equipment: Urgently need transmitters, antennas, towers, cameras, VTRs, color studio equipment. Call toll free 800-241-7878. Bill Kitchen, Quality Media Corporation (In Georgia call 404-324-1271.)

Wanted appropriate transmitter. Antenna, tower, cameras, VTR chain, etc. for new UHF Channel 21 Television station. Furnish full description and price. Chapman, Box 3297, Birmingham, AL 35205.

New Station needs small board, cart/tape machines, limiter, FM Modulator. Nearby: Box 678, Daytona, FL 32017. 904-252-3861.

Would like to purchase two Guides and Followers RCA Part No. 96901, for RCA TP-6 Projectors. Also interested in any other spare parts you may have for these projectors. Contact Charles Castle, WTVX-TV, Fort Pierce, FL 305-464-3434.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

5" Air Hellaz Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfgs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

FM Transmitters (Used) 20 KW, 15 KW, 10 KW, 7.5 KW, 5 KW, 1 KW, 250 W. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

AM Transmitters (Used) 50 KW, 10 KW, 5 KW, 1 KW, 500 W, 250 W. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

1,000KW 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.

1 KW AM Continental 314-D, all new tubes, s.s. rectifiers, excellent condition. M. Cooper 215-379-6585.

Ikegami HL77A. Excellent condition. Best offer. Ms. Lyon or Ms. Moss 301-986-0512.

Telecine Specials: 16mm Phillips Norelco FP-16 TV telecine projector, current model, reconditioned \$6,995. Eastman 275 optical/magnetic package ... \$4,995. Eastman model 25B converted to telecine ... \$3,995. Phillips FP-20 TV 35mm telecine film projector \$12,950. Buy, sell or trade any type of film equipment. International Cinema Equipment Co., 6750 N.E. 4th Ct., Miami, FL 33138 305-756-0699.

Stereo Generator, Collins 786M-1. Used very little in standby transmitter. Make offer. Chapman, Box 3297, Birmingham, AL 35205.

For Sale: 4-model 270 Scully reproducers reversing. 2 have new Nortronic heads. 1/2 track stereo. Some new spare parts. \$750 each. Don Richard, C.E., KSGT Radio, Jackson, WY 83001. 1-307-733-2120.

RCA TT-50AH VHF Transmitter—Excellent, many spares, ch. 11, \$12,000

Ampex TA55B UHF Transmitter—55KW, good condition ea. \$150,000

GE TT-57 30KW UHF Transmitter—spare klystrons, available fall \$45,000

GE PE-400 Color Cameras—pedestals, racks, like new ea. \$14,000

GE PE-350 Color Cameras—all accessories, good condition ea. \$7,000

GE PE-240 Film Camera—Automatic gain & blanking \$8,000

Harris TE-201 Color Cameras—lens, cables, CCU's ea. \$10,000

IVC 500 Color Camera—lens, cables, encoder, \$4,000

RCA TK-43 Color Cameras—lens, cables, pedestals, good condition ea \$2,000

RCA TK-27A Film Camera—good condition, TP 15 available \$12,000

RCA 1600 Film Projectors—New, factory cartons, TV shutter ea. \$1,200

Eastman CT-500 Projector—optical and mag sound \$9,000

Eastman 285 Projectors—Reverse, good condition ea. \$6,000

RCA TVM-1 Microwave—7GHZ, audio channel \$1,000

RCA TR-22 VTR—RCA hi-band, DOC, one with editor, \$18,000

RCA TR-4 VTR—RCA hi-band, velcomp, editor \$15,000

Ampex 1200A VTR's—Amtec, colortec each \$24,000

Norelco PC-70 Color Camera—16x1 200M lens 2 available ea. \$18,000

Norelco PCP-70 Color Camera—Portable or studio use \$8,000

Norelco PC-60 Color Camera—Updated to PC-70, new tubes \$8,000

30 Brands of New Equipment—Special Prices. We will buy your used TV equipment. To buy or sell, call Toll Free 800-241-7878, Bill Kitchen or Charles McHan, Quality Media Corporation. In GA call 404-324-1271.

Two-Matched RCA 50-H 50kw AM transmitters with BTA-50-J solid-state exciter. Both used less than 6 years. Like new. Many spare parts. Besco International, 5946 Club Oaks Dr., Dallas, TX 75248 214-630-3600. (other AM and FM units in stock.)

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.

Funny Fone Answering Machine messages. Custom cut. Information 25c. Refundable. Box 258B, Bartlett, IL 60103.

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.

Disc Jockeys recording star trivia-news. Monthly publication. Free copy! Bord, 200 South Glenn, Suite 98, Camarillo, CA 93010.

Custom Sales Presentations for your market! Researched to beat the newspaper—or just make you look better! Low cost. Details: Custom Sales, PO Box 92, Newbury Park, CA 91320. 805-498-9900.

RADIO PROGRAMING

Bill's Car Care. Remarkable, concise. Daily. Easy to sell. Audition, Box 881, Cincinnati, OH 45201.

Vintage Country music program featuring over 50 years of C&W recordings. Informative commentary by experienced L.A. announcer/historian. In-depth documentary "The Bob Wills Story" also available. For demo: Cary's Country Store; 16856 Escalon Dr., Encino, CA 91436.

INSTRUCTION

Free booklets on job assistance. 1st Class FCC license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

FCC "Tests-Answers" for First Class License Plus—"Self-Study Ability Test". Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco, 94126.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin March 25 and May 6. Student rooms at the school. 61 N. Pineapple Ave., Sarasota, FL 33577. 813-955-6922, 2402 Tidewater Trail, Fredericksburg, VA 22401. 703-373-1441.

San Francisco, FCC License 6 weeks 4/28/80. Results guaranteed, Veterans Training Approved. School of Communication Electronics, 612 Howard St., SF 94105, 415-392-0194.

Cassette recorded First phone preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia. Our twentieth year teaching FCC license courses. Bob Johnson, Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266 213-379-4461.

First Class Ticket in 6 to 8 weekends at the University of Alabama starts Saturday, March 29. This guaranteed course is sponsored by the Alabama Broadcasters Association. For details, call toll free from AL, KY, NC, SC, VA, AR, GA, MS, MO, WV, OH, IN, IL: 1-800-251-9646; Other states 615-546-5811.



RADIO

Help Wanted Sales

LOCAL SALES MANAGER

And experienced sales personnel for new sales staff at dynamite AM/FM in New England. Ideal opportunity for assistant sales manager or salesperson who has achieved current potential. Send resume, along with salary requirements, in confidence and specify position applied for.

Box C-187

Help Wanted News

MAJOR TOP 5 MARKET

looking for aggressive sports director. Applicant should have at least 5 years experience covering major league sports in medium to major market. Tapes & resumes to:

Keith Radford
Director of News
and Public Affairs
CKLW Radio Broadcasting Ltd.
Box 282
Southfield, Michigan 48037

Help Wanted News Continued

NEWS HAM

To join the S.F. Bay Area's Music & News Teams in San Jose. Must be a showman with good news sense and a flair for writing. Send tape and resume to Ray Hasha, KLOK Radio, PO Box 21248, San Jose, CA 95151. EOE/MF

Help Wanted Technical

DIRECTOR OF ENGINEERING MAJOR GROUP BROADCASTER

Seven-station radio group in Minnesota needs a Director of Engineering to oversee technical activities.

- AM/FM combination in Minneapolis/Saint Paul.
- Five FM's throughout state.
- New 54,000 square foot studio and office facilities under construction.
- Satellite uplink and downlink, with downlinks at all stations.
- SCA Program Service
- Further expansion imminent

A prime position for an experienced management engineer at a dynamic, private corporation with an excellent working environment and benefits.

Submit resume, letter of interest including salary requirements, and references to Mr. Tom Kigin, Box B, Minnesota Public Radio Inc., 400 Sibley Street, Saint Paul, MN 55101.

An equal opportunity, affirmative action employer.

BROADCASTING ENGINEERS

Metromedia is seeking broadcasting engineers for its New York flagship radio station. A 1st Class FCC license and at LEAST 5 years heavy experience in studio and high power transmitter maintenance are required. Familiarity in directional antenna systems, digital circuitry, as well as administrative ability are a plus.

Resumes including salary history to: Personnel Dept

METROMEDIA, INC.

485 Lexington Ave., New York NY 10017

Equal Opportunity Employer

Help Wanted Technical Continued

ARE YOU A GROUP CHIEF ENGINEER

or ready to be a group chief? If you are and are certified with a valid pilot's license, we've got a twin aircraft and one sweet deal. Send complete information, resume, copies of licenses and ratings and salary requirements to: Mr. Dennis Behan, Behan Broadcasting Company, 6762 East Tanque Verde, Suite 8, Tucson, Arizona 85715.

Help Wanted Programing, Production, Others

PROGRAM DIRECTOR/ ON-AIR "ADULT CONTEMPORARY" PERSONALITY

Only the experienced need apply for this challenging position with growing AM/FM in competitive New England market. Good, rich voice for communicating with midday audience, not a time and temperature D.J. Reply in strictest confidence with detailed resume and salary requirements to Box C-192.

Situations Wanted Management

EQUITY POSITION PREFERRED

for General Manager experienced in major and medium markets.

216-731-4342

Broadcast Professional

twenty years competitive major market experience. Desires position as Corporate V.P. or General Manager. Proven successes in Sales and General Management. Last five years as V.P. Corporate Development major group, with primary duties in requisitions, market analysis, sales development, long and short range corporate planning and policy making. Well versed in fee matters and procedures. Box C-180.

Situations Wanted Announcers

Baseball Play by Play/Sportstalk

Broadcast journalist wants to pitch your pro baseball club/radio-t.v. station for position doing play-by-play for upcoming season. Can do sportstalk/pre-game and post-game shows. Tapes, resume and recommendations on request. Contact: Jeff Gale, 8450 DeLongpre Ave. No. 8, L.A., Ca. 90069 or call collect (213) 656-7938.

Situations Wanted News

NEWS DIRECTOR

in small-medium market seeks new challenge in larger radio market. Motivator, dedicated, proven ability. Box C-120.

TELEVISION Help Wanted Management

NEW YORK STATE BROADCASTERS ASSOCIATION

is beginning search for full time executive director. Interested candidates should contact Phil Beuth (Vice President/General Manager WKBW-TV, 7 Broadcast Plaza, Buffalo, NY 14202) with written letter of application.

Help Wanted Technical

RCA Americom Services, Inc. is seeking qualified individuals to operate and maintain its Video Tape Operating Center located in our Vernon Valley Earth Station facility in Sussex, NY. Our current requirements include

Video Tape Operators

Requires 1 to 2 years of television operation experience. Must be familiar with the operation and set-up of 2" video tape recorders and related video equipment. Requires Master Control switching experience.

Edit/Maintenance Technicians

Requires a minimum of 2 to 3 years experience in the maintenance and operations of computer editing, TR-600 VTR, Grass Valley 1600 switcher, TK-28 film chain, plus general maintenance and operation.

For prompt consideration, forward a resume including salary requirement to:

MRS. SHIRLEY SASOR
RCA American Communications
Box BRO
201 Centennial Ave.
Piscataway, NJ 08854

Equal Opportunity Employer.

RCA 
A Tradition On The Move!

**Help Wanted Technical
Continued**

**ASSISTANT CHIEF
ENGINEER**

Hands on maintenance TCR100, TR600, TK45, TK76, Grass Valley DVE and E-Mem. Work with the best people and equipment at WBRE-TV, Wilkes-Barre, PA. 18773. Contact Charles Baltimore at 717-823-3101.

**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 News

**WANTED:
PRODUCER**

We're looking for the BEST. Someone who has: 1. Experience; 2. Creativity; 3. Resourcefulness; 4. Enthusiasm; 5. A Competitive spirit.

No calls, please. Write to Bill Applegate, News Director, KPIX TV, 855 Battery Street, San Francisco, California, 94111. Equal Opportunity Employer.

**TV NEWS
EXECUTIVE PRODUCER**

Top 10 Northeast market No. 1 news operation needs an experienced news production wizard. If extraordinarily qualified please send resume and letter to Box C-163.

EQUAL OPPORTUNITY EMPLOYER

**Help Wanted Programing,
Production, Others**

**Location Host
"Good Day Show"
WCVB-TV, Boston**

Successful candidate will do features, interviews, and off-beat remotes for daily live morning show. On air experience required. Finalists will be auditioned.

This position is demanding and requires a great deal of professionalism.

If qualified and interested, send resume (no telephone calls please) to Boston Broadcasters Inc., Personnel Dept. D31980, 5 TV Place, Needham, MA 02192.

An Equal Opportunity Employer M/F

ALLIED FIELDS

Help Wanted Sales

**COMPUTER
SYSTEM SALES**

Station Business Systems, one of the nation's leading suppliers of business automation for broadcasting and cable television, is expanding its national marketing operations.

Rapid, yet wholly expected, growth has made possible the addition of several Account Managers to our sales staff. Last year alone we sold more than 100 "BAT" computer systems, and continued growth of our Broadcast, CATV, and NEWSOM systems offers challenging and rewarding opportunities for qualified individuals.

These consultive sales positions will interact with prospects' top management to understand their needs, and sell solutions. Professional sales

skills, and a good conceptual understanding of business systems or procedures is important. Persons with management experience in broadcasting and/or cable television preferred.

Excellent compensation, plus all travel expenses paid. Heavy travel required. Openings are in our Greenwich, Connecticut headquarters.

As a division of Control Data Corporation, we offer a long-term career opportunity with outstanding growth potential. For confidential consideration, please send a complete resume plus a letter describing your interest in the job and desired compensation to Mr. Larry T. Pfister, Vice-President Marketing.

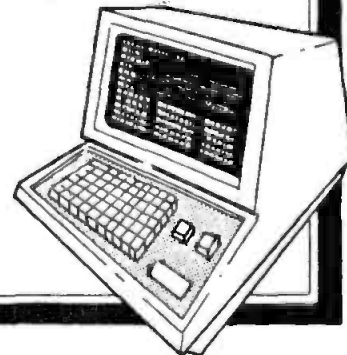
STATION BUSINESS SYSTEMS



a division of
CONTROL DATA CORPORATION

600 West Putnam Avenue, Greenwich, CT. 06830

(An Affirmative Action Employer M/F)



Help Wanted Sales Continued

SALES REPRESENTATIVE

Professional Audio Products

HAVE THE FIRST SHOT AT OUR NEW TERRITORIES

We're ADM Technology, Inc.—the systems, consoles and components corporation whose precision-engineering and innovative manufacturing have made us the leader in our field in just 14 years. In the last 6 years alone, our sales to the television, radio and recording industries have quadrupled.

We're expanding our sales operations on the West & East Coasts and have mapped out new territories that we know have wide-open potential. We want to assign it immediately to a dynamic, take-charge professional with solid sales experience directly targeted to the audio market. We're paying an excellent starting salary plus commission. If you've been seeking the kind of opportunity you know your valuable sales capabilities and a product line that's out in front can offer, contact us. We're offering a career opportunity with a company that's doing everything right. Send your resume with salary history or call us collect at (313) 778-8400.

ADM
The Audio Company

ADM TECHNOLOGY, INC.
15005 Sturgeon, Roseville, MI 48066
We Are An Equal Opportunity Employer M/F

Help Wanted Instruction

BROADCASTING DIVISION HEAD UNIVERSITY OF CINCINNATI COLLEGE-CONSERVATORY OF MUSIC

The Broadcasting Division at the University of Cincinnati is in search of a division head to administer a program of 160 students, full-time faculty, and engineering staff. Responsibilities include developing a broad curriculum encompassing radio, television, and film production, etc. The head will teach classes, guide students academically, and function as executive producer for division projects.

The position requires an experienced administrator, teacher, and professional. Rank is based on experience; salary negotiable; date of appointment, Sept. 1, 1980; closing date, March 30, 1980. Earned Ph.D. preferred or equivalent experience. Complete job description available. Send resume and names, addresses, and phone numbers of at least three references to Carl H. P. Dahlgren, Acting Head of Broadcasting, College-Conservatory of Music, University of Cincinnati, Cincinnati, OH 45221. The University of Cincinnati is an equal opportunity employer.

Employment Service

BROADCASTER'S ACTION LINE

The Broadcasting Job you want
anywhere in the U.S.A.

1 Year Placement Service \$40.00

Call 812-889-2907

R2, Box 25-A, Lexington, Indiana 47138

Employment Service Continued

ENGINEERING POSITIONS

We specialize in the placement of TV and Radio Engineers with Broadcast Stations, Manufacturers, Industrial TV, Production Facilities and Dealers; all levels, positions and locations nationwide. Professional, confidential - no fee. Best Industrial Reputation - over 1000 client contacts. To discuss your employment possibilities phone Alan Kornish at (717) 287-9635 or send your resume now.

KEYsystems

NEW BRIDGE CENTER, KINGSTON, PA. 18704

IMMEDIATE OPENINGS!

Radio/TV Account Executive	47 openings
Sales Managers/Radio	18 openings
G.M./FM Rocker	urgent
G.M./AM Country	urgent
Chief Engineers/Assts./Radio	25 openings
News Directors/Radio	8 openings
Promotions Directors/TV	6 openings
Chief Engineers/UHF/VHF	9 openings
CATV System Techs	12 openings
CATV Equipment Sales	18 openings
TV Reporters/Anchors	14 openings
BS/EE W/Sales background	7 openings
Cable field Engineers	15 openings

All Fees Paid—All inquiries in strict confidence
Send Resumes/Air-checks/demo tapes to:

the Associates

Media Career Consultants

4821 S. Sheridan Suite 209
Tulsa, Oklahoma 74145
(918) 664-7980

Radio Programming

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

The MEMORABLE Days of Radio

30-minute programs from the golden age of radio
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION
...included in each series

Program Distributors

410 South Main
Jonesboro, Arkansas 72401
501-972-5884

Radio Programming Continued

PRODUCTION MUSIC • SOUND EFFECTS

for your radio and TV productions and programming. Send for catalogs from the ONLY gold-record awarded Music & Effects library available today.

THOMAS J. VALENTINO, INC.
151 W. 46th St. New York City 10036
(212) 246-4675

WANTED: AIRTIME

WILL PURCHASE MIDNIGHT TO 6 AM

From several small to regional market AM/FM Stations. (Up to \$20,000 a year net compensation) Major production company needs time for syndicated programming. NBS RADIO, 120 West 31 St., NY, NY 10001 (212) 279-2360.

Business Opportunities

GOLDEN OPPORTUNITY

Financial backers needed for a new television in a major market or city. Newly assigned channel is currently available, but will not be for long. Those interested must act now since an application is needed at once on the open channel. Good investment for present television or radio station operations desiring to expand. Also, excellent for private or venture capital. Should be worth at least five or six million, or more in five years. I have been in broadcasting management and engineering for thirty five years and can head up this proposed operation. Must be willing to meet with me immediately. Please only those financially able need reply. Box C-87.

AM TRANSMITTER MFG!

Very skilled broadcast engineer wants to mfg. state-of-the-art 1,000 watt 100% solid state AM broadcast transmitters. Will be best on market in terms of radio quality and production quality. This is startup situation but risk is minimal. Will be subject to FCC type approval. \$25,000 min. per investor. Design engineers please send resume. Box C-173.

THE THREE BIGGEST WORDS IN TELEVISION CABLE • CABLE • CABLE

There are more than 4,200 cable television systems in operation throughout the country. Hundreds more being built or in the planning stages.

What does this mean to you? Opportunity. An opportunity to capitalize on localized television guides in your area.

How do you do this? By becoming a local Associate Publisher for your area and producing a localized T.V. magazine. Each locally owned and operated magazine acquired advertising for insertion in his/her local edition. T.V. Tempo supplies all scheduling and information about the happenings in T.V.

You will receive complete training. An investment of \$10,500.00 is required. Call (404) 546-6001 for complete information or write T.V. Tempo, Inc., 387 Old Commerce Road, Athens, Georgia 30607.

BUSINESS OPPORTUNITY

Why seek a job with limited future, own your own business with an unlimited potential in the advertising field. Call (404) 546-6001 or write to: Franchise Director, 387 Old Commerce Road, Athens, Georgia 30607.

Wanted To Buy Stations



BROKERS/CONSULTANTS
ERIC D. KELLY, VP

The Sherlock Ohms of Radio is looking for stations in Western U.S. for substantial investor groups - no listing agreement required.

715 UNITED BANK BLDG. / PUEBLO, CO 81003/303-543-7195

For Sale Stations

**THE
KEITH W. HORTON
COMPANY, INC.**

P. O. Box 948
Elmira, NY
14902
(607) 733-7138

*Brokers and
Consultants
to the
Communications
Industry*

RESORT AREA AM

Escape those cold winters. Fulltime 1kw-D, 250w-N in Southeast Resort/Industrial area for sale. Great potential for owner operator or retirement property. Priced to sell... Terms for qualified buyer. Write Box C-17.

MIDWEST AM FULLTIMER

Attractive opportunity in medium midwest market. Conventional Seller financing available to qualified prospect. Total price is \$650,000 and less than \$200,000 down payment would be required (working capital extra). For an aggressive, experienced operator this is an ideal turn around opportunity Box C-193.

H.B. La Rue, Media Broker

RADIO, TV, CATV, APPRAISALS

West Coast:
44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750

East Coast:
500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

CATV For Sale

North Central Arkansas
Terms

King Agency
Bob Rothfus

501-856-3705 or 501-257-2567

RALPH E. MEADOR

Media Broker
AM - FM - TV - Appraisals
P.O. Box 36
Lexington, Mo. 64067
Phone 816-259-2544

100,000 WATT FM

IOWA
Sell or Trade
Write Box C-156

901/767-7980

**MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS**

"Specializing in Sunbelt Broadcast Properties"
5050 Poplar • Suite 816 • Memphis, TN 38157

**AM/FM - CATV - TV
CURRENT INVENTORY
SHERMAN and
BROWN ASSOC.**
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

Dan Hayslett

& associates, inc.



Media Brokers
RADIO, TV, and CATV
(214) 691-2076

11311 N. Central Expressway • Dallas, Texas

**BILL-DAVID
ASSOCIATES**
BROKERS-CONSULTANTS
(303) 636-1584
2508 Fair Mount St.
Colorado Springs, CO 80909

GROUP OWNER

has Sunbelt properties for sale
... principals only write Box
C-189.

For Sale Stations Continued

- Powerful daytimer in Northern Michigan. \$430,000 Terms.
- Fulltimer. Wyoming. \$280,000. Terms.
- Daytimer. NW Alabama. \$220,000. Good population. Terms.
- Educational Station in Akron area. \$30,000.
- Class C in Colorado. \$590,000. Terms.
- Daytimer. NW Georgia City. \$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" FM with AM in Eastern Texas. \$750,000.
- Dynamic Fulltimer covering half of Alaska population. \$1,600,000.
- Two stations in California.
- Powerful Daytimer in Eastern central New Jersey. \$650,000.
- Fulltimer. Coastal city in Southeast. \$500,000.
- Daytimer. Northeast Texas. \$660,000.
- Powerful educational FM in Wichita. \$350,000.
- FM covering large Tennessee city. \$600,000. Terms.
- Fulltimer in large North Carolina city. \$1,500,000.
- Ethnic station in large Northern city. \$1,900,000.
- Fulltimer large metro area Georgia. \$925,000. Terms. Will sacrifice.
- Daytimer in East Tennessee small town. \$195,000.
- South Alaska. Includes Real Estate. \$200,000. Terms.
- Indiana. Large metro. \$300,000 down. Good coverage.
- FM in Western Oklahoma. \$280,000.
- Daytimer. Mass.; Large Metro. \$680,000.
- Fulltimer. Dominant. Metro. TX. \$1,200,000.
- Daytimer. Million + Pop. in coverage area. \$1,000,000. Terms.
- 1 kw AM in Southern Ga. Real Estate. \$250,000. Good terms.
- Southern Arizona. Fulltimer. Good county population. \$390,000. Terms.

Let us list your station. Confidential!

BUSINESS BROKER ASSOCIATES
615-756-7635 24 HOURS

Drop by our Hospitality Suite
No. 962 at NAB and MGM Grand Hotel

Small Market Radio

California
\$150,000

W. John Grandy
Broadcasting Broker
1029 Pacific Street
San Luis Obispo, CA 93401
805-541-1900

For Sale Stations Continued



STATIONS

NW	Small	AM	\$215K	29%
W	Small	AM/FM	\$258K	SOLD
W	Small	AM	\$275K	Cash
MW	Small	AM/FM	\$625K	Terms
W	Medium	Fulltime	\$475K	\$120K
S	Medium	Fulltime	\$560K	\$162K
SW	Suburban	FM	\$2399K	29%

CONTACT

Larry St. John	(206) 881-1917
Dan Rouse	(214) 387-2303
Bill Chapman	(404) 458-9226
Jim Mackin	(312) 323-1545
Bill Whitley	(214) 387-2303
Bill Chapman	(404) 458-9226
Ray Stanfield	(213) 363-5764

To receive offerings of stations within the areas of your interest, write Chapman Co., Inc., 1835 Savoy Dr., N.E., Atlanta, GA 30341

100 kw FM

Sunbelt

Priced at 11 X Cash Flow
Attractive Terms Available
Box C-67

TOP 50 MARKET FM

Profitable, Full Power FM available at \$4,000,000 CASH to qualified buyer. Price is 10x Cash Flow. Please include financial references with your first letter. Box C-188.

THE HOLT CORPORATION

APPRAISALS-BROKERAGE-CONSULTATION
OVER A DECADE OF SERVICE
TO BROADCASTERS

Westgate Mall, Suite 205
Bethlehem, Pennsylvania 18017
215-865-3775

R.D.HANNA COMPANY

BROKERS • APPRAISERS • CONSULTANTS

5944 Luther Lane, Suite 505 • 8340 East Princeton Avenue
Dallas, Texas 75225 • Denver, Colorado 80237
(214) 696-1022 • (303) 771-7675

AM STATION FOR SALE

Good Middle Georgia location. Previous billings to \$120,000 per year. Billing down presently. Only \$25,000 down. Interest only for one year. Term Payout. Box C-73.

SELECT MEDIA BROKERS

MO	Daytime AM	375K	Small
MA	Daytime AM	650K	Major
SC	Daytime AM	150K	Small
FL	Fulltime AM	390K	Medium
SC	Daytime AM	440K	Medium
FL	Daytime AM	165K	Medium
AZ	Fulltime AM	360K	Small
VA	Daytime AM	180K	Small
GA	Daytime AM	385K	Small
NC	Daytime AM	165K	Small
NY	Daytime AM	450K	Small
	& Fulltime FM		
NC	Fulltime AM	750K	Medium
NV	Daytime AM	800K	Metro
AL	Fulltime AM	175K	Small
IN	Daytime AM	1.25M	Major
CO	Daytime AM	300K	Small

912-883-4917
PO Box 5, Albany, GA 31702

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.
(Billing charge to stations and firms: \$2.00).

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. Blind Box numbers: \$2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

LARSON/WALKER & COMPANY Brokers, Consultants & Appraisers

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Suite 214
11881 Sen
Vicente Blvd.
Los Angeles, CA. 90049

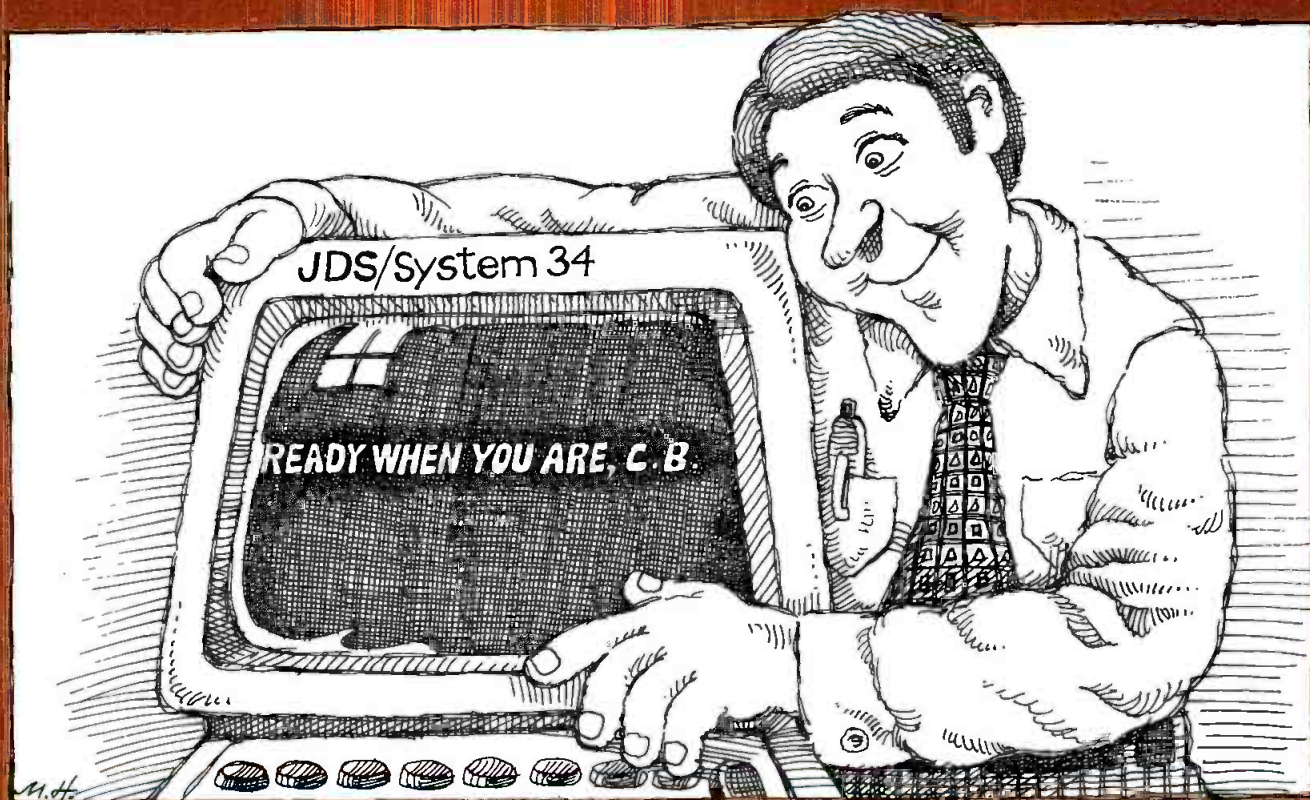
202/223-1553
Suite 417
1730 Rhode
Island Ave. N.W.
Washington, D.C. 20036

MEDIA BROKERS APPRAISERS

RICHARD A.
SHAHEN INC.
435 NORTH MICHIGAN - CHICAGO 60611
312-467-0040



THE SYSTEM YOU'VE BEEN WAITING FOR VS. COMPUTERS YOU HAVE TO WAIT FOR.



Jefferson's In-Station System gives you all the sophisticated functions of on-line without the hurry-up-and-wait of remote processing.

Plus the reliability of IBM 34 equipment, the 24-hour accessibility of IBM service; and Jefferson's 10 years of experience designing management software packages for major-market broadcasters.

To find out how you can enter the 1980s with on-line capabilities at your beck and call, please telephone 704/374-3631, collect. Or write us at Jefferson Data Systems, Executive Plaza, 501 Archdale Drive, Charlotte, North Carolina 28210.

Jefferson Data Systems

For broadcasters, by broadcasters

Jefferson
Data
Systems
Broadcasting

Fates & Fortunes

Media



Braiker

Ivan Braiker, former radio division manager, Belo Broadcasting, group owner based in Dallas, named general manager of WIRE(AM)-WXTZ(FM) Indianapolis, succeeding Don Nelson, who left stations to establish broadcast brokerage and consulting firm in La Jolla, Calif. (BROADCASTING, March 10).

Dick Hunnecutt, from WKDA(AM) Nashville, and formerly with KAHU(AM)-KULA(FM) Honolulu, joins WJRB(AM) Nashville as general manager.

Phillip Williams, group VP, Times Mirror Co., Los Angeles, named senior VP, newspapers and television.

Charles P. Harper Jr., VP of broadcast administration for Shamrock Broadcasting, group owner based in Los Angeles, assumes additional duties as assistant to president of Shamrock, Bruce Johnson. **Karen Merrell**, director of broadcast standards and commercial operations manager, KTTV(TV) Los Angeles, joins Shamrock as corporate director of broadcast standards.

Raymond Yorke, general manager, WPIX-FM New York, named VP. **Patrick Austin**, manager, budgets and planning, WPIX Inc., New York, named VP, treasurer and chief financial officer, succeeding **John Healy** who resigned. **Rosemary Arata**, assistant controller, named controller, WPIX Inc.

Donald Pettibone, sales manager, WPRO-AM-FM Providence, R.I., joins WJAR(AM) there as general manager.

Bill Musser, former general manager, WKWK-AM-FM Wheeling, W. Va., named general manager, WBUD(AM)-WTRT(FM) Trenton, N.J.

A. Mills Fitzner, general manager, WLOW-AM-FM Aiken, S.C., joins WHGI(AM)-WYMX(FM) Augusta, Ga., in same capacity. **Tom Barclay**, news and sports director, WLOW joins WHGI-WYMX as operations manager.

Edward Creem Jr., station manager, WLNA(AM)-WHUD(FM) Peekskill, N.Y., named executive VP of parent, Highland Broadcasting Corp.

Chuck Zellermyer, general sales manager, WQUE(FM) New Orleans named station manager.

Philip Luttinger, director, National Television Research, CBS/Broadcast Group, New York, named VP, planning and administration, National Television Research. **Paul Kramer**, director, CBS Television Stations Research, CBS/Broadcast Group, named VP, CBS Television Stations Research. **Sylvia Hughes**, director, Radio Research, CBS/Broadcast Group, named VP, CBS Radio Research.

Donald Zachary, assistant general attorney, NBC, Los Angeles, named VP-law, West Coast. **John Rose II**, senior counsel, NBC, New York, named assistant general attorney. **Theodore O'Karma**, manager, production administration, NBC-TV, Los Angeles, named director, finance and administration.

Advertising



Hickey

John P. Hickey, management supervisor, Kenyon & Eckhardt Advertising, Detroit, elected senior VP. **Robert Ebbeler**, account executive, K&E, Los Angeles, named VP-Western supervisor, on Chrysler-Plymouth Dealers Advertising Association accounts. Named account executives on that account:

Willard Sorenson, field manager, Ford Motor Co., Milwaukee, joins K&E and will be based in Chicago; **Joseph Polvere**, from Young & Rubicam, Boston, joins K&E, based in New England area; **George Hansell**, from Young & Rubicam, Dallas, joins K&E, based in Dallas; **Harry Matych**, from Graphic Promotions, Southfield, Mich., joins K&E, based in Timonium, Md.; **Allan Halverson**, from Intermark Advertising, Salt Lake City, joins K&E, based in Kansas City, Kan.; **William Hefferman**, from Fleishmann Distilling, Chicago, joins K&E, based in Atlanta; **Robert Niemi**, from Young & Rubicam, Denver, joins K&E, based in Denver, and **Roy Bolton Jr.**, from Young & Rubicam in Cincinnati, joins K&E there.

Dennis Green, president of RPM Advertising, Southfield, Mich., joins Simons Michelson Zieve Advertising there as senior VP-account development.

Stanford Silverman, group VP and principal of Vitt Media International, New York, joins Ed Libov Associates, media buying service, New York, as VP-account services. **Bradley Lanes**, associate research director, Vitt Media, joins Ed Libov as account executive.

James Mayfield Jr., VP-account supervisor, D'Arcy-MacManus & Masius, St. Louis, named director of sports marketing. **Wesley Custer Jr.**, art director, Obata Design, St. Louis, joins DM&M there as art director.

Regina Miyamoto, associate producer-writer for Public Broadcasting Service documentary series, joins Jacobs & Gerber, Los Angeles, as account supervisor.

Andy Wasowski, partner and creative director of his own agency, joins Reed, Melnichek, Gentry & Associates, Dallas, as VP-associate creative director. He will act as copy chief and broadcast director.

Terri Westbrook, business manager and media director, Mike Strong Advertising, Birmingham, Ala., named VP and partner.

mingham, Ala., named VP and partner.

Frank Ferrara, VP-account supervisor, Keller-Crescent, Evansville, Ind., named group VP. **Ronald Edwards**, account executive in client services, named VP-account supervisor.

Bonnie Carfolite, broadcast media buyer, Carlson & Co., Indianapolis, named media director. **Durenda Wilkens**, media director, named account executive.

Simona McCray, account executive, CBS Radio Spot Sales, New York, named sales manager of New York office of CBS-FM National Sales. **John Beck**, general sales manager, WFFM-AM-FM Pittsburgh, joins CBS-FM National Sales as sales manager of Detroit office. **Robert Houghton**, account executive in Chicago office of CBS Radio Spot Sales, transferred to New York office in same capacity.

Al Cohen, manager, sports sales promotion, ABC, New York, named director, sports merchandising and promotion, ABC Television Network Sales.

Peter Moore, senior VP, Torbet Radio, New York, named executive VP.

David Branagan, manager of Avery-Knodel Television's Detroit office, elected VP.

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Edward Keane, former general sales manager, WRKO(AM) Boston, joins New York sales staff of Blair Radio. **Michael Eckert**, from spot sales position with Blair Radio, named account executive for Blair Represented Network/Blair Group Plan Sales, Chicago.

Paul Anovick, sales manager, Philadelphia office of The Christal Co., joins sales staff of Katz Radio, New York.

Anthony Potter, Western division manager, Buckley Radio Sales, joins Radio Advertising Representatives, New York, as account executive.

Tray Tomberlin, account executive, WGN-TV Chicago, named account executive for WGN Continental Sales Co., national sales subsidiary of WGN Continental Broadcasting. **Vicki Liska**, account executive and TV sales territory manager, Peters Griffin Woodward, Chicago, joins WGN-TV as account executive.

David Copp, account executive with Turner Broadcasting System's WTBS(TV) Atlanta, named to same position with Turner Broadcasting System Sales in Detroit.

Roger Strawbridge, general sales manager, Group W's WBZ(AM) Boston, named director of co-operative advertising. He will consult other Group W stations. **Dan McCarney**, Midwest sales manager in Chicago office of Group W's Radio Advertising Representatives, named general sales manager, WBZ.

Carl Lanci, former sales manager for Detroit office of NBC Radio Network, named VP-Detroit sales manager, Mutual Broadcasting System. **Richard Grunow**, Detroit district manager, *Women's Day* magazine, and **Richard Yoder**, general manager, Petry Television, Detroit, join Mutual in Detroit as account executives.

Stephen Knowles, manager of sales development, CBS Radio Spot Sales, Chicago, named sales manager, WEEI(AM) Boston.

Alden Shipley, sales manager, WGAC(AM) Augusta, Ga., joins WHGI(AM)-WYMX(FM) there in same capacity.



Peerage. Victor C. Diehm (r), of WAZL(AM) Hazleton, Pa., and former president of the Mutual Broadcasting System, among other prominent broadcast industry associations, was presented the Gold Medal of Honor of the Pennsylvania Association of Broadcasters in Washington last Tuesday night (March 11) as the highlight of the PAB's annual convocation in the nation's capital. It was the first award to a station owner in the 15-year history of the honor. The presentation was made by David M. Crantz (l) of WTAE-TV Pittsburgh, president of the PAB.

Karl Douglass, sales representative for Sealand Service Inc., and **Gwen Scott**, account executive with WKBS-TV Philadelphia, joins KYW-TV Philadelphia as account executives.

Ted Travis, from NBC Spot Sales, New York, joins WDCA-TV Washington as account executive.

Bill Thomas, account executive, WSBK-TV Boston, joins WLVI-TV Cambridge, Mass. (Boston), in same capacity.

Larry Heckmann, recreational vehicle manager, Yineman Dorsch Ford, Depere, Wis., joins WFRV-TV Green Bay, Wis., as account executive.

Chas Wilson, from WEFM(FM) Chicago, joins WIND(AM) there as account executive.

Char Engstrom, marketing assistant, WITI-TV Milwaukee, joins WISN-TV there as marketing specialist.

Ann Walsh Shannon, manager of marketing services, Gannett, named VP-marketing and research, Gannett Broadcasting and Gannett Outdoor Advertising, based in Phoenix.

Steve Reid, reporter, WQXI-AM-FM Atlanta, joins Alabama Information Network, Montgomery, as general sales manager.

Bill Jensen, account executive, KVI(AM) Seattle, named local sales manager. **Esther Druxman**, national sales manager, named account executive on local sales staff.

John Lauer, talk show host, WKRS(AM) Waukegan, Ill.; **Bob Berquist**, account executive, WKRS, and **John Luginbill**, air personality, WKZN-AM-FM Zion, Ill., named account executives, WKZN.

Programing

Michael Zinberg, VP-comedy development, NBC Entertainment, Los Angeles, named VP-comedy programs. **Doreen Schattner Baker**, production manager for NBC-TV's *Saturday Night Live* and *NBC Nightly News*, named director, late night programs, NBC, New York.

Arnold Messer, director of business affairs, West Coast, Viacom, named VP-business affairs, West Coast.

Jerry Gottlieb, VP-business affairs, Viacom International, joins Universal Television, Los Angeles, in same capacity.

Bud O'Shea, senior VP of Infinity Records, New York, named VP of marketing for MCA Discovision, New York.

Linda Frankenbach, regional coordinator, Home Box Office, New York, and **Steve Brookstein**, account supervisor, Wells Rich Greene, New York, named managers, multi-pay marketing, HBO.

William C. Fitts, former executive producer, CBS Sports, New York, joins Entertainment and Sports Programming Network, Bristol, Conn., as senior producer. **Andrew Brilliant**, former chief counsel-operations, Home Box Office, New York, joins ESPN as VP-general counsel.

Sally Hunter, senior producer, Newsweek Broadcasting, New York, named general manager-senior producer. **Brian MacFarlane**, news director, WTNH-TV New Haven, Conn., joins Newsweek Broadcasting as senior producer.

Sarah Ordovery, from Abby Hirsch Public Relations, joins Newsweek as manager, advertising, sales promotion and public relations.

Mike Stangeby, former intern, New York International Radio and Television Society, joins Satellite Program Network, Tulsa, Okla., as network manager.

Bob Kalstad, production manager, KATU(TV) Portland, Ore., named director of programming.

David Fabilli, jazz-programing coordinator, noncommercial WDUQ(FM) Pittsburgh, named program director, WYJZ(AM) Pittsburgh. **Frank Greenlee**, air personality, WYJZ, assumes additional duties as music director.

Tom Page, public service director and air personality, KFJZ(AM) Fort Worth, named program director. **Art Snow**, from KBUC-FM San Antonio, Tex., joins KFJZ as air personality.

Andrew Amador, formerly with noncommercial KOCE-TV Huntington Beach, Calif., joins KMI-TV Fresno, Calif., as co-host of *PM Magazine*.

Robert D. Davis, program director, WHIO(AM) Dayton, Ohio, joins WIS(AM) Columbia, S.C., in same capacity.

Eric Heckman, program director, WLOB-FM Portland, Me., joins WYMX(FM) Augusta, Ga., as program director.

Charles Steiner, news director, RKO's WKLO(FM) New York, appointed sports anchor for RKO Radio Network weekend sportcasts.

Gary Stine, technical director in production department of WTOL-TV Toledo, Ohio, named production manager.

Frances Marion Meginnis, creative director, WBT(TV) Charlotte, N.C., named producer for *PM Magazine*.

Michael Kostov, production director, KTAC(AM) Tacoma, Wash., joins KVI-FM Seattle as production-creative director.

Dennis St. John, from KCMQ(FM) Columbia, Mo., joins KUDL(FM) Kansas City, Mo., as morning air personality.

Ron Bramlage, sports director, KNEB-AM-FM Scottsbluff, Neb., joins WREN(AM) Topeka, Kan., in same capacity.

Jim Carson, announcer, KIQQ(FM) Los Angeles, named announcer for Drake-Chenault's adult contemporary syndicated format, Contempo 300.

Dale Stafford, assistant production manager, WCBI-TV Columbus, Miss., joins WAFF(TV) Huntsville, Ala., as night production manager.

Art Hackett, reporter-photographer, WMT-TV Cedar Rapids, Iowa, joins noncommercial WHA-TV Madison, Wis., as producer-reporter with *Wisconsin Magazine* unit.

Tom Hutchinson, from WVTS(FM) Terre Haute, Ind., joins WKRS(FM) Waukegan, Ill., as air personality and music director.

Wayne Daniel, production editor, WDBJ-TV Roanoke, Va., joins technical staff of Video Tape Associates, Fort Lauderdale, Fla.

Tony Tutson, cinematographer-producer, noncommercial WJCT(TV) Jacksonville, Fla., joins Communications 21/Ted Johnson Productions there as editor in videotape post-production department. **Steve McNally**, studio assistant, named assistant editor in post production.

News and Public Affairs

Sue Simmons, co-anchor with Chuck Scarborough on WNBC-TV New York's 11 p.m. *Newscenter 4*, will join Scarborough as co-anchor on station's 6 p.m. show. On 6 p.m. program Simmons replaces Jack Cafferty, who joins Pia Lindstrom on 5 p.m. portion of *Newscenter 4*.

Sandy Hill, former co-host of ABC-TV's *Good Morning America*, named special correspondent for program. She will also do several segments for ABC's 20/20 program.



Williams

Mary Alice Williams, anchor, WNBC-TV New York, joins Cable News Network as New York bureau chief. **Tom Knott**, executive producer with New York medical teaching-aid producer, Medcom Inc., signed as medical feature producer for CNN.

Rodger Biles, news director, KTEN(TV) Ada,

Okl., joins KODE-AM-TV Joplin, Mo., in same capacity.

Dennis Wilden, news editor, 6 p.m. news, WOITV Ames, Iowa, joins WROC-TV Rochester, N.Y., as managing editor.

Stuart Soroka, meteorologist, WMAQ(AM) Chicago, named news director and meteorologist, WMJX(FM) Miami.

Jay Johnson, assistant news director, KVI-AM-FM Seattle, joins KAYO(AM) there as news director.

Barbara Stenson, reporter and producer of *PM Northwest*, newsmagazine show on KOMO-TV Seattle, joins KVI(AM) there as news director.

Connie Doebele, news editor, Kansas Information Network, Wichita, joins WREN(AM) Topeka, Kan., as news director.

Judith Manzer, news director, WSEN-AM-FM Baldwinsville, N.Y., joins WAQX(FM) Manlius, N.Y., in same capacity.

Nanette Boryc, reporter and newscaster, WKZN-AM-FM-Zion, Ill., named news director.

Chris Schmidt, news director, WCMH-TV Columbus, Ohio, joins WISN-TV Milwaukee as executive news producer. **Tom Mahoney**, meteorologist, KWTW(TV) Oklahoma City, and **John Malan**, meteorologist, ABC, Chicago, join WISN-TV in same capacity.

Jane Crawford, anchor and reporter, KYW-TV Philadelphia, joins WTIC-TV Pittsburgh as general assignment reporter.

Jim Dyer, anchor-reporter, WTCN-TV Minneapolis, joins WTVJ(TV) Miami in same capacity.

Sandra Kelly, 6 and 11 p.m. anchor, WAVY-FM Portsmouth, Va., joins WTAZ-TV Norfolk, Va., as weekend anchor and producer.

Bob Friedman, reporter-weekend anchor, WXOW-TV La Crosse, Wis., joins WTAJ-TV Altoona, Pa., in same capacity.

John Hoylman, reporter, WTRC(AM)-WYEZ(FM) Elkhart, Ind., joins WANE-TV Fort Wayne, Ind., as reporter.

Jeff Rounce, assignment editor, KOLO-TV Reno, joins KVOZ-TV Bellingham, Wash., as re-

porter.

Bob Ryan, former weather reporter on NBC's *Today* show, joins NBC's WRC-TV Washington as meteorologist.

Mary Jo Melone, reporter on judicial and legal affairs, KYW(AM) Philadelphia, named Philadelphia city hall and government reporter.

Annette Parks, producer, writer and assignment editor, KABC-TV Los Angeles, joins KCBS(AM) San Francisco as news editor.

Karen Key, pilot, Bell Helicopter, Fort Worth, joins KOOL-TV Phoenix as pilot-reporter.

Ann Burke, formerly with WERE(AM) Cleveland, joins news department of WPBR(AM) Palm Beach, Fla.

Marianna Chase Spicer, deputy director, planning and development, Maryland Institute for Emergency Medical Services Systems, Baltimore, joins WJLA-TV Washington as producer-director of documentary unit.

Ley Garnett, reporter, WERC(AM)-WKXX(FM) Birmingham, Ala., joins Alabama Information Network, Montgomery, as assignment editor-reporter.

Lydia Alegria, noon weathercaster, KSAT-TV San Antonio, Tex., named community affairs director.

Kathy Blunt, reporter-producer, WTTG(TV) Washington, joins WDCA-TV there as producer-host for *Newsprobe*, daily public affairs program.

Jan Klevan Neely, announcer-director, KOVR(TV) Stockton, Calif., and **Jan Winkler**, formerly with KWG(AM) Stockton, named writers and producers for community affairs programs, KOVR.

Bruce Elbe, cinematographer, noncommercial WPBT(TV) Miami, named chief news photographer.

Ed Bell, news director, WHDH(AM) Boston, and **David Graves**, news director, WHEB-AM-FM Portsmouth, N.H., join UPI New England Broadcast Advisory Board.

Tony Creech, from KTEW(TV) Tulsa, Okla., joins WWAY(TV) Wilmington, N.C., as director of early evening newscast.

Ann Webb, news director, noncommercial KASU(FM) Jonesboro, Ark., joins noncommercial WUSF(FM) Tampa, Fla., as public affairs director.

Promotion and PR

Gary Gerard, deputy director of communications, New York State Assembly, Albany, joins ABC Public Relations, New York, as manager, audience information.

Leslie Slost, RCA staff VP, Europe, Middle East and Africa, based in London, returns to New York in mid-March as VP, corporate communications. Post has been vacant since Lester Bernstein left last year to become editor of *Newsweek*.

Lindy Spero, director of press and publicity, WJLA-TV Washington, named manager of advertising and promotion.

Leslie Stark, VP-group management supervisor and associate creative director, DKG Advertising, New York, joins Warner Amex

Satellite Entertainment Corp. there as VP, creative services.

Jeb Seder, publicist, Home Box Office, New York, named senior publicist.

Stanley Harrison, with Corporation for Public Broadcasting, Washington, named acting director of office of public affairs, succeeding **Ed Hy-moff**, who resigned.

Arthur Dwyer, from General Electric Co., Pittsfield, Mass., joins Cox Cable Communications, Atlanta, as director of corporate communications.

Dennis Randall and **Mike Caruso**, both from Entertainment and Sports Programming Network, Bristol, Conn., named public relations director and promotions director, respectively, for S.W. Rasmussen Enterprises, Farmington, Conn., newly formed company that will provide consulting services in satellite communications.

Jeanne Janes, community affairs director, KSAT-TV San Antonio, Tex., named advertising-promotion manager.

Suzanne Horenstein, program director, WDCA-TV Washington, assumes additional duties as promotion manager.

Ronald Langevin, producer-director, WWLP(TV) Springfield, Mass., named director of public relations.

Elizabeth Oldknow, public relations manager, Delta Lines Cruises, joins D'Arcy-MacManus & Masius, Los Angeles, as account executive on Delta account.

Cherry Pemberton Scarborough, director of corporate communications and media relations, Playboy Enterprises, joins public relations agency in New York, The Rowland Co., as VP.

Jon Dell'Antonia, manager, information services, Harte-Hanks Communications, San Antonio, Tex., named corporate director, information services.

Patricia Rooney, in advertising and promotion with Scientific-Atlanta, Atlanta, named advertising administrator for communications products group.

F.L. Armstrong III, promotion manager, WTVQ-TV Lexington, Ky., joins WDRB-TV Louisville, Ky., in same capacity.

David Salinger, news and special projects assistant, WDIV(TV) Detroit, named news promotion producer.

Technology

Lawrence M. Codacovi, VP, leased facility and international affairs, RCA Global Communications Inc., New York, named executive VP, international services. **Francis J. DeRosa**, VP and general counsel, law department and regulatory affairs of company, named executive VP and general counsel, law and regulatory affairs. **Robert J. Angliss**, executive VP, switched services, retired last Friday (March 14) after 38 years of service. **Frank Alfieri**, senior VP and chief financial officer of Clark Equipment Co. joins RCA Corp., New York, as chief financial officer. He succeeds **Charles Ellis**, who remains senior VP, and will perform special business studies. **Francis Carroll**, director, finance, RCA Broadcast Systems business unit, Cherry Hill, N.J., named division VP, finance, RCA Commercial Communications Systems division, Camden, N.J.

Martin L. Nieman, long-time president of Edward Petry & Co. rep firm, and most recently president of consumer products division of Lehigh Valley Industries, joins TeleMine Co., New York, as director of sales for all its products—equipment and programming—to CATV industry.

George Birutis, VP, engineering and marketing, Dorne and Margolin, antenna manufacturer in Bohemia, N.Y., joins Comtech Telecommunications Corp. as president of subsidiary, Comtech Antenna Corp., St. Cloud, Fla.

Rudy Roscher, national marketing manager, Philips Business Systems, Mahwah, N.J., named VP-general manager, American Data Corp., Huntsville, Ala., which manufactures television production and distribution switchers and distribution amplifiers.

Mark Fehlig, broadcast sales manager, Moseley Associates, Goleta, Calif., named marketing manager.

Henry Pessah, product manager and advertising and technical publications manager, Cablewave Systems, North Haven, Conn., named manager of engineering.

Mark Heyer, former research director and co-founder of Greenwich (Conn.) Video Research Laboratories, joins Sony Video Products Co., New York, as capability specialist for product communications.

Lloyd Troeltzsch, manufacturing director, magnetic audio-video products division of 3M, New York, named to head newly formed optical recording project of division.

Glen McCandless, from Anderson Audio, Nashville, joins Rupert Neve Inc., Bethel, Conn., as regional sales manager in Nashville. Company produces audio mixing consoles.

Jack Lindsay, former engineer with KMOL-TV San Antonio, Tex., and **Mac Brooks**, from noncommercial WMFE-TV Orlando, Fla., join Communications 21/Ted Johnson Productions, Jacksonville, Fla., as production-maintenance engineers.

Jim Smaha, **Robert Swanson** and **Andrew Varadi**, in semiconductor division of National Semiconductor, named VP's.

Alexander MacDonald, assistant chief engineer, noncommercial WNET(TV) New York, joins Womeico Home Theater, over-the-air subscription television, New York, as director of engineering.

Don Kelly, former VP-sales for Maderas Exoticas Ltd., Bogota, Columbia, joins United States Tower Co., Afton, Okla., as manager of marketing.

Karen C. Mills, broadcast equipment sales representative, RCA Broadcast Systems, Camden, N.J., joins The Grass Valley Group, New York, as network sales representative.

Jack Hughes, director of technical operations, WNBC-TV New York, joins WXTV(TV) Paterson, N.J., as director of engineering.

Dale Mikolaczyk, engineer, WAZL(AM)-WVCD(FM) Hazleton, Pa., joins WBRE-TV Wilkes-Barre, Pa. in same capacity.

Bill Ellis, director of engineering for Convocom, group of three UHF television stations in western Illinois, joins noncommercial KOZK(TV) Springfield, Mo., as director of engineering.

Leanne Knowles, marketing trainee, United Video, Tulsa, Okla., named marketing representative.

International

Frank Berrisford, head of liaison for BBC engineering information department, London, named assistant head of engineering information. **Peter Lonsdale** succeeds Berrisford.

Kirwan Cox, special policy adviser to government film commissioner and chairman of National Film Board of Canada, Montreal, James de B. Domville, named director of research and policy development. Cox retired last year as chairman of Council of Canadian Filmmakers.

Allied Fields

Elliott Maxwell, special assistant to FCC Chairman Charles D. Ferris, named acting deputy chief for policy of FCC's newly reorganized Office of Science and Technology. **A. Daniel Kelley**, senior staff economist in FCC's Office of Plans and Policy, named special

assistant to Ferris. **Barbara Glover**, who has worked for FCC Commissioner Abbott Washburn since 1974, named confidential assistant to Washburn.

Susan Kraus, personnel director, Ross Roy, Detroit, joins National Association of Broadcasters, Washington, as assistant director of broadcast management department. **Michael Riley**, district sales manager for middle Atlantic region, Dansk Designs Ltd., joins NAB as associate membership coordinator.

William Stelk, new business development manager, media research group, A.C. Nielsen, Northbrook, Ill., elected VP.

Howard Rosenblum, manager of research, HR Television, New York, named New York client service representative for Arbitron Television Advertiser/Agency Sales.

Allen H. Neuhaith, chairman and president of Gannett Co.; **Sam A. Burk**, general manager, KIRX(AM) Kirksville, Mo., and Public Broadcasting Service "The MacNeill-Lehrer Report" are among eight individuals and organizations that will receive 1980 medals for distinguished service in journalism from University of Missouri School of Journalism on April 11.

Michael Giering, market research director, Mennen Co., joins R.H. Bruskin Associates, market research firm in New Brunswick, N.J., as director of research.

Diana Rose Fontaine, scheduling and production coordinator, and director of Independent Video Producers registry, named president of Multi Media Productions, Virginia Beach, Va., national video training and consulting firm.

Wyn Selwyn, former producer and reporter, KNTV(TV) San Jose, Calif., named director of Ron Bailie School of Broadcast in San Jose, Calif.

Frank Stanton, retired vice chairman of CBS, and former national chairman of American Red Cross, named chairman emeritus of American Red Cross.

Andy Hejnas, quality assurance specialist, Station Business Systems, Greenwich, Conn., named software product manager in systems development department. **Don Chase**, in client service department, named quality assurance specialist.

Deaths

Sidney S. Fox, 91, pioneer Utah broadcaster, died in Salt Lake City nursing home March 3. His broadcasting career began in 1925 when he purchased KDYL(AM) Salt Lake City (now KCPX). In 1948, he bought KDYL(TV) there (now KTVX), and sold it in 1953. Earlier in his career, he was involved in motion picture distribution in Denver and Salt Lake City. Besides one stepson, there are no immediate survivors.

Lowell H. Good, 69, retired corporate director of engineering utilization, RCA, Princeton, N.J., died of cancer March 7 at Elliot hospital in Manchester, N.H. He joined RCA in 1941 and retired in 1976. Survivors include his wife, Elsie, and two daughters.

Harold E. Ennes, 68, author of articles and books on broadcast equipment, died of cancer Feb. 28 in Beech Grove, Ind. He retired in 1973 from WTAE-TV Pittsburgh, and earlier worked for WIRE(AM) Indianapolis and Dage Television in Michigan City, Ind. Survivors include his wife, Mary Lou, and one daughter.

ANPA ballot. The American Newspaper Publishers Association last week began reformulating slate of officers, headed by Len H. Small of Small Newspapers, Kankakee, Ill., and Katharine Graham of The Washington Post Co. (Post-Newsweek Stations), that was to be offered by its nominating committee to its annual convention in Hawaii April 23. Small, 65, this year's ANPA vice chairman and nominee for the chairmanship, died last Monday (March 10) in an auto accident in Kankakee county. He was brother of Burrell Small, owner of WKAN(AM) Kankakee, but was not connected with station.

Graham, currently ANPA treasurer, was nominee for vice chairman on list of names announced earlier Monday. Three new officers and six new directors were on the slate.

Those with broadcast connections, and not expected to be affected by the turn of events:

ANPA Secretary William C. Marcil, *The Forum*, Fargo, N.D. (WDAY-AM-FM-TV), to be re-elected secretary; Garner Anthony, Cox Enterprises, Atlanta (Cox Broadcasting), to be a director; William H. Cowles, Cowles Publishing Co., Spokane, Wash. (KHO-AM-FM-TV) to be a director; Arthur Ochs Sulzberger, The New York Times Co., New York (WOXR-AM-FM there and WREG-TV Memphis) to be a director; Robert G. Marbut, Harte-Hanks Communications, to be a director. The membership also will be asked to ratify the term of Director Lloyd G. Schermer, Lee Enterprises, who was elected last April by board of directors after the membership expanded the size of the board at its 1979 convention.

Stanton R. Cook, *Chicago Tribune* (WGN Continental) and Alvah H. Chapman Jr., Knight-Ridder Newspapers (Knight-Ridder Broadcasting) are among six other ANPA directors whose terms do not expire this year.

Stock Index

Exchange and Company	Closing Wed. March 12	Closing Wed. March 5	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	30	30 1/8	- 1/8	- .41	6	840
N Capital Cities	44 1/4	46 1/8	- 1 7/8	- 4.06	12	606
N CBS	46 1/4	46 1/2	- 1/4	- .53	6	1,299
N Cox	62	63 1/2	- 1 1/2	- 2.36	12	417
A Gross Telecasting	24	26	- 2	- 7.69	8	19
O Lin	45 1/4	40 1/2	+ 4 3/4	+11.72	11	124
N Metromedia	62	63 3/4	- 1 3/4	- 2.74	9	286
O Mooney	8 1/2	9 3/4	- 1 1/4	-12.82		3
O Scripps-Howard	57	63	- 6	- 9.52	10	147
N Storer	27 1/2	27 3/4	- 1/4	- .90	15	319
N Taft	29 1/4	28 1/2	+ 3/4	+ 2.63	10	255

BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	19	20 3/4	- 1 3/4	- 8.43	15	34
A Affiliated Pubs.	17 3/8	18 3/4	- 1 3/8	- 7.33	6	89
N American Family	9 3/4	9 1/2	+ 1/4	+ 2.63	4	102
N John Blair	15	16 3/8	- 1 3/8	- 8.93	3	55
N Charter Co.	32 1/2	36 1/2	- 4	-10.95	28	645
N Chris-Craft	20 1/8	19 7/8	+ 1/4	+ 1.25	11	55
N Coca-Cola New York	4 7/8	5 1/8	- 1/4	- 4.87	6	85
N Cowles	21 3/4	23 1/2	- 1 3/4	- 7.44	17	86
N Dun & Bradstreet	37 3/4	40	- 2 1/4	- 5.62	15	1,050
N Fairchild Ind.	46 7/8	49 1/2	- 2 5/8	- 5.30	10	267
N Fuqua	17 3/4	18 3/8	- 5/8	- 3.40	5	224
N Gannett Co.	40 1/4	40 1/2	- 1/4	- .61	13	1,082
N General Tire	15 3/4	16	- 1/4	- 1.56	3	372
O Gray Commun.	37 1/2	38 1/2	- 1	- 2.59	12	17
N Harte-Hanks	21 7/8	21 5/8	+ 1/4	+ 1.15	13	203
O Heritage Commun.	9 1/2	10 1/2	- 1	- 9.52		22
N Jefferson-Pilot	24 1/2	25 7/8	- 1 3/8	- 5.31	6	552
O Marvin Josephson	10 3/4	11 1/4	- 1/2	- 4.44	6	27
O Kansas State Net	27 5/8	27 7/8	- 1/4	- .89	23	52
N Knight-Ridder	23	22 1/2	+ 1/2	+ 2.22	10	755
N Lee Enterprises	19 1/8	20 1/4	- 1 1/8	- 5.55	10	137
N Liberty	15 1/4	15 3/8	- 1/8	- .81	7	206
N McGraw-Hill	25 5/8	26 1/8	- 1/2	- 1.91	10	634
A Media General	24 3/8	25 1/8	- 3/4	- 2.98	10	181
N Meredith	34 1/8	35 1/2	- 1 3/8	- 3.87	7	105
O Multimedia	17 1/2	18	- 1/2	- 2.77	7	262
A New York Times Co.	19 3/4	21 1/2	- 1 3/4	- 8.13	15	233
N Outlet Co.	16 1/4	16 1/2	- 1/4	- 1.51	4	40
A Post Corp.	16 1/8	16 1/8			7	29
N Rollins	24 1/8	26 1/8	- 2	- 7.65	12	323
N San Juan Racing	12 7/8	13 1/8	- 1/4	- 1.90	17	32
N Schering-Plough	34	33	+ 1	+ 3.03	9	1,814
A Sonderling	30 3/4	31	- 1/4	- .80	10	33
O Stauffer Commun.*	36	36			9	754
A Tech Operations	10 1/4	10 3/4	- 1/2	- 4.65	26	14
N Times Mirror Co.	31 3/8	33 1/4	- 1 7/8	- 5.63	9	1,065
O Turner Broadcasting	11	11 1/2	- 1/2	- 4.34		108
A Washington Post	18 3/8	19 1/8	- 3/4	- 3.92	6	286
N Wometco	16 5/8	18 7/8	- 2 1/4	-11.92	8	154

CABLECASTING						
A Acton Corp.	13 1/8	13 3/4	- 5/8	- 4.54	9	34
O Ameco+						
N American Express	26 1/4	27 7/8	- 1 5/8	- 5.82	5	1,871
O Athena Comm.	5 3/4	6 1/4	- 1/2	- 8.00		12
O Burnup & Sims	9 7/8	11 1/4	- 1 3/8	-12.22	52	85
O Comcast	22 3/4	24	- 1 1/4	- 5.20	22	38
O Entron*	5	5			5	4
N General Instrument	44 1/2	46 1/4	- 1 3/4	- 3.78	12	370
O Geneva Corp.	30	33 7/8	- 3 7/8	-11.43	13	33
O Tele-Communications	22	22 1/4	- 1/4	- 1.12	27	234
N Teleprompter	20 7/8	20 7/8			27	354
N Time Inc.	46	46			8	1,286
O Tocom	19	18	+ 1	+ 5.55	40	28
O UA-Columbia Cable	43 1/2	48 1/2	- 5	-10.30	20	146
O United Cable TV	24 1/2	26 1/2	- 2	- 7.54	17	99
N Viscom	38 3/4	38 3/8	+ 3/8	+ .97	20	147

Exchange and Company	Closing Wed. March 12	Closing Wed. March 5	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
A Amer. Intl. Pics	9 3/4	9 3/4				23
O Chuck Barris Prods.	5 3/4	6 1/4	- 1/2	- 8.00	3	18
A Cinema 5 Ltd.*	4 7/8	4 7/8				3
N Columbia Pictures	30 5/8	31 1/2	- 7/8	- 2.77	5	294
N Disney	43 1/4	44 1/4	- 1	- 2.25	14	1,403
N Filmways	9 7/8	10 3/8	- 1/2	- 4.81	6	55
O Four Star	3/4	3/4				8
N Gulf + Western	18 5/8	19 3/8	- 3/4	- 3.87	4	836
N MCA	52 3/4	55	- 2 1/4	- 4.09	10	1,231
O Medcom	4 3/8	4	+ 3/8	+ 9.37	18	7
N MGM	19 3/8	17 3/4	+ 1 5/8	+ 9.15	9	627
O Reeves Commun.	16	17 1/2	- 1 1/2	- 8.57	15	38
N Transamerica	15 1/8	15 3/8	- 1/4	- 1.62	5	991
N 20th Century-Fox	43 3/8	43 1/8	+ 1/4	+ .57	6	339
O Video Corp. of Amer.	5 7/8	6	- 1/8	- 2.08	20	5
N Warner	51 5/8	52 1/2	- 7/8	- 1.66	11	1,071
A Wrather	16 5/8	17	- 3/8	- 2.20	45	38

SERVICE						
O BBDO Inc.	33 2/4	34 1/4	- 1	- 2.91	7	83
O Compact Video	13	12 7/8	+ 1/8	+ .97		24
N Comsat	34 7/8	36 1/8	- 1 1/4	- 3.46	8	279
O Doyle Dane Bernbach	25	26	- 1	- 3.84	9	66
N Foote Cone & Belding	24 7/8	27 1/2	- 2 5/8	- 9.54	8	65
O Grey Advertising	47	49	- 2	- 4.08	5	29
N Interpublic Group	28 3/4	31 5/8	- 2 7/8	- 9.09	6	126
O MCI Communications	6	6 1/8	- 1/8	- 2.04	75	166
A Movielab	4 7/8	5 5/8	- 3/4	-13.33	9	7
A MPO Videotronics	4 3/4	5 1/8	- 3/8	- 7.31	5	2
O A. C. Nielsen	26 3/8	27 7/8	- 1 1/2	- 5.38	12	290
O Ogilvy & Mather	22	22 3/4	- 3/4	- 3.29	7	79
O Telemation	1 1/4	1 1/4			2	1
O TPC Communications	6 3/8	6 7/8	- 1/2	- 7.27	12	5
N J. Walter Thompson	29 5/8	31	- 1 3/8	- 4.43	7	89
N Western Union	20 1/8	22	- 1 7/8	- 8.52	9	305

ELECTRONICS/MANUFACTURING						
O AEL Industries	8 5/8	8 5/8			7	14
N Ampex	24 3/8	24 1/8	+ 1/4	+ 1.03	17	278
N Arvin Industries	11 1/2	12	- 1/2	- 4.16	3	89
O CCA Electronics*	1/8	1/8				1
A Cetec	5 3/4	6 3/4	- 1	-14.81	12	3
A Cohu	5 1/8	6 1/2	- 1 3/8	-21.15	17	8
N Conrac	19 1/4	19 1/4			31	39
N Eastman Kodak	43 3/4	43 5/8	+ 1/8	+ .28	8	7,060
B Elec Missile & Comm.	3 1/4	2 3/4	+ 1/2	+18.18	30	8
N General Electric	48 1/2	48 3/4	- 1/4	- .51	9	8,952
N Harris Corp.	32 1/2	35 1/8	- 2 5/8	- 7.47	14	851
O Harvel Ind	6 1/2	6 1/2			17	3
O Intl. Video	3/4	7/8	- 1/8	-14.28		2
O Microdyne	23 1/2	25 1/4	- 1 3/4	- 6.93	24	2
N M/A Com, Inc.	34 1/8	36 1/4	- 2 1/8	- 5.86	44	193
N 3M	47 5/8	47 5/8			10	5,547
N Motorola	56 5/8	53 5/8	+ 3	+ 5.59	14	1,616
O Nippon Electric	37 3/4	40	- 2 1/4	- 5.62	34	1,239
N N. American Philips	26	26 3/8	- 3/8	- 1.42	5	312
N Oak Industries	32 5/8	31 1/2	+ 1 1/8	+ 3.57	23	130
O Orrox Corp.	4 1/4	7 7/8	- 3 5/8	-46.03	6	7
N RCA	22 3/8	23 5/8	- 1 1/4	- 5.29	6	1,674
N Rockwell Intl.	54 7/8	54 5/8	+ 1/4	+ .45	9	1,931
A RSC Industries	4 1/8	4 1/8			23	9
N Scientific-Atlanta	38 1/2	40 7/8	- 2 3/8	- 5.81	22	180
N Sony Corp.	6 1/4	6 5/8	- 3/8	- 5.66	10	1,078
N Tektronix	50 1/2	52 3/4	- 2 1/4	- 4.26	13	908
O Texscan	8	8 1/2	- 1/2	- 5.88	47	6
O Valtec	18	19	- 1	- 5.26	38	71
N Varian Associates	29 3/4	29 1/2	+ 1/4	+ .84	165	203
N Westinghouse	21 3/8	22 5/8	- 1 1/4	- 5.52	6	1,838
N Zenith	9	9 1/2	- 1/2	- 5.26	8	169











Standard & Poor's 400 Industrial Average 121.48 126.56 -5.08

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 & Pooors' or as obtained by Broadcasting's own research.

Earnings figures are exclusive of extraordinary gain or loss. **Footnotes:** *Stock did not trade on given day; price shown is last traded price. **No P/E ratio computed, company registered net loss. ***Stock split. +Stock traded by price less than 12.5 cents.

Added Attractions

BROADCASTING's editors and writers are at work on a number of special reporting assignments scheduled (*) to appear during the next few months. Among the more prominent prospects:

- Mar 24  A progress report on **cable franchising**. Who's doing what where in that medium's hottest competitive arena.
- Mar 31  **Over-the-air pay TV**: The next frontier?
- Apr 7  **Pre-NAB**. Including a "**Fifth Estate**" report on **Ted Turner**, television's most exciting — and perhaps most controversial — media entrepreneur.
- Apr 14  **NAB**: Including a special looking-ahead to **broadcasting's next 25 years**.
- Apr 14  Advance report on **MIP-TV**, annual international television program marketplace in Cannes.
- Apr 21  **Post-NAB**. Gavel-to-gavel report on the National Association of Broadcasters' 58th annual convention in Las Vegas — the industry's yearly self-examination of where it's at within the radio and television media, and where those two continue to fit within the evolving context of telecommunications.
- Apr 28  The **post-post-NAB** issue, wherein BROADCASTING summarizes the equipment state of the art as demonstrated on the exhibit floors in the Las Vegas convention center.
- May 5  Not in alphabetical but in chronological order.
- May 12  **The three affiliate meetings of CBS, ABC and NBC**,
- May 19  respectively, in Los Angeles's Century-Plaza hotel — each greeted by a BROADCASTING "At Large" interview tracking the present fortunes and future prospects of the companies that continue to lead the way, and set the pace, of the over-the-air broadcast media.

BROADCASTING will continue to update this schedule as appropriate, (a) to give readers an idea of what's upcoming, (b) to give sources due notice that we're at work in their territories and (c) to give advertisers a chance to plan their own marketing strategies in tandem with these editorial opportunities.

You Belong in Broadcasting Every Week

** Publication dates are subject to change, dependent on the progress of research and the pressures of and pre-emptions by other breaking news developments.*

Profile

Brian Lamb: mixing loves of media and politics into C-SPAN

A year ago this week, millions of Americans nationwide were invited for the first time to watch the activities of the United States House of Representatives on their home television screens. The Cable Satellite Public Affairs Network (C-SPAN) had picked up the House's closed-circuit television coverage of its proceedings and had begun sending it live to cable systems via satellite.

Still guiding C-SPAN's fortunes as it moves into its second year is Brian Lamb, who, motivated by modesty or a desire to stroke the board of directors, insists on sharing the credit for the creation of C-SPAN. It was Lamb's idea all right, but, he points out, without the organizational and financial support of the cable operators who now make up C-SPAN's board and the help of a former employer, there would be no C-SPAN today. "It was going to happen eventually," Lamb says, seated in his sparsely furnished office. "I was at a stage of my career where I wanted to make it happen. The industry was at a point where they wanted to have it happen."

He is probably right in presuming that cable was ripe for an industry-subsidized public affairs channel, but that that channel took the shape it did is solely attributable to Lamb. It was born out of his 11 years on the Washington scene as a journalist and public relations man and an affection for both politics and the media going back to his earliest years.

"Something always attracted me to Washington and the politics of the town," Lamb said. To get there upon graduation from Purdue University in his native Lafayette, Ind., in 1963, Lamb chose to go by water instead of by land. He joined the Navy as an ensign and after 18 months at sea was assigned to the public affairs office in the Pentagon, where he served as a liaison between the Pentagon and the television networks. He was able to satisfy his hunger for politics by additional duty as White House social aide during the Johnson administration.

After his discharge from the Navy as a lieutenant in 1967, Lamb returned to Lafayette with the idea of running for political office. He took a job as assistant manager of WLFI-TV there, where he had hosted a show "like *American Bandstand*" during his senior year at Purdue. (As a high school and college student, Lamb also worked as a salesman and announcer at WASK[AM] there). But his career in broadcasting didn't last long. "At the end of the first nine months, I realized that I was dying to get into a political campaign," Lamb says. He joined the Nixon presidential campaign and was soon run-



Brian Patrick Lamb—president and chief operating officer, Cable Satellite Public Affairs Network (C-SPAN), Arlington, Va.; b. Oct. 9, 1941, Lafayette, Ind.; BA, Purdue University, 1963; part-time announcer, WLFI-TV and WASK(AM), both Lafayette, 1959-63; United States Navy, 1964-67; assistant manager, WLFI-TV, 1968; Nixon/Agnew presidential campaign staffer, 1968; radio reporter, United Press International, 1968-69; press secretary for Senator Peter Dominick (R-Colo.), 1969-71; assistant to the director of media and congressional affairs, Office of Telecommunications Policy, 1971-74; editor and co-publisher, *Media Report*, 1974-78; Washington bureau chief, *CableVision* magazine, 1976-78; present position since May 1978.

ning around the Midwest "with a tape recorder, getting people's views on what they supposedly wanted to tell Richard Nixon and Spiro Agnew." After Nixon's victory, Lamb tried to stay on, but after an interview with Herb Klein, the White House director of communications, Lamb frankly says, "I could see I wasn't an insider and wasn't going to get picked up."

Rejected by the White House but wishing to remain in Washington, Lamb did freelance work as a radio reporter for United Press International. That led to an introduction to Republican Senator Peter Dominick of Colorado, who signed Lamb on as his press secretary. Lamb says the two-year stint on the congressional staff was a "real eye opener," not only for what he learned about "internal politics, but also for what he learned about the news media: "With just three networks and their news departments, if you're a U.S. senator from Colorado, you had to say something obnoxious, ridiculous or irresponsible or you never got on the air."

Those lessons were put in new perspective when he moved over to the newly created Office of Telecommunications Policy in 1971 at the urging of its director, Clay T. Whitehead, and became assistant to the director of media and congressional affairs.

Unfortunately for Lamb, Whitehead and the rest of OTP staff, OTP's legitimate efforts "to develop some significant departure from where telecommunications had been" were almost completely overshadowed by OTP's involvement in the Nixon administration's attacks on the media for what the administration viewed as unfavorable press coverage. The administration, Lamb says, "was quite interested in doing anything that would make it more difficult for the networks." But, he stresses, Whitehead and the OTP did their best to stay clear of "sordid policies. We were caught in a political buzzsaw and we fought for our lives through the whole process," Lamb says.

In June 1974 Lamb emerged from his three-and-a-half years at OTP somewhat disillusioned by politics, dissatisfied by the media and more interested than ever in both. "I evolved through the whole process on two fronts," he says, "on the media side and on the political side. I got a belly full of politics, some I didn't want to get... and I learned that the media were a very closed shop, that if you were not appointed by a very small group of people, you weren't going to be allowed to be involved in the process."

After OTP, Lamb left politics for the relative calm of journalism, editing and copublishing *Media Reports*, a biweekly newsletter, and doubling after 1976 as Washington bureau chief of *CableVision* magazine.

During the summer of 1977, Lamb began shaping the lessons and experiences of his Washington career into C-SPAN. It would deliver its signal by cable, a medium beyond the control of the New York media moguls and economic limitations of broadcasting. It would feature Washington politics, Lamb's first love. And, perhaps most important, it would present its material in entirety, without editing or commentary, traits of the conventional press Lamb was and is determined to avoid.

As these ideas coalesced, Lamb won the support of *CableVision* magazine Publisher Bob Titsch who allowed Lamb to work part-time on project while still on the magazine's payroll. Lamb also gives special credit to Robert Rosencrans, president of UA-Columbia Cablevision and C-SPAN's first and only chairman. Lamb says Rosencrans was the first cable operator to put up money—\$25,000—and it was he who offered C-SPAN satellite time on UA-Columbia's Satcom I, transponder 9.

Lamb says he'll stick with C-SPAN as long as it continues to grow and he plans to do his best to foster that growth. "If I had my desire," he says, "we would have 24 hours a day of speeches, conferences, press conferences, Senate and House hearings—the whole bit, as it happens."

New neighbor

In less troubled times, the discovery of Radio Moscow programming, in English, on a Cuban AM station that can be clearly heard in the U.S. would probably be considered an act of provocation. The discovery, reported by the FCC (BROADCASTING, March 10), has passed unremarked by a White House and State Department facing larger problems still unsolved: 50 American hostages in their fourth month of Iranian captivity, an American ambassador held with others in Colombia, Russians in Afghanistan, Carter in the rose garden.

The discovery may, however, add a filip of interest to whatever demands the Cubans make at the western hemisphere meetings that began last week on AM spectrum usage. Russian propaganda aimed at the U.S. is not the use expected of a 600 khz regional frequency assigned to Cuba for domestic broadcasts.

As threats to U.S. security go, Radio Moscow is at or near the bottom of the list. It is certainly of lower magnitude than the Russian combat brigade that the administration was briefly horrified to find in Cuba several months ago. But its brash pre-emption of a Cuban frequency to reach an American audience does nothing to enhance America's prestige among its neighbors. If it is also, as it would seem, a violation of existing regional agreements, it should not be condoned by the administration or the Congress.

Formula for chaos

It is hard to believe that Representative Ronald Mottl (D-Ohio) will find serious support for his bill to require public disclosure of broadcasters' financial reports. The weight of arguments presented against it during hearings two weeks ago ought to be enough to sink it.

The congressman, however, is obviously dedicated to this project and can be expected to advance it by whatever means he can. Broadcasters must find some way to make their position known to other members of the House Communications Subcommittee who missed the testimony. Only Mottl and the subcommittee chairman, Lionel Van Deerlin (D-Calif.), were present to hear most of the witnesses.

Broadcasters, led by Tom Bolger, chairman of the joint board of the National Association of Broadcasters, and Sis Kaplan, president of the National Radio Broadcasters Association, produced an overpowering list of reasons to maintain the confidentiality of financial data. Any legislator with an understanding of how business works cannot help but be impressed if exposed to the broadcasters' persuasions.

But overriding all other mischief to come from a release of individual station reports would be the certain federal regulation of programming. The scenario would go like this:

Immediately upon the publicizing of station revenues, expenses and profits, the misnamed public-service lawyers and the special interests they recruit and represent would begin looking for likely targets. Inevitably there would be challenges to stations that were deemed to be providing less special-interest programming than they could afford. Inevitably, there would be FCC decisions from which would come a body of case law adding up to approved ratios of programming expense to revenue, and indeed ratios within ratios to settle the federal standards for, say, news, public affairs, children's programs—a never-ending list. The special-interest pressure on the FCC would be irresistible.

Television and radio broadcasters would suffer alike. Does a certain ethnic group feel underserved by a television station

schedule? Tell the FCC that the group is the victim of excessive broadcast profit. Does a body of dedicated listeners oppose the loss of a radio format? Persuade the FCC that the station can adjust revenue and expense to keep the format on the air. The general availability of financial data would lead to incessant litigation that could only damage the broadcasters' ability to provide the programming that the overwhelming majority of people want.

Nobody in broadcasting is keeping any dirty secrets. It is already known to the world that some stations in all broadcast services are making spectacular profits at the moment and that many are doing well. It ought to be equally apparent that significant numbers of stations are marginal or worse; at last count, 33% of all AM's and AM-FM combinations and 42% of all FM's were in the red. Beyond that, broadcasters in all classes must husband reserves against the effects of future competition, not only from probable increases in station population but also from the new services that will be clamoring for more and more of people's time.

The last thing that broadcasting and its massive audiences need now is the wild upheaval promised by indiscriminate financial disclosure.

Lesson in adaptation

In its 50-odd years, network radio has known good times and bad. In the days when television was beginning to make its move the bad often seemed to outnumber the good by a forbidding margin. Then network radio shifted its focus and began to make *its* move. In recent years times have been much more often good than bad, and lately new juices and new ferment have been added to the mix. More and more, the excitement has returned.

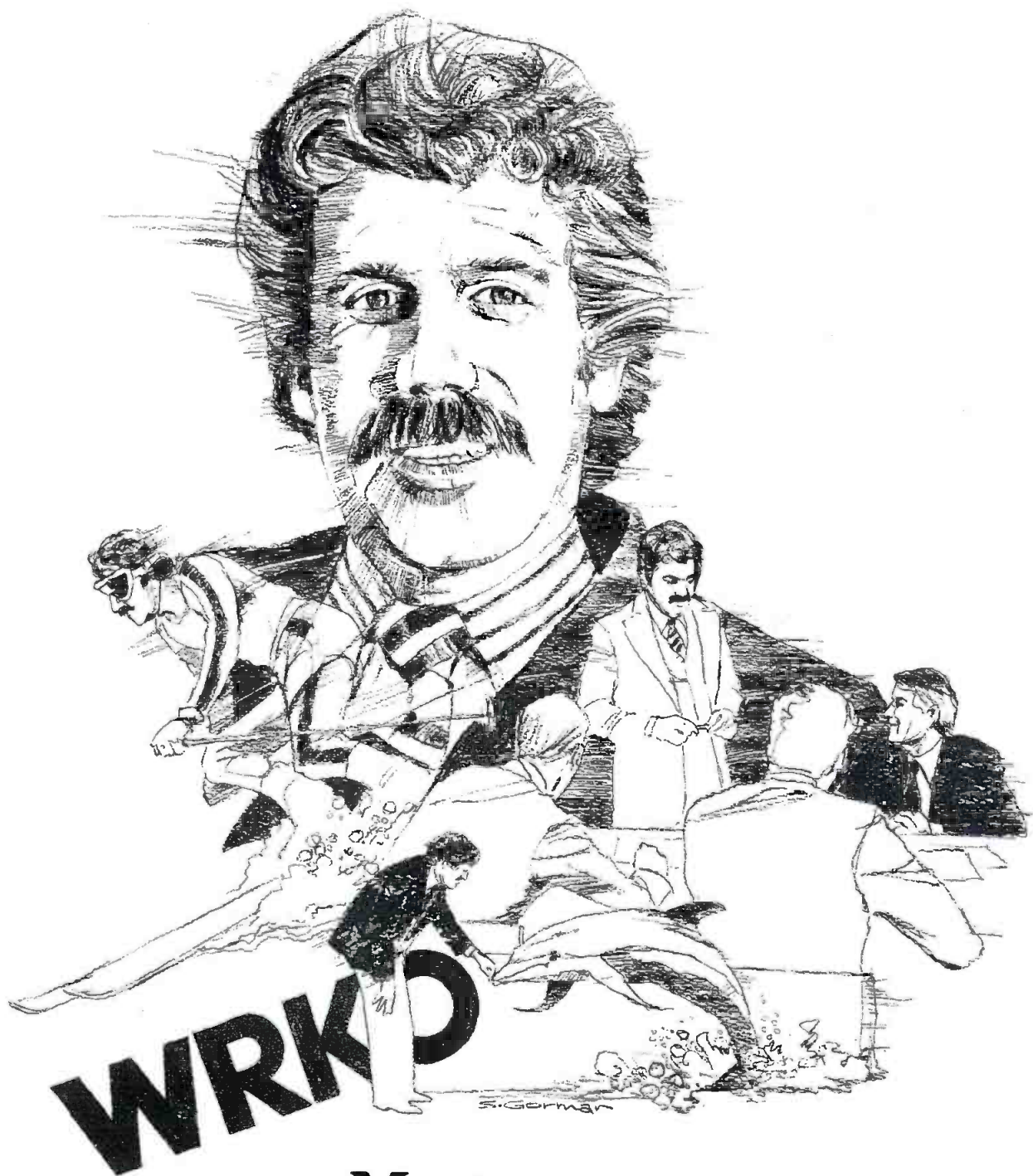
A special report elsewhere in these pages describes the excitement, tells what's happening and suggests what's coming. It is a report that readers may study with profit. In the context of the long haul it is a particularly encouraging story, for network radio's success today shows that adversity need not be permanent, but may be overcome by ingenuity, determination and the flexibility to meet change.

Given all of today's talk about what the new media are or are not going to do to television's audiences in the future, it may be that television broadcasters, too, can find reassurance in network radio's example. It wouldn't be the first time television learned from radio.



Drawn for BROADCASTING by Jack Schmidt

"Just at the time I was complaining that no one takes the economics of broadcasting seriously, in walked the IRS."



Meet Chuck Goldmark

WRKO-AM BOSTON

Boston is a city of contrasts. The renewal of Quincy Market is haughtily received by the carefully preserved mansions of Beacon Hill. The golden dome of the historic statehouse is reflected in the mirrored face of Hancock Tower. While college students casually toss frisbees on the commons, white-gloved ladies glide silently by in picturesque swan boats, their heads filled with the sounds of horse-drawn carriages on the cobblestones of Louisburg Square.

Contrast causes action. Opposite viewpoints produce emotion. Chuck Goldmark is a man for action and emotion. Prior to

being named manager of WRKO, Chuck sought the impossible for RKO Radio and made it happen. He established the retail sales departments at our stations in San Francisco and New York which have become prototypes for the industry.

Chuck enjoys the challenges of Boston and his diverse participation in the activities of the city are evidence of this feeling; he serves on the Corporate Advisory Board of the New England Aquarium, the broadcast council of the Institute of Contemporary Art and as media consultant to the Kennedy Hospital. Within the industry, Chuck currently sits the Executive Board of the New England Broadcasting Association.

An avid outdoorsman, Massachusetts is a paradise for his many activities. A short trip northward takes Chuck to the heavy snow country and his favorite sport, skiing.

The action and emotion of Chuck Goldmark the man have found a perfect match in the constraints and challenges of Boston the city. RKO Radio is proud of Chuck Goldmark and pleased to give you this opportunity to meet him.



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