

Special Report:
Homesteading the future for cable

Broadcasting Mar 31

The newswEEKly of broadcasting and allied arts

Our 49th Year 1980

Sold in 29 markets.

Viacom Features VII

**The highest rated movie group
released this season:**

21.5 average rating!

36% average share!

Twenty big hits!

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Source: NTI. Network premiere telecasts. Audience estimates are subject to qualifications available on request.

36112135RA 5184 XTK DEC/P2
A0112135RA 5184 XTK DEC/P2
US AIR FORCE SECTION
SERIAL ACO
MONTGOMERY AL 36112

LITTLE HOUSE ON NUMBER ONE !!!

Yes!

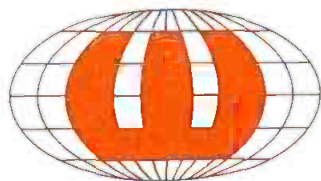
During the
definitive
February national
sweeps, **LITTLE
HOUSE ON THE
PRAIRIE** scored
the highest rating
of any series on
network
television.*

Available for local telecasting September, 1981

Top Series

Rank	Rating
1. Little House (N)	27.3
2. Three's Company (A)	27.0
Dallas (C)	27.0
4. Dukes of Hazzard (C)	26.6
5. 60 Minutes (C)	25.9
6. Real People (N)	25.3
7. Tenspeed/Brown Shoe (A)	25.2
M*A*S*H (C)	25.2
9. Big Event (N)	24.9
10. Fantasy Island (A)	24.2
Happy Days (A)	24.2
12. Monday Night Movies (N)	23.8
13. Eight is Enough (A)	23.7
14. Love Boat (A)	23.5
15. Barney Miller (A)	23.1
Alice (C)	23.1
CHiPs (N)	23.1
18. Goodtime Girls (A)	23.0
19. Archie Bunker's Place (C)	22.9
20. Diff'rent Strokes (N)	22.7
21. Sunday Night Movie (A)	22.6
22. Taxi (A)	22.2
Jeffersons (C)	22.2

THE PRAIRIE IS



WORLDVISION
ENTERPRISES INC.

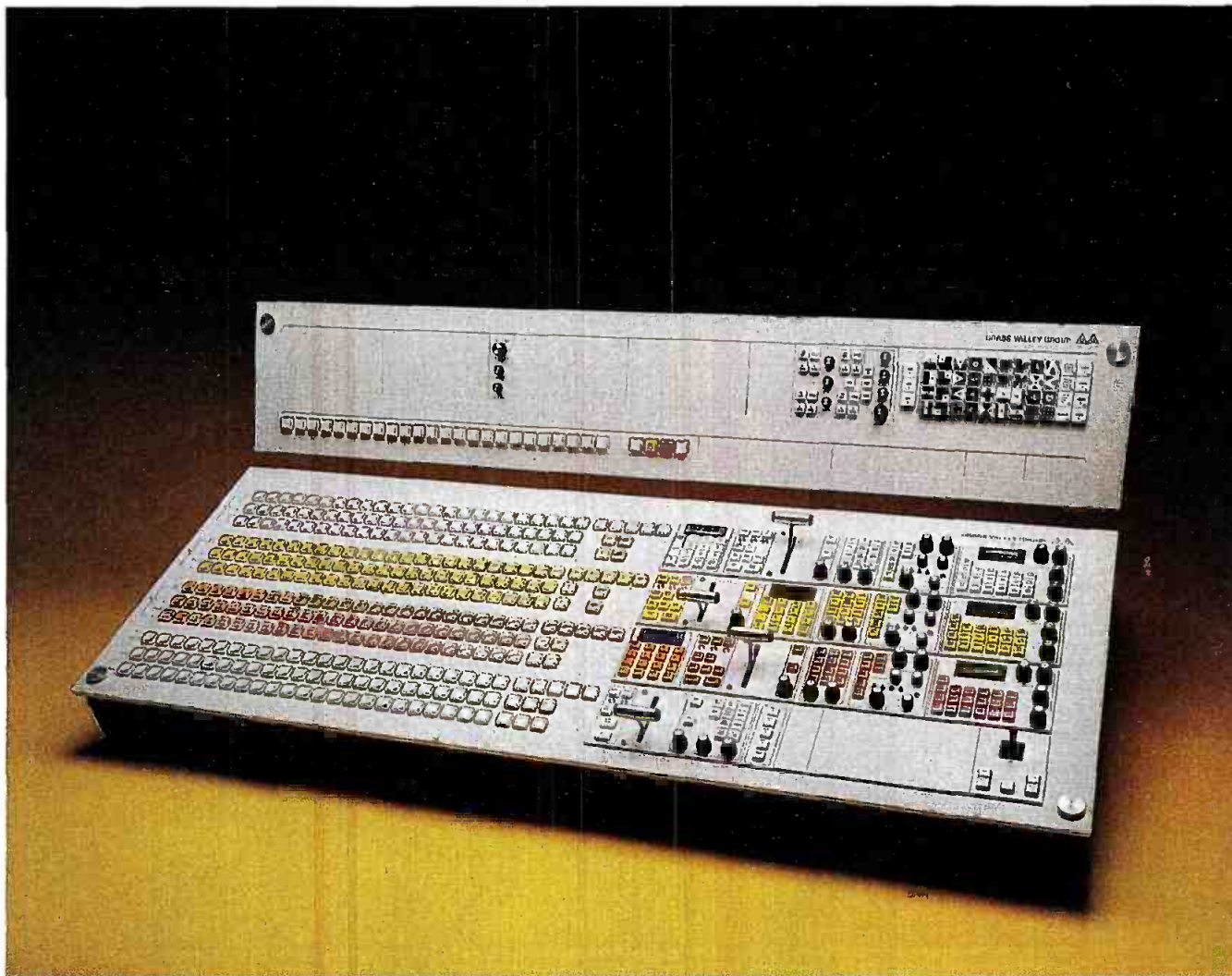
**The World's Leading Distributor
for Independent Television Producers**

New York, Los Angeles, Chicago, Atlanta, London, Paris, Tokyo,
Sydney, Toronto, Rio de Janeiro, Munich, Mexico City, Rome

A Taft Broadcasting Company

Unmatched Power!

The new GVG™ 300 Production Switcher and Four-Channel Mark II Digital Video Effects



New-from-the-ground-up designs

The 300 switcher and MkII DVE are completely new in concept and design—not merely revisions of previous models. The 300 is a no-compromise switcher designed to complement the popular 1600 Series for the ultimate in production flexibility and power. The four-channel MkII DVE is a second generation unit with unique features providing an almost unlimited variety of effects.

New features, new production power

The 300 is an advanced design with unique features such as unlimited re-entry of effects, fully integrated E-MEM™ Effects Memory system, four input buses per M/E, a quad split from each M/E, automatic key follow and Personality Programming.

Second generation Digital Video Effects

The MkII DVE combines the power of the new NEC DVP-16 multichannel Digital Video Processor and the GVG MkII control system. It operates like a production switcher, not a computer terminal. Selection of most common on-air effects is no more complicated than choosing a wipe pattern. For post-production flexibility, programming modes permit creation of highly complex effects which in turn can be memorized in the standard E-MEM system. Other standard features include continuous zoom from zero to infinity, digital noise reduction with motion detection, and Digital Strobe Action, a motion-dependent freeze.

See it all at NAB

300s are shipping. Contact your nearest GVG sales office for a complete description of the system.

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The Week in Brief

TOP OF THE WEEK

BOOBY TRAPS □ There is added impetus for radio deregulation in the 25,000 comments offered to the FCC. But some suggestions, such as one from Justice on renewal hearing criteria, could be explosive for broadcasters. **PAGE 25.**

WAIT TIL NEXT YEAR □ The gloom caused by the failure to vote on 9 khz in Buenos Aires begins to dispel. Lee expects other countries' studies will support the U.S. position for short-spacing and assure favorable action at the November 1981 session. **PAGE 26.**

GOOD NEIGHBORS □ U.S. and Canadian communications officials agree to establish liaison between governments to avoid future conflicts and to resolve existing ones. **PAGE 29.**

FIVE-STAR REPORT □ Air Time has money problems; there's alarm over AM stereo; Times Mirror gets its big deal; Eller teams with Charter; foreign cable ownership passes muster. **PAGE 30.**

SPECIAL REPORT

THAT'S GOLD IN THOSE CITIES □ The clamor for cable television franchises in the major metropolitan areas has become a demanding roar, as improved technology and programming add luster to the wired medium. The rush to strike it rich has attracted competitors from home and abroad. Here's a look at their organizational strategies and hopes plus input from representatives of five major MSO's. **PAGE 35.**

TALE OF TWO CITIES □ Pittsburgh and Minneapolis offer two case histories of the labyrinthine process that besets cable winners and losers. **PAGE 48.**

FROM NEW YORK TO NASHVILLE □ A market-by-market status report on cable franchising in the first 30 cities. **PAGE 52.**

BUSINESS

GET READY □ A Ted Bates executive advises advertisers to prepare for defection of young adults from TV networks to cable and pay services. **PAGE 58.**

LOOKING TO 1990 □ Studies by Wells, Rich, Greene see network TV holding its own, despite some erosion from new video technologies. **PAGE 58.**

RECOMMENDED □ A Bear, Stearns & Co. analyst expects a profitable year for advertising agencies, especially six major publicly owned companies. **PAGE 60.**

LAW & REGULATION

CRITIC AT LARGE □ Van Deerlin berates broadcasters and particularly the NAB for tactics he says are self-serving. At same deregulation conference, FCC's Ferris restates his advocacy of common carrier legislation. **PAGE 66.**

FTC HANGS ON □ Congress votes just enough funds to carry the trade commission to the end of April. **PAGE 67.**

MEDIA

TWO WEEKS TO VEGAS □ The NAB expects a record 20,000 turnout for four days of workshops, speakers, exhibits and entertainment. **PAGE 73.**

PROGRAMING

CBS-TV'S CHALLENGE □ The network's prime-time win for the week ended March 23 brings it within a tenth of a rating point of season's front-runner, ABC-TV. **PAGE 76.**

TECHNOLOGY

THE LATEST STARTER □ DiscoVision and Japan's U.S. Pioneer will team to market an optical videodisk player for consumer use. **PAGE 80.**

JOURNALISM

TRANSITION □ ABC-TV formally starts its late-night *Nightline* by absorbing the nightly Iranian report series already in that slot. **PAGE 81.**

PROFILE

MINING BELOW THE TOP 100 □ Avery-Knodel has carved a successful niche for itself as the sales specialist for TV stations in medium and small markets. Much of it is the handiwork of Bob Kizer, president and chief operating officer. **PAGE 105.**

Index to departments

Bottom Line..... 63
Business Briefly..... 10

Changing Hands..... 74
Closed Circuit..... 7
Datebook..... 18
Editorials..... 106

Fates & Fortunes..... 99
For the Record..... 82
In Sync..... 80
Monday Memo..... 14

Monitor..... 77
Playback..... 78
Profile..... 105
Stock Index..... 103

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

Index to advertisers ■ Associated Press 17 □ Association of American Railroads 71 □ Blackburn & Co. 74 □ Bonneville Broadcast Consultants 15 □ Broadcast Electronics 47 □ Broadcast Personnel 99 □ CCA 61 □ CETEC 34 □ Christal 24 □ Christian Science Monitor 53, 67, 73 □ Mike Douglas Network 20-21 □ Firstmark 63 □ Gold Key 13 □ Grass Valley 4 □ D.H. Hanna 78 □ Harris 31, 57, 69 □ Dan Hayslett & Assocs. 81 □ Institute of Educational Development, Inc. 56 □ International Television Corp. 37 □ KDFW-TV Inside Back Cover □ KOLN-TV 62 □ Live Sound Inc. 101 □ Lorimar 59 □ MIP-TV 87 □ Jack Masla 10 □ O'Connor Creative Services 51 □ Pulitzer Stations 6 □ RCA Back Cover □ Cecil L. Richards 75 □ Richter-Kalil 76 □ Sono Mag Corp. 12 □ Spanish International Network 22 □ Howard Stark 64 □ TVAC 70 □ William B. Tanner 68 □ TeleRep 39-42 □ Thomson-CSF 49 □ 20th Century-Fox TV 45 □ United Press International 54-55 □ United States Chamber of Commerce 19 □ Viacom Front Cover, 11, 32-33 □ WRCB Productions 60 □ Warner Brothers 8-9 □ Worldvision Inside Front Cover-Page 3 □

RANK	MARKET	POP. (000)
1	New York	18,313.6
2	Los Angeles	10,582.1
3	PULITZER	9,213.1
4	Chicago	8,348.1

Now...the third largest broadcast market in America.

That's right. Combined, our seven stations touch the lives of over nine million Americans. That's more people than in Chicago. And a big responsibility. Its our way of saying we're now a vital


factor in the broadcast industry ... bringing the Pulitzer professional integrity to a large part of America. Because that is ... the Pulitzer standard of broadcast journalism.

KSDK 
St. Louis
(Formerly KSD-TV)

KOAT-TV 
Albuquerque

KETV-TV 
Omaha

WGAL-TV 
Lancaster/York/
Harrisburg/Lebanon

WTEV-TV 
Providence/
New Bedford

KTAR & KBBC-FM 
Phoenix



Represented by Blair
Television & Radio

**the
Pulitzer
BROADCAST
GROUP**

Touching the lives of over nine million Americans.

Closed Circuit®

Insider report: behind the scene, before the fact

Cliff hanger

Federal Trade Commission may be in more fiscal trouble than most people realize. FTC's latest continuing resolution, approved last week, appropriates funds only through April 30, and Congress has indicated that another such resolution probably will not be forthcoming. That means fate of FTC rests in hands of House-Senate conferees—working on basic authorization legislation (see page 67)—but there is unforeseen problem. FTC has already been allocated nearly \$42 million of approximately \$70 million it requested for this year, which means that if authorizing legislation is approved, \$28 million theoretically will be available to commission. But no such money exists. Congress has reached budget ceiling, and resolution raising ceiling would have to be approved, which is no simple matter with current budget belt tightening. This means money would have to be reallocated from another agency, but that is also certain to raise complaints from affected agency and Congress—particularly with such large amount necessary.

Bottom line is that matter has to be resolved by April 30—with 11-day Easter recess intervening—and prospects of doing that seem slim. As one FTC staffer said, "We're out of the woods, but we're headed for the swamp."

Futures factored

For skeptics questioning New York Times Co.'s willingness to pay over \$100 million for cable system currently serving 42,000 homes (BROADCASTING, March 24), answer is that Times is buying cable complex as it's projected to be nearly two years hence. Subscribers reportedly are being added at current rate of 1,000 per month, and total is expected to exceed 100,000 within 18 months. In addition, though 55 systems and franchises are involved, they're in contiguous areas and can all be served from one headend, or at most two or three.

On systems now operating, cash flow is said to exceed \$100 per year per subscriber, versus \$40-\$50 on many other systems. Purchase price believed to be about 10 times cash flow projected for end of 1981. Seller in projected deal is group headed by Irving Kahn, founder of Teleprompter, now head of Broadband Communications Inc.

Air payout

Probably biggest question mark about future of over-air subscription television is its ability to compete with pay cable

television—which can offer multiple channels for about same subscriber cost as single scrambled broadcast service. STV entrepreneurs note competition but feel they can survive by offering localized entertainment services and competing with major national pay cable firms such as Home Box Office or Showtime in much same way independent commercial stations compete with network affiliates. Furthermore, with cable trend toward tiering—multiple pay services—STV operators see their channels becoming another part of cable's multichannel offerings.

STV is significant business already and promises to get bigger before cable wires major markets. With about 400,000 STV homes in nation today, industry revenues are running at estimated \$96 million annually. Revenues are expected to reach \$720 million by 1985 with universe of 3 million homes. According to authoritative estimates, STV operators generate profits of 20%-25% of revenues.

Election projection

If Ronald Reagan wins next November, will FCC Commissioner Robert E. Lee realize his ambition to serve as chairman? Perhaps. But FCC's dean, who has 26-plus years as member, longest service in FCC history, is not anxious to take on full load for another possible term of seven years.

Lee, who is observing his 68th birthday today (March 31), will complete his seventh term June 30, 1981. He has said he might want to retire at age 70. Customarily, FCC chairmen are drawn from legal ranks. Only incumbent GOP lawyer member is Anne P. Jones, youngest commissioner in age (45); her term began April 2, 1979. Third GOP member is Abbott Washburn with background primarily international, but he has never indicated interest in chairmanship. Republican President would be entitled to name another non-Democrat to obtain 4-3 balance.

Making room

National Association of Broadcasters bylaws committee met last week to work up proposal to allow additional networks seat and vote on NAB board. Bylaws now permit total of 50 votes—30 from radio board, 18 from television board, president and chairman. However, radio board now has 31 members, with Sheridan network seated, but without vote status. Sheridan has asked for change in rules.

Bylaws committee proposal to be circulated around networks this week, includes possibility of increasing board by

one. In that way, Sheridan would have its vote, and should other radio networks want place on board, possible rotational system may be set up. All this is contingent on networks' accepting proposal, and full board adopting it at meeting in June.

Profit center

Phil Donahue, whose syndicated program is now in 204 markets, is expected to produce one-hour special, presumably for NBC-TV, later this year. Eight-minute Donahue segment now appears on NBC's *Today* show three times weekly. Revenue from Donahue show last year represented 10% of \$133-million gross of its parent company, Multimedia.

Hollywood on Potomac

Ralph Nader, consumerist, may soon be known as Ralph Nader, movie and TV mogul. Nader and 28-year-old lawyer on his staff, Mark Litwak, discovered social punch of movies as result of spotlight "China Syndrome" focused on Three Mile Island accident, and want to use movies and television to fix public's attention on other socially relevant issues. Nader and Litwak—especially Litwak—have been spending time on idea since last summer, and plan to establish production company.

They have options on two books, and Litwak is far along in putting together creative package of actors, director, producer and rest to translate one property into movie. Embryonic producers have some 20 ideas waiting to be turned into scripts for movie or television production. Most come from Nader's files, and one is for television series based on Nader's Raiders, those young social activists Nader recruits to work for him.

Intermediary

Broadcasters and others in communications with problems involving foreign countries have office in Washington where they can complain. In fact, Office of U.S. Trade Representative—now headed by Reuben Askew—is soliciting international problems of service industries in preparation for possible round of multinational talks. U.S. Trade Representative official, Geza Feketekuty, said broadcasting-related issues and problems are among those to be explored, and he indicated National Association of Broadcasters would be contacted. Indeed office has already been talking with Canadians over their country's 1976 law denying tax break to Canadians advertising on U.S. broadcasting stations.

BUGS BUNNY & FRIENDS

WNEW-TV, New York
KTTV, Los Angeles
WGN-TV, Chicago
WPHL-TV, Philadelphia
KBHK-TV, San Francisco
WSBK-TV, Boston
WKBD-TV, Detroit
WDCA-TV, Washington
WUAB-TV, Cleveland
KXTX, Dallas-Ft. Worth
WPGH-TV, Pittsburgh
KRIV-TV, Houston
KPLR-TV, St. Louis
WTCN-TV, Minneapolis-St. Paul
WPLG, Miami
WSB-TV, Atlanta
WTOG-TV, Tampa-St. Petersburg
KSTW-TV, Seattle-Tacoma
WMAR-TV, Baltimore
WVIT, Hartford-New Haven
WRTV, Indianapolis
KWGN, Denver
KPTV, Portland (Ore.)
KTXL, Sacramento-Stockton
WVTV, Milwaukee
WXIX-TV, Cincinnati
KBMA-TV, Kansas City
XETV, San Diego
WUTV, Buffalo
WNGE, Nashville
WGNO-TV, New Orleans
WBNS-TV, Columbus (O.)
KPHO-TV, Phoenix

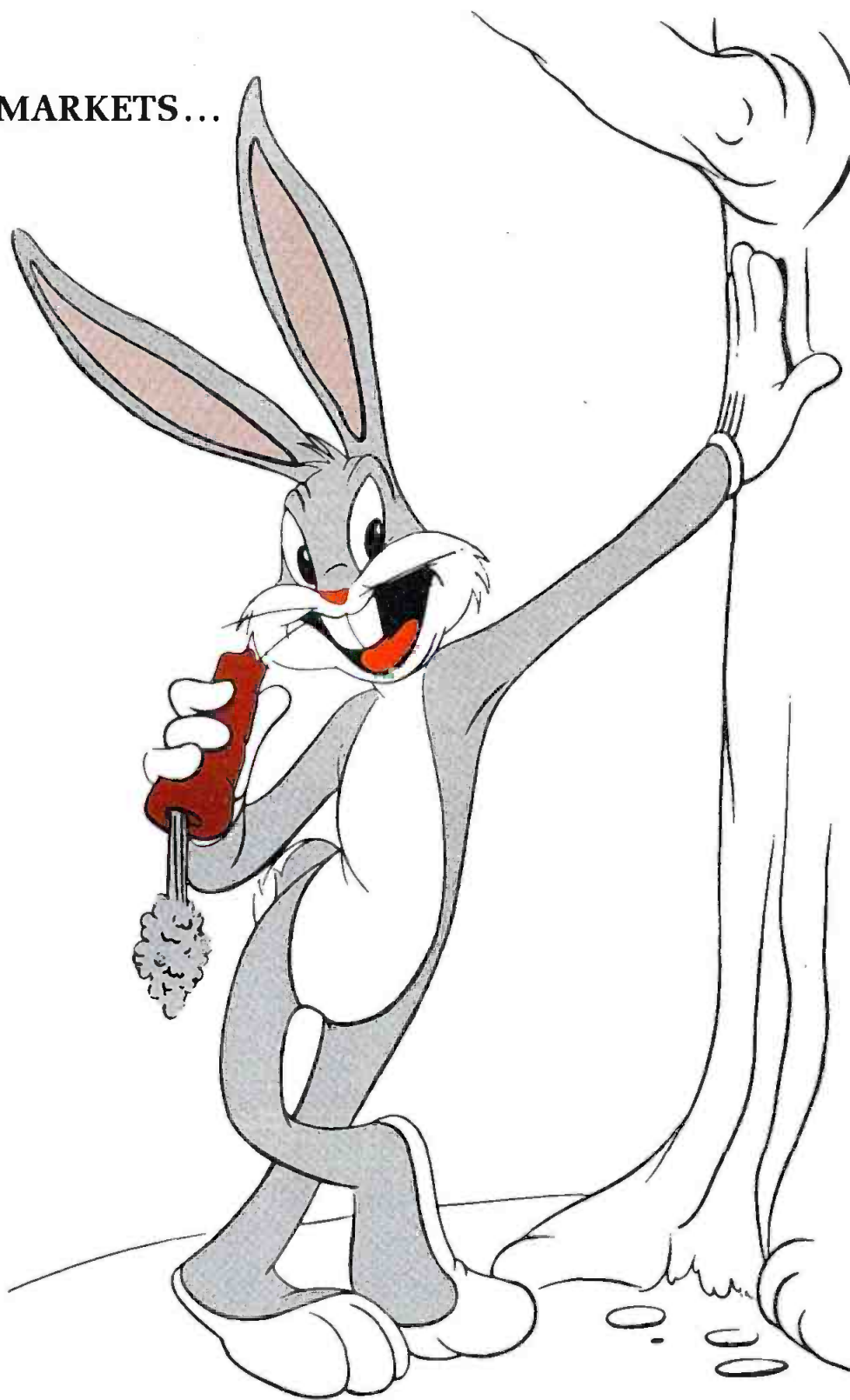
WBTV, Charlotte
WPTY-TV, Memphis
WLOS-TV, Greenville-Spartanburg-Asheville
KTVY, Oklahoma City
WDFL-TV, Orlando-Daytona Beach
WOTV, Grand Rapids-Kalamazoo
WRAL-TV, Raleigh-Durham
WHAS-TV, Louisville
WSAZ-TV, Charleston-Huntington
WTEN, Albany-Schenectady-Troy
WLYH-TV, Harrisburg-York-Lancaster-Lebanon
WYAH-TV, Norfolk-Portsmouth
KSTU, Salt Lake City
WAPI-TV, Birmingham
KENS-TV, San Antonio
KTUL-TV, Tulsa
WGHP, Greensboro-Winston-Salem-High Point
WEYI-TV, Flint-Saginaw-Bay City
WTVG, Toledo
KATV, Little Rock
KSLA-TV, Shreveport-Texarkana
WBIR-TV, Knoxville
WTVH, Syracuse
WWBT, Richmond
WEAR-TV, Mobile-Pensacola
WJXT, Jacksonville
WHEC-TV, Rochester, N.Y.
WBAY-TV, Green Bay
WDBJ, Roanoke-Lynchburg
KMPH-TV, Fresno-Visalia
WMT-TV, Cedar Rapids-Waterloo

WRCB-TV, Chattanooga
WHBF-TV, Davenport-Rock Island-Moline
KREM-TV, Spokane
WPSD-TV, Paducah-Cape Girardeau-Harrisburg
KGGM-TV, Albuquerque
WNDU-TV, South Bend-Elkhart
WGAN-TV, Portland-Poland Spring
WYTV, Youngstown
KOLN-TV, Lincoln-Hastings Kearney
WAPT-TV, Jackson (Miss.)
WCYB-TV, Bristol-Kingsport-Johnson City
KYTV, Springfield (Mo.)
WWLP, Springfield (Mass.)
WSMW-TV, Worcester
WFIE-TV, Evansville
WEEK-TV, Peoria
WKYT-TV, Lexington
KOLD-TV, Tucson
KELO-TV, Sioux Falls
WILX-TV, Lansing
WCTI-TV, Greenville-New Bern-Washington
WRBT, Baton Rouge
KXJB, Fargo
WAAY-TV, Huntsville-Decatur
KTVV-TV, Austin
WFFT-TV, Ft. Wayne
WIS-TV, Columbia (S.C.)
WREX-TV, Rockford
KWTX-TV, Waco-Temple
KRDO-TV, Colorado Springs-Pueblo
WKOW-TV, Madison
KVIA-TV, El Paso

Warner Bros. Television Distribution

SOLD IN 125 HAPPY MARKETS...

NDIO-TV, Duluth-Superior
NRDW-TV, Augusta
NTOV-TV, Wheeling-
Steubenville
KODE-TV, Joplin-Pittsburg
KATC, Lafayette (La.)
KVII-TV, Amarillo
NSFA-TV, Montgomery
KBMT-TV, Beaumont-
Port Arthur
WTVM, Columbus (Ga.)
WCBD-TV, Charleston (S.C.)
WXOW-TV, La Crosse-
Eau Claire
KVAL, Eugene
WAOW-TV, Wausau
KTSB, Topeka
KIII, Corpus Christi
KGBT-TV, McAllen-
Brownsville
KRCC-TV, Columbia-
Jefferson City
KBCI-TV, Boise
KXMB-TV, Bismarck-Minot
WMAZ-TV, Macon
WLBZ-TV, Bangor
KOLO-TV, Reno
WTVY, Dothan
KFPW-TV, Ft. Smith
KCMT, Alexandria (Minn.)
KALB-TV, Alexandria (La.)
KAIT-TV, Jonesboro
KJCT, Grand Junction
KVOS-TV, Bellingham



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A Warner Communications Company

Business Briefly

TV ONLY

AT&T Long Lines International

Estimated \$1.2 million will be allotted to campaign in New York, Chicago and Los Angeles to support international dialing from U.S. to overseas, starting in April for 26 weeks. Agency: N.W. Ayer ABH International, New York. Target: adults, 18-49.

Colgate Second-quarter campaign for Dynamo laundry detergent begins this week in about 60 markets including Pittsburgh, Philadelphia, Columbus, Ohio, Cincinnati, Los Angeles and San Francisco. Some spots will run in fringe times. Agency: D'Arcy-MacManus & Masius/DeGarmo, New York. Target: women, 25-54.

Beecham Twelve-week campaign for Calgon water conditioner begins April 7

Rep Report

WWBA-AM-FM Tampa, Fla.: To Major Market Radio from Torbet Radio.

WRAC(AM)-WKSJ(FM) Williamsport, Pa.: To Buckley Radio Sales from Bob Dome & Associates.

WWMR(AM)-WTOS(FM) Skowhegan, Me., and WHAT-AM-FM Greenfield, Mass.: To The Queen Co. (for New England only).

in 33 markets including Denver and Minneapolis-St. Paul. Spots will run during day and fringe times. Agency: Cunningham & Walsh, New York. Target: women, 25-49.

Nabisco Eight-week campaign for Chuckles candy begins in mid-April in

Buffalo, N.Y., Providence, R.I., and Battle Creek-Grand Rapids-Kalamazoo, Mich. Spots will run in day and early fringe times. Agency: Arnold & Co., Boston. Target: total children, teen-agers, adults.

White Castle Seven-week campaign for hamburger franchise begins April 1 in New York state markets. Spots will run during day, fringe, prime, and weekend times. Agency: Simpson Marketing Communications, Columbus, Ohio. Target: adults, 18-34.

Winthrop Labs Six-week campaign for Haley's MO laxative begins April 7 in 29 markets including San Francisco. Spots will be placed in day and early fringe times. Agency: Rumrill-Hoyt, New York. Target: women, 50 plus; total women.

Flowers Industries Four-to-six-week campaign for Sunbeam bread begins in April in about six markets. Agency: Tucker Wayne & Co., Atlanta. Target: women, 25-54.

Herr's Four-week campaign for potato chips begins April 7 in eight markets including Philadelphia and Baltimore.

Radio only

MASLA MEANS BUSINESS

Ask Lloyd Melton
KUPD/KKKQ, Phoenix

JACK MASLA & COMPANY, INC.
MAJOR STATIONS IN KEY NATIONAL AND REGIONAL MARKETS

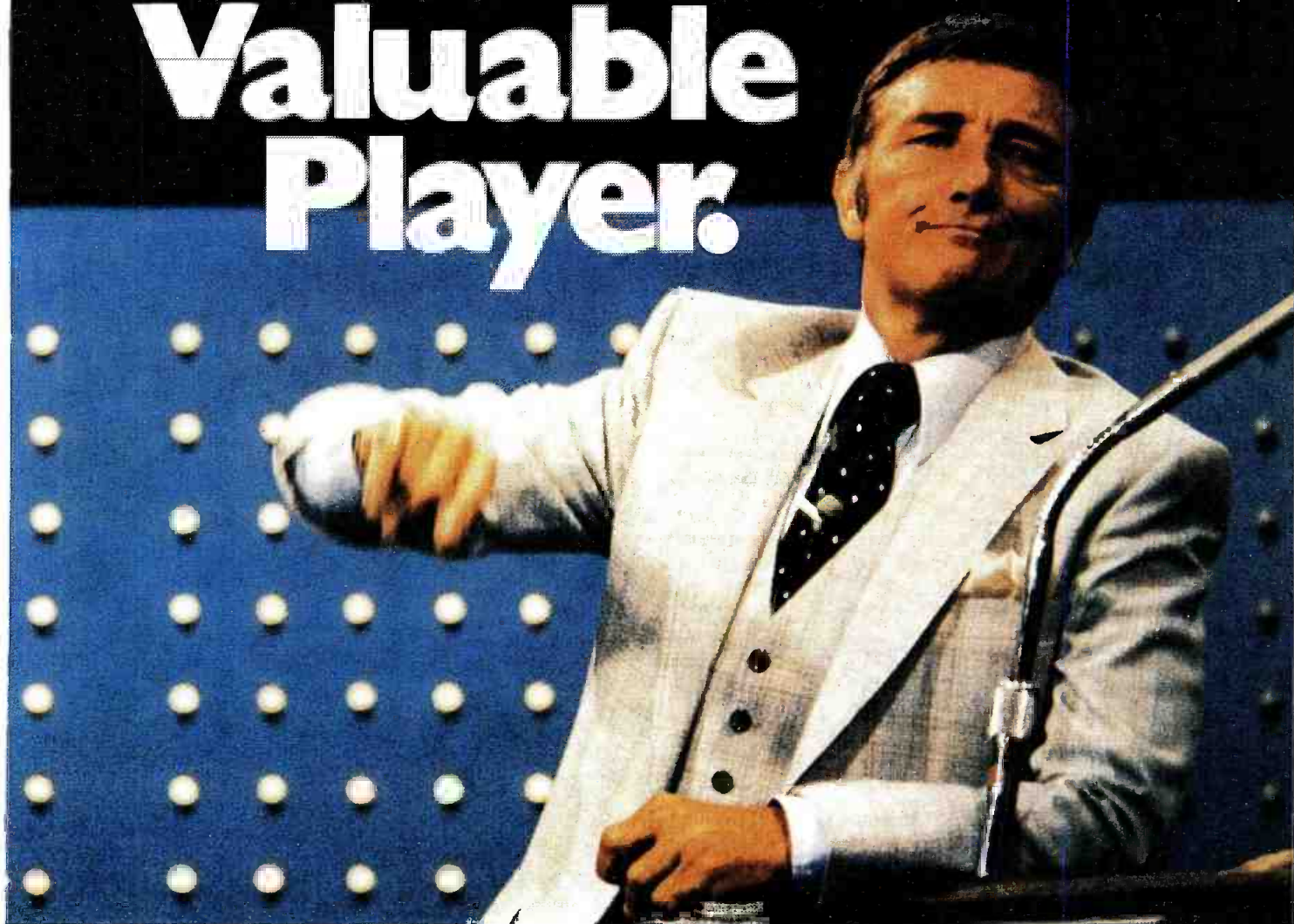
New York, Chicago, Detroit, St. Louis, Atlanta, Dallas, Los Angeles, San Francisco

20 ... count 'em. Using the theme, "The Only 20-Lemon Lemonade," the Coca-Cola Co. launches a multimillion-dollar national campaign for Minute Maid lemonade crystals this week on prime-time network TV. In a campaign created by the Marschalk Co., New York, Minute Maid uses side-by-side com-



parison displaying the number of lemons contained in each of two competitive brands as well as its own. Spot TV will be added in May and will run through August in about 40 markets covering about 30% of the U.S. Target group: women, 25-49. Credits: Betsy Lindskog, producer; Toni Pagano, copywriter; Mel Ruston, art director.

Most Valuable Player.



Richard Dawson gives you the winning edge in the games stations play.

As the Emmy Award-winning host of "Family Feud," he delivers more viewers than any other game show in syndication.

And he scores a clean sweep of all the key demographic groups. By delivering more women, 18-49 women, men, 18-49 men, teens and children than any other game show.

Now Richard Dawson is set to play 5 nights a week next season! And give you a bigger edge than ever before!

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.

Spots are placed in day, fringe and prime times. Agency: Elkman Advertising Co., Bala Cynwyd, Pa. Target: women, 18-49.

Murray-Ohio □ Two-to-five-week campaign for bicycles begins in April in 28 markets including San Francisco, Los Angeles, New York and Minneapolis-St. Paul. Spots are placed during day, fringe, prime and weekend times. Agency: Keller-Crescent, Evansville, Ind. Target: adults, 18-34; children, 6-11.

Tenneco □ Three-week campaign for raisins begins this week in 11 markets including Philadelphia. Spots will run in early fringe times. Agency: Bozell & Jacobs, New York. Target: adults, 25-49; children, 6-11.

European Health Spas □ Six-to-nine-week campaign begins in April in about 40 markets including San Francisco, Denver, Portland, Ore., Washington, Pittsburgh and New York. Spots will run in day, fringe, news and prime access times. Agency: Sumner Inc., Atlanta. Target: adults, 18-49.

Whirlpool □ Ten-week campaign for refrigerators and washing machines begins in mid April and runs through

October, mostly in Southern markets. Agency: D'Arcy-MacManus & Masius, Troy, Mich. Target: adults, 25-54.

Sperry Rand □ Second-quarter corporate campaign begins April 14 in 24 markets including Houston, San Francisco, Philadelphia, Cleveland and Tampa, Fla. Spots will run in morning drive times. Agency: Scali, McCabe, Sloves, New York. Target: men, 25-54.

Hughes Air West □ Second-quarter campaign for air travel begins April 14 in about 15 markets including Seattle, Phoenix, Tucson, Ariz., and Los Angeles. Agency: Foote, Cone & Belding Honig, San Francisco. Target: adults, 25-54.

U.S. Air Force □ One-to-two week campaign for recruitment begins this week in about 12 markets in Washington state and Oregon. Agency: Stephanie Ager, Seattle. Target: men, 18-24.

American Dairy Association □ Second-quarter TV and radio campaign for various products begins in March in 150 TV markets and 250 radio markets

covering 80% of U.S. Agency: D'Arcy-MacManus & Masius, Chicago. Target: children, 6-11; teen-agers, 12-17; adults, 18-34.

AdVantage

Demographic data. With Nielsen prime-time figures for February tabulated, NBC was claiming "dramatic demographic improvement," now placing second in 18-49 age categories for women and men, up from third in same month year before. Rating for women in February is ABC 17.3 (down 12%), NBC 14.7 (up 17%) and CBS 13.4 (down 4%); for men, it's ABC 15.5 (down 1%), NBC 13.6 (up 26%) and CBS 11.0 (down 13%). NBC, third in teen-agers and children in February 1979, says it's first in February 1980 in both demographics: In teens NBC scores 13.0 (up 44%) and in children 13.7 (also up 44%). NBC declined 3% in adults 50-plus, with 15.4 rating. In over-all homes, NBC still lags but is in better position than year before: ABC 21.8 (down 6%), CBS 19.2 (even) and NBC 19.1 (up 8%).

New for TV. National Association of Broadcasters television code board last week adopted set of guidelines for advertisements of bladder incontinence products. Guidelines provide that advisory statement should appear at end of each commercial, advising viewer to see physician if condition persists; that graphic audio and visual depictions should be avoided, and that demonstration and display of products should not use live models.

Big time. California Governor Jerry Brown has gone Hollywood in selection of producer to do commercials for his presidential primary campaign in Wisconsin. Francis Ford ("Apocalypse Now") Coppola has produced five 30-second spots for governor, three of which are now running on stations in Milwaukee, Green Bay, Eau Claire and La Crosse.

Investigation results. Twelve challenges to national advertising, including six on television, were resolved during February by National Advertising Division of Council of Better Business Bureaus. Four cases involved advertising that was either modified or discontinued. These included TV commercials for Curtis Mathes Corp. (Curtis Mathes television sets); Hall of Music (classical record albums); K-Mart Corp. (K Mart Arrestor muffler) and Louis Marx & Co. (Big Wheel ride-on toy). NAD reviewed and found acceptable TV commercials for Revlon Inc. (Colorsilk hair coloring product) and Swift & Co. (Peter Pan peanut butter).

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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TWX Number 510-352-2506

National and International Marketing
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Normal, Illinois 61761
309/452-5313

Northern Tier
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312/433-1253

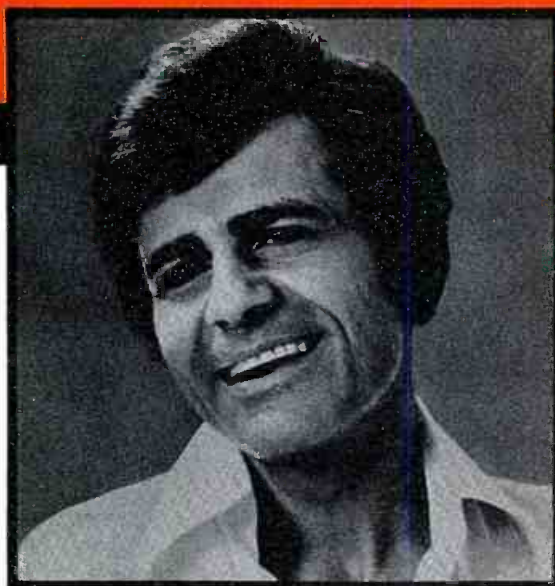
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WCBS-TV will soon be airing "AMERICA'S TOP 10" in access Wednesday at 7:30 PM. Join the dozens of stations who have cleared "AMERICA'S TOP 10" and pick up the new show that will take you to the top.

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WITH CASEY KASEM**



**America's
Top 10**



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Monday Memo®

A broadcast advertising commentary from Richard E. Welsh, vice president, N W Ayer, New York

Why the networks will be with us for a while

I received a letter recently from a student whose graduate-degree project is to develop a system for estimating ratings for new prime-time television programs. He had seen Ayer's program predictions for the 1979-1980 season and gave us a grade of 78% for accuracy, but felt he could improve on that figure. That anyone would want to make a career out of predicting anything, let alone get a degree in it, really surprised me. And although I thought our predictions were very accurate, the student awarded us only a C grade.

Let me make a prediction that may run counter to the belief held by a growing number of other prophets.

It is my feeling that networks will remain the primary source of news, information and entertainment and that cable, satellite and disk/cassettes will not significantly dent the network broadcast system in the eighties.

First, let us look at the audiences in the eighties. There will be tremendous audience growth and composition change. Homes will increase by an estimated 10 million. And in keeping with the population statistics, audiences will grow older with more people in the 25-plus age category, the heaviest viewers. And it is possible that early retirement, more leisure time and energy curtailment may increase over-all audience viewing.

So we are looking toward a larger broadcast audience base for networks to share with the new technologies.

Just how much of the total broadcast audience will be lost by the networks? Very little, I think. New technologies have always been welcomed in the broadcasting business. In fact, it is the networks that have provoked much of the advancement in electronic engineering. Their need for feather-light, unwired cameras to cover sporting and news events has brought about a complete revolution in television equipment. Their use of satellites for news gathering and Olympic coverage is already common to the American viewer who, incidentally, did not find it extraordinary that a live interview from inside our embassy in Iran was shown recently in prime-time television. The new technology of distribution may be exciting but that is not the battlefield. The average viewer of television in this country is far more concerned with what is delivered by the technology than by the technology itself.

The networks and the local stations are a partnership that gives both local identity and local service.



Richard E. Welsh joined N W Ayer ABH International last year as vice president and group media director in charge of programing, network negotiations and syndication. He is responsible for the development and supervision of all network and syndication television and radio activity for Ayer clients. Prior to joining Ayer, Welsh worked for 12 years with BBDO International, New York, serving there as vice president and network program director responsible for broadcast on the Campbell Soup, Chrysler, Du Pont and General Electric accounts. Earlier he had been with Ketchum, MacLeod & Grove and with NBC in New York.

There is also the subject of money. Ninety-six percent of the United States now receives four or more television signals so that everyone already has a good source of all kinds of programs, for free.

Will the American viewer pay to watch television programs, sports events, movies? Maybe, but only to a limited extent. I don't think the issue of cost versus free programing is as optimistically settled as pay television would have us believe. There are probably a number of issues that will be raised that might bring about protective legislation and regulation, and might favor the networks. I believe that

local stations will become much more vocal in their demand for protection. Copyright laws that allow cable companies to use other people's programing are currently being challenged. I wonder if Congress will allow major sports events such as the Super Bowl to be taken from free television and offered only to viewers willing to pay. Free television coverage of baseball, both local and network, has helped bring interest to new heights with audiences and fans.

Is there an economic danger in limiting sports audiences to those who will pay? Wouldn't the future of baseball and its franchises become limited if the development of young fans through television is also limited to those who will pay?

Recent decisions by Congress limiting the FTC can be interpreted to mean that advertising is recognized as an enormously productive force in our economy. Any new system that could diminish the effect of the current advertising medium in network broadcast will be subject to some kind of legislative scrutiny.

One other thought. The new technologies are being put into a comparative position with networks as they are today. But networks aren't standing still. They're going to progress and grow and keep up with all that is happening. Networks have the momentum of 30 years to keep improving and improvising. Networks are up to their ears in electronic wizardry. They have developed a video storage computer that holds thousands of feet of news footage, instantly retrievable for broadcast. They are using television captioning systems so that deaf people can enjoy programs.

They are developing coincidental school instruction programs on dramas and public affairs programs that could eventually become part of regular school curriculum. They are considering a restructuring of Saturday morning and late-night programing strategy to capture a working women audience.

I think whatever happens, it will be evolutionary. Networks will remain the mass medium. I do not think the new transmissions will fragment that medium to any point where its effectiveness for advertisers is reduced. The new communications will supplement and complement the current system. Rather than replacing network, the new technology will help expand the role of television to include the production of programs for smaller, more select audiences. Elton Rule of ABC calls it narrowcasting. When that happens, advertising will be there to take advantage of the new systems and techniques. As well as the old.

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ADULT CONTEMPORARY MOR

AQII*	
PROGRAMMER	AVERAGE PER STATION
Bonneville Broadcast Consultants	13,500
Programmer A†	12,000
Programmer B†	6,600
Programmer C†	4,200
Programmer D†	3,700

Example—Miami—Ft. Lauderdale

Diversity is the standard in this market. WALA's successful demographic breakout (#1-18-34, #1-25-49)** leads the way to their bank ...

It's financially perfect!

BEAUTIFUL MUSIC

AQII*	
PROGRAMMER	AVERAGE PER STATION
Bonneville Broadcast Consultants	17,500
Programmer A†	17,200
Programmer B†	16,600
Programmer C†	11,500
Programmer D†	8,000

Example—Los Angeles

In this highly competitive marketplace KBIG has established its leadership with both men and women (#1 Adults 12+)***.

It's picture perfect!

*THIS REPORT INDICATES HOW THE LEADING PROGRAMMERS COMPARE. THE RANKINGS ARE SUBJECT TO THE SAME QUALIFICATIONS AND LIMITATIONS AS QUOTED BY THE AUTHOR AND ARE BASED ON THE OCT. NOV. 1979 ARBITRON RANKINGS, AS REPORTED IN AMERICAN RADIO. JAMES H. DUNCAN, JR., GILMORE ADVERTISING, KALAMAZOO, MICHIGAN. **OCT. NOV. '79 MON-SUN 6 A-12 MID. TOTAL PERSON. 12 METRO. 18-34 MSA. 25-49 MSA. SHARES. ***PROGRAMMER INFORMATION AVAILABLE UPON REQUEST.

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■ indicates new or revised listing

This week

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

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

April

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

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

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

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

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

April 7-11—Audio production workshop sponsored by *Portable Channel Inc.*, 1255 University Avenue, Rochester, N.Y. Information: (716) 244-1259.

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-Waylamer, Bedford, N.H.

April 9-11—*American Forces Radio and Television Service* worldwide joint workshop. Sportsman's 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 10-11—*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—*Information Industries Association* Information Policy Discussion Group breakfast, 7:30 a.m. Speaker: Joel R. Alper, assistant general manager-operations, Comsat, on "Developments in Satellite Communications in the 80's." Rayburn House Office Building, room B-338, Washington. Information: IIA, (202) 544-1969.

April 11—*Radio-Television News Directors Association* region 6 workshop in conjunction with annual Broadcast News Conference. William Allen White School of Journalism, University of Kansas, Lawrence. Information: Steve Murphy, WOWT-TV Omaha.

April 11-12—*Maryland-Delaware Cable Television Association* spring meeting. Gateway West, Ocean City, Md.

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

April 11-12—*Society of Professional Journalists, Sigma Delta Chi* Region 5 conference. Stouffer's Louisville Inn, Louisville, Ky.

April 11-12—*Society of Professional Journalists, Sigma Delta Chi* Region 6 conference. Downtowner, Green Bay, Wis.

April 11-12—*Society of Professional Journalists, Sigma Delta Chi* Region 7 conference. Airport Hilton Inn, Des Moines, Iowa.

April 11-12—*Society of Professional Journalists, Sigma Delta Chi* Region 11 conference. The Pointe Resort, Phoenix.

April 12—*California Associated Press Television-Radio Association* 33d annual convention and awards presentation. Hilton hotel, Fresno.

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 18-20—*Society of Professional Journalists, Sigma Delta Chi* Region 8 conference. Quality Inn, Arlington, Tex.

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

April 19—Twenty-sixth annual program of legal aspects of the entertainment industry on "The New Video Technologies and the Revolution in Home Enter-

Major Meetings

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

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

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

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

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

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

June 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 Broad-*

casters 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.

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

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

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

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

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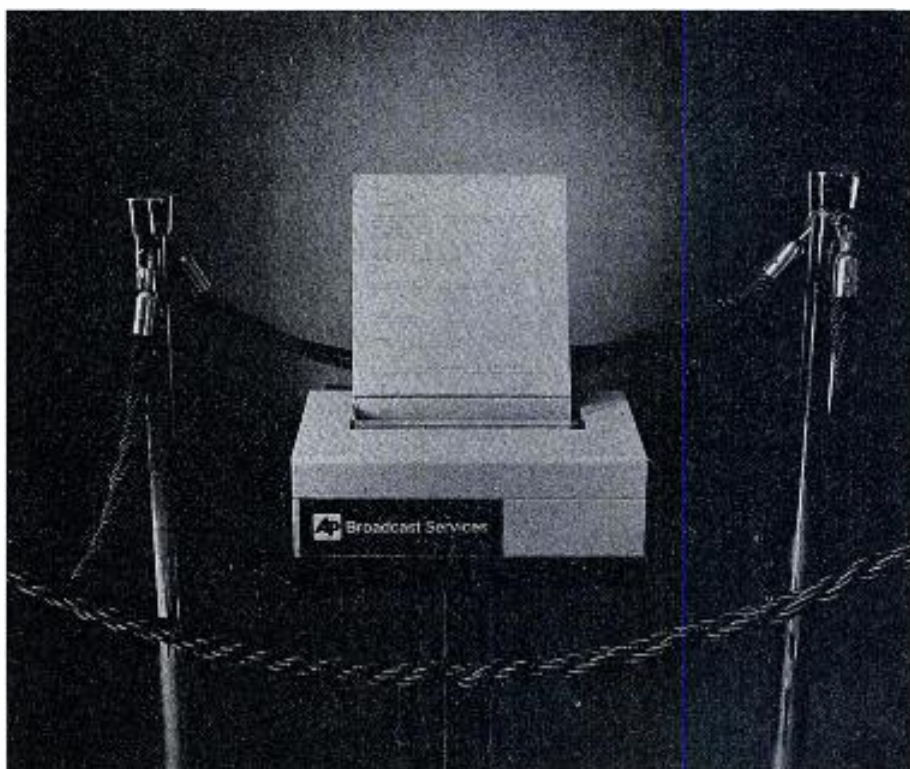
The AP Radio Wire works harder for you, because it's 100% ready to air—the latest news, information, and bulletins; everything as it happens.

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tainment," sponsored by Beverly Hills Bar Association and University of Southern California Law Center. Bovard Auditorium, USC, Los Angeles. Information: Entertainment Law Institute, Law Center, Room 105, USC, Los Angeles 90007; (213) 741-2582.

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**—Sixth annual Communications Career Day, Department of Mass Communications, *Eastern Kentucky University*, Richmond, Ky. Keynote speaker: Drew Van Bergen, president, National Press Club. Information: Jim Harris, (606) 622-3435.

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

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

■ **April 25-28**—*Radio-Television News Directors Association* region 6 workshop in cooperation with AP Broadcasters and Nebraska Broadcast News Association. Omaha. Information: Steve Murphy, WOWT-TV Omaha.

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 2-3—*Society of Professional Journalists, Sigma Delta Chi* Region 1 conference. Americana Rochester hotel, Rochester, N.Y.

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

May 2-4—Regional meeting cosponsored by *Radio-Television News Directors Association*, region 12 and *Pennsylvania AP Broadcasters Association*. Host Inn, Harrisburg, Pa.

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 8-9—*Audio Engineering Society* convention. Los Angeles Hilton.

May 7-10—*Concert Music Broadcasters Association* meeting. Executive House, Chicago. Information: Hal Rosenberg (714) 239-9091 or John Major (312) 751-7110 or (212) 797-1320.

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 9-11—*Society of Professional Journalists, Sigma Delta Chi* Region 10 conference, in conjunction with 48th annual SDX Distinguished Service in Journalism Awards ceremonies. Park Hilton hotel, Seattle.

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 10**—Northeast regional meeting, *National Federation of Local Cable Programers*. Boston Film and Video Foundation. Information: Roni Lipton, (617) 227-9105.

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 12-18—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 Ansapach 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—Annual meeting of *Southern Educational Communications Association*. Sheraton Atlanta hotel.

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 1-4**—*National Federation of Community Broadcasters* "Working Conference For Minority Producers in Public Radio." Hilton Harvest House, Boulder, Colo. Information: NCFB, Minority Producers Conference, 1000 11th Street, N.W., Washington, D.C. 20001.

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

June 3—*International Radio and Television Society* annual meeting and presentation of Broadcaster of the Year award to CBS's Don Hewitt, executive producer of *60 Minutes*. Waldorf-Astoria hotel, New York.

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 5-8—*Society of Cable Television Engineers* meeting on preventive maintenance. Empire State Plaza Convention Center, Albany, N.Y.

June 5-8—*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 evidenced by writing, reporting, editing or investigation." Information: Dave Bartlett, News Director, WRC Radio, 4001 Nebraska Avenue, N.W., Washington 20016.

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

June 8-27—*Institute for Religious Communications* 12th annual workshop for religious communicators. Loyola University, New Orleans. Information: Communications Department, Loyola University, 6363 St. Charles Avenue, New Orleans 70118; (504) 865-3430.

June 11—*Federal Communications Bar Association* annual meeting. Capitol Hilton, Washington. Speaker: FCC Commissioner Anne P. Jones.

June 11-13—*Oregon Association of Broadcasters* convention. Ashland Hills Inn, Ashland.

June 11-15—*Broadcasters Promotion Association* 25th annual seminar and *Broadcast Designers Association* second annual seminar. Keynote speaker: James Duffy, president, ABC Television Network. Queen Elizabeth hotel, Montreal.

June 12-14—Annual convention of *Iowa Broadcasters Association*. Holiday Inn, Ottumwa.

June 12-14—*South Dakota Broadcasters Association* convention. Holiday Inn, Watertown.

June 12-14—*Hawaiian Association of Broadcasters* annual convention. Kahala Hilton hotel, Honolulu.

June 13-15—*Mississippi Broadcasters Association* annual convention. Royal d'Iberville hotel, Biloxi.

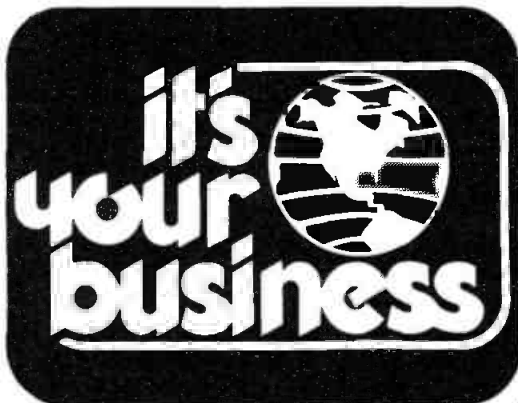
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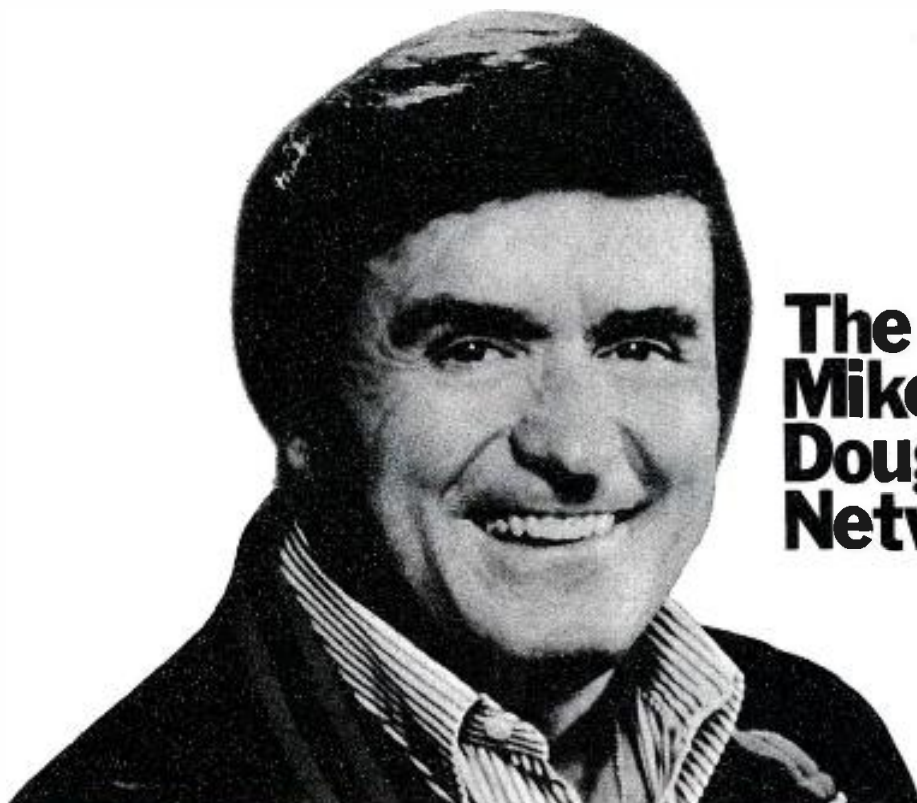


Mike Douglas, the station's choice!

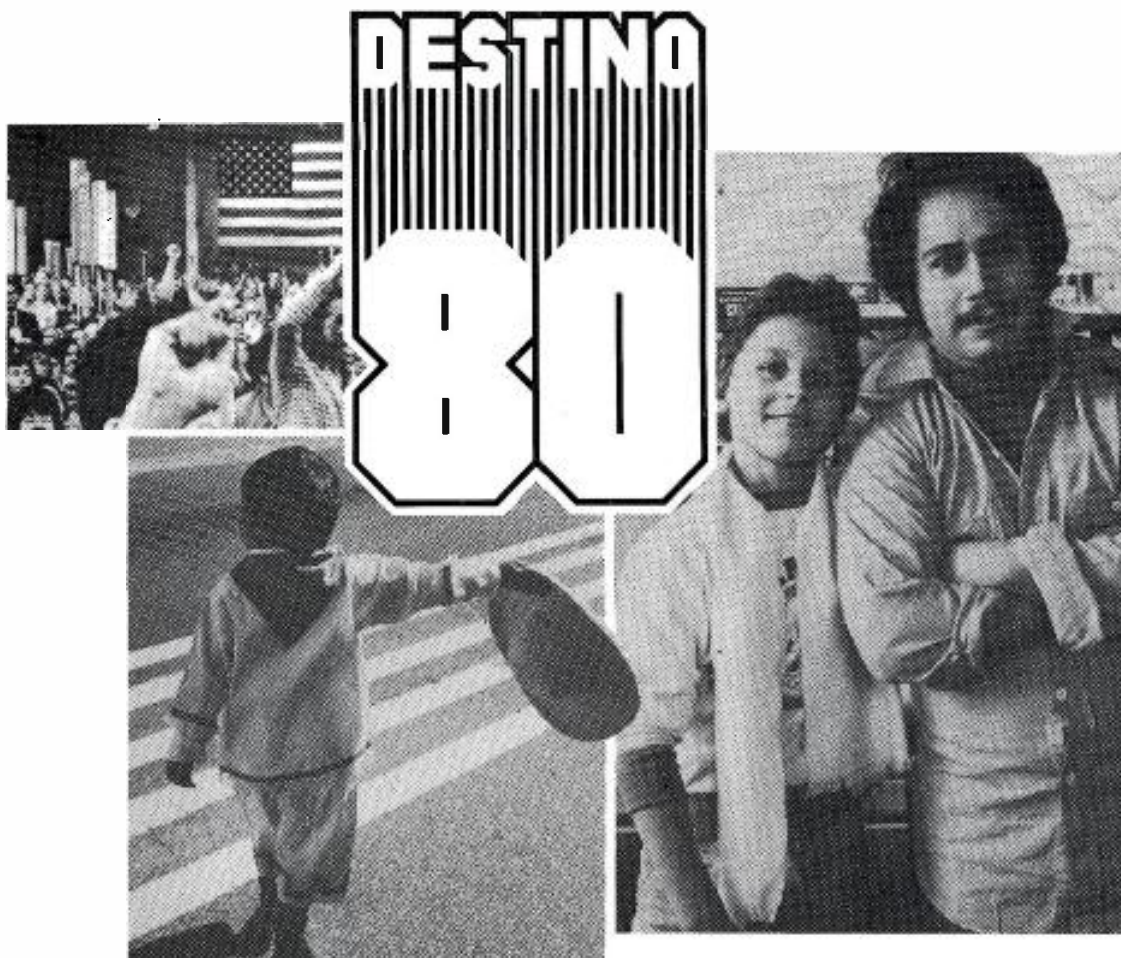
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June 15-17—*Montana Cable Television Association* annual convention Outlaw Inn, Calispell, Mont.

June 16-22—*National Sisters Communications Service* 5th annual seminar on "Communications in Religious Life." Loyola University, Chicago.

June 18-20—*Maryland, District of Columbia, Delaware Broadcasters Association* annual meeting. Sheraton-Fontainebleau Inn, Ocean City, Md.

June 19-20—*Broadcast Financial Management Association/Broadcast Credit Association* boards of directors meetings. Sheraton-Washington, Washington.

June 19-21—*Montana Association of Broadcasters* annual meeting. Heritage Inn, Great Falls.

June 20-21—*North Dakota Broadcasters Association* spring meeting. Art Clare motel, Devils Lake.

June 22-28—*Radio-Television News Directors Association/National Association of Broadcasters* advanced management training program for news directors. University of Pennsylvania's Wharton School, Philadelphia.

June 23—*Television Critics Association* meeting. Century Plaza hotel, Los Angeles.

June 24-25—*American Association of Advertising Agencies* advanced media seminar Biltmore hotel, New York.

June 24-27—*National Broadcast Editorial Association* annual meeting. Mayflower hotel, Washington.

June 25-27—*National Association of Broadcasters* children's programming conference. Key Bridge Marriott, Arlington, Va.

June 25-28—*Florida Association of Broadcasters* annual convention. Disney World Contemporary hotel, Orlando.

June 27-28—Media workshop on California courts sponsored by *Radio-Television News Directors Association, California Judges Association and California Newspaper Publishers Association*. University of California, Berkeley. Information: California Judges Association, 1390 Market Street, Suite 416, San Francisco 94102; (415) 552-7660.

June 27-29—Third annual *National Federation of Local Cable Programers* convention. Michigan State University Kellogg Center, East Lansing, Mich.

July

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

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

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

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

July 18-20—Eight annual National Gospel Radio Seminar. Dunfee Dallas hotel, Dallas.

July 18-22—*South Carolina Broadcasters Association* meeting. Meridien hotel, Montreal.

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

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

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

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

August

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

Aug. 11—Beginning of Democratic national convention. Madison Square Garden, New York.

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

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

September

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

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

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

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

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

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

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

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

October

Oct. 1-2—*National Association of Broadcasters* directional antenna seminar. Cleveland Marriott Airport hotel, Cleveland.

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

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1735 DeSales Street, N.W., Washington 20036.
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Founded in 1931 as *Broadcasting*—*The News Magazine of the Fifth Estate*. *Broadcast Advertising* was acquired in 1932. *Broadcast Reporter* in 1933. *Teletext* in 1953 and *Television* in 1961. *Broadcasting-Teletext* was introduced in 1946. ☐ Reg. U.S. Patent Office. ☐ Copyright 1980 by Broadcasting Publications Inc.

Errata

'Don Lane Show,' Australian hour series distributed as strip by Worldvision Enterprises, is available on continuing basis, beyond just 26 episodes indicated in National Association of Television Program Executives listing of syndicated availabilities reported in March 24 issue.

KWNS-TV Riverton, Wyo., is primary **NBC** affiliate, not ABC, as reported in March 17 issue.

March 10 story on Supreme Court decision to review **radio format case** indicated petition to deny certiorari was filed jointly by WNCN Listeners Guild and New York Law School Communications Media Center. Petition was filed jointly for WNCN guild and **Classical Radio for Connecticut**.

Air Time International, syndication firm formerly led by Fred B. Weiner, has been involved in production and distribution of properties for television, not radio as reported in March 24 issue.

In March 3 'Rep Report' for WHONIAI-wolk(FM) Richmond, Ind., Savalli/Gates replaces Devney, not Regional Reps/Devney.



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TOP OF THE WEEK

Deregulation filings swamp FCC with wide range of ideas

There are 8,000 formal filings to digest; many favor lifting some of the rules for radio, but some present proposals that aren't likely to sit well with broadcasters

The FCC may have uncorked a bottle of potential trouble as well as benefit for radio broadcasters with its proposal to deregulate their medium. For out of the 25,000 comments—out of which 8,000 could be considered formal—that were filed by the deadline last week, there emerged a plethora of ideas of how the government should govern radio broadcasting. And even among the comments favoring deregulation—and many did, at least to some degree—broadcast attorneys spotted peril.

The Justice Department, for instance, urged the commission to decide comparative renewal proceedings on the basis of the nonprogramming criteria the U.S. Court of Appeals once recommended for determining the kind of "superior service" that would assure a broadcaster an advantage at renewal time—criteria that range from elimination of loud commercials to diversification of media ownership.

Nevertheless, the comments appeared to assure some deregulatory action. The commission itself is interested in it; Carter administration policy favors it. And even citizen groups—concerned as they may be about possible loss of public service—recognize that some regulation can be eliminated.

But the main battle lines last week were drawn between private citizens and consumer and church groups that feel their rights as a listening public will be curtailed, should the FCC replace its current procedures and requirements with marketplace forces in determining how radio licensees operate, and broadcasters and communications groups that feel the need for deregulation should be obvious (although most are wary of how their licenses may be treated at renewal time).

But the proposal also received a good deal of support, as well as some criticism, from four government agencies: the

Justice Department, the National Telecommunications and Information Administration, the Council on Wage and Price Stability and the United States Office of Consumer Affairs.

Each government pleading brought a different perspective to the rulemaking, although there was awareness of what the others were filing. Steve Simmons, of the White House domestic policy staff, chaired meetings of the four groups to exchange and coordinate views—the first time it's ever been done. As a result, each got to see what direction the other was moving on a basic communications policy matter.

Said Simmons: "All of the agencies are moving down the stream of deregulation. Some are occupying different parts of the current, but all are moving in the same direction."

Each agency took a look at the four FCC proposals—to eliminate ascertainment requirements, logging requirements, limits on amounts of commercial time aired and detailed consideration of various categories of nonentertainment programming furnished by radio licensees.

Justice wholly supported the FCC rulemaking—except in comparative renewal cases. It is "well within the FCC's [legal] discretion," Justice said, market structure changes having made government regulation "unnecessary and ineffi-

cient." It added that "the authority of government agencies to alter previous policies where changing circumstance and conditions dictate, is without doubt."

In cases of challenges to license renewals, however, Justice felt that "the commission's choice in a comparative renewal proceeding ought to be guided by nonprogramming criteria. This approach appears to us to be the least intrusive, and one which furthers First Amendment objectives insofar as it removes the commission from the practice of determining the content and quality of programs that ought to be broadcast."

Justice took its definition of non-programming criteria from the 1972 Court of Appeals decision in the Citizens Communications Center case in which the court said an incumbent could prevail against a competing applicant only on proof of "superior performance." The court defined "superior performance" as: (1) elimination of loud and excessive advertising, (2) delivery of quality programs, (3) the extent to which profits are reinvested to serve the audience, (4) diversification of media ownership and (5) "independence from governmental influence in promoting First Amendment objectives."

NTIA, on the other hand, said, "were it not for the legal barriers found by us, we would be urging deregulation along the

Ferris to Kastenmeier: We're going ahead

FCC Chairman Charles Ferris has given Representative Robert Kastenmeier (D-Wis.) a firm "no" to Kastenmeier's request that the FCC hold off on cable deregulation until the Copyright Royalty Tribunal has concluded its review of copyright payment rates. Ferris said "it does not seem to me that delay is likely to improve the prospects for better decision-making."

Kastenmeier, chairman of the Judiciary subcommittee with copyright authority, had told Ferris in a March 13 letter that "complete deregulation of the cable industry at this time would not only have the effect of placing enormous burdens on a tribunal not fully prepared to meet them, but would also precipitate a panicked rush to Capitol Hill for remedial copyright legislation" (BROADCASTING, March 24).

Ferris answered, "In the past, efforts to balance the two parts of the policy equation have led consistently to proposals for delay, resulting in neither the communications nor the copyright policy issues being resolved."

The Ferris letter added that "although there is undeniably a relationship between our regulation of cable television and the 1976 Copyright Act, it seems to me, from the perspective of the Communications Act, that it would be extremely difficult for the commission to justify the continuation of rules otherwise found to be contrary to the public interest because of potential administrative difficulties this might pose for the Copyright Royalty Tribunal." Ferris noted that the FCC's notice of proposed rulemaking affords a period for adjustment should any possible changes in the copyright law be required.

And while Ferris was replying to Kastenmeier, other appeals for delay, primarily from Kastenmeier subcommittee members, were bound for the FCC. Those who have sent letters, or plan to do so, included George Danielson (D-Calif.), Romano Mazzoli (D-Ky.), Lamar Gudger (D-N.C.), Tom Railsback (R-Ill.), and Carlos Morehead (R-Calif.). Allan Swift (D-Wash.), a member of the House Communications Subcommittee, was party to one letter.

lines of the Justice Department." NTIA added that it has supported deregulation for two reasons: "The present scheme of trustee regulation for radio is ineffective and imposes First Amendment costs, and substitution of a reasonable spectrum fee in lieu of a public trustee obligation would allow Congress to better accomplish its [communications] goals of [more minority ownership and more public radio]."

NTIA cautioned that "regulation should be limited to that which is necessary and objective. Beyond that, deregulation is clearly called for." NTIA admitted that "even though it may be flawed and imperfect" the FCC must seek the best solution "available under existing law." The administration's communications arm has serious doubt whether the commission can ignore the program performance of the incumbent without violating statutory law. Specifically, NTIA is concerned about violation of Section 315 of the Communications Act—the fairness doctrine. Currently the FCC monitors, on a case-by-case basis, whether a licensee has fulfilled its obligations to air issues of controversial importance, as well as to air contrasting viewpoints. NTIA says the second part will not be affected. But, in the absence of any programing criteria, NTIA questions what the FCC would do "to provide an objective, effective renewal approach." NTIA said the FCC "could not adopt an aggregate market policy toward fairness doctrine obligations."

NTIA also said the commission would be left "without a viable alternative to program performance" and concluded that "administrative agencies do not have authority to adopt rules which in effect negate statutory law and legislative history without adequately taking into account the adverse consequences of their actions."

Therefore, NTIA offered a suggested guideline of 10% informational programing as constituting "substantial service" when there is a competing applicant. In a noncompetitive renewal, NTIA says beautiful music stations (because they offer less commercials, etc.) should have a 4% guideline, while a 6% standard should be applied to all other stations. In this way, NTIA feels the FCC has a way of determining, at renewal time, if an incumbent's record has been "meritorious." NTIA added that "percentage guidelines, like democracy, may be the worst, until one considers the alternative."

With respect to other proposals, NTIA said: Logging requirements should be restricted to informational programing, although the procedures could be simplified, or left to spot checks by the FCC; there should be no legal requirement for ascertainment, although broadcasters should continue their own form of surveying their communities; there should be no limits on commercialization, and the burden of proof that there has been abuse should lie with a petition to deny.

The Council on Wage and Price Stability commended the proceeding and said "the council finds the commission's reasoning

and evidence persuasive" with respect to ascertainment, logging and commercialization. However, while not opposing the nonentertainment programing proposal, the council said "the decision in this case appears to us to turn on a series of noneconomic judgments that we lack an adequate basis for judging, and so we decline to make a recommendation."

The council said that "what must be assessed on the other side are the social benefits of the informational programing that would be dropped in the absence of regulation." It said, "The argument that it suffices to ask only whether news could continue to be available on a market-wide basis is based on an assumption that there is only minimal social value in having each station provide a baseline amount... [the FCC] is clearly correct in observing that imposing such requirements does have its costs... the council has no adequate basis for judging whether those and other costs exceed the social benefits. This is a judgment best left to the commission."



The FCC's deregulation cup runneth over with both formal

regulations and the like. "Structural changes as a quid pro quo of deregulatory action in this proceeding is artificial linkage."

The U.S. Office for Consumer Affairs said that while it believes that broadcasters self-regulate out of self-interest, it also believes that the FCC should not "jettison entirely a set of standards that are basically sound." The office said that current standards "provide a basis for community and citizen group discussions and negotiations with broadcasters, who are more responsive to the concerns expressed because their obligations have been spelled out and the FCC has the power to enforce them."

The pleading stated that the objective of nonentertainment programing is to increase the knowledge and understanding that members of the public have of current issues and that "it should not be assumed that this goal would be served so long as listeners who wanted to absorb some news and public affairs... were willing to track it down... somewhere on the dial."

So the consumers unit, headed by Esther Peterson, proposed that the FCC set separate minimum requirements for news and public affairs (after careful study

of the present rules) and instruct stations to meet those requirements in all dayparts, not odd hours. It also endorsed the proposal for stations to choose their own methods of ascertainment. It would, however, retain logging requirements in news and public affairs programing and commercials. The FCC, the filing said, should continue its present commercial standards to help restrain those stations that might be tempted to abuse a no-limits policy.

The National Association of Broadcasters supported the FCC's preferred options but said it was "less than sanguine over the FCC discussion of intervention should a particular market fail to satisfy the wants and needs of consumers." NAB said that kind of agency stance would render deregulation a "sham."

NAB noted that "unfortunately, the notice intimates that deregulation may take place only in light of significant structural changes in broadcasting"—increased equal employment opportunity, new technologies, additional multiple-ownership

The NAB spoke at length about what it perceived as "a great deal of misinformation" about the proceeding. The association was referring to the drive by the United States Catholic Conference to put a halt to the proceeding, claiming that the listening rights of the elderly, religious and handicapped would be curtailed. NAB submitted copies of such materials.

The NAB concluded that while it supports the rulemaking, it still wants "some establishment of a legal license renewal expectancy." It offered no solution of its own. And it added: "The industry will accept nothing less than full independence from FCC programing oversight unless such regulatory oversight is statutorily required—and only where that statute is consistent with constitutional principles."

The Communications Office of the U.S. Catholic Conference said that, "by

restricting itself to a purely economic rationale to justify the proposed radio deregulation, the commission has reduced the public to an attractable audience of consumers. But neither the Communications Act nor its judicial interpretation permits this."

It added that "we believe the FCC should not allow the difficulty it faces in dealing with the public interest concept to develop into a cynicism which rejects that interest altogether." The USCC then said that the FCC, "instead of moving to implement deregulation, should encourage public education and debate on the issues ... and hold its proposal in abeyance."

The Office of Communication of the United Church of Christ, which has haled the FCC into court for some of the documents the commission used in preparing the proposal, said it was commenting "under protest." Nevertheless, it called for "sweeping" changes in the commission's regulatory policies.

UCC called for the elimination of for-

programming while still having access to the petition to deny in instances of egregious misconduct." NRBA called for 7% of non-entertainment programming throughout the week, and PSA's amounting to an additional 1%.

The National Citizens Committee for Broadcasting opposed the rulemaking, claiming it was beyond the authority of the FCC under the 1934 Communications Act. NCCB—which was joined by the American Civil Liberties Union, the Black Citizens for Fair Media and the National Citizens Communications Lobby—challenged what it saw as the FCC's redefinition of "public interest" to "consumer well-being." The pleading said monopolization would not only result in the economic sector but would eliminate "the public's means of exercising its First Amendment rights. That is intolerable."

The joint filing proposed the establishment of an Audience Network, which anyone could join for a nominal fee. A specific portion of the broadcast day would no

The additional proceeding would be to develop a renewal standard for voluntary optional guidelines for radio broadcasters.

CBS said not only that the FCC should totally deregulate, but also that it should go to Congress for legislative action. "Deregulation should go still further so that radio and TV are eventually free of regulations and constraints in the exercises of First Amendment rights." In the case of a comparative proceeding, CBS said, a broadcaster should show how "all elements" of its operation were "meritorious."

A petition filed jointly by 17 broadcast groups, including Cox Broadcasting, Newhouse Broadcasting, and Guy Gannett Broadcasting, said they are "in general" agreement with the proposals and urged the adoption of the following: only a general requirement that a licensee be able to demonstrate familiarity with community needs; elimination of all commercial rules and policies; elimination of all formal requirements for program logs as well as the public inspection requirement, and "removal of the FCC from consideration of the amount of nonentertainment programming furnished by radio licensees, while recognizing that compliance with the fairness doctrine and other statutory requirements is a less drastic means by which to evaluate licensee operation, and that compliance entitles a licensee to legitimate license renewal expectancy."

The joint petition added that deregulation should not be achieved "in consideration or contemplation of additional regulation" in the areas of EEO, multiple ownership or spectrum allocations.

National Public Radio was concerned with the "public's ability to secure specific programming, especially that which is unprofitable." NPR asked for the appropriate deregulation of public radio to permit more administrative funds to flow into program operations. In addition, NPR cautioned that regulating markets and not the licensee "could very well obscure a licensee's fiduciary responsibility to the public by removing the public's ability to demand that the licensee meet specific audience needs."

Citizens Communications Center filed on behalf of the National Association for the Advancement of Colored People, the National Organization for Women, the Media Reform Committee, the National Council of La Raza, and Chinese for Affirmative Action. The pleading said that "consumer well-being is not a replacement for public interest," and the parties believe the "FCC proposal is unable to pass the muster of the arbitrary and capricious standard."

The filing added that there is neither empirical data nor rationale to support the FCC's conclusions. The evidence, the pleading stated, is "incomplete, nonexistent, disingenuous, illogical and simply inaccurate." The radio frequencies are "still scarce, and there is no free marketplace in which radio exists."



comments (at left) and boxes of informal ones (right).

mal ascertainment requirements, although it said broadcasters should be kept aware of their community needs. It also said that the present commercialization rules should be suspended for three years, with a report after two years. It also asked for minimum requirements for public service announcements.

The most dramatic UCC proposal was a recommendation that stations fulfill their public service obligations by contributing five percent of station revenues to local nonprofit and government groups, to "provide service that responds to community needs." The recipients could use the money to pay for programs on the donor station or any other local outlet.

The National Radio Broadcasters Association called for minimum public service programming requirements to insure license renewal. NRBA said that by calling for such standards, "broadcasters will have some certainty" as to the programming standards they will be expected to meet, and "the public will receive informational

longer be within control of the licensee, the proposal said, but the sole responsibility of the AN, which would appoint a board of directors to be responsible for programming. Should deregulation be adopted, the filing said, this AN proposal could be considered one of the many "creative methods" that could be substituted for present regulation.

Each of the three commercial networks, while supporting the deregulation proposal, had a slightly different view.

NBC said because of the FCC's statutory requirement to determine at renewal time if a licensee has served in the public interest, there should be a renewal standard based on over-all performance, including entertainment programming. NBC said this should not include criteria such as EEO percentages or diversification of ownership. NBC called for a further inquiry and rulemaking to determine what sort of standards could be adopted.

ABC supported the proposal in its entirety, and also called for a rulemaking.

U.S. decides all wasn't lost in Buenos Aires

Despite setback on 9 khz, delegation adopts posture that immediate results will be better protection, not less, in hemisphere; eventual victory for narrower spacing predicted

The three-week conference of western hemisphere countries that had assembled in Buenos Aires to begin drafting a plan for the use of the AM band in the region ended last Friday, March 28, in an atmosphere of greater calm than had prevailed in the first two weeks.

FCC Commissioner Robert E. Lee, who headed the U.S. delegation, said: "We've done as well on the technical end as could have been expected." And Wilson Lafollette, chief of the FCC's technical and international branch of the Broadcast Bureau and deputy chief of the delegation, said he was quite pleased. "We won't be creating more interference for our licensees; if anything, there will be better protection."

Even the disappointment over the U.S. failure on the 9 khz issue does not seem as sharp as it had. Lee, who had appeared deeply discouraged over the refusal of the conference to adopt the proposal to reduce channel spacing from 10 to 9 khz in the region, or even to accept language in a res-

olution stating that a majority favors 9 khz (BROADCASTING, March 24), said: "It doesn't look as bad, on reflection."

The conference agreed to put off a 9 khz decision until its second session, in November 1981. In the meantime, the International Telecommunication Union's International Frequency Registration Board will do parallel studies of the efficiency of 9 khz and 10 khz spacing.

Lee predicted that the proposal—aimed at opening the door to several hundred more AM stations in the U.S.—"will pass easy," in 1981, provided the U.S.'s technical studies are confirmed. "So many countries were on the verge" of supporting the proposal, Lee said. At present, only the western hemisphere—Region 2 of the International Telecommunication Union—operates on 10 khz channel spacing.

Lafollette said the issue's resolution was not a bad one. He said a number of countries wanted an opportunity to study the matter and draw their own conclusions. (Only the U.S. had done any studies on the proposal.) Furthermore, he said, "we came down [to Buenos Aires] with the question of support unresolved, so I don't feel bad. We gave it our best shot."

Beyond the 9 khz issue, there was little controversy in Buenos Aires. And many of the technical criteria adopted were borrowed from FCC regulations or provisions of the North American Regional Broadcasting Agreement. So they will not represent changes for U.S. AM broadcasters.

But there were some other rough spots during the conference.

Cuba, for instance, proposed denial of protection to secondary service of so-

called Class A stations—in the U.S., Class 1A clear channel outlets. That provoked considerable debate—and a rare vote (ITU conferences generally resolve issues by consensus), which pro-secondary-service forces won by a margin of 3-to-1.

The U.S. did not win as complete a victory on the related issue of assuring Class A stations protection to the national border. The U.S. had originally proposed a footnote calling for such protection for its 1A stations. However, the U.S. settled for a footnote merely encouraging countries to negotiate the border protection issue with their neighbors.

Lafollette said the U.S. delegation decided its original proposal was "not practical," in view of Canada's known intention to abrogate NARBA once the regional plan now being drafted is completed. NARBA provides for protection to the border.

The U.S. was satisfied by the outcome of the debate over the controversial issue of determining time value for nighttime interference—even though the region rejected the U.S.'s 10% proposal. The conference adopted a standard permitting interference up to 50% of the time. However, the U.S., at Lafollette's suggestion, worked out an agreement with its neighbors, Canada and Mexico, under which they will adhere to the 10% limit. That is the standard prescribed in NARBA and the U.S.-Mexican AM agreement.

(Even though the region-wide agreement is far more liberal than the U.S. thought desirable, the U.S. considers it a gain. "Before," said Lafollette, "there was no protection [in the area], except that

InBrief

Westinghouse Broadcasting has informed Ted Turner that unless renewal conditions placed on license of **WRET-TV Charlotte, N.C.**, are "resolved" by Sept. 16, Westinghouse will **exercise option to terminate contract to buy station** for \$20 million (BROADCASTING, May 21, 1979). Original sales agreement, signed last September, called for assignment of "valid and regular license." Subsequently, FCC denied petition to deny renewal of station's license but imposed certain EEO restrictions and short-term renewal, which were then applied to assignment, which was granted on March 17. To resolve situation, Turner must successfully petition FCC to remove restrictions on license (Turner lawyers are preparing petition for reconsideration), or sale will fall through. Spokesman for Westinghouse said Sept. 16 deadline was "non-negotiable." Turner has used proposed sale to secure \$20-million line of credit from First National Bank of Chicago—of which \$12 million has been borrowed—to finance his Cable News Network. If station is not sold by Dec. 1 of this year, credit line will be reduced, although Turner spokesman said company will infuse CNN with whatever capital it needs to stay on air.

FCC last week **approved seven distress sales of 13 AM, FM and TV stations**. Major one involved Grayson Enterprises Inc.'s sale of **KLBK-TV Lubbock**, **KHOM-TV Monahans** and **KWAB-TV Big Spring**, and **KTXS-TV Sweetwater-Abilene**, all Texas, to minority-owned enterprises for total of \$14,100,000, 75% of average of appraised value. **KLBK-TV** and **KTXS-TV** are being sold for \$11,100,000 to Prima Inc.; and **KHOM-TV** and its satellite **KWAB-TV** to Permian Basin Television Corp. Other sales: **Blair County Broadcasters Inc.'s** sale of **WVAM-AM-FM Altoona, Pa.**, to Phylidel Communications Corp., 95% black-owned, for \$913,800; **Blue Ribbon Broadcasting's** **WUEZ(AM) Salem, Va.**, to 70% black-owned **Blunt Broadcasting**

Enterprises for \$200,000; **Broadcasting Service of America's** **KBSA-TV Guasti, Calif.**, to **Hispanic Broadcasters Inc.**, for \$2.2 million; **Lee Broadcasting Corp.'s** **WTUP(AM) Tupelo, Miss.**, to 51% minority-owned **Wtup Broadcasting Corp.** for price still to be negotiated (but no more than 75% of average of three appraisals submitted by Lee—ranging from \$574,328 to \$625,000); **Street Broadcasting Corp.'s** **WIZR-AM-FM Johnstown, N.Y.**, to **P & L Broadcasting**, 100% minority owned, for \$519,750; **Tuscola Broadcasting Co.'s** **WKYO(AM)** and **WDL(FM) Caro, Mich.**, to **Sway Enterprises**, 51% owned by American Indian, for \$566,850.

Federal court has ruled that Minneapolis city council resolution naming **Minneapolis Cablesystems cable franchisee for city was not contract**. Suit was filed by MC against city council when council reversed itself after initial resolution and awarded city's franchise to Northern Cablevision, subsidiary of Storer Broadcasting (see story, page 48). Ruling affirms Northern's standing as sole cable franchisee for city.

ABC, CBS and NBC have indicated they intend to ask U.S. Court of Appeals in Washington for **rehearing**—and by full 11-member court—in **Carter-Mondale "reasonable access" case**. They petitioned court for 21-day extension, to April 18, of deadline within which to file petition.

White House is preparing **Minority Telecommunications Conference to be held April 10** to announce new administration initiatives aimed at helping minorities enter ranks of broadcast and other telecommunications ownership.

John J. McCrory, president and general manager of Times Mirror Co.'s **KOFW-TV Dallas**, named to new position of president of Times Mirror Broadcasting, which includes **KDFW-TV**, **KTBC-TV Austin, Tex.**, and five televi-

provided for in NARBA and the U.S.-Mexican agreement.")

The conference also adopted limits on power in an effort to end a kind of power inflation. It clamped a 50 kw day and 100 kw nighttime limit on Class A stations, which are those providing extensive primary and secondary service. Existing stations will be grandfathered with their present power, and some stations operate with several hundred kilowatts.

The U.S. had proposed a stricter standard—50 kw day and night for new stations, and a requirement that existing stations operating with more than 200 kw be reduced to that level.

The conference's decision on the issue, however, did not disturb the Americans unduly. "We're already dealing with stations operating with power in excess of 50 kw and 100 kw, so we can handle it," Lafollette said. "The fact that existing stations with 50 kw can't increase their power is good for the region; it keeps the power level down."

The technical criteria as well as planning methods that were adopted over the last three weeks will provide the basis for the frequency assignment plan that will be developed at the second session, in November 1981. It will be at that session that hard bargaining to resolve conflicting assignments—those in place and those proposed—will occur. Indeed, the U.S. has argued that the arguments sure to be generated in attempting to deal with those conflicts will make the 9 khz plan look desirable. In creating 12 new channels, they say, it will provide the "flexibility" to accommodate conflicting demands.

A new policy dialogue with Canada

U.S. and northern neighbor will try to reach consensus early on, not wait until telecommunications issues grow into major disputes

U.S. and Canadian officials responsible for communications policymaking in their respective countries have agreed to establish liaison between the governments in an effort to avoid new conflicts, and to resolve those that exist. The U.S. proposal to reduce AM channel spacing from 10 to 9 khz is one of the issues that will be examined jointly.

Arrangements for the liaison were worked out over the March 23-24 weekend, in a meeting at Niagara on the Lake, Ontario, that was held at the Canadians' request (BROADCASTING, March 24). FCC Chairman Charles D. Ferris and Henry Geller, head of the National Telecommunications and Information Administration, who led the U.S. group in the talks, expressed satisfaction on their return last week.

"I went away feeling I knew them better," said Ferris. And the Canadians, who were led by Bernard Ostry, deputy minister of communications, "felt much better about what we were about." Geller indicated progress had already been made in dealing with one major issue—which he declined to identify beyond saying it was in the common carrier field.

Essentially, the two neighbor countries, which have found themselves on opposite

sides of an increasing number of issues at international meetings, will set up committees of technicians to resolve issues—both technical and nontechnical—as they evolve. The preparations each side is making for the series of international telecommunications conferences that were spun off by the World Administrative Radio Conference last fall (BROADCASTING, Dec. 10, 17, 1979) will provide material for consideration by a number of ad hoc committees, Ferris said.

One working group is being created to focus on the channel-separation issue—an issue that has put as much of a strain on relations between the two countries as any other in the telecommunications field. The working group will examine and attempt to solve the various technical issues involved, then move on to the political problems.

The U.S. sees the 9 khz proposal as a means of opening the door to several hundred AM stations in the U.S., thus providing ownership opportunities for minorities and making it possible for daytime broadcasters to move to full-time operations. But Canada, whose broadcasters oppose the proposal, has been skeptical of its value and unconvinced, thus far, by the U.S.'s technical arguments. And it played a major role in blocking approval of the proposal when the U.S. presented it at the AM spectrum-planning conference of western hemisphere nations that ended in Buenos Aires last week (BROADCASTING, March 17, 24).

sion stations it acquired last week from Newhouse Broadcasting (see page 30).

□

Les Brown, chief TV-radio reporter of *New York Times*, is leaving end of April to **start own magazine** covering television, cable and other

electronic media under three-year grant from John and Mary R. Markle Foundation. Tentatively called *CHANNELS of Communication*, magazine is planned for general readership, positioned between consumer press and trade press. It's to start as bimonthly, with first issue targeted for November.



Gathering of the clan. The National Association of Broadcasters played host to the first meeting of the Inter-Association Council, last Thursday. The group, comprising 14 broadcast organizations, was formed to encourage more effective communications among broadcast associations. NAB Chairman Tom Bolger, president of WMTV-TV Madison, Wis., who initiated the meeting, said, "we began a useful dialogue which hopefully will continue for the betterment of all segments of the broadcast industry." The agenda included discussion of areas of major concern, such as the First Amendment, deregulation and frequency allocation. The council also established a five-year calendar of events to avoid scheduling conflicts. Standing, l-r: George Huntington, Television Bureau of Advertising; Stephen Riddleberger, Radio Advertising Bureau;

Timmi Pierce, American Women in Radio and Television; George Back, National Association of Television Program Executives; Herman Land, Association of Independent Television Stations; Len Allen, Radio-Television News Directors Association; Roy Easley, Association of Maximum Service Telecasters; Jack Hogan, RTNDA; John Summers, NAB's general manager. Seated, l-r: W. Thomas Dawson, Broadcast Promotion Association; Paul LaCamera, National Broadcast Association for Community Affairs; Philip Balboni, National Broadcast Editorial Association; Bob McAuliffe, Broadcast Financial Management Association; Nicki Goldstein, INTV; Ronald Doerfler, BFMA; Phyllis Tritsch, AWRP; William Potts, Association for Broadcast Engineering Standards; Bolger, and Tom Roland, NBACA.

Air Time's in trouble □ Alarm over AM stereo □ Times Mirror gets its big deal □ Eller's back with a vengeance □ Foreign cable owners OK'd

Air Time asks stations to be patient while it works out cash-flow/slow-pay problems

Air Time Inc., a leading media buying company, acknowledged last week it has a severe cash-flow problem and has asked TV and radio stations to help in resolving the financial crunch.

Air Time is regarded as one of the three biggest-billing media-buying services, along with Vitt Media International and SFM Media Service Corp. Air Time billings are believed to approximate \$150 million a year.

Bruce J. Fogel, president of Air Time, called a meeting last Wednesday in New York of advertiser, agency, rep and group station-owner executives. He asked the groups and reps to forward immediately to stations Air Time's plea for them to continue all current schedules, to run all orders already accepted but not yet on the air, and to accept and run new orders. Fogel asked stations to reply by last Friday (March 28).

Fogel outlined a plan he said would fulfill Air Time's commitments. Effective April 1, all of the funds from clients will be paid directly to a trust bank account and the bank will pay the stations. In addition, Air Time is in the process of liquidating nonmedia investments, and the accruing funds will be used to pay off liabilities.

Three's a crowd in AM stereo? FCC may opt for several systems

Broadcasters and equipment manufacturers have waited a long time for the FCC to approve one of five proposed AM stereo systems. Now word has leaked that the FCC staff may, instead, recommend that three systems be approved—a thought that panics many of the potential players. The National Association of Broadcasters and the National Radio Broadcasters Association both oppose the multiple system concept, as do four of the manufacturers that proposed systems—Harris, Belar, Motorola and Magnavox. Only one—Leonard Kahn—favors the notion.

Opponents of the idea fear that the introduction of three systems into the marketplace would create so much confusion that broadcasters and manufacturers might back off AM stereo, perhaps killing it altogether. "In the one area the FCC ought to exercise its mandate—in the technical area—it has chosen to abdicate its responsibility and create what I feel will be a chaotic situation," said Abe Voron, executive vice president of government relations for the NRBA.

Stephen Lukasik, chief scientist for the FCC, counsels patience. "Don't listen to all the rumors you hear," he told BROADCASTING Friday, adding that there "isn't complete agreement internally as to what's the best answer" and that a range of

possibilities will be presented to the commissioners for their considerations. According to Nina Cornell, chief of planning and policy, the staff is trying to get the AM stereo question on the agenda for the next commission meeting, scheduled April 9.

Times Mirror deal for Newhouse's five TV's gets FCC approval

The FCC last week approved Times Mirror Co.'s \$82-million acquisition of Newhouse Broadcasting's five television stations.

Times now owns the maximum number of television stations permitted by FCC rules—five VHF and two UHF. The stations acquired from Newhouse: WAPI-TV Birmingham, Ala. (ch. 13, NBC), whose license was also renewed; KTVI St. Louis (ch. 2, ABC); WSYR-TV Syracuse, N.Y. (ch. 3, NBC); its satellite, WSYE-TV Elmira, N.Y. (ch. 18), and WTPA Harrisburg, Pa. (ch. 27, ABC).

Times Mirror already owns KDFW-TV Dallas (ch. 4, CBS) and KTBC-TV Austin, Tex. (ch. 7, CBS), and cable systems in Arkansas, California, Connecticut, Illinois, Indiana, Kentucky, Massachusetts, New Jersey, New York, Ohio, Pennsylvania, Texas and West Virginia. Times also publishes the *Los Angeles Times*, six other daily newspapers and a variety of books and magazines.

Newhouse will receive tax certificates for the sales, since they eliminate media crossownerships. Newhouse retains WAPI-AM-FM and a daily newspaper in Birmingham, WTPA-FM and two dailies in Harrisburg, WSYR-AM-FM and two dailies in Syracuse, a daily newspaper in St. Louis and a cable system in Elmira.

The FCC conditioned Times's operating WSYE-TV as a satellite of WSYR-TV on reassessment at next renewal time of the economic conditions of the Elmira market to determine whether it can support "a second full service station" in addition to WENY-TV; whether a single licensee could operate both WSYR-TV and WSYE-TV as full-service stations or whether divestiture would be required, and whether a divested station could obtain network affiliation.

Now Eller's marrying Charter: He'll own half of new firm

Karl Eller, who only months ago was out of broadcast management in a big way, is back in, in a big way. Eller and the Charter Co. have announced that they will form a new company, to be called Charter Media Co., of which each will hold 50% of the common stock. Eller will head it as both chairman and chief executive. Charter also gets preferred stock.

Eller had co-founded and built Combined Communications, the advertising and broadcasting company that Gannett

Co. bought last year for \$370 million in stock. Eller subsequently quit both the management and board positions he held at Gannett after the merger of the two companies, although retaining 457,678 shares of Gannett stock. He is currently chairman and 40% owner of Red River Resources, the company that holds the late actor John Wayne's Arizona ranches and other real estate ventures. On March 7, Eller bought KIOI(FM) San Francisco for \$12 million, prompting speculation that he was setting out to build his second communications empire ("Closed Circuit," March 19).

Charter will be placing elements of its Chartcom Inc. subsidiary into the new venture. They were identified as Charter Publishing (*Ladies Home Journal*, *Redbook*, *Sport*), Charter Data Services (a magazine subscription fulfillment operation) and, subject to FCC approval, its six-station radio group, Charter Broadcasting. Eller will bring KIOI(FM) into the new Charter Media fold, again subject to FCC approval.

Charter is leaving out of the package a financially troubled printing operation and its direct-marketing business.

Charter is a diversified company whose main holdings are in the oil industry. The Charter Broadcasting stations are WOKY(AM) Milwaukee-WMIL(FM) Waukesha, Wis., WMJX(FM) Miami, KCBQ(AM) San Diego, KSLQ(FM) St. Louis and WDRQ(FM) Detroit.

Still no need, says FCC, to put clamps on foreign cable owners

There has been an increase in Canadian ownership of U.S. cable systems, but there is not presently a need for rules limiting such foreign ownership, the FCC has concluded.

The commission ruled last week on a petition by Midwest Cable that sought to restrict foreign interests in U.S. cable. The commission concluded a previous rulemaking on the matter in 1976, saying it found little foreign interest in U.S. systems and no need for regulation. Midwest's petition pointed out that the situation has changed since then, with Canadian firms investing in and operating systems in major metropolitan areas.

The FCC said, however, that less than 1% of all U.S. cable subscribers are hooked into Canadian-owned systems. In addition, the FCC said, "the principal line of defense against any potential adverse consequences of foreign ownership should be at the local level where individual decisions as to cable television operating rights are made." It added that "issues of international trade and freedom of investment opportunities across national boundaries were somewhat beyond the FCC's authority."

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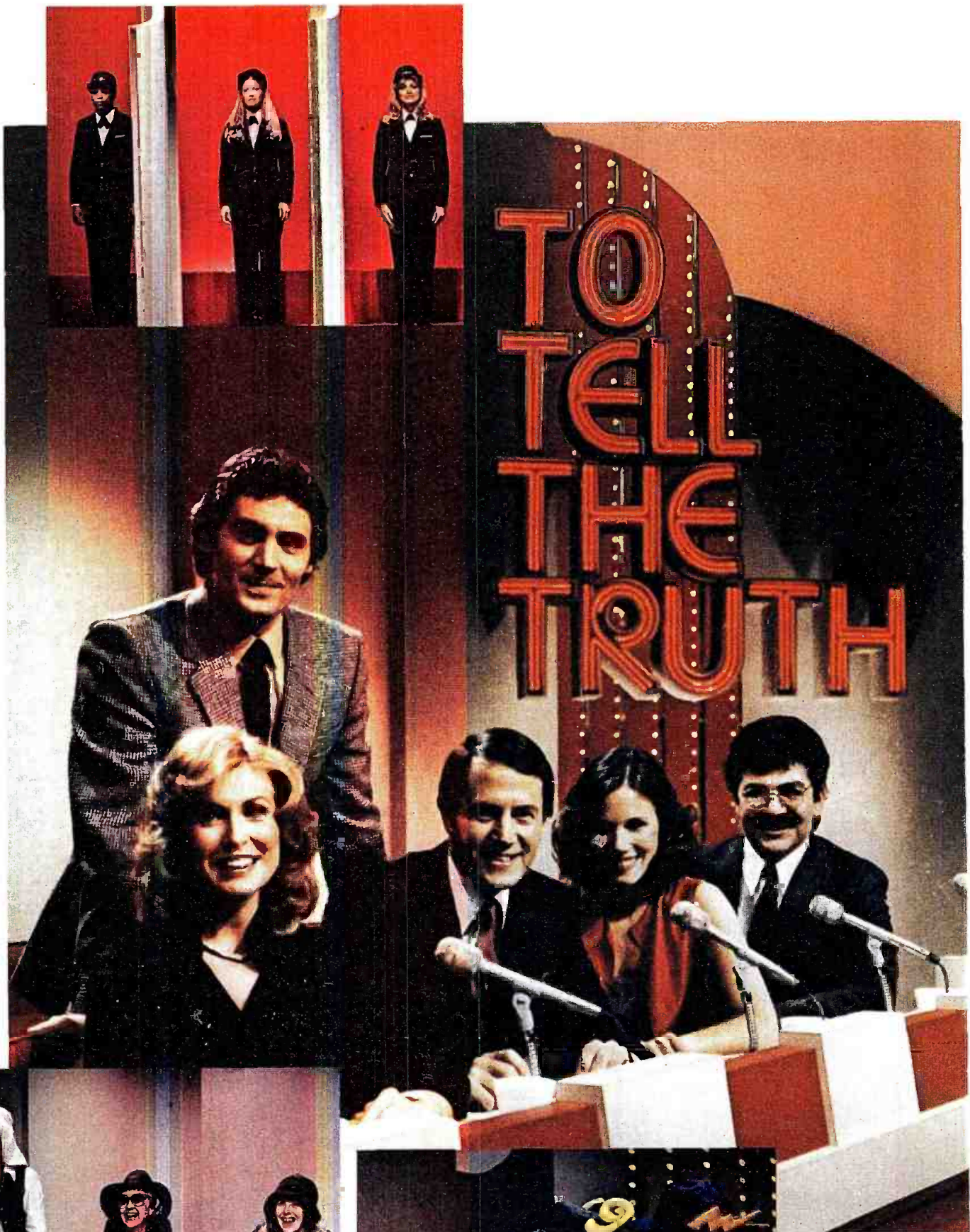
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WOTV	Grand Rapids
WLKY-TV	Louisville
WTAR-TV	Norfolk
WBRE-TV	Wilkes-Barre
WRGB	Albany-Schenectady
WEYI-TV	Flint-Saginaw-Bay City
WTOL-TV	Toledo
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Prospecting for cable franchises

The Gold Rush of 1980

On March 6, the battle was joined for the cable franchise rights to urban Cincinnati, the 28th largest television market. Six companies responded to that deadline, setting the stage for what will be a long and arduous contest to win the city council's favor and a franchise worth, according to one of the bidders, at least \$20 million in annual revenues.

Because of that potential, the five major MSO's and one group broadcaster in the competition (see page 56), will do everything they can to win. Their proposals were carefully prepared and designed to offer the most attractive package of programs and services at the lowest possible rates. To sell the proposals, the companies have hired local attorneys and public relations firms and will offer slices of their companies' equity to local individuals and groups in the hope that they, too, might bring weight to bear on the final decision.

What's happening in Cincinnati is commonplace these days. With a few notable exceptions, every major metropolitan area of the country is in some stage of the franchising process. Cable operators and would-be cable operators are rushing to grab that rare and precious commodity, the major-market cable franchise, hoping to win a few and cash in on cable's future.

Since each major market comprises many communities, large and small and each with equal authority to award cable franchises, there is opportunity for the small cable operators to challenge the major MSO's in staking out franchise claims. But when it comes to the big cities that form the core of the major markets only the largest companies will be able to play and even they must be careful. None wants to win a pyrrhic victory.

That caution aside, cable's latest rush for the riches is on in earnest. Over the past quarter-century, such homesteading has come in waves, each new one produced by some beneficial regulatory or technological development. The successive developments have allowed the industry to grow from a provider of antenna services, primarily in rural communities, to a sophisticated conveyor of numerous programs and services attractive enough to lure subscribers in places well-saturated by conventional television signals.

The current and likely the last major wave of franchising ac-

tivity began in 1976 or 1977, propelled by the advent of the communications satellite and pay cable. Prior to 1975 the most a cable operator could offer in its franchise area was a clearer picture and perhaps a few imported broadcast channels. But after Home Box Office led the way in 1975, programmers began to deliver to cable systems everything from fundamentalist religion to obscure college basketball games by bouncing their signals off an RCA communications satellite.

The delivery system was far more economical than anyone had dared imagine. All that a cable system had to do to receive the signals was commit to the one-time expense of building a satellite receive-only earth station. And that cost has steadily plummeted over the last five years—so far, in fact, that the smallest of cable systems can now seriously consider installing a *second* earth station.

Satellite-delivered programming profoundly changed the economics of the cable business. Subscribers, the operators found, are willing to pay between \$5 and \$10 a month on top of the one-time installation fee and monthly basic fee for the privilege of watching recently released movies and otherwise unavailable sports attractions without the intrusion of commercials. Five years ago, according to David Schultz, assistant to the president of Community Tele-Communications Inc. (TCI), a leading MSO, cable's customary 35% penetration would not have been good enough to warrant most urban construction, or builds as they are now called. But if 80% or 90% of that 35% take a pay service, as has often been the case, it "suddenly becomes very profitable."

Cable operators also can expect a certain proportion of their pay cable customers to take a second pay channel—or second "tier"—of service. Because of the competitive pressures, some companies count on the second tier to generate a system's margin of profit.

The satellite has delivered more than just pay television. It also has made available to cable operators—free or at nominal cost—a panoply of other programming. Cable companies can take these services and include them in their basic cable package, creating a highly attractive product for merchandising in the cities. Cable operators consider the basic package important since an attractive

package gets the cable into the home at a low cost. Once the cable is in, customers are more apt to take profitable pay services. Basic cable can now include the Cable Satellite Public Affairs Network (C-SPAN), featuring gavel-to-gavel live coverage of the House of Representatives; the Entertainment and Sports Programming Network, highlighted by numerous college athletic events, and the Satellite Programming Network, with a variety of programming and all-night movies.

Another ingredient frequently showing up in the basic cable recipe is the superstation, a major independent broadcast station picked up and delivered by satellite nationwide to cable systems. Although the programming fare of these stations is not unlike that of other independents, they do have certain attractions. Ted Turner's 24-hour WTBS(TV) Atlanta is the most popular, and includes in its package coverage of the Atlanta Braves (baseball) and Atlanta Hawks (basketball). As William Strange of Sammons Communications points out, "This is a nation of shift workers and insomniacs" who have been unable in many communities to watch television during the early morning hours.

Basic cable also will be enhanced this summer when Turner's Cable News Network goes on the air. That planned 24-hour news service and C-SPAN are uniquely cable programs that will serve as the cable operator's answer to the broadcaster's news and public affairs programming. It is a given in present-day cable that all future franchise proposals will include these two services.

There also are a number of religious programmers that offer cable systems highly sophisticated programming in exchange for the opportunity to proselytize and ask for donations. Sammons's Strange said such programs have "tremendous subscriber appeal." The "Bible belt," he says, now runs through every big city.

□

Also crucial to the expansion of programming choices has been the rapid development in broadband technology. It has given the cable operator all the channels necessary to carry the new programming. The number of channels that can be squeezed into a coaxial cable has increased steadily, growing from three to five to 12 to 20 to 36 and today to 54 channels. And there is no reason to believe the growth in channel capacity will stop there. Optical fiber technology promises a tripling of channel capacity in cables of comparable diameter. Although a 54-channel cable system has not yet appeared in the field—some feel it is not yet practical—cable operators can install systems offering well over 36 channels by using two or three cables. Warner Amex's recently approved Pittsburgh franchise proposal is an example. At its optimum level of service, Warner will offer customers 60 channels of information, education and entertainment using two cables laid side by side. When 54-channel technology is refined, Warner conceivably could add additional channels to both cables. (Warner has also promised to lay a third cable exclusively for use in an institutional network that will link schools, colleges, hospitals, libraries, churches and businesses.)

With so many services appealing to so many segments of society it is no surprise that cable operators are clamoring for the cable franchise—the exclusive right to serve and profit from the marketing of such services.

Part of the rush to franchise in the cities is being generated from within, with little or no prompting from the cable operators. Many public interest groups are interested in the idea of local access programming, another key feature of almost all cable franchise proposals. Businesses, too, have exerted some pressure for cable. They need broadband communications networks for data transmission and teleconferencing, and cable operators have the technology to oblige. Governments also see certain advantages to cable, particularly revenues. Most proposals now promise cities a franchise fee equal to 5% of revenues. Local governments are also attracted by two-way services that provide security and fire alarm protection and energy load management.

The proposals clearly show that cable operators have responded to these pressures and, in fact, have gone out of their way to stimulate some of the demand. They are more than willing to

offer the two-way and business-institutional services because they are potential revenue producers. The access programming channels and facilities—in Pittsburgh Warner will spend \$3 million to equip and staff several studios—are more or less a necessary evil in the eyes of the cable operators, generating no revenues but nonetheless important if the proposal is to get serious consideration.

Cable for business communication is still an underdeveloped market. Until now, when cable operators thought of franchises they thought in terms of entertainment and other services that appeal to the consumer. But with the wiring of the cities, the hubs of business activity, data communications will undoubtedly get more attention. Edward Bennett of Viacom Communications, which counts San Francisco among its franchises, is "so high on the business applications of cable that I believe they could dwarf the revenues from entertainment services." He is not alone. Robert Schmidt, former president of the National Cable Televi-

With so many services appealing to so many segments of society it is no surprise that cable operators clamor for franchises.

sion Association, has formed Communication Technology Management with the idea of serving this very market. Schmidt's plans go a little farther than those of the average cable system; he not only would use cable to link businesses within a city but would use satellites for intercity links.

There is a touch of irony in all this. With the broad array of services and programs now available, a customer could be sold on cable without ever being told it will improve reception of the local broadcast stations. Cable has, indeed, come a long way.

□

Although few of the major cities have been wired, many suburban communities have had the advantages of cable for years. Some cities are literally surrounded by cable. Acquiring a franchise and building suburban communities has certain inherent advantages over doing the same in the big cities. The suburban areas often have a population density on par with the city and yet are far cheaper to build as they require less underground construction. Cable can be strung on poles for approximately \$7,000-\$10,000 per mile, but if it has to be buried beneath concrete and asphalt—the situation in many cities, and particularly the older ones—the cost of construction can run as high as \$100,000 per mile. (This scenario, as John Thorne of Cox Cable points out, doesn't always hold true. He says Dallas, now in the initial stages of the franchising process, is considered an excellent cable market because wiring of its 375,000 homes requires just 10% underground construction.)

The franchise process in suburban communities is usually less painful and less costly than in the cities. And since building is easier, the system can be turned on far closer to the date the franchise is awarded. In a capital-intensive business, such a consideration is not taken lightly. The sooner the cash starts flowing, the better.

Suburban communities have still other advantages over the cities as far as most cable operators are concerned. The suburban communities are socially homogeneous so that serving their needs are relatively simple. A predominantly white suburb, for example, will not demand a black access channel or a Spanish-language channel. Suburbs also, in general, are younger and more affluent, and thus more likely to subscribe to additional tiers of service. "The typical cable subscriber," Cox's Thorne says, "is between the ages of 20 and 45 and that age group tends



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to subscribe to everything you have to offer. A young middle-income area is prime for cable."

One of the first questions to be answered in franchise-planning strategy is where to submit proposals. Although many of the suburban plums have already been picked, many remain and are highly coveted. Because of the cost of earth stations, headends and studios, it greatly benefits the cable operator if he can put together a string of contiguous cable systems. Such a situation has all the benefits and few of the detriments of the city franchise. Also, a close-in suburban franchise gives a cable operator a much better shot when applying for the city.

The population density of a city is one of its chief cable attractions, but there are some suburban franchises, often encompassing a whole county, that can match those numbers. Fairfield county in Connecticut, an affluent suburb bedroom community for New York, has asked for bids for the 120,000 homes in its jurisdiction. And as much because of its size as for the upper social stratum of its residents, Fairfield has attracted 10 cable operators, representing just about all the big names in the business. Few cities will draw as many proposals. Only four applied in Pittsburgh and only six in Cincinnati.

Most of the major MSO's, however, will not restrict themselves to chasing after either urban or suburban franchises. They will go where the soil is most fertile and where they feel they have at least an even chance to win. "It's a waste of a company's resources to bid where you don't have a reasonable chance of winning because of the politics," says TCI's Schultz. Preparing and submitting a bid in the recent Pittsburgh battle reportedly cost each applicant a quarter of a million dollars. Nonetheless, several of the bigger companies—like ATC and Warner Amex—can be expected to show up in most major cities. Their strategy is to apply for many and hope to get half.

□

While demographics and size of market can tell a cable operator

whether a particular community will be profitable nothing can tell him whether he will win the franchise. The reason is simple: politics. The awarding of a cable franchise in a village, town, city or county is done by the local government, and thus is subject to all the political gamesmanship of that community. "If you read the proposals," says Bill Petty, franchising boss for Cablecom-General Inc., "you'll find there's not a whole lot of difference among them. There's a lot of room for the political game to be played."

Companies unwilling or unable to play the political game haven't much of a chance, whether the town be Little Rock, Ark., or the teeming boroughs of New York. The politically naive are likely to be chewed up and spit back—or be totally ignored. The impact of politics in the franchising process, although omnipresent, varies from place to place. Some jurisdictions have placed much of the responsibility for the requesting, accepting and evaluation of bids in the hands of consultants or citizens' committees. But in all cases the final decision rests with a group of politicians, whose actions are sometimes inexplicable and hardly ever predictable.

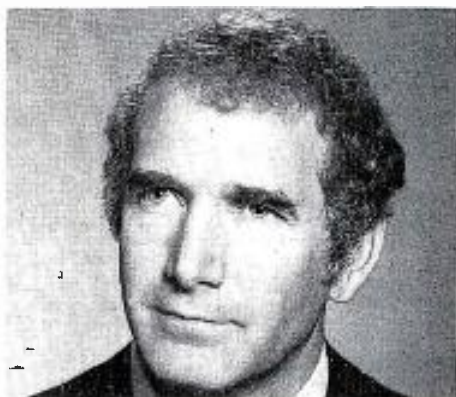
Perhaps the most important thing a city can do before awarding a franchise is find out what cable can do and demand in its "request for proposal" (RFP) the most sophisticated and modern cable system possible. This step alone insures that only the best proposals will be considered when the process is turned over to the politicians. It's hard for the citizens of Pittsburgh, for example, to lose when all the council had to choose from were essentially comparable proposals of the four biggest MSO's—American Television & Communications, Warner Amex Cable Communications, Teleprompter and Community Tele-Communications Inc. (Warner won [BROADCASTING, Feb. 4].)

The companies care, of course. In the last two big cable contests, the runners-up—ATC in Pittsburgh and Canadian Cablesystems in Minneapolis—have filed law suits alleging that

Five with their fingers to the pulse of cable franchising

The top five cable MSO's each has its specialist in the franchising area—the executive with key responsibility for keeping up with the boom both in big-city and small-market activity. On this and page 43 are mini-looks at the men out front in franchising.

Norval D. Reece, vice president of new market development for Teleprompter Corp., the nation's largest MSO, says that the company has "no hard and fast rules" when it comes to cable franchising, but it does have some guidelines it likes to follow, such as



Reece

going where "there is more than a single franchise available." Regardless of where Teleprompter goes, city or suburb, Reece stresses that it doesn't move without considerable thought. "We pick and choose. We have a high batting average, and we would like to keep it that way."

A graduate of Depauw and Yale, Reece should have a special talent for relating to the local franchise decision-makers. He served the state of Pennsylvania for eight years, first as special assistant to the governor for intergovernmental relations and later as secretary of commerce. He joined Teleprompter last year just as the company decided it had better get in on what Reece feels might be "the last great land rush."

□

J. C. Sparkman has grown up with the cable business. After leaving the Air Force in 1956, he got into "cable supply and sales" with his own firm and with Jerrold Electronics. And after 24 years in the business, he is vice president and general manager of Community Tele-Communications Inc. and charged with heading the company's franchising efforts.

Like most of his counterparts at the other MSO's, Sparkman is looking at every community in the country as a possible focus for TCI's franchising team. "We're a national company in scope," he says. And like his colleagues, Sparkman understands the political realities of the business he's in. He says it's no longer sufficient to study just the demographics and financial viability of a market. A careful "political assessment" of the community must also be made. He says a



Sparkman

negative political assessment of Cincinnati convinced TCI to stay out of that town.

□

John C. Thorne, director of corporate development, Cox Cable Communications Inc., began his cable career in 1964 as president and general manager of a cable system in Myrtle Beach, S.C., the first in the state. He expanded the system, sold it to Cox in 1975 and joined the major MSO in the deal. After years spent developing franchising in Virginia, he was promoted in 1979 to his present position.

Cox has no intention of letting any major cable markets slip by. Thorne says that Cox is interested in the franchises for Dallas; Tucson, Ariz.; Omaha; Portland, Ore.; New Orleans; the suburbs of Washington; Staten Island and Brooklyn, and Fairfield county, Conn. Thorne



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29 & 30 WEEKLY CUME RATINGS...IN EACH OF THE
NATION'S TOP 3 MARKETS!!!**

1. NEW YORK

On independent WPIX, Solid Gold was Number One in time period with a 16.2 Arbitron rating. Combined with repeat performance for 29 cume!

2. LOS ANGELES

On independent KCOP, first-run Arbitron rating of 21 again beat all competing network and independent stations in tough 7-9 PM Sunday time period. 21 rating was highest music/variety rating in L.A. so far in 1980—beating THE GRAMMY AWARDS, DONNA SUMMER, et al. Second weekly exposure added for cume of 29!!

3. CHICAGO

On independent WGN-TV—Solid Gold once again topped all competing stations over 2 hours of prime time with a 19 rating and 29 share. Repeat performance added 11 more points for an astonishing 30 cume!!!

**ALL THIS AND OUTSTANDING DEMOGRAPHICS TOO!!!
SOLID GOLD AVERAGES 120* ADULTS 18-49 PER 100 HOMES**

SOLID GOLD

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EAST

CLEVELAND	WUAB-TV	CH. 43	IND.	8-10PM
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Beat all competing network affiliates in prime time period with a 16 rating, 30 share—a rating 3 times higher than WUAB's average for regular shows in the time period. Regular February '80 ARBITRON came in and revealed an 18 rating for SOLID GOLD.

CINCINNATI	WKRC-TV	CH. 12	ABC	8-10PM
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Number one in time period: a 19 rating, 34 share—beating the #2 station by 3 rating points and the other 2 stations combined!

SOUTHEAST

ATLANTA	WSB-TV	CH. 2	NBC	7:30-8 M-F
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24 rating, 43 share average in coincidental overwhelmed all competitive access programming. Rating was 30% higher than WSB's normal access average. February '80 Nielsen documented a 25 rating average, M-F, 39% higher than the regular access show.

MIAMI	WTVJ	CH. 4	CBS	8-9PM, Tues., Wed.
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Number one in time period on Tuesday night against HAPPY DAYS and LAVERNE & SHIRLEY (February '80 Nielsen).

MIDWEST

ST. LOUIS	KPLR-TV	CH. 11	IND	7-9PM
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A crashing 28 rating, 40 share for SOLID GOLD's first run (Nielsen coincidental) on March 17—the highest rating ever recorded by KPLR-TV. It was #1 in the time period, beating CBS' WKRP/MASH block by 7 rating points and 9 share points; beating ABC and NBC combined!!!

GRAND RAPIDS	WOTV	CH. 8	NBC	9-11PM
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Number one in time period, against usually dominant ABC's THREE'S COMPANY block and CBS' special movie "SCRUPLES."

SOUTHWEST

OKLAHOMA CITY	KTVY	CH. 4	NBC	8-10PM
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Dominant 19 rating, 32 share—5 full rating points ahead of ABC's THREE'S COMPANY block and CBS' "SCRUPLES."

DALLAS	KTVT	CH. 11	IND	8-10PM
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14 rating, 25 share in prime time—3 times independent KTVT's time period average in the February '80 Arbitron. Adding repeat performance produced a 21 come.

HOUSTON	KHTV	CH. 39	IND	8-10PM
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14 rating for first-run on UHF independent was 7 times station's time period rating in November '79 Arbitron.

WEST COAST

FRESNO	KMPH-TV	CH. 26	IND	7-9PM
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A miraculous, dominant 20 rating, 34 share on this UHF independent equalling 2 of the affiliates' ratings combined—7 times KMPH's normal prime average.

SAN DIEGO	XETV	CH. 6	IND	8-10PM
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With SOLID GOLD, independent XETV also quadrupled its normal 8-10PM time period average, based on the February 1980 Arbitron report.

**—AT LEAST 20% BETTER THAN NTI NETWORK PRIME AVERAGES
(ARBITRON COINCIDENTAL ANALYSES DOCUMENTED)**



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Sources: Indicated Arbitron and Nielsen rating reports, metered overnight ratings and telephone coincidental surveys taken during February and March 1980.

Audience data are estimates based on indicated sources, subject to qualification available upon request.

they were treated unfairly by the franchise process and by the cities' politicians.

That the big-city proposals are usually all so good creates a problem for the politicians, who are ethically bound to choose the most meritorious proposals, based on the services offered and the reputation of the proposing company. When there is little significant difference between the proposals and the character of the companies, politicians are left with little on which to base a decision except political advantage. A councilman receiving heavy pressure from constituents or cronies may well vote the way the pressure is pushing.

One way to ease that dilemma, for an increasing number of communities, is to hire a consultant to advise the council, establish procedures, evaluate proposals and, on occasion, make recommendations. Most cities have little expertise in franchising and limited knowledge of cable and what it can do. When the subject of cable first arises in city hall, hundreds of questions immediately arise. The services of a professional consultant or consulting firm—such as the nonprofit Cable Television Information Center or one of a number of commercial firms—can be hired temporarily to guide the city through the process, or a full-time staff can be hired to organize the franchising effort and, after the award, monitor the company to see that the system built is the one promised.

The presence of a consultant is no guarantee—there are no guarantees in this business—that the process will flow smoothly. Little Rock, Ark., asked independent consultant Carl Pilnick, from California, to evaluate and rank the six proposals it received in 1978. Pilnick ranked Cablecom, a subsidiary of RKO, number one, but when the city fathers got around to voting on the proposals they chose to ignore the consultant's recommendation. Instead, they picked a company Pilnick ranked fourth, a joint venture of ATC and Midwest Video, both top-20 MSO's. Partly because the decision was perceived to be blatantly political, and

partly because of the efforts of a consortium of local black groups, the decision was overturned by a referendum a year later.

Forced to reconsider the question, the Little Rock board of directors asked each of the bidders to reaffirm its proposals. Unfortunately for Cablecom, rising interest rates had made its financial position untenable. The franchise eventually went to Storer Cable, the company Pilnick had ranked second.

There are many examples of cities, mostly small to medium-sized and most without fully realizing the implications, that awarded franchises solely on the basis of political bargaining. But one that has become notorious is the franchising of Houston, a city neither small nor excused by ignorance.

The fifth largest city in America (measured in city-limit terms; it's the 12th largest TV ADI) late last spring divided itself into five cable franchise districts, one going to Storer and one to each of four local groups whose political power can be measured by the number of homes in its eventual franchise area. The winning bidders (among seven applicants): Gulf Coast Cable Television (275,000 homes), represented by Bill Chamberlain, Mayor Jim McConn's former campaign manager, and Bill Olson, a former city attorney; Houston Cable Television (200,000 homes), represented by Walter Minscher, a political fund raiser and contributor to McConn's mayoral campaign, and Jonathan Day, a former city attorney; Houston Community Cablevision (150,000 homes), a black company headed by Andrew Jefferson, a member of the coalition that caused Houston to throw out a 1973 franchise award; Storer's MECA Corp. (125,000 homes), and Westland Cable (25,000), represented by Marvin Katz, the mayor's personal attorney. The two losing groups were Cablecom-General and a group headed by Billy Goldberg, chairman of the state Democratic party, and Alan Levin, a former city attorney.

Goldberg has since sued Gulf Coast Television and the Houston city council for what he feels was a conspiracy in vio-



Thorne

says that "since there is a tendency to say bad things about the other guys" in the heat of the franchise battle, it is important for a company to present a good image. Thorne says that he encourages the city councils in communities in which Cox has made a franchise bid to write and visit the communities where Cox and the competing bidders have operating systems. "We feel we'll come out best," Thorne says.

□

Michael McCrudden, senior vice president, planning and development for American Television and Communications, got a good dose of cable and the satellite technology that has led cable into the major markets early in his career. After receiving his master's degree from the Wharton School of the University of Pennsylvania, he worked for a research firm for a few years, studying domestic and



McCrudden

international satellite communications. The lessons learned were reinforced from 1970 to 1972 when he worked on the implications and applications of satellites and the rewrite of the FCC's cable regulations as executive assistant to the director of the Office of Telecommunications Policy. He joined ATC in 1972 and was appointed to his present position in 1979.

McCrudden, whose company is still smarting from its loss of the lucrative Pittsburgh franchise to Warner in January, says that although he knows politics is a "fact of life, it's terribly frustrating when you have a clearly better bid and you're not the winner."

□

If cable franchising is, as most believe, in large measure a matter of politics and public relations, then Warner Amex Cable

Communications may have found the perfect man to head its franchising efforts. **Richard Aurelio**, senior vice president, government affairs, was, before joining Warner last year, president of D. J. Edelman, an international public relations firm, and prior to that deputy mayor of New York in the John Lindsay administration (1970-72) and administrative assistant to Senator Jacob Javits (R-N.Y.) (1961-68).

Armed with the highly publicized Qube two-way cable system, Aurelio says Warner is attracted to communities, urban or suburban, that want state-of-the-art cable. He says Warner is interested in communities where there is a lot of grass-roots interest in community-access television. "We think our system can exploit that interest," Aurelio says.



Aurelio

lation of the Sherman Antitrust Act.

The question arises: Why was Storer cut in among all the locals? Arno Mueller of Storer says the answer is simple. "We were asked to provide service . . . we applied and we got an award. We were the only one who wanted [the southeast section of the city]."

Robert Sadowski, who spent two months on the city's payroll as a consultant and who says he was fired "for not going along and writing a report saying what had already been decided," says that from start to finish the franchise award was "shabbily done." The franchises should be revoked and the city should start all over again, he says, if the city is serious about quality service.

Houston never came close to getting strong competitive bids, according to Sadowski. He says the city never advertised nationally for bids, and that the only way anybody knew the city was asking for franchises was "through word of mouth."

"If ever there was an argument for an increase in federal oversight in the cable area," says Sadowski, "Houston would be a strong reason for it."

Cablecom-General's Bill Petty, a veteran of many cable battles, was not as indignant as Sadowski about what happened in Houston. "Anybody who thinks a franchise is awarded on the merits of the proposal is extremely naive," he says. "The awarding of a franchise is a political process, not a bid process." When asked if there was anything Cablecom could or might do to change the outcome of Houston, Petty offers only: "The city can do anything it wants. It's up to the electorate to police the city government."

The Houston story doesn't end with the award of the franchises. Within months some of the franchise holders began selling off their rights to Warner Amex and Storer. Warner first bought an 80% interest in Houston Cable Television. Storer bought an 80% interest in Houston Community Cablevision, and gave Houston Community's principals an option to buy into its cable subsidiary. And last October, Clive Runnells, principal owner of Gulf Coast, announced that he intended to sell a 76.5% interest in Gulf Coast Cable to Warner. That deal has been held up by the Goldberg suit.

The first thing a cable operator does when he hits town is begin acquiring power—lining up the groups and individuals with the most pull. This means hiring the best law firms in town and passing out bits of company equity to groups and individuals.

Two of the sell-offs did not surprise Sadowski. According to his readings of the cable proposals, neither Houston Community nor Houston Cable had the financial qualifications to build in the first place.

□

Politics can be defined as the art of acquiring and applying power. Cable operators, forced by the nature of the franchise process, are rapidly becoming experts in the arena. They have learned that to win a franchise they must play the game and by the hometown rules.

The first thing a cable operator does when he hits town is begin acquiring power—lining up the groups and individuals with the most political pull. This means hiring the best law firms in town and passing out bits of company equity to groups or individuals in hope they will be able to bring pressure on the council or board

that makes the final decision. Anybody or any group believed able to deliver votes may be able to win itself a part of the cable company; or a high-paying job within it. Equity is sometimes given away, or at others is sold as stock interest at generous terms.

Many city and suburban proposals now include some amount of local ownership. From the most positive point of view, local ownership is an opportunity for local groups or individuals—particularly minorities—to become part of the cable company and participate in an outsider's profits. In return, the local owners pressure the local governments and reassure the city council. Says Cox's Thorne: "A city council is not real anxious to award something as lucrative as a cable franchise to a stranger, to an out-of-state or foreign company." In voting for a company heavy with local investors, the council feels more confident that the cable company will make good on its promises, he says.

Local ownership can sometimes be a sham. Local investors may indeed make up a good portion of the company during the franchising process, but once the award is made the local interest is bought out or reduced to a negligible amount through a new stock offering or call for equity. Such a set-up is known as "rent-a-citizen." The "citizen" is given a piece of equity to apply political pressure or make a showing of local involvement by the cable operator. But when both or either of those jobs is done, the citizen is paid off and the cable operator acquires full or close to full control of the company.

There is, of course, nothing illegal or unethical about local ownership arrangements unless the city or town awarding the franchise is led to believe the local ownership is a permanent arrangement.

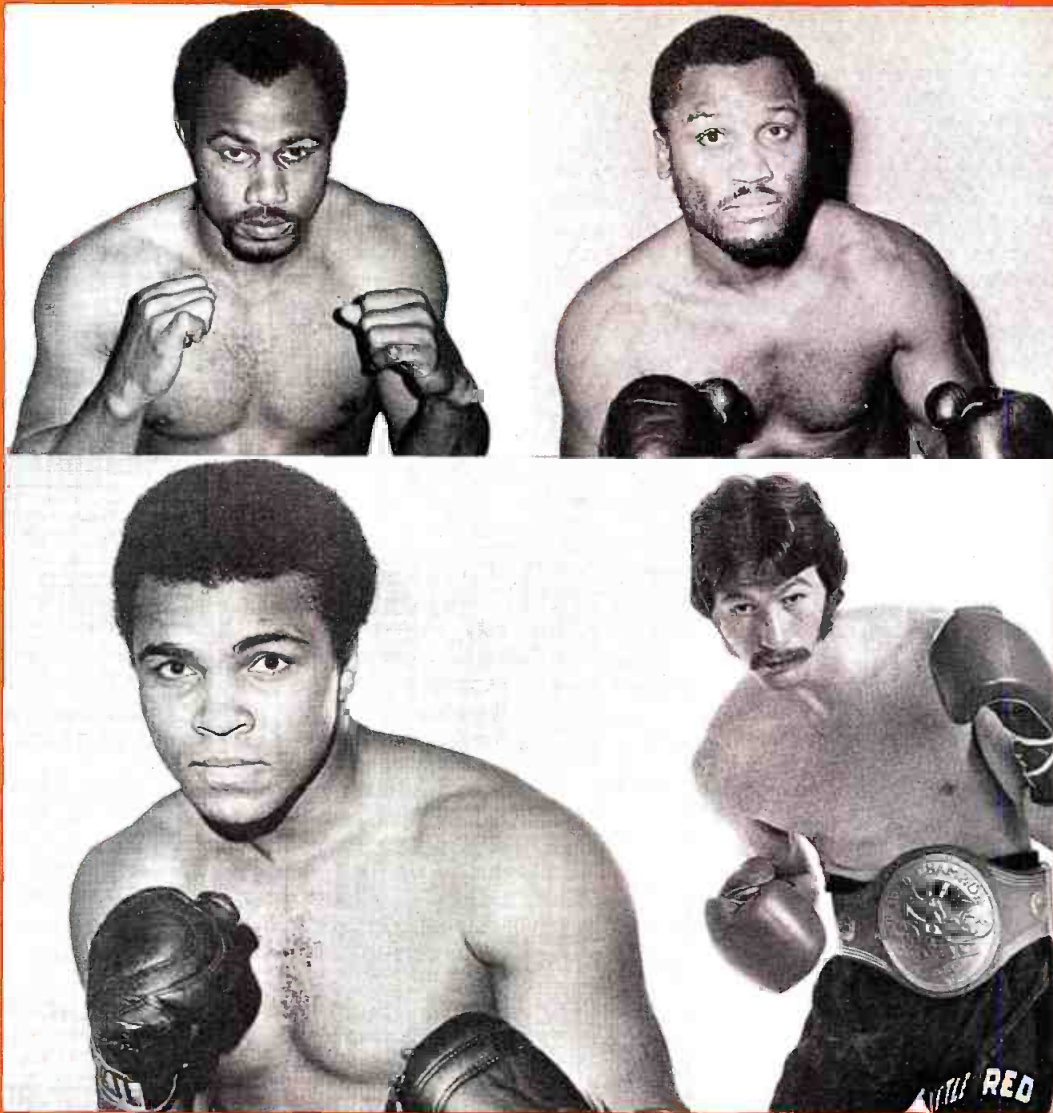
As a matter of fact, cities like Pittsburgh and Cincinnati strongly suggested in their RFP's that some form of local minority involvement or ownership would be beneficial to the applicant's cause. In Pittsburgh, the winning bidder, Warner Amex, gave away a 20% interest in the company to 17 local black groups. The runner-up in that contest chose a different arrangement. Three Rivers Cablevision, a subsidiary of American Television & Communications, sold a 15% interest in the company to a number of minority individuals and women. Although both plans fulfilled the vague requirement of the RFP asking for minority involvement, the Warner plan was considered by the mayor and the council as clearly superior and it formed the basis for the council's final vote in favor of Warner.

Warner's idea of bringing in groups instead of individuals as local partners is evidence of a growing trend—what Harold Horn, head of the Cable Television Information Center, calls "rent-an-institution." In Cincinnati the school board has come forward, saying that it would be willing to accept a 20% interest in any cable company.

Not only that but, according to Horn, some cities are considering taking back a 20% interest in the winning franchise for themselves. Horn dislikes the idea; he believes it blurs the distinction between regulator and regulatee.

Sammons's Strange sees local ownership as neither "good nor bad." His company has only one local partner among its 172 franchises, but, he said that the company will not hesitate to bring in local partners when the situation demands it.

To lure the politically influential group or individual into a company's camp the offer of equity is often irresistible. But another favorite tactic of the cable companies is simply to hire politically influential persons to lobby city councils and present the company's case to all interested. Storer, for example, hired the former county executive of Prince George's county, Md.—Winfield Kelly—to act as its agent in that lucrative and wholly unwired Washington suburb. Cable companies also hire the most influential law firms in town—sometimes two, one Democratic and one Republican. And once again the purpose is more than just legal representation; it is, additionally, to lobby the city council. Like well-known and respected partners, the law firm gives the cable company local identity and credibility. (New-in-town cable applicants also are apt to hire a leading public relations firm, but its



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duties are usually confined to generating press releases and advertisements and aiding the company's staff and hired local representatives and partners.

Creating strong grassroots support is also becoming an important factor, particularly in the big cities. Although this is part of the job of the hired guns and the local partners, some companies are making positive efforts to create widespread support.

According to Charles Hamilton, director of community relations for Teleprompter, the firm has set up a storefront in downtown Cincinnati to do nothing but explain cable and Teleprompter to anybody who might wander in off the street. The woman who minds the store, Hamilton says, is also available for audio-visual presentations at neighborhood or school meetings. Hamilton says the operation has been "extremely successful" and that it has taught Teleprompter that most people know very little about cable.

Favorable press coverage is a clear advantage to a cable applicant, but the local press, like the populace at large, usually needs some lessons in cable. Teleprompter is more than happy to help out. It holds press briefings explaining what cable is and illustrating, with videotape presentations. Hamilton says that during these presentations, Teleprompter tries to keep its name out of it and simply tell cable's story.

Most of the operators consider press relations crucial to their

Cities are waking up to the fact that they are in a highly advantageous position: They have something a lot of wealthy companies want badly.

companies' well-being since the award can often hinge on a company's reputation. Opposing bidders have been known to cast aspersions on one another by dragging skeletons out of their respective closets. Good press relations can help insure an effective defense.

TCI's David Schultz offers an opposing view. "The press," he says, "has almost nothing to do with it. Citizens in a community don't care at all who wins the franchise. They just want cable. It's a behind-the-scenes political process." But insists Cox's Thorne: "A company should do anything it can to bring to the attention of the press the image of the company and its reputation . . . That's part of the political process."

Because a franchise is such a precious commodity and because human nature is what it is, certain abuses have grown up around cable franchising. Talk of bribes is often heard, but only one individual, Irving Kahn, former chairman of Teleprompter, has ever been convicted of offering a bribe (in Johnstown, Pa.). Reports of bribes have been heard in Minneapolis (see page 48) but whether they amount to anything remains to be seen. Richard Aurelio of Warner says that talk of bribery is highly exaggerated. "You won't find any of the large companies taking that kind of chance," he says. "It's suicidal."

Another abuse that cities hope is a thing of the past is franchise speculation. Many franchise contracts, particularly older ones, contain no proviso against the franchise being sold after it is awarded. This leads to franchise speculation and "warehousing," the accumulation of franchises for sale at a later date. Three winners of Houston franchises wasted no time in selling off their franchises for quick profits. Cox Cable sold an underdeveloped system in Atlanta, where it had had a franchise for six years, for \$5.5 million. (It should be noted that Cox was hampered in its attempts to build Atlanta by governmental pressure to break up its television-radio-newspaper-cable media concentration.)

Cable operators also talk about "bait and switch," a game played by some cable companies that "promise anything and then cry for relief." Because once franchises are made, they're hard to take back, the temptation is there to promise extraordinary services at below ordinary rates in an attempt to secure the initial award. Companies feel that once the award is made, they later can apply for relief—and are likely to get it because few cities or towns relish taking on the job of finding another franchisee. Says Thorne: "A lot of that has happened, and whether it continues depends on what the cities do. Cities," he says, "are now requiring performance bonds and the penalties for failure to conform to the proposals are severe." But he concedes that once an award is made few cities want to go through the process again. "It gets to be a tough decision," he says.

Cities are indeed taking ample precautions these days and, more important, are waking up to the fact that they are in a highly advantageous position: They have something a lot of wealthy companies want very badly. They can demand of the cable industry systems and services that will stretch to the limit the resources of any cable company.

The bidding companies are at a disadvantage. Each is forced to make bids that not only meet the stringent requirements of the big-city RFP's but also outshine a host of equally qualified competitors. Viacom's Bennett says that "competition has gotten to the point where many operators are giving away the store to get the franchise," hoping that some "new service will appear to increase revenues per home."

So costly are the currently proposed systems—some of the boroughs of New York are expected to cost as much as \$85 million—that some operators don't expect to make much money during the first decade of service. Aurelio of Warner says that his company doesn't expect to profit from its Pittsburgh system—that will cost an estimated \$25 million to build—until the last third of its 15-year franchise term.

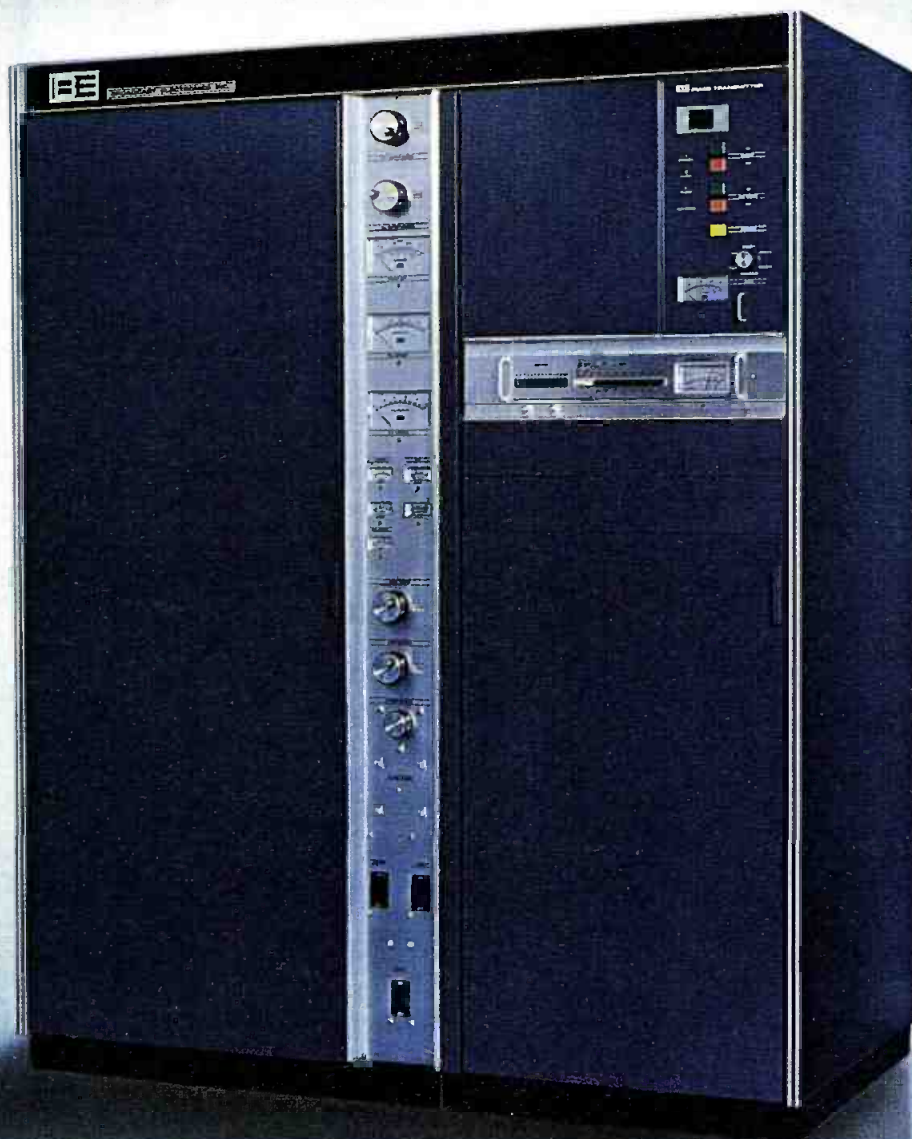
□

There is much concern in the industry about the problems inherent in the cable franchising process, and some of this concern has filtered up through the membership to the leadership of the National Cable Television Association. Thomas E. Wheeler, president of NCTA, says that "franchising is at one time our greatest potential for benefit and our greatest potential for problems" and feels it is the job of NCTA to "maximize the former and minimize the latter."

NCTA, realizing that there are two entities involved in any franchising process—the cable operator and the cities—will make four proposals, designed to minimize problems, to the National League of Cities on April 9. The most important proposal would create a code of franchising practices—general guidelines applicable to both the cities and the cable operators. The other ideas call for regional seminars, jointly programed by the NCL and the NCTA and designed to make the cities aware of the engineering, financial and marketing realities of cable and the ins and outs of the franchising process itself; the preparation of a text addressing the same issues as the seminars to serve as a resource for any city contemplating cable, and finally, a formal agreement whereby the league and NCTA would use each other's organization for information exchange.

Since all are at this time merely proposals, Wheeler is unable to provide any specifics, and he is cautious in discussing the nature of the code of practices. Referring to the Justice Department's antitrust suit against the commercial restrictions of the National Association of Broadcasters' television code, Wheeler said that the NCTA will try "to develop a code that is meaningful and at the same time try to avoid getting ourselves thrown in jail." Regardless of what form or what dimensions the franchising code takes, if indeed the idea is received favorably by the league of cities, Wheeler and the NCTA membership clearly see the need to bring some order to the cable franchising business. As Wheeler says: "It's helter-skelter out there, and our people are seeking to make some sense out of it—seeking some stability."

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A tale of two cities:



Many's the slip in major franchise grants

Pittsburgh and Minneapolis serve as examples of the Byzantine process—and the aftermath—that can accompany deals in big markets

Robert Burns's admonition regarding "best laid plans" has special relevance in cities that have struggled through the awarding of a cable television franchise and might well be heeded by other cities in the early stages of franchising. Two examples, Pittsburgh and Minneapolis, testify that the most elaborate franchise process will not insure an unchallenged result.

Both cities recently awarded cable franchises after following carefully conceived and executed franchise plans. Both are now in court, defendants against law suits filed by losing applicants.

The franchise effort in Pittsburgh got under way in August 1976 with the creation of a 14-member citizens cable study committee. Based on the committee's report, the city passed an ordinance defining just what the city should get and how it should go about getting it.

In accord with that ordinance, a request for proposals (RFP) was issued in July 1979. It was so demanding that only four companies—the four largest in the U.S.—

bid for the franchise: American Television & Communications (Three Rivers Cablevision Inc.), Warner Amex Cable Communications Inc. (Warner Cable Corp. of Pittsburgh), Community Telecommunications Inc. (Allegheny Cable Vision) and Teleprompter Corp. (Community Cablevision).

The first snag was hit on Oct. 8 when Pittsburgh Mayor Richard Caliguiri threw out all four proposals because each had errors in the \$1-million bonding forms. Caliguiri re-advertised for proposals and two weeks later received bids from the same four companies. But in the meantime, the opposing bidders had ample opportunity to study one another's bids and redesigned their proposals accordingly.

According to Richard Emenecker, superintendent of Pittsburgh's Bureau of Cable Communication, Warner, for instance, lowered rates for each level of its multitier service. And Teleprompter increased its offer to dual cable and 73 channels of service from its original 35, a change that made its bid comparable to the other three.

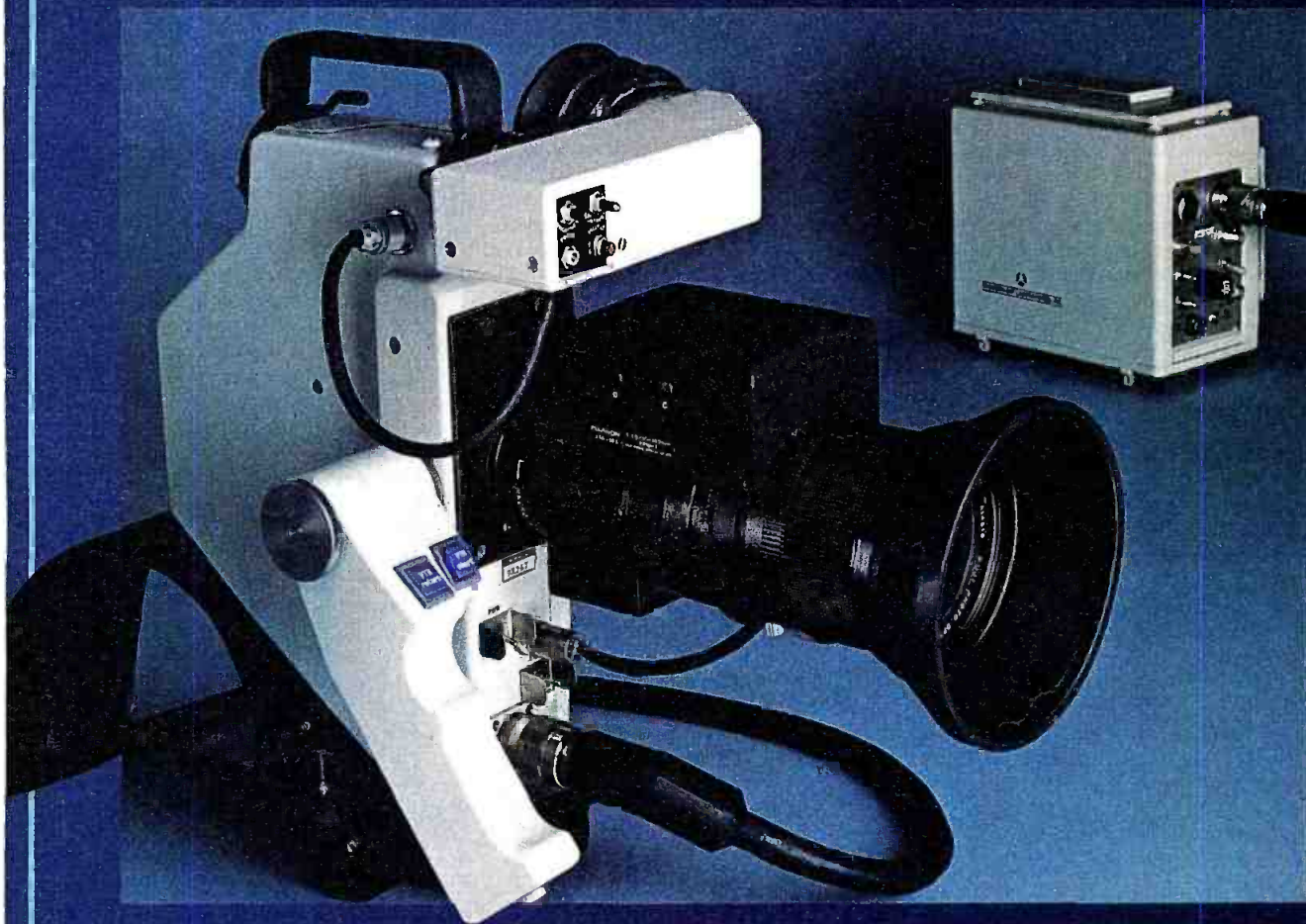
Pittsburgh's real problems didn't begin until Jan. 25 when the Bureau of Cable issued a report that strongly favored ATC

but stopped short of recommending the firm. Based on the report, Caliguiri recommended to the council that only two companies, ATC and Warner, be considered on the final vote. A few nights later the advisory committee recommended ATC by a 6-4 vote. (Emenecker said the vote would have been 7-4 except that the committee chairman can vote only to break a tie.)

So with the momentum going with ATC, the final decision moved before the city council, which debated the issue for one-and-a-half hours. And then it voted, 8-1, in favor of Warner. In the final analysis, Warner's tactic of giving away 20% equity in the local franchise to 17 local minority groups was more persuasive to the council than the universal cable service—every home would have been hooked up free of charge to a 10-channel package of community channels—that distinguished the ATC proposal.

Although Emenecker personally would have preferred the ATC system, he is not distressed by the outcome and does not see it as a total failure of the process. "We did damn well," he said. "We used our competitive advantage of being a very lucrative cable city."

Emenecker sees no way of avoiding the



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political vagaries of franchising. He said the process, created by ordinance and guided by him, had functioned exactly as planned up until the final ingredient, politics, was added. "Once that was thrown in, nobody knew what it would come out like."

The final mixture certainly was not what ATC had expected it to be. It filed a lawsuit in the Pittsburgh federal district court, charging, in part, that politics flavored the brew far more than it should have. The suit claimed that "the franchise was made to carry out a predetermined and unlawful preference in favor of Warner and against [ATC] in flagrant disregard and contravention of the legal and procedural safeguards of the bidding process."

The situation in Minneapolis had many parallels to that in Pittsburgh. The franchise process moved quickly and smoothly through its initial phases, but began to break down when politics began to overshadow all else.

How any geographical area in Minnesota conducts its franchising is predetermined by the laws of the state. And in accord with those rules, Northern Cablevision of Minneapolis, a subsidiary of Storer Broadcasting Co., got the ball rolling by asking the state to designate the city of Minneapolis a "cable service territory." This the state did.

The city responded in early 1979 by hiring a consultant, establishing a citizens committee and beginning public hearings. On June 4, 1979, it released its RFP. It attracted four proposals from subsidiaries of American Television & Communications, Warner Amex Cable Communications, Minneapolis Cablesystems, a subsidiary of a large Canadian firm, and Storer. These were turned over in July to the Cable Television Information Center, a consultancy, for evaluation. After a request for additional information, CTIC issued its report, which found all four proposals technically and financially sound and all meritorious.

Who would win the franchise then became a question of who had amassed the most political power through local ownership arrangements and through the hiring of politically influential law firms and individuals. At first, it seemed as if Northern, the Storer subsidiary, had won.

On Sept. 26 the ways and means subcommittee of the city council voted out a resolution naming it the franchisee, but two days later, the council, by an 8-5 vote, substituted the name of Minneapolis Cablesystems on the resolution and instructed the city staff to negotiate with MC and come up with a franchise ordinance. It should be noted, despite the vote, that only seven aldermen supported MC. The eighth vote was cast by Alderman Walter Dziedzic, a Northern supporter who voted with the majority so that he would have the right to move for reconsideration.

But Northern and the other losers were not about to give up the fight. They realized that the resolution naming MC the franchisee could be overturned when

the franchise ordinance was brought before the council. As they worked to sway votes they did so in the politically charged atmosphere of an election in which the mayor and most of the aldermen were running for re-election. They attacked MC on the basis that it was a foreign-owned firm and took out an ad in the local paper to make this point to the citizens.

On Nov. 21 the ordinance, essentially a contract between the city and MC, was placed before the council. A substitute motion was made to replace the name of MC with that of Northern and, by an 8-5 vote, the motion passed. Alderman Zollie Green, a lame duck alderman, switched his vote, abandoning MC and joining the Northern cause. Here again, the eighth vote was meaningless. It was cast by Dennis Schultz, a supporter of Warner who wished only to be with the majority. By the same vote, the council voted to rescind the resolution naming MC the franchisee.

Shortly after the vote was taken, MC struck back. At its request, a court enjoined the city from publishing (making official) the Sept. 28 resolution. MC also filed suit against the city, claiming the resolution was a valid contract and that the city should honor it. The suit was heard in court at the end of December, but a decision hasn't yet been made. If MC should win that suit, the city would in effect have two franchisees, and it would add weight to another suit MC filed against Northern, alleging that Northern wrongfully interfered with its contractual right by lobbying against MC between the first and second votes.

Attached to the suit filed against Northern was an affidavit by Dick Miller, a former alderman, alleging that Alderman Pat Dougherty was offered a \$20,000 bribe to vote for Northern. And Dougherty did side with Northern in the Nov. 21 vote.

Northern denies offering bribes, and its lawyers have responded to the intimations of impropriety on Northern's part with affidavits from Dougherty and another person named in the Miller affidavit, denying that any bribe was made.

There was some speculation that the lawsuit against Northern, coming as it did before the final vote on the Northern franchise ordinance, was filed primarily to generate enough concern within the council to cause it either to reject Northern or table the final vote until after the first of the year, when the make-up of the council would change. Zollie Green, for one, would be gone.

If that indeed was the strategy, it failed. On Dec. 16, the council approved the ordinance naming Northern the franchisee and in early January a contract between Northern and the city was signed.

As the courts in Pittsburgh and Minneapolis sort out the legal issues, the winners of the franchises—at least for the present—are beginning to build the systems they promised. If the outcome of the suits should delay the building of the cable systems despite the best efforts of the consultants, advisory committees and the people of the cities, they can take solace in remembering that even in the 18th century, the best-conceived designs to bring order to the world "often go astray."



Much to smile about. After a tooth-and-nail fight with Minneapolis Cablesystems, Northern Cablevision, a subsidiary of Storer Broadcasting, won the franchise for the city of Minneapolis in December, and officials from the city and Storer got together in January for signing of franchise agreement. Terry Lee (seated, left), president of Storer Broadcasting, and Beverly Land (at Lee's left), who headed Northern's Minneapolis campaign, signed for Storer, while (l-r) David Abrahamson, assistant city attorney, Robert Alfton, city attorney and Greg Moore, the city's cable officer, looked on. Whether Northern will have exclusive cable rights to the city remains to be seen. Minneapolis Cablesystems has filed a lawsuit claiming that, by virtue of a resolution passed by the council last September naming it the franchisee, it too has a cable franchise for the city.

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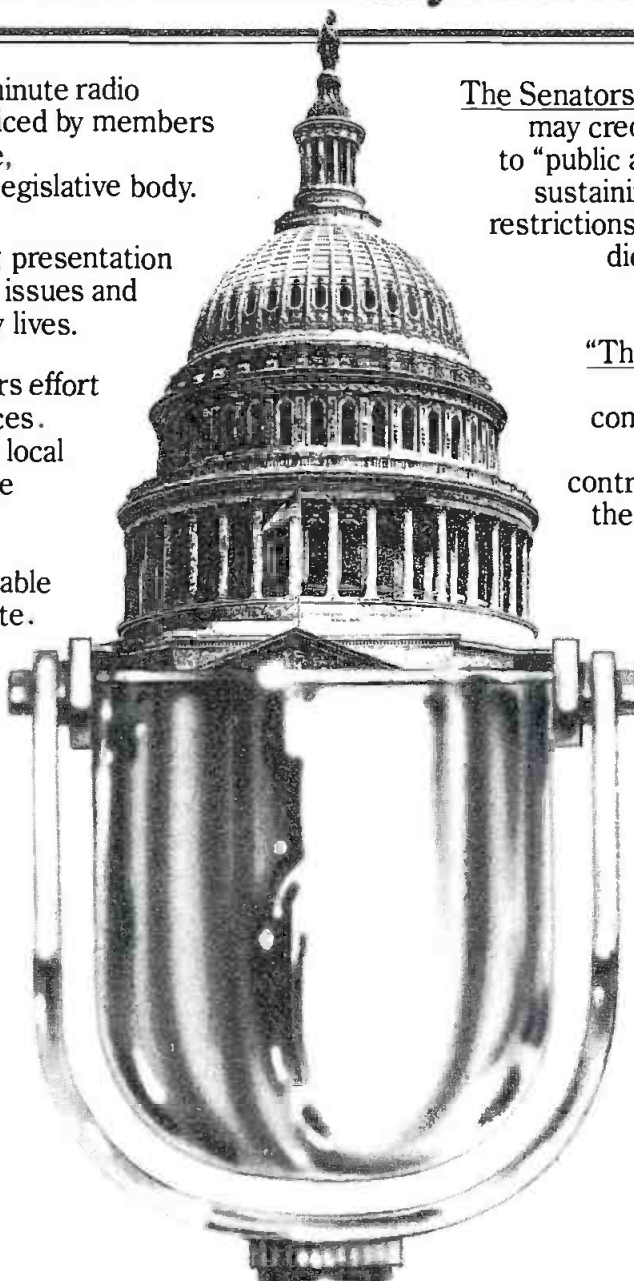
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The facts of franchising in the first 30

According to a BROADCASTING survey, major market cable is already a reality, and not only as a suburban phenomenon. Twelve cities within the top-30 television markets have operating systems serving at least part of their total area. Moreover, five other cities have recently awarded franchises and three are studying bids. Despite the inroads, cable still has a long way to go. Sixteen cities including Chicago, Detroit, Washington and Boston, are still in the preliminary phases of the franchising process.

1. New York □ Last week the New York Board of Estimates refused to affirm a franchise award it made to Knickerbocker Communications for the borough of Queens, approved a new request for proposal (RFP) for the borough and invited new proposals. The actions give new life to four other companies that had bid to serve the community: Warner Amex, Ortho-Vision Inc., Cablevision and Gotham Cable Co. Ortho-Vision challenged the Knickerbocker award in court on the ground that it was improperly made and so far has effectively prevented the Time Inc. subsidiary from getting the final award and beginning construction. According to Leonard G. Cohen, coordinator of the Office of Telecommunications, a report from the planning commission on the applications should be ready for submission to the Board of Estimates by April 24. There is now a possibility that more than one franchise will be awarded for the borough.

In the other three unwired boroughs—Staten Island, Brooklyn and the Bronx—bids were received by Dec. 3, 1979, and are currently undergoing the "certification process" of the City Planning Commission. But because of the city's complex franchising procedure, Cohen doesn't believe awards will be made for at least two years after all the proposals are certified. The applicants for the three boroughs: Staten Island—Cross Country Cable, Suburban Cablevision (McLean-Hunter), Telematrix, Vision Cable Communications, Century Communications, Delta Communications, Warner and Cox; Brooklyn—Cablevision, Delta, Teleprompter, Warner and Cox, and the Bronx—Cablevision, Delta and Bronx Communications Corp.

2. Los Angeles □ The city of Los Angeles has chosen to allow to be franchised in parts. To date it has awarded nine franchises to seven companies and has received bids for two additional franchises—East San Fernando Valley and West San Fernando Valley. The bids have been evaluated by the Department of Transportation and forwarded with recommendations to the city council, which has yet to take action. According to Ron Hale, a public utilities engineer for the Department of Transportation, the city has advertised for bids in three other sections (and set deadlines for receipt of bids). They are Boyle Heights (April 29), south central area (April 30) and Wilmington (May 1). Most of the applicants for the Los Angeles franchises are local

companies. MetroVision, an MSO, however, is an applicant for the West San Fernando Valley and has a small interest in a company applying for the East Valley.

3. Chicago □ Although Mayor Jane Byrne has recently indicated that the city is interested in cable television, serious attention to cable from the city isn't expected soon. But there is plenty of activity in the some 150 suburban communities in the Chicago television market. Most prominent among the cable operators in the suburbs are Cablevision of Chicago, which holds franchises for 15 suburban communities, and MetroVision, which holds franchises for nine. Their prominence may, however, soon be diminished; 21 communities of the Northwest Municipal Conference got together last summer and asked for and received bids.

The 14 bids that were received by the confederation are currently being evaluated by Malarkey, Taylor & Associates, a Washington consulting firm. According to Gary S. Hurvitz, vice president, regulatory affairs at M-T, its evaluation is expected to be ready by the week of April 7.

The bidders include Cablenet, Cablevision, Continental Cablevision, Cox, Telematrix, United Cable, Warner, Six Star Cablevision and MetroVision.

4. Philadelphia □ Bids for the four franchises that will be awarded in Philadelphia were received in July 1979, but the city has yet to act on them. The 10 bids are now being evaluated by J.W. Brown, commissioner of public properties, who will make recommendations to the city council which in turn will make the final decision. Bidders include Times-Mirror, JNW Telecommunications, Storer, Rollins, Philadelphia Cablevision, AEL Industries, ATC, McLean-Hunter/University of Pennsylvania, Teleprompter and Comcast.

5. San Francisco □ Viacom International has operated a cable system in San Francisco since February 1953.

6. Boston □ A 15-member committee, formed by Mayor Kevin White and headed by Peggy Charren of Action for Children's Television, has reported to the city of Boston that the time is right for cable. In response to the committee report, White has indicated that he would initiate a cable franchising procedure for the city in accord with the guidelines set by the state. According to Howard Kaye, an aide to the mayor, an RFP should be ready within a "few months." Jeff Forbes, head of the state cable commission, said that not only the Boston suburbs but the entire state would award franchises "within the next 18 to 30 months." He said that "everything around Boston is in the process." Recent suburban awards have been made to Continental (Winchester and Reading) and Warner (Lynn).

7. Detroit □ According to Lois Pincus, chairman of the five-member Detroit Cable Television Advisory Committee, a draft ordinance and RFP should soon be ready for review by the city council and by the public. She said that if all goes well, an RFP will be issued in June and that bids will be due a

minimum of three or four months later. Despite the anticipated progress, she doesn't expect an award to be made before the end of the year.

As in most major metropolitan areas there is a great deal of activity in the suburbs that are much further along in the franchising process than the city proper. The five contiguous Grosse Point communities—Grosse Point, Grosse Point Farms, Grosse Point Woods, Grosse Point Park and Harper Woods—recently awarded their franchises to Grosse Point Cable Inc., half owned by Teleprompter and half by the Grosse Point War Memorial, a nonprofit cultural institution.

8. Washington □ The Washington city council's Committee on Public Service and Consumer Affairs began public airing of cable legislation that Councilwoman Wilhelmina Rolark, chairman of the committee, introduced early last year. Rolark said that she is "going to move it as fast as she can," but because of the city's financial troubles, she doesn't expect to start mark-up of the legislation before the August recess.

There are three big suburban plums in the Washington market yet to be picked: Fairfax county, Va., and Montgomery and Prince George's counties, both Maryland. Fairfax, which has drawn the attention of 19 MSO's, will vote some time in April on an enabling ordinance that will, if approved, divide the county into three franchise areas—the northern half, the southern half and the town of Reston, where Warner is already operating a system. Meanwhile the county council of Prince George's voted two weeks ago to take back much of the power it had vested in its cable television commission. Storer has gotten a foothold there by winning a franchise for Hyattsville.

In Montgomery county, John Hansman, the cable television project manager, is still in the process of getting the enabling ordinance passed by the county council. He said the RFP's might be out by fall and the award might be made in late spring of 1981. But, he added, everything is contingent "on how quickly the county council approves the ordinance." Hansman said companies that have shown interest in the franchise are Cox, Warner, ATC and First Communications.

9. Cleveland □ The city of Cleveland is far from any real action on cable franchising. The city's law department, however, has been instructed to study the franchise ordinances of other cities in anticipation of the time either the mayor or one of the city councilmen decides to get moving on cable.

Cox Cable has a significant presence in the western suburbs with seven franchises including the city of Lakewood. And there are eight other communities west of the city in some stage of the franchise process. In the eastern suburbs, Viacom Communications last August won the award for the 20,000 homes of Cleveland Heights and is interested in adding to that incipient system some of the approximately 12 other unfranchised communities.

10. Dallas-Fort Worth □ Dallas advertised

for bids on Dec. 31, 1979, and set March 31 as the deadline for their receipt. According to Larry Patterson, chief engineer of the Public Utilities Department, the bids will be evaluated by the Cable Television Information Center and an award should be made by "late summer." Patterson said that 19 cable companies have requested RFP's, including Cox, United Cable, Teleprompter, ATC, Sammons, Storer and Warner. In nearby Fort Worth, a three-member city council committee is in the process of studying the cable question with the goal of developing a draft ordinance and RFP. Ruth Ann McKinney, assistant to the city manager, anticipates the RFP to be ready by June 1 and says the council hopes to make its franchise award before the end of the year so that cable doesn't become an issue during the April 1981 elections. Interest there has been shown by a dozen companies, including Warner, Teleprompter, Cox, Sammons, ATC and TCI.

11. Pittsburgh □ The city's franchise was awarded to Warner Cable of Pittsburgh on Jan. 30. One of the three losing bidders, Three Rivers Cablevision, a subsidiary of American Television and Communications, has sued the city, charging that the franchise process was a "sham" (see story, page 48).

12. Houston □ On Jan. 10, 1979, the city council awarded five franchises to five different cable companies. But two of the franchisees have sold control to major MSO's. Houston Cable TV sold an 80% interest to Warner, and Houston Community Cablevision exchanged 80% of its stock for a 20% interest in MECA, the Storer subsidiary that had won one of the other city franchises. Another franchise winner, Gulf Coast Cable Television, has announced it will sell a 76.5% interest to Warner. Westland CATV, awarded 25,000 homes, intends to build its franchise.

13. Minneapolis-St. Paul □ Minneapolis awarded its franchise to Northern Cablevision, a subsidiary of Storer, last December, but one of the losing bidders, Canadian Cablesystems, has filed a law suit claiming that it too has a franchise by virtue of a resolution the city council passed last September (see story, page 48).

Across the river, St. Paul is in the early stages of the process. It has formed two study committees to study the question and has hired the Cable Television Information Center as a consultant.

14. St. Louis □ A franchise awarded to Melhar Corp. in 1969 was voided last fall, citing Melhar's poor performance record. Having wiped the slate clean, St. Louis is starting all over again. The mayor appointed a six-member study group of city officials to do "the initial groundwork." Bill Kuehling, a group member, said it will soon make its final report, which should lead to the city council passing enabling legislation and RFP's by this summer. Most of the cable activity in the St. Louis market is in 97 suburban communities. Telcom Cablevision Inc., 80% owned by Teleprompter and 20% by Telcom Engineering, won five of those last week: Kirkwood, Glendale, Oakland, Webster Groves and Rock Hill. Kuehling said that 10 firms have already shown interest in the franchise, including United Cable, ATC, Six Star

Cablevision, Comcast, Horizon Communications and Warner.

15. Miami □ At the mayor's request, a staff committee headed by Clark Merrill, an assistant to the city manager, has prepared and submitted to the council for its evaluation a cable franchise enabling ordinance. The committee has also asked the council for authority to hire an outside consultant to aid in preparing an RFP.

According to Merrill, the city will ask for proposals two months after the enabling ordinance is passed and will allow 45-60 days for companies to respond to the RFP. Such a chronology, he said, would put the deadline for proposals some time in September. Merrill said final award of the franchise will probably be made one to six months after the deadline, "depending on the number and complexity of proposals."

Even at this early stage in the process, Merrill said that several companies have expressed interest in the franchise: Ultracom, United Cable, Cablecom-General, Dynamic Cablevision and Warner. It is also known that Storer would like its hometown franchise.

16. Atlanta □ Although Cox was granted the franchise for Atlanta in 1973, the system grew slowly and had only 12,000 subscribers when it was sold to Cable Atlanta in February this year for \$5.5 million. The buyer is a subsidiary of Cablecasting Ltd., a Canadian MSO.

17. Tampa-St. Petersburg, Fla. □ Although Teleprompter has operated a cable system in St. Petersburg since 1970, Tampa, across the bay, has made only the first move toward cable franchising. Tampa's mayor formed a cable television advisory committee two months ago to examine cable questions. According to Robert Morrison, who heads the five-man committee, a final report should be ready within 10 months.

18. Seattle-Tacoma □ Viacom International has operated a system in Seattle since June 1961. Teleprompter has operated a system in nearby Tacoma since August 1971.

19. Baltimore □ Mayor William D. Schaefer recently appointed a nine-member commission to study "the desirability and feasibility" of cable and, if it chooses, to develop specifications for building a system. The commission, headed by Chairman T. Edgie Russell, is currently conducting public hearings. This initial phase of its work should be completed by June of this year. If it decides cable would be a good thing for the city, the commission should have an RFP ready for evaluation by the city's Board of Estimates by February 1981.

20. Hartford-New Haven, Conn. □ Hartford CATV Inc. holds the franchise for Hartford, West Hartford, East Hartford, Simsbury and Bloomfield. Times Mirror acquired Hartford

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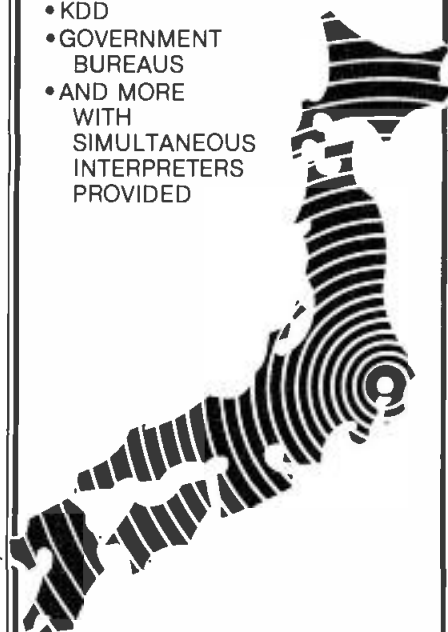
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CATV and the franchises when it took control of Communications Properties Inc. in February 1979. Times Mirror ownership of the franchises, however, may be short-lived. The state Division of Public Utilities Control ordered Times Mirror to divest either *The Hartford Courant*, another recent acquisition, or the cable system.

21. Denver □ To date all the activity in the Denver market has been in the suburban communities. A joint venture of Daniels & Associates and United Cable has already landed a great many of them. And Daniels has joined with ATC for the big fight—the city itself. Franchising for the city, expected to attract all the big MSO's, has started with the hiring of a consultant and establishment of a city council committee to study cable.

22. Indianapolis □ Indianapolis issued RFP's last January and a dozen companies have expressed interest, including Cox, Warner, United Cable, Cablecom-General, ATC, Viacom and Teleprompter. The bids are due on April 7. The franchise for the rest of the county surrounding Indianapolis proper was awarded in 1967. That franchise has changed hands since then and now is being built by Indianapolis Cablevision, comprising a number of local businessmen.

23. Sacramento-Stockton, Calif. □ The Sacramento county board of supervisors is in the early stages of the franchising process for the entire county. The four incorporated communities of the county—Sacramento, Folsom, Galt and Isleton—have retained the authority to reject the award made by the county. If any does, it will be free to make its own award.

Among the companies seeking the Sacramento franchise is a joint-venture company formed by McClatchy Newspapers and ATC.

Big Valley Cablevision Inc., a subsidiary of Continental Cablevision Inc., has been operating a system serving Stockton since 1973.

24. Portland, Ore. □ According to Stephen Jolin, director of the Office of Cable Communications, the city of Portland advertised for bids in late January and set an April 30 deadline for their receipt. Although the deadline is still a month away, Jolin said it's not hard to ascertain who's interested in the 150,000-home franchise. He said that six companies have already set up offices in town and hired local attorneys. They are Cablecom-General, Canadian Cablesystems, Cox, Liberty Cable (Liberty already operates a system in the city, passing 30,000 homes), Storer and Warner. There are, he said, three other companies that have also expressed interest—International Cable, Harris Cable and Cablevision—and two others "who were here for awhile and left"—Teleprompter and ATC.

If all goes according to plan, Jolin said the city council will choose a winner by the end of July and have a franchise contract signed by the end of October. Jolin pointed out that if Liberty fails to win the citywide franchise, under the terms of its franchise agreement, it

can be forced by council to sell to the new citywide franchisee in 1988. And the citywide franchisee, Jolin added, can be forced to buy it.

Jolin said Multnomah county, which surrounds Portland, is watching events unfold in the city before it gets involved in cable franchising.

25. San Diego □ Cox Cable Communications has been operating the country's largest system (153,000 subscribers) in San Diego since 1962.

26. Milwaukee □ Milwaukee has had a cable television ordinance since 1972, but has never awarded a franchise. Mackie Westbrook, deputy city clerk, said that the existing ordinance is "obsolete and unworkable." Consequently, the city hired a consultant and has begun revising the ordinance and putting together an RFP, Westbrook said. According to Westbrook, a final report from the consultant, Telecommunications Management Corp., including a new ordinance and RFP, should be ready in six weeks.

Although the new ordinance will be before the common council in mid-May, Westbrook said it "might be late summer before we begin soliciting proposals," since public hearings on the new ordinance and RFP must be held before the council can act on them. Proposals will be received and evaluated by the utility committee of the common council.

According to Alderman Wayne Frank, Warner, Viacom, Southwestern Cable TV Inc. and RVS Cablevision Corp., which operates a nearby system in the suburb of Wauwatosa, have all expressed interest in the franchise.

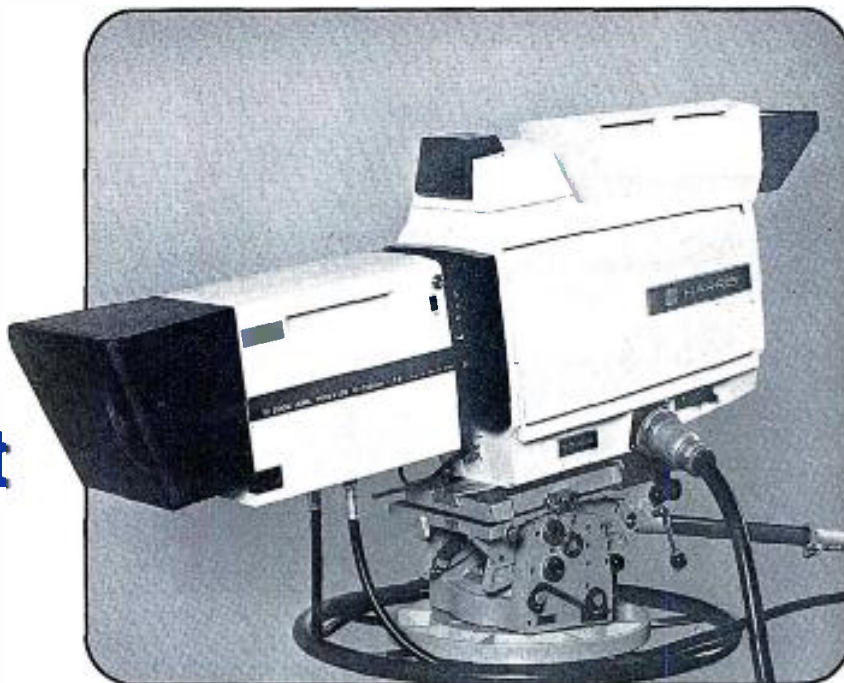
27. Kansas City, Mo. □ American Cablevision of Kansas City Inc., a subsidiary of ATC, was awarded a franchise for Kansas City, Mo., in the spring of 1979 and, according to Frankie Coleman, assistant marketing manager, the first hook-up is expected shortly. The neighboring city of Kansas City, Kan., has been divided into two halves—north and south. Kansas City Cable Inc. has been operating a system in the northern half and Six Star Cablevision of Kansas City Inc. has been operating in the southern half.

28. Cincinnati □ Cincinnati's call for bids for its 161,000 homes drew response from six cable companies—Warner, ATC, Teleprompter, Cablecom, MetroVision and Cincinnati Cablevision Co. All are established cable operators, except Cincinnati Cablevision, 58%-owned by Golden West Broadcasters and 42%-owned by local partners. According to Dan Kanter, an aide to the mayor, the city has set a target date of Oct. 1 for award of the franchise.

29. Buffalo □ Courier Cable Co., owned by *The Buffalo Courier Express*, has operated a system in Buffalo since 1972.

30. Nashville □ Viacom Communications won the franchise to wire the 154,000 homes of the Nashville metropolitan area early last year and began to build in October. According to Joe Foster, director of the city's Office of Telecommunications, the first hook-up is expected this June.

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Get ready for cable

That's what Bates's Segal tells advertisers to do to prepare for the TV networks' loss of young adults to cable and pay services

Some of the country's biggest advertisers were told last week to begin thinking now about how to make up for the network TV viewers they will lose to cable in the future.

The advice came from Joel Segal, senior vice president of Ted Bates & Co.'s network TV/radio division, speaking Wednesday at an advertising financial management workshop held by the Association of National Advertisers at Hilton Head, S.C.

Segal made clear that he didn't expect the networks to fade away. "We are confident," he said, "that ABC, CBS and NBC will be the overwhelmingly dominant video forces for years to come." But he also saw "small but demographically significant losses by the networks to pay cable in particular."

More than that, he said, at least one major broadcast network has confided plans to feed cable systems "in the years to come."

He cited a Bates analysis of Nielsen's three pay-cable audience studies to date, conducted last February, May and November:

"We have found that pay cable households are younger and larger. In November, pay TV represented 7% of all homes but 8.6% of adults 18-34 and 9.4% of those 18-49. There are 12% more total persons per TV household in pay cable than in nonpay homes.

"Furthermore, pay cable homes view more television not only because there are more viewers in the home but because adults are heavier viewers during prime time and late night when pay is available. For example, in May from 8 to 11 p.m. there was 16% more usage by men 35-49 in pay cable homes than in nonpay homes. One may conclude, therefore, that pay television alone stimulates heavier viewing."

What accounts for pay cable's attraction? "Uncut adult movies are a key factor," Segal said, noting that "the first run of an R-rated movie called 'Pretty Maids All in a Row' on HBO in prime time out-rated all of the networks combined in pay television homes."

Next to the networks, which together had a 75% share of the prime-time household ratings in pay-cable homes in the November study, pay cable was the biggest attraction, with a 12% share, according to Segal's report. Independent stations had 4%, multinet network affiliates 3%, PBS 1%, cable originations 1%, superstations 1% and distant independent stations 3%.

By 1984, when Bates envisions pay cable

penetration of 19% as opposed to 8% now, Segal said, the patterns evident in the November study "could mean a loss of about 2.5 national rating points in prime time viewership to the networks, or 2.1 million homes a minute, and the homes would be of the larger, younger, more affluent variety with a heavier incidence of young adults, if experience is an indicator. So the network drainage will come from the audience segment that is most significant to prime-time advertisers."

To replace these viewers, Segal offered three suggestions:

"First, since pay is drawing off network viewers, we ought to determine the homes that carry the primary pay services—Home Box Office and Showtime, which are now represented in over 85% of cable homes—and determine what services that carry advertising are also delivered to these homes: For example, WTBS-TV [Atlanta, the superstation] or Entertainment and Sports Programming Network. We ought then to buy into those services. Nielsen is capable at this time of telling us which services are carried by which cable systems.

"Second, we should support those pay services that carry advertising. SPN (Satellite Program Network) offers advertising surrounding the Home Theater Network, its tier of pay service from 8 to 10 p.m. Star Channel, the Warner-Amex pay service, plans to carry advertising as well.

In the future, there may be additional pay services that carry advertising also.

"Third, attempt to buy advertising on local systems, particularly those that carry the major pay services. In some cases local systems plan to sell advertising on the pay channel in or around the pay service. Irving Kahn, who owns a major New Jersey cable system, plans to sell advertising in the middle of pay services (probably covering pay network promos), though the pay networks specifically proscribe such sales. It will be interesting to see the results." Kahn has sold his system to the *New York Times* parent company (BROADCASTING, March 24).

Segal told the advertisers that "within a few years, we expect the mix of free cable networks will change radically from what it is today." He continued:

"The president of one of the major broadcast companies—and I am talking about one that owns a major television network—has indicated to me that he plans to provide four or five satellite feeds to cable stations in the years to come. That kind of competition and the program source it represents in terms of news, sports and even entertainment can easily crush some of the satellite networks available today and some that haven't even started yet. The point is that ABC, CBS and NBC don't plan to be caught flatfooted by potential competition."

WRG looks 10 years down the road

In two studies, agency affirms conviction that TV networks will remain advertising mainstay, with new media being used for targeting specialized audiences

Two reports prepared by the media department of Wells, Rich, Greene envision a gradual erosion of network television viewing by the new video technologies but conclude that at least over the next few years conventional TV will continue to be the mass advertising medium of national products and services.

One report, "The Networks and Alternative Television," provides a summary of developments in network TV, cable TV, pay TV, superstations and videocassette recorders. Although the report avoids pinpointing when in the 1980's the new media will have a real impact on network television viewing and does not attempt to predict which direction cable ultimately will take—with or without advertising—it does make this assertion:

"Whatever combinations of pay and/or basic cable eventually survive and prosper, they will not replace the networks as mass entertainment or mass advertising vehicles... The viewers which traditional outlets will lose to the alternatives will be dispersed among numerous alternate pro-

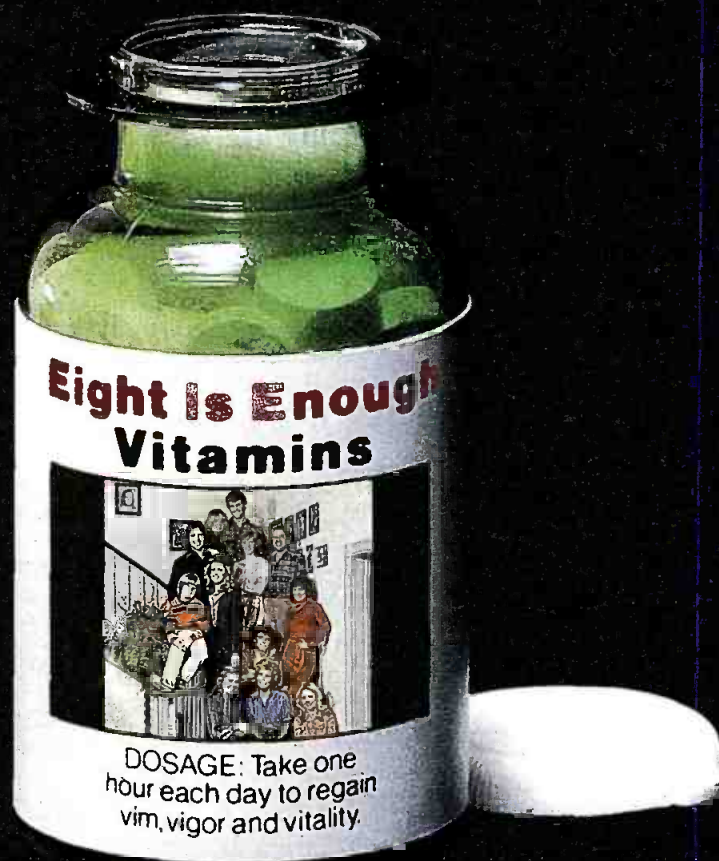
grams and will not be available to advertisers in the same quantities. Meanwhile the networks will continue to provide the type of programing that can draw millions of viewers."

WRG does think the new media will become advertising vehicles that fulfill a role similar to that of magazines. The agency says the new services will aim at specialized audiences and will be used by many marketers to complement a base schedule of network television advertising. The function of the new media in advertising will be to provide increased pressure against specific target audiences within a specialized programming environment, the report says.

WRG is downbeat over prospects for a conventional fourth network. The agency cites these drawbacks: the lack of enough stations with which to affiliate, the high cost of developing programing and the difficulty of obtaining advance financing from advertisers for the production of such shows.

It is more likely, WRG continues, that less expensive, more flexible occasional network vehicles, such as Operation Prime Time, will be constructed to absorb some of the excess demand for commercial time.

WRG estimates that the penetration of



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videocassettes will continue to increase, reaching perhaps 10%-15% of TV homes by 1985. The agency ventures that increased penetration should prove generally beneficial to network advertisers since the VCR creates the potential for repeat viewership and "pass-along" viewing of taped programs.

In the second report, "Media Outlook for the 80's," WRG projects that over the next decade, network TV advertising costs will more than double, perhaps going as high as 150% over 1980. The agency believes that advertising budgets will not keep pace with this escalation, and advertisers will have to turn to other media.

The WRG scenario depicts radio as a beneficiary of TV price inflation during the early 1980's. It says network and spot radio will be important to national advertisers with limited budgets because of their cost, efficiency and geographic flexibility.

But in WRG's scheme of things, radio will weaken as an advertising medium as the decade progresses and fuel supplies become more limited and costly. Its reasoning is that public transportation and car pooling will become more widespread and both of these developments will result in a substantial erosion of individual radio listening in autos.

WRG is bullish about magazines. It predicts that throughout the 1980's, magazines will gain in appeal as a selective and affordable advertising medium. The agency sees an acceleration of the current trend toward low-circulation, special-interest publications but the survival of many mass magazines, which will begin to offer specialized editions.

By the end of the 1980's, WRG says, other video forms will be available to advertising for product categories now banned or severely restricted on TV, such as liquor, cigarettes and children's products. But, "while these TV forms will provide alternatives, they will not completely replace the current networks," WRG reports. "Instead they will offer selectivity and affordability to limited-budget advertisers."

Among other points made by WRG in its media report: As media inflation outpaces advertising budget increases, there will be a decrease in the use of national media and an increase in regional/local media of high sales potential; there will be a shrinkage in the household unit as married couples have fewer children and more single people live alone; women will become important consumers of products and services previously dominated by men (liquor, airline tickets, car rentals); there will be stronger reliance by advertisers on computers to fuse marketing and media profiles and, therefore, improve the cost-effectiveness of their media investments.

United states of Blair

Blair Radio has moved into national representation of state wired radio networks with the formation of Blair Wired State Networks (BWSN) division.

BWSN represents 14 of the 19 members

of the National Association of State Radio Networks (NASRN) and sells advertising time within the live news, sports, information and agribusiness programming they originate and transmit by phone lines to affiliates. The state radio networks have an average of 68 affiliates each.

BWSN represents the Alabama Information Network, The Arkansas Radio Network, the Florida Network, the Georgia Network, the Illinois State Network, the Kansas Information Network, the Louisiana State Network, the Mississippi Agricultural & News Network, the Missouri Network, the Nebraska Broadcast System, the South Carolina Network, the Texas State Network, the Virginia Network and the Wisconsin Independent News Network.

Edwin J. Howard, formerly an account executive with Blair Radio, heads BWSN operations as vice president and manager of the division.

Good year predicted for major ad agencies

**Wall Street analyst sees
earnings increasing 11.5% and
critiques several public firms;
sees \$100 billion in
expenditures over-all in 1980**

The major publicly traded advertising agencies will have a good 1980. That is the expectation of Wall Street analyst Steven E. Slawson of Bear, Stearns & Co.

In a 55-page report on agency stocks, he especially recommends BBDO, Doyle Dane Bernbach International and J. Walter Thompson Co. He also analyzes and gives high marks to Foote, Cone & Belding; Interpublic Group of Companies and Ogilvy & Mather. (All six companies studied are in BROADCASTING's "Stock Index," page 103).

"We anticipate worthwhile 1980 earnings gains for all six companies, averaging 17.9%, which should compare quite favorably with our expectation of an 11.6% decline in the 1980 earning of the Standard & Poor 500," Slawson says.

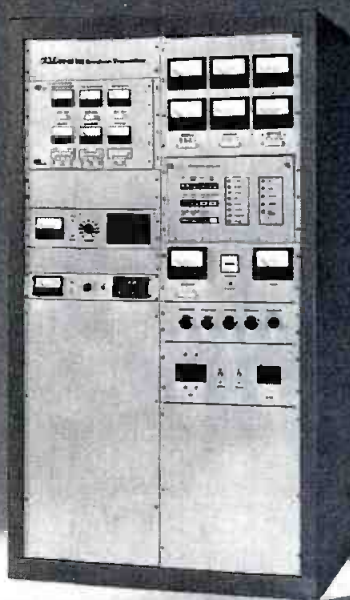
With regard to the three recommended buys, Slawson points out:

BBDO this year should benefit from the absence of costs associated with the 1979 loss of the Chrysler account, several substantial new product assignments and a favorable international outlook. BBDO's cost-control efforts are repeatedly cited as a positive factor.

Doyle Dane Bernbach's analysis claims that the agency "is generally recognized as the creative leader." It also states that, following a key management change in 1974, DDB's "revenues and earnings growth has outpaced the over-all rate of gain for all advertising."

J. Walter Thompson is described as appearing "on the threshold of a significant improvement in profitability largely reflecting actions started by a new management team in 1974." Slawson says that JWT's action in disposing of several non-

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advertising units has strengthened its image in the advertising business.

Abbreviated balance sheets, historical financial data, earnings models and other background information are offered by Slawson on all six companies.

In a summary on the outlook for the advertising industry, he expects worldwide advertising expenditures in 1980 to approximate \$100 billion, almost evenly divided between the U.S. and the rest of the free world.

The anticipated recession will result in "a nominal gross national product growth this year of only 8.3%," according to Slawson. "Aided by a national election, we believe that domestic advertising expen-

ditures are likely to advance 11.5% from the 1979 level with slightly higher growth likely internationally."

Paley, Backe and Jankowski top CBS salary scale

Chairman's take is augmented by \$5 million in stock dividends

CBS Chairman William S. Paley still draws a bigger paycheck than anybody else at CBS, besides holding almost 7.1% of the stock. Paley's salary, fees, directors' fees,

commissions and bonuses totaled \$789,109 in fiscal 1979. President John D. Backe is playing in the same salary league, with a total of \$732,312. The third "most highly compensated" CBS executive was Broadcast Group President Gene F. Jankowski, who drew \$363,309.

Those figures come from the CBS Inc. proxy statement for the company's annual meeting April 16 at CBS affiliate WWL-TV New Orleans.

According to the proxy, Backe's current contract with CBS started June 1, 1979, and runs to May 31, 1983, with a base of \$300,000, a \$20,000 raise the second year and \$10,000 each the next two. By mutual consent it can be extended through May 1986, and if it is, Backe gets another \$10,000 for the fourth year and \$10,000 yearly raises thereafter. The contract also provides for yearly bonuses and a fourth-year renewal bonus ranging from \$100,000 to \$200,000. A separate contract covers the event of Backe's "termination without cause." If that happens he'd get three times the base salary he was being paid at the time.

Jankowski's CBS contract covers the same base and extension periods as Backe's, at a base salary of \$185,000, with yearly boosts of \$15,000 and an extra \$15,000 for a fourth-year renewal. Jankowski also is paid "contingent service credits" ranging from \$92,500 to \$145,000 a year. The proxy makes no mention of a termination contract for Jankowski.

Two others whose salaries are listed in the proxy are John R. Purcell, executive vice president of the corporation, with responsibility for the Publishing and Columbia Groups, and Walter R. Yetnikoff, president of CBS/Records. Purcell's salary, fees and other payments added up to \$345,812, while Yetnikoff's were \$215,000. Yetnikoff's current contract expires Dec. 31 this year, providing for a base salary of \$125,000 and two incentive payments of \$500,000 each that were made in 1977 and 1978.

Salary, of course, isn't the total story. Applying the \$2.65 per common share CBS paid in dividends to all stockholders last year to Paley's holdings yields a sum of \$5,223,908.

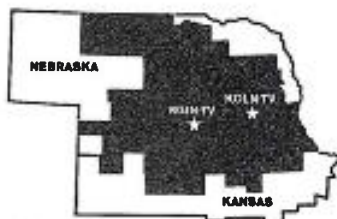
In preparation for the annual meeting, CBS has also issued its annual report. That volume reprises the previously reported breakdown of the company's \$3.73-billion revenues and \$200.7-million net income (BROADCASTING, Feb. 18). But it additionally puts a \$30.2-million figure on Broadcast Group capital expenditures (out of a total \$121.6 million), noting that one of the several major capital programs of the company is "maintenance, improvement and expansion of our broadcast facilities."

The discussion of the CBS cash flow indicates that "the increase in the current portion of program rights of \$82.6 million (total \$268.4 million) represents broadcasting investments for made-for-television movies and theatrical film licenses, and also prime-time series inventory." That \$268.4 million is more than double 1977's program rights line of \$121.3

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million, and compares with 1974's \$66.2 million. The company said that program rights for use beyond the current year also increased by \$6.6 million.

GT&R posts loss in first quarter

General economy is cited as main factor; RKO revenues are up, but profits fall off

As if it didn't have troubles enough already, General Tire & Rubber Co., the parent of RKO General, announced last week that it had an \$11.25 million (48 cents a share) loss in its fiscal first quarter, ended Feb. 29.

The major factors contributing to the loss were identified as "unfavorable economic conditions in several product

areas," the decline in U.S. automobile and truck production, escalated manufacturing costs and underutilization of production capacity. The loss compared with \$12.5 million in first-quarter earnings last year, (52 cents a share) that came on sales of \$516.9 million. Sales this year dipped to \$513.3 million.

RKO itself posted lower earnings on higher revenues: \$2.98 million pre-tax on \$62.29 million, compared with \$4.7 million pre-tax on \$54.6 million last year. General Tire said "radio broadcasting revenues and earnings were adversely affected by low ratings of certain stations, which, along with costs related to the development of a new radio network, were the primary factors accounting for RKO's lower income."

The company also provided some information related to the new spin-off proposal it has advanced for RKO General in light of the FCC's decision to strip RKO of its

Bottom Line

Big bucks. Sidney Jay Sheinberg, president and chief operating officer of MCA Inc., earned \$330,000 salary last year, and also received \$1,653,816 in stock incentive payments, according to company's latest proxy statement. He also received \$380,728 in "contingent forms of remuneration." And Sheinberg's actress wife, Lorraine Gary, got \$202,571 for parts she played in company-made films. MCA Board Chairman Lewis Wasserman received \$330,000 in salary and \$47,532 in stock. Ned Tanen, president of Universal Pictures, received salary of \$275,000, \$542,671 in stock and \$195,640 in other remuneration.

□
Fox action. Chris Craft Industries, largest shareholder in 20th Century-Fox Film Corp., will increase its current 19.1% holding to 24.9%. Plan was listed in proxy statement for April 24 annual meeting of Fox, in which it was said FCC was being notified of increased stake. Fox's United Television subsidiary owns three VHF television stations; Chris Craft has two V's. Proxy statement also said that Fox Chairman Dennis Stanfill received bonus this month of \$1,375,000 as result of incentive plan hinged to increased company after-tax earnings over five-year period, goal that was met in three years. Amendment also notes Stanfill will use proceeds of bonus to buy Fox stock. Vice Chairman Alan J. Hirschfield got \$350,000 salary and promise from company that it would assist "to finance the acquisition" of Los Angeles home. New President Joseph LaBonte got same sort of home deal along with \$225,000 annual salary.

□
Staying put. Board of directors of Gannett Co. Inc. last Tuesday (March 25) approved recommendation by Chairman and President Allen Neuharth to keep company headquarters in Rochester, N.Y. Company immediately extended lease on present corporate offices in Lincoln Tower to June 1986. Site and facilities committee had studied possibility of move. There had been reports of shift to Washington.

□
Sony's quarter. With sales up 47.6% in first quarter ended Jan. 31 and net income soaring 342.6%, Sony Corp. cited "enthusiastic reception" of its products, particularly video products, favorable exchange rates and beef-up of sales and production operations as causes of boost. Sales hit record \$898.6 million, and earnings \$79 million, 37 cents per depository share. Year-earlier figures were \$608.7 million, \$17.9 million, eight cents per share.

□
Advanced preparations. American Advertising Federation is gearing up for annual convention to be held June 7-11 in Dallas. Agenda is not yet complete, but guest speakers now include David Frost and Federal Trade Commissioner Patricia Bailey. As always, ADDY Awards will be presented, as will Annual Club Achievement Awards. Inside look at home computers is planned, along with major discussion on future trends and developments in advertising and marketing with Stanley Marcus, chairman emeritus of Neiman-Marcus, Dallas.

□
Call for entries. American Advertising Federation is launching national public service advertising awards competition, with deadline for entries June 15. "Good Sam" awards, to be presented in September in Washington, will reward radio and TV commercials, print ads and multimedia campaigns on local, regional and national levels. Call for entries will be issued in April.

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licenses to three of four television stations. According to General Tire, the identifiable assets of its remaining 13 stations (one TV, 12 radio) totaled \$29.5 million, and they had combined revenues of \$57.5 million and pre-tax income of \$13.7 million in the last fiscal year.

Baltimore boosters

An audio-visual presentation prepared by 18 Baltimore area radio stations contends that media buyers perceive the market as depressed and stagnating and are unaware of its recent growth. The presentation was made by Baltimore Radio Executives Inc. at a meeting in New York with the 10 national representatives of the stations. The objective of the meeting was to instill enthusiasm for Baltimore with the representatives and ultimately with media buyers.

The presentation stresses that although Baltimore is sandwiched between Washington and Philadelphia, an advertiser cannot reach the market effectively unless Baltimore is bought. It depicts Baltimore as an area that has a "good balance" between white collar and blue collar workers, redeveloped a large number of business and residential complexes, improved its seaport economy and has a thriving federal payroll. Radio is pictured as an excellent medium because a large percentage of the population commutes to work every day by automobiles equipped with radios.

Software selling aid

"Dramatically reducing the time spent by salesmen in the preparation of proposals and station availabilities" is the goal of a new computer software system developed for local television stations by former salesman Sam Moore of Dublin, Ohio. Moore spent 10 years in the sales field, most recently with WBNS-TV Columbus, Ohio, which he left last year to form his new computer software company, Market Data International Inc.

Moore's SPA system (for sales proposals and availabilities) is designed to type station avails on a broadcaster's existing forms, and can automatically produce

estimated program demographics, with seasonal adjustments or with special break-points that the salesman selects. Moore says his system can perform "all the work necessary to compute costs per thousand and costs per point." He adds that salesmen can elect to have this information included with, or deleted from, the set of avails generated for a client. Another feature of the program is that it can print suggested spot schedules and yield a summary of gross impressions by demographic category.

Using Perteo hardware, the microcomputer system is self-contained, but has expansion capabilities. An introductory two-year license is available from Market Data at a rate of \$750 per month. Agree-

ments have so far been negotiated with WBNS-TV and with WTHR-TV Indianapolis, and talks are under way with WTVN-TV Columbus, Ohio. Moore was also in New York recently, discussing his system with rep firms, Telerep, HRP and Top Market TV.

The best of the Big Apples

Eleven first-prize winners were given Big Apple awards by the New York Market Radio Broadcasters Association for creative excellence in advertising.

The first-place winners: public service (local)—WCBS-FM New York for "Project Return"; public service (national)—Foote, Cone & Belding/Honig, Los Angeles, for the U.S. Forest Service; open category (local)—Serino, Coyne & Nappi, New York, for the play, "Sweeney Todd"; (national)—Waring & LaRosa Inc., New York, for Sony Industries; musical category (local)—John Emmerling Inc. for the *Village Voice*; (national)—McCann-Erickson Inc., New York, for Coca-Cola U.S.A.; humor category (local)—Nadler & Larimer Inc., New York, for Wallachs retail chain; (national)—Kelly, Zahndt & Kelly Inc., St. Louis, for United Van Lines; new advertisers category (local)—Levine, Huntley, Schmidt, Plapler & Beaver Inc., New York, for Ferrarelle bottled water; (national, tie)—Marsteller Inc., New York, for Detective Book Club and BBDO Inc., New York, for General Electric consumer products.



Getting in their digs. Groundbreaking ceremonies for the new facilities of WWSA(AM)-WCHY(FM) Savannah, Ga., were held March 12. Located on Alford Road in the western part of the city, the structure will cost more than \$250,000. Wielding the shovels were (l-r): William Sanders, executive vice president, Georgia Association of Broadcasters; Truman W. Conley, vice president/general manager of WWSA-WCHY; Vincent T. Wasilewski, National Association of Broadcasters president, and H. Hart Hogan, president of Bluegrass Broadcasting Co., which bought the stations last summer.

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Debating deregulation

At Federal Bar Association conference, lawyers hear Van Deerlin berate those who are opposing his rewrite efforts, AT&T's Brown ask for easing of common carrier rules, Ferris support marketplace forces as regulatory device

Representative Lionel Van Deerlin (D-Calif.), who has had four years of battles with special interest and industry groups opposed to various aspects of the Communications Act rewrite bills he has attempted to shepherd through Congress, last week turned on those groups—with special attention to broadcasters—and their lawyers, whom he called “our de facto policy makers.”

He said that the National Association of Broadcasters had become “utterly predictable”—certain to react to an “exciting” Comsat proposal for direct satellite-to-home broadcasts with “left-over rhetoric about localism”—and that broadcasters themselves were acquiring “an image as knee-jerk reactionaries” who are “losing their credibility—and with it their clout”—in Congress.

After disposing of last year’s “legislative threats”—proposed amendments dealing with broadcast sections of his planned rewrite—the House Communications Subcommittee chairman said broadcasters began “pursuing AT&T’s old strategy”: They are attempting to “turn back the clock,” at the FCC, in the courts and at the meeting of the western hemisphere nations in Buenos Aires on planning the use of the AM band.

The last was a reference to the NAB’s controversial letter to Latin American countries, urging them, in effect, to reject the U.S. proposal aimed at opening the door to several hundred more AM stations in this country, and to vote instead to defer a decision until the matter had been studied further. The letter generated considerable resentment and anger on the part of U.S. officials (BROADCASTING, March 24).

That attempt “to preserve the status quo,” Van Deerlin said, “was remarkable only by degree—by its degree of audacity and the coarseness with which customary greed was expressed.”

Van Deerlin was the keynote speaker at an all-day conference on Monday on “Communications Law and Principles of Regulatory Reform,” sponsored by the Federal Bar Association. And the note he struck—in the course of lashing out at broadcasters and others who had opposed the Communications Act rewrite, and their lawyers—was that they were over-

looking their own real self-interest.

Indeed, he noted he was not appealing to their “patriotism” or “good will toward men” but, rather, was requesting only a “more sophisticated expression of self-interest—an enlightened greed, if you will.”

The affected industries, Van Deerlin said, are fighting for “equitable measly slices” of the existing business when they should be fighting for a bigger pie. He said he was talking of “a failure of vision” and added, “I hold you, high-priced Washington counsel, at least partly responsible for your clients’ failure.”

“The NAB, the North American Telephone Association, the Ad Hoc Committee for Competitive Telecommunications and other industry groups are not practicing law—but, then, very few Washington attorneys do—they are practicing instead the hard sell,” he said—“that old-fashioned but still fashionable style of lobbying which insists that, ‘Congressman, my special interest is just a little more special than anyone else’s.’”

Although Van Deerlin’s speech seemed born of the frustration he has suffered in his efforts to revise the Communications Act, remarks by Senator Harrison Schmitt (R-N.M.), a member of the Senate Communications Subcommittee, seemed more filled with optimism. Schmitt said chances for passage of communications legislation this year appear bright, though provisions dealing with broadcasting might cause problems (see page 70). The House bill has been stripped of broadcasting sections,

in recognition of the controversy they would provoke.

The conference heard from a variety of other representatives of various private and public interests—but of no interest larger than AT&T. And Charles L. Brown, chairman of the company, made a plea for a final wrap-up of the legislative effort aimed at remaking the rules governing the telecommunications industry, although he was not prepared to accept that legislation in any form.

The Van Deerlin bill (H.R.6121) would result in what Brown called a “radical” restructuring of the Bell System; it would separate AT&T’s monopoly operations from subsidiaries that would, for the first time, be permitted to provide services on a competitive basis—teletext-type services to the home, for instance, but not entertainment.

Brown said AT&T is “ready” to accept the restructuring, and he expressed hope that the House subcommittee would address the last issue blocking the bill, one that involves the question of what constitutes an acceptable flow of information between the units engaging in monopoly operations and those in competitive services. The company, he said, needs “authoritative guidelines for the regulation—and deregulation”—of the industry.

But in a statement reflecting concern over a late push in the subcommittee to impose tighter restrictions on the flow of information than now provided for in the bill—he is said to feel they would result



First tell all the lawyers. John F. Lyons of the National Telecommunications and Information Administration addresses the Federal Bar Association-sponsored conference on Communications Law and Principles of Regulatory Reform. Also in this picture of the panel on broadcasting deregulation were (l-r from Lyons), Richard E. Wiley, Kirkland & Ellis, former FCC chairman, who served as moderator, and R. Michael Senkowski, McKenna, Wilkinson & Kittner, chairman of the FBA’s communications law committee, and panelists Douglas Webbink, FCC’s Office of Plans and Policy; Charles M. Firestone, director of the Communications Law Program, University of California at Los Angeles School of Law; Erwin G. Krasnow, general counsel, National Association of Broadcasters; Pluria Marshall, chairman of the National Black Media Coalition, and Alan Pearce, economics consultant and lecturer, George Washington University.

virtually in the divestiture of the units providing competitive services—Brown said, “Clearly, there is a point at which the opportunities legislation would afford us would not be worth the constraints that might be imposed as their costs.”

Whatever the success of Congress in reworking the Communications Act, FCC Chairman Charles D. Ferris said “a new and more effective age of regulation” of common carriers is coming—“its march is irresistible”—and that the commission is “committed to seeing it happen.”

“With or without a legislative mandate,” he said, “we are on our way.”

Ferris, who has reservations about the House bill, chose not to repeat them. But he said he supports legislation “that recognizes competition as the preferred market structure and permits unrestricted open entry in those markets,” that eliminates regulation where it is not necessary and clarifies the commission’s “ability to regulate whenever appropriate.”

He also said he supports the modification or elimination of the 1956 antitrust consent decree that bars AT&T from entering new communications-related activities. And he called for legislation to clarify the commission’s authority to devise alternatives to “the oftentimes lengthy and (meaningless) comparative hearing process in allocating nonbroadcast spectrum.”

As for the other speakers, they provided a mix of pro and anti views regarding broadcast deregulation—although none came as a surprise.

Henry Geller, head of the National Telecommunications and Information Administration, restated his view that, at least in the case of radio, with its multiplicity of outlets, the public interest standard should be eliminated, because of its large “First Amendment costs.” He would impose a “small fee” on radio licensees to raise some \$35 million to \$50 million to accomplish directly the goals of the present regulations; he would, for instance, subsidize the broadcast of public interest type programming on public radio stations.

However, with Congress apparently unwilling to adopt such legislation, Geller is urging the commission to adopt news and public-affairs programming percentages—for both radio and television—as a means of providing prima facie evidence of whether stations are meeting public interest obligations. He wouldn’t like the system, he says, but at least it would eliminate the need for commission scrutiny of content in license renewal and comparative renewal proceedings.

As for cable television, Geller pitched again for his retransmission consent proposal, now pending before the commission, as a means of permitting the marketplace to regulate competition between broadcasters and cable operators in obtaining programming. He also said that, in terms of regulation, the print model is the best to follow. And he said NTIA will petition the commission to repeal the fairness doctrine and equal-time rules it has ap-

Reagan or regulation. How does Ronald Reagan stand vis a vis regulation of broadcasting? There are no brand new observations, but nearly 13 years ago (June 15, 1967), while governor of California, he made the following points in accepting a Distinguished Service Award from the California Broadcasters Association:

“Where does regulation end and control begin?”, he inquired after citing government moves to force broadcasters to divest themselves of sports interests and to limit the number of commercials in any sporting event.

In answer to where he stood on broadened government support of public TV, he answered, “I do not believe in federal subsidies for television any more than I believe in them for any form of communications—newspapers, magazines, radio.”

He said he disapproved of either state or federal governments in direct competition with private TV because, he said, “the power to subsidize is the power to control, and complete ownership gives complete control.”

The GOP presidential candidate even then felt TV had replaced the stump in political campaigning but denied the notion that TV favors the skilled performer. “You can’t lie to the camera”, he said. “On the close-up, insincerity will show up like a putty nose.”

plied to cable television.

But he said that, with cable operators building 85-channel and larger systems, it would be wise to regulate them as modified common carriers; most channels would be leased on a nondiscriminatory basis, and a “few” would be left to the operator to program. Geller also said it might not be necessary to regulate rates.

Douglas Webbink, deputy chief of the FCC’s Office of Plans and Policy, opened a panel on broadcasting deregulation, stating that he was speaking for himself, not the commission, and proclaimed himself a “strong deregulator.” He then proceeded to ask a series of rhetorical questions, including: At what point is there sufficient competition to warrant removal of all broadcast regulations, except those required to guard against interference? No one had an answer.

John Lyons, NTIA’s program manager for broadcasting and cable television, said NTIA believes deregulation is desirable because it reduces government intrusion into sensitive First Amendment areas and produces more diverse programming. He said the developments in the home video market prove the success of structural changes resulting from the development of satellite technology and the “relaxation of general entry barriers.” He noted that 35 television services are now being provided by satellite, and that additional ones are waiting to be accommodated.

Erwin Krasnow, general counsel of the National Association of Broadcasters, said the anxiety of citizen groups and lawyers generated by the FCC’s proposed deregulation of radio constitutes an “over-reaction.” He noted that of four matters proposed to be stricken from the books, two are not rules but license-renewal processing standards dealing with commercialization and informational programming that are associated with the “raised-eyebrow” school of regulation. A third involves formal ascertainment requirements, which were adopted at the request of the Federal Communications Bar Association to clarify broadcasters’ responsibilities in the area. And the fourth deals with logging rules.

But he also said that the proposals would help ease the paperwork burden under which broadcasters labor—30 million manhours of answering commission ques-

tions and the completion of 83 forms, according to government figures. “Radio deregulation is a step in the right direction,” Krasnow said.

Pluria Marshall, chairman of the National Black Media Coalition, and Charles Firestone, director of the Communications Law Program at UCLA, took the negative side.

Marshall called the proposed deregulation of radio “a setback for minority ownership, programming and employment.” It is “absurd” to argue marketplace regulation, where service to blacks is the issue, he said, since “advertisers are only interested in reaching those people who will buy their products on a regular basis.”

And Firestone said the commission’s deregulation proposal rests on what he regards as a false premise—that there is “a free market” that will regulate broadcasters. Such a market, he said, does not exist. What’s more, he said, the commission has not proposed the kind of deregulation that is really required—the kind that would lift the restrictions that limit entry to the airwaves to licensees and those whom they permit to use their stations.

Alan Pearce, a former FCC staff economist who is now a consultant and lecturer in economics at George Washington University, took a cautious approach to the issue. He said deregulation should be tested before it is adopted “as the solution to all of our problems.”

But of all the speakers, he was alone in suggesting that broadcasters as well as the public have fared well under regulation. He offered three examples, using Broadcast Advertisers Reports data:

He said television broadcasters in the early 1970’s complained that they could not reduce their commercial time in children’s programming, as requested, first by then FCC Chairman Dean Burch and later by his successor, Richard E. Wiley. In 1971, the networks were selling 16 minutes per hour in children’s weekend programming and were earning \$61.9 million from it. In 1978, Pearce said, with commercial minutes reduced considerably, the weekend gross was \$130 million and for all children’s programming the gross was \$200 million, up from \$100 million in 1973.

News, which Pearce said the commis-

sion has encouraged broadcasters to air, has become "both popular with the public and profitable for two of the networks." He said the three networks spent \$250 million and grossed \$430 million on news in 1978. Pearce said that only CBS and NBC reported profits on news that year, but that ABC will show a profit this year, "thanks to increased ratings and its newly launched late-night news program. "(One network representative, while not disagreeing with the figures, later expressed resentment at Pearce's implication that the networks would not have gone into news as heavily as they did but for the FCC.)

The prime-time access rule—which was adopted in 1970 over the bitter opposition of CBS, NBC and much of the broadcasting industry—is generating heavy revenues for "almost every broadcaster," Pearce said. He also said it has stimulated "a certain amount of locally produced and minority programming"—the goal the commission had in mind.

"Consequently," Pearce said, in summation, "the broadcasters must be crazy if they demand deregulation. If they were deregulated, they'd have no one to blame when profits sag—the government is always an easy scapegoat."

FTC gets another short lease on life from Congress

House, Senate agree amid protest to shift \$12 million in funds originally targetted for ICA, which has VOA jurisdiction; this authorization is due to run out at end of April

Congress agreed last week to extend the life of the Federal Trade Commission—but just barely.

By a vote of 216-201, the House acted on Wednesday to provide the FTC with \$9.8 million in additional operating funds that will keep the agency in business until April 30. The Senate followed with a 79-10 vote of approval of the provision.

The FTC's funds had already run out, but commission officials expected Congress to approve a continuing resolution before the next paycheck, due today (March 31), and the agency has been operating as usual.

But a controversy developed in the House when the Appropriations Committee voted to transfer more than \$12 million from the International Communications Agency to the FTC—a move that some House members vehemently opposed. The transfer of funds from another agency was necessary because Congress has already reached the fiscal year 1980 budget ceiling and can spend no more money until a new budget resolution is passed. Because government agencies have different spending patterns, some with more long-term obligations than others, \$12 million was required to guarantee the FTC the needed \$9.8

million.

Some House members, however, argued that the ICA, which has jurisdiction over the Voice of America, should not be required to spare the funds and that the money should be tapped from another source.

In a letter to members of the House and Senate Appropriations Committees, the United States Advisory Commission on Public Diplomacy, a presidentially appointed advisory body that oversees activities of the ICA, urged that the resolution reappropriating ICA funds be defeated.

"It is outrageous to imply that the ongoing operations of the Federal Trade Commission are of more importance to this country than the work of the International Communications Agency," read the letter, signed by Chairman Olin Robison. "At a moment when American obligations and responsibilities abroad are being reassessed, at a moment when the American public clearly wishes a stronger U.S. presence overseas, members of the Congress are suggesting that our most important arm of peaceful international diplomacy be shortened."

According to the commission, the money now targeted for the FTC was originally intended for students and scholars traveling to and from the United States; libraries, publications and exhibitions around the world, and the Voice of America.

A VOA spokesman said that \$6 million

of the funds, pulled from this year's budget, may not have been used because of a hiring freeze and the delay of an exhibit scheduled for the Soviet Union. But the other \$6 million, he said, was money that was earmarked for items such as equipment, and priorities might now have to be reordered.

It is not certain, however, that the Voice will lose the funds in the long run, as Congress could decide to restore the money allocated for the FTC to the VOA budget.

Mike Pistor, the director of congressional and public liaison for VOA, said there were some assurances the money would be restored, but if it wasn't, it would mean problems. "We really need restoration of at least \$6 million," he said. "The other \$6 million we can probably swallow hard on."

On the House floor, debate was vigorous, and the voting went down to the wire before the resolution was finally approved. Under terms of the resolution, the FTC cannot promulgate any new trade regulation rules during the 45-day extension period, no new activities can be started and no trade regulation rules promulgated after Aug. 30, 1979, can become effective unless new authorizing legislation is passed.

The authorizing legislation is now in the hands of House-Senate conferees, who sat down for their first substantive discussions last week while the House was debating the continuing resolution.

The House and Senate versions of the

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FTC's authorizing legislation differ on a number of key points. The House bill, for example, would exempt the funeral industry from an FTC trade rule, while the Senate version effectively would terminate the FTC's children's advertising inquiry by stipulating that the commission would have no jurisdiction over the regulation of "unfair" advertising.

The biggest sticking point, however, is the one-house veto—a provision that the House wants but the Senate has resisted.

The conferees avoided the veto issue last week, along with other potentially controversial provisions. But they did agree on provisions governing the FTC's public participation program, which provides funding for groups that might not otherwise be

able to participate in commission rulemaking.

Under terms of the compromise, 25% of the public participation funds would be set aside for small businesses. In addition, a \$50,000 cap would be placed on the amount of money a group could receive in one year, and there would be a \$75,000 cap on the amount of money a group could receive over the course of a specific rulemaking.

With the FTC operating on borrowed time, the speed with which the conferees can resolve their differences is critical. Key House members have said they would not be in favor of additional continuing resolutions, and major issues still have to be resolved. Cutting into the time available to

the conferees is the Easter recess, which runs April 4-14, and no additional meetings have yet been scheduled. When a compromise is worked out, it will have to be approved by the House and Senate and signed by the President. But the House has made it clear that it wants the legislative veto in the final version of the bill. The Senate will probably resist this feature, while the President has threatened to veto any legislation that seriously usurps the commission's powers.

Cable wins a round in court with Bell

Federal appeals panel holds that local phone company and CATV were competitors and that pole arrangement constituted unfair competition

Cable television now has a legal decision going for it that says the courts will not let the telephone industry use its concentrated power unfairly against the potential competition of the newer medium. The U.S. Court of Appeals for the Eighth Circuit in St. Louis has held that AT&T and a subsidiary violated the Sherman Antitrust Act in their dealings with an Aberdeen, S.D., cable television company.

The appeals court decision, coming after almost 10 years of litigation, overturns a district court decision handed down a year ago (BROADCASTING, March 26, 1979), and is regarded as significant. For the suit, by TV Signal Co. of Aberdeen, represents the first antitrust action brought against the Bell system by a cable operator. It is also believed to be the first antitrust suit AT&T has lost in an appellate court.

Actually, the decision was the second in which the appeals court has reversed the district court in the case. The first came after the district court dismissed the suit for failure to state a claim on which relief could be granted. The appeals court said the allegations were sufficient for that purpose and directed the lower court to hold a trial.

The unanimous three-judge panel held that TV Signal and Northwestern Bell Telephone Corp. and its parent, AT&T, were not only direct competitors in the construction of cable television distribution facilities and the distribution of cable television signals, but also potential competitors in the provision of broadband cable services—meter reading, stockmarket quotations, burglar and fire alarm services, and the like. And the court concluded that the cable company had been harmed by the defendants' actions.

Those actions involved the Bell System's refusal in 1969 to allow TV Signal to attach its cable to Northwestern Bell's telephone poles. At the time, Bell permitted only one cable company at a time to use the poles, and Bell already had

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a pole-attachment agreement with another cable operator.

As a result, TV Signal undertook the greater expense of building its plant underground—\$5,000 per mile as against \$3,650 per mile above ground. Its only other option—which it rejected—was to accept Bell's offer to build a distribution system and lease it back to the cable company.

After some 48 miles of the project had been completed, Bell changed its policy and permitted TV Signal to attach its cable to the poles for the remaining 15 miles of the distribution system.

TV Signal filed suit in 1970, alleging that the one-per-pole policy violated the provisions of the Sherman Act prohibiting actions aimed at restraining competition and at maintaining and extending monopoly power. A year later, TV Signal sold out to Aberdeen Cable TV Inc., which had been the first occupant of the telephone poles involved, for a profit of \$340,000.

The district court cited that profit in holding that TV Signal had not been damaged. But more than that, the court held that TV Signal lacked standing to sue since it had failed to show it was either a competitor or a potential competitor of Bell.

The appeals court rejected those grounds.

It said the one-per-pole policy had the effect of placing Bell in competition with TV Signal for the distribution of the cable system's own signal. The court said the policy required TV Signal either to go underground at greater expense or pay Bell for the use of a distribution system that Bell would construct. And the court said the evidence showed that Bell could receive as much as 70% to 90% of the cable television revenue if it controlled the distribution of the signals.

The court cited internal AT&T memoranda to support its conclusion that TV Signal and Bell were potential competitors in the distribution of broadband services. One memorandum said Bell regards cable television as opening the door "to other broadband services that may be provided on facilities not owned by the telephone company." If Bell is to retain its position in the broadband market, it added, it must own the facilities through which CATV and other services are provided.

"Once the cable was in the ground," the court said, "the plaintiff had taken sufficient steps to establish itself as a potential competitor since it could eventually expand into broadband services." However, the court said it could not make a judgment as to whether injury could be proved beyond the increased cost of construction.

As for the district court's holding that the business could not have been injured if it was sold for a profit, the appeals court said, "It is well recognized that even a profitable business may sustain damage to its property or business by reason of illegal restraints of trade."

The decision sends the case back to the

district court for further proceedings—among other matters, for a determination of the triple damages to be assessed against Bell.

Chief Judge Donald P. Lay of the Eighth Circuit wrote the opinion, in which Judge Gerald W. Heaney joined. Judge J. Smith Henley filed a concurring opinion which, among other things, expressed the view that the plaintiff and defendant need not be competitors for the plaintiff to have standing to sue.

Language barrier?

In filing with FCC, SRBA accuses SIN of monopolizing Spanish programing in U.S. and of being foreign-owned

The Spanish Radio Broadcasters Association has charged that the Spanish International Network controls and dominates Spanish-language television in this country, to the extent of limiting competition from Spanish-Americans. The group also charges that SIN is 75% owned by a Mexican company, and therefore would be in violation of the Communications Act if certain translator applications were granted. The act prohibits foreign control of broadcast licensees.

The charges came in informal objections, filed with the FCC last week, against two translator applications. One application was filed by Los Cerezos Television

Co. for an experimental translator station on channel 56 in Washington. The other was filed by Spanish International Communications Corp., which wants to operate a translator on channel 31 in Denver.

SRBA asked the FCC to designate the applications for hearing and to specify the following issues: whether Spanish International Network is a real party in interest in the applications, and if so, whether the parties made misrepresentations to the FCC as to indirect control by another company, and the effect on the applicants' basic qualifications to be a licensee.

The group also charges that SIN, formed in 1963 by Don Emilio Azcarraga, a Mexican national, who then owned 100% of the corporation, is now owned by Televisa (75%) and Rene Anselmo (25%). They add that SIN not only will have top decision-making power in the companies, but will also control programing and sales.

The SRBA petition says the SICC application for Denver "is the beginning of a nationwide network of translators that SIN proposes to operate via satellite. These translators will receive only the network programing feed. There will be no local programing offered to serve the needs and interests of each of the individual communities." The petition adds that "although it is true that translators may serve areas that are presently unserved, the present proposal will further decrease the possibility that a Spanish-American, who is a United States citizen and unrelated to SIN or SICC, will be able



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to compete with SIN. For to do so would be contrary to SIN's own economic interests."

SRBA also asked the FCC to determine if SICC misrepresented the ownership of its stations in San Antonio, Tex., Los Angeles and Miami, which SRBA claims SIN controls.

Regarding the Los Cerezos application, SRBA claims that SIN will provide the sole financial resources for Los Cerezos, as well as the sole material to be broadcast.

Schmitt optimistic on rewrite chances

**He sees mark-up possible before
end of Congress, but House-Senate
compromise on broadcast parts
will be biggest problem**

Senator Harrison Schmitt (R-N.M.), a member of the Communications Subcommittee, said last week that the prospects for passage of communications legislation during this Congress were good, although broadcasting provisions could prove to be the key sticking points.

In an address to the Federal Bar Association Communications Law Conference (see page 65), Schmitt expressed optimism that Senate Republicans and Democrats would soon reach agreement over a revised communications bill and proceed to a mark-up. He added that the climate for passage of the legislation—which will have an eye toward deregulation—is the best it has been in years.

Schmitt said there was general agreement among Commerce Committee members that a new bill should emphasize reliance on marketplace competition rather than regulation, and deregulation should come as soon as possible, although, in some cases, a transition period may be necessary.

In terms of broadcasting provisions, however, Schmitt predicted that working out a compromise will result in "our greatest difficulties with the House." He would not offer specifics of the legislation being worked out, but he said he hoped to be able to "move in the direction of TV deregulation," perhaps by extending license terms up to five years. Whether this would be possible, Schmitt added, was unclear, because other considerations, such as cable, invariably entered the picture when dealing with TV. "The best way may be to take small steps at first," he said.

Schmitt said he believed it was possible to work out a bipartisan bill, but affected industries could conceivably derail the effort. That, he added, would be unfortunate, as a temporary victory for opponents of the bill could prove costly for everyone in the long run.

In addition, Schmitt said he hopes to remove barriers to entry into the broadcasting business, and have the FCC provide "a refereeing function" while getting away from management of the industry. But the commission can only do its job, Schmitt said, with the guidance of Congress.

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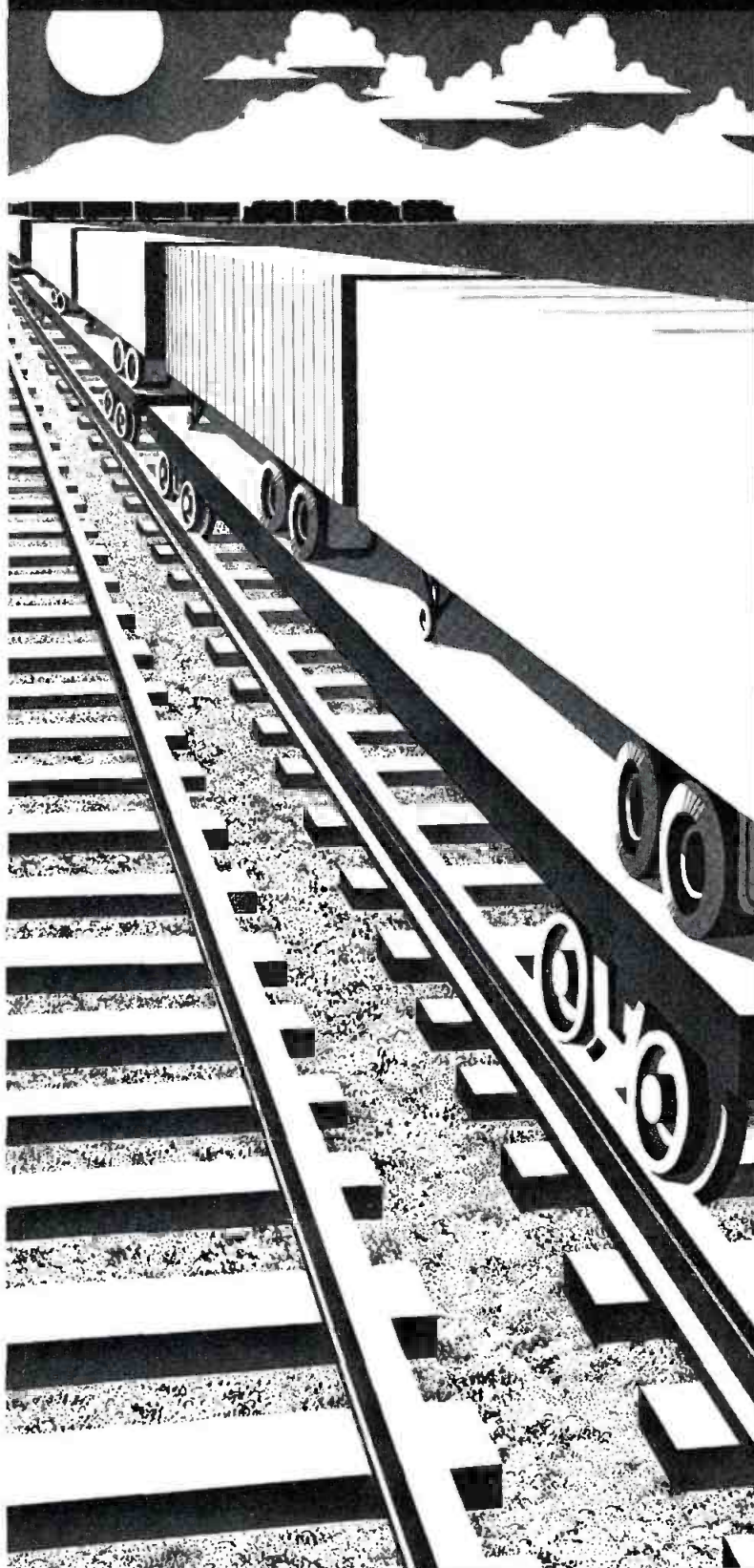
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Varied menu served at NYSBA gathering

New York broadcasters hear from network, technical, financial and Cable News Network types

CBS isn't sure there is any demand for it to launch a late-night newscast but it's convinced the country is ready for more informational programming, Gene F. Jankowski, president of the CBS/Broadcast Group, said last week.

"We are taking a look at the full broadcast spectrum," he told the New York State Broadcasters Association when asked whether CBS-TV would follow ABC's lead in introducing an 11:30 p.m. NYT news series (see page 81).

Jankowski was luncheon speaker at the association's 26th annual business meeting held Tuesday in New York. He was confident, he said, that if television and radio continue to provide "the best in information and entertainment," they will "succeed for a very long, long time to come."

In response to another question, Jankowski said he expected cable and the newer technologies to cause about 10% erosion in television audiences over the next decade, but stressed that, with growth in the number of TV households, networks will be delivering more actual homes than they do today.

The NYSBA meeting also devoted a session of its own to looking ahead at "Hardware, Software and Then Where?"

Harry Smith, CBS vice president in charge of technology, said that the next 10 years would see, among other things, less expensive satellite receiving dishes, more satellite channels and less costly decoders for subscription television. He called fiber optics "overrated" and not likely to become a major factor before the latter part of this decade.

John Reidy of the Wall Street firm of Drexel Burnham Lambert forecast a 20%-25% annual growth in cable revenues, apart from inflation, but thought broadcasters' revenue growth would come primarily from inflation. But, he added, "I think you'll survive."

Sam Zelman of Cable News Network

said the 24-hour news service, due to start June 1, will carry headlines every 10 minutes, starting 90 seconds before the hour, and will seek to counterprogram conventional television, offering sports reports, for example, when the networks are offering news.

"We don't think we'll devastate network news," he said, "or local news, either—we won't carry local news." CNN's big plus, he reasoned, will be its "availability," being there whenever anyone wants to tune in, and he was confident it would succeed. In answer to a question, he said CNN has a budget of \$25 million a year and a four-year commitment from R. E. (Ted) Turner, the owner.

In addition to its staff and name commentators and columnists, Zelman reported, CNN is lining up stringers around the country and working out reciprocal arrangements with stations including, most recently, Cox Broadcasting stations.

Sarah Levinson of Viacom, in a rundown on the marketing of cable, said the heavy viewer, rather than the light viewer, is cable's target, and stressed that cable operators do not try to get subscribers to



Merger makers. A two-year journey over sometimes bumpy terrain ended last week with the merger of Sonderling Broadcasting into Viacom International in a deal valued at about \$28 million. The merger plans, which survived two court challenges, engaged the services of 20 lawyers, 14 of whom are shown here at a signing ceremony with Ralph M. Baruch (seated, left), Viacom chairman and chief executive, and Sonderling Chairman Egmont Sonderling. Viacom acquired eight radio stations, its first; one TV station, WAST-TV Albany, N.Y., its second; the Bernard Howard radio station rep firm and MGS, a TV commercial, post-production and distribution company. Not included in the deal were Sonder-

ling's theater interests and WOPA(AM)-WBMX(FM) Oak Park, Ill. (Chicago), split off beforehand to Egmont and Roy Sonderling in exchange for their 24.5% of Sonderling stock. Viacom has set up a new radio division to consist of the radio stations and the Howard firm and to be headed by Al Greenfield, president and general manager of Sonderling's KIKK(AM) Pasadena, Tex.-KIKK-FM Houston, as president. Greenfield will report to Viacom's office of the chief executive, as will Michael J. Corken, vice president and general manager of WAST-TV; Paul Hughes, president of Viacom's WWT-TV Hartford-New Britain, Conn., and William McElhenny, president of MGS.

stop watching broadcast TV. "We're selling cable as an extra," she said.

The meeting also had a session at which broadcasters showed tapes they've used on TV to promote their radio stations. As sometimes happens at broadcasters meetings, the video players didn't always work.

Mugabe government overhauls radio-TV

Zimbabwe Rhodesia broadcasting organization is thrown out; BBC asked for rebuilding help

In his first step in reorganizing the Rhodesian government, the Zimbabwe prime minister-elect, Robert Mugabe, has fired the eight members of the board governing the Zimbabwe Rhodesia Broadcasting Corp. The eight governors handed in their resignations after a meeting with the new information minister.

Mugabe had earlier stated that previous governments used the network as a weapon in the civil war. The ZRBC runs all radio and television broadcasting in the country.

One of the first changes in programming was to eliminate the daily radio news broadcast coming from South Africa. The newscasts, which catered to Rhodesia's white minority, have been going for 15 years.

Mugabe also asked the BBC to assist in overhauling the network. Aside from likely program changes, this will mean bringing technical equipment up to date. Years of economic sanctions against Rhodesia have prevented the importation of any new equipment. All television broadcasting is still in black and white.

BBC officials in London confirmed that they have received a request for assistance, and said they would be sending down a "senior level team" to draw up a list of recommendations. The BBC has provided help to many other developing countries, especially among those in the commonwealth.

Getting ready for the big one

NAB gathering in Las Vegas promises to be largest yet with workshops on Congress and FCC and entertainment from Mac Davis and Bob Newhart

The National Association of Broadcasters is in high gear preparing for its 58th annual convention April 13-16 in Las Vegas.

This year's convention will not only set records for attendance—20,000 expected, with 4,779 pre-registered already (400 more than last year at this time)—but also for exhibitor space—198,000 square feet, compared to 145,080 last year.

Activities begin on Sunday afternoon, with Senator Howard Cannon, (D-Nev.) giving opening remarks. Presentation of the Distinguished Service Award to

At large. A bomber, who says he hates utilities and oil companies, almost extended his vendetta to a Portland, Ore., television station. Police, acting on a phone call just before midnight, arrived at KPTV there just in time to extinguish a burning fuse attached to two sticks of dynamite near the front door. The caller, who identified himself as with the "James Bond Organization," also claimed responsibility for a March 9 bombing of a Shell Oil office there that caused \$7,000 in property damage. KPTV said it knew of no reason for the attempt at the station. However, the caller who persists in involving the media in his activities, was at it again two days later: A call to KEX(AM) Portland warned that "there will be more bombs."

Donald Thurston, Berkshire Broadcasting Co., North Adams, Mass., follows. Entertainer Mac Davis will wind up that afternoon, leaving conventiongoers free to roam the city or the exhibit halls.

Monday through Wednesday are the workshop days. Monday features a "Broadcasters in Congress" workshop, moderated by NAB's government relations director, Ken Schanzer. Panelists are Senators Walter Huddleston (D-Ky.), W. G. Hefner (D-N.C.), Al Swift (D-Wash.) and Nancy Kassenbaum (R-Kan.). The television luncheon speaker that day is David Brinkley, with Senator Barry

Goldwater (R-Ariz.), speaking at the engineering luncheon.

Tuesday's highlights include: "The FCC's Crystal Ball," a panel featuring Commissioners Robert E. Lee, Tyrone Brown and James Quello; a radio deregulation discussion with FCC Broadcast Bureau Chief Richard Shiben, Steve Simmons of the White House Domestic Policy Staff, and Richard Hirsch, secretary of communications for the U.S. Catholic Bishops; and a panel on "TV's Fragmented Future" with Paul Bortz, Brown, Bortz & Coddington, Denver; Herb Schlosser, RCA; John S. Reidy, Drexel, Burnham & Lambert, and Gustave Hauser of Warner Cable Corp.

Tuesday is also the day for the radio luncheon, with commentator and columnist Jack Anderson the featured speaker. George Burns and the late Bing Crosby will be inducted into the Radio Hall of Fame during the luncheon session.

Commissioner Lee will be speaking to the engineering group on Tuesday.

Wednesday, the final day, will feature a joint session on "Words from Washington," with Representative Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, speaking. The Grover Cobb Award will be presented to Everett Erlick, senior vice president and general counsel of ABC. And the day will wind up with FCC Chairman Charles Ferris as guest luncheon speaker. Following lunch, comedian Bob Newhart will entertain.

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■ **WJBF(TV)** Augusta, Ga.: Sold by FTI Inc. to Western Broadcasting Co. for \$25 million ("Closed Circuit," Nov. 26, 1979). Seller is principally owned by J.B. Fuqua who is also chairman, director and 2.7% owner of Fuqua Industries, Atlanta-based publicly traded conglomerate that also owns three TV's and two AM's plus major interests in sporting goods, petroleum, trucking, movie theater chains, and transportation services. Fuqua Industries is disposing of broadcast properties on grounds of unsatisfactory returns on value of broadcast investments ("In Brief," Nov. 19, 1979). It has sold, subject to FCC approval, **WTVM(TV)** Columbus, Ga.; **WTVW(TV)** Evansville, Ind.; and **WTVC(TV)** Chattanooga (see below). Its AM's, **WROZ** Evansville and **WTAC** Flint, Mich., are still for sale. Buyer of **WJBF** is principally owned by Dale G. Moore, chairman of Western, Missoula, Mont.-based owner of **KGVO(AM)** Missoula; **KCAP-AM-FM** Helena, Mont.; **KSEI(AM)-KRB(AM)** Pocatello and **KMVT(TV)** Twin Falls, both Idaho, and **WAPA(TV)** San Juan, P.R. Western has also

contracted to buy, pending FCC approval, **WTVM(TV)** Columbus, Ga. (see below). **WJBF** is ABC affiliate on channel 6 with 100 kw visual, 20 kw aural and antenna 1,370 feet above average terrain.

■ **WTVW(TV)** Evansville, Ind.: Sold by Fuqua Communications Inc. to Charles Woods for \$21.5 million. ("In Brief," Dec. 24, 1979). Seller is owned by Fuqua Industries (see **WJBF(TV)** Augusta, Ga., above). Buyer is owned by Charles Woods, owner of **WTVY-AM-FM** Dothan, Ala. He is also buying, subject to FCC approval, **KRCG-TV** Jefferson City, Mo. (see below). **WTVW** is ABC affiliate on channel 7 with 316 kw visual, 63.1 kw aural and antenna 1,000 feet above average terrain.

■ **WTVM(TV)** Columbus, Ga.: Sold by **WTVM** Inc. to Western Broadcasting for \$19.5 million ("Closed Circuit," Nov. 26, 1979). Seller is owned by Fuqua Industries (see above). Buyer is owned by Dale G. Moore (see **WJBF(TV)** Augusta, Ga., above). **WTVM** is ABC affiliate on channel 9 with 284 kw visual, 52.5 kw aural and antenna 1,650 feet above average terrain.

■ **WTVC(TV)** Chattanooga: Sold by Martin Theaters to Belo Broadcasting Corp. for \$19.5 million ("Closed Circuit," Nov. 19, 1979). Seller is owned by Fuqua Industries (see above). Buyer is owned by A.H. Belo Corp., privately held publisher of *Dallas Morning News* and owner of **WFAA-AM-TV** and **KZEW(FM)** Dallas and **KFDM-TV** Beaumont, Tex. Joe M. Dealey is chairman and chief executive officer. James Moroney is president and chief operating officer of parent and chairman of broadcast division. Mike Shapiro is president of broadcasting division. **WTVC** is ABC affiliate on channel 9 with 316 kw visual, 31.6 kw aural and antenna 1,040 feet above average terrain.

■ **KAAL(TV)** Austin, Minn.: Sold by Black Hawk Broadcasting Co. to News-Press & Gazette Co. for \$11.5 million as spin-off from Black Hawk Broadcasting-American Family Corp. merger, which is pending FCC approval (*BROADCASTING*, Oct. 1, 1979). Seller, group-owner of three AM's and three TV's, is owned by 75 private investors. Largest block is held by R.J. McElroy Trust (25%). Robert Buckmaster is chairman and 8% owner. Harry Slife is president and 4% owner. They have also spun off, subject to FCC approval, **KLWW(AM)** Cedar Rapids, Iowa (*BROADCASTING*, March 10) and **KCBC(AM)** Des Moines, Iowa (see below). Buyer is St. Joseph, Mo., newspaper publisher principally owned by David R. Bradley and family. Bradley is president of company which owns **WSAV-TV** Savannah, Ga., as well as St. Joseph cable television system. **KAAL** is ABC affiliate on channel 6 with 100 kw visual, 10 kw aural and antenna 1,031 feet above average terrain. Broker: Blackburn & Co.

■ **KRCG-TV** Jefferson City, Mo.: Sold by Mid-American Television Co. to **WTVY** Inc. for \$9 million. Seller is owned by Kansas City Southern Industries, Kansas City, Mo.-based publicly traded corporation primarily involved in railroads with interests in data processing and manufacturing of aircraft-related equipment. William N. Deramus is chairman and 3.61% owner. William A. Bates is president of Mid-American which is also licensee of **WEEK(TV)** Peoria, Ill. Buyer is owned by Charles Woods, who owns **WTVY-AM-FM** Dothan, Ala., and is purchasing, subject to FCC approval, **WTVW(TV)** Evansville, Ind. (see above). **KRCG-TV** is CBS affiliate on channel 13 with 316 kw visual and 47.4 kw aural and antenna 1,010 feet above average terrain.

■ **KTLS(FM)** Oklahoma City: Sold by Thomas Lynch to Sunbelt Communications for \$1.35 million. Lynch has no other broadcast interests. Buyer is owned by seven individuals, four who own voting (class B) stock only and three who own nonvoting (class A) stock only. Voting stock owners are C.T. Robinson, William Moyes and Michael Hesser (18.4% each) and Robert Magruder (10%). Nonvoting stockholders are Daniel Lassman, Gerald Wine and Murray Rosenberg (11.6% each). Robinson, Moyes and Murray

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Rosenberg (11.6% each). Robinson, Moyes and Hesser are partners in San Luis Obispo, Calif., broadcast consulting, syndication and audience research business. Lassman and Wine are dentists and partners in Chicago dental clinic. Rosenberg is Chicago anesthesiologist. They also own KVOR(AM)-KSPZ-FM Colorado Springs, KQEO(AM)-KZZX(FM) Albuquerque, N.M., and KFYE-FM Fresno, Calif. KTLS is on 98.9 mhz with 100 kw and antenna 499 feet above average terrain. Broker: George Moore & Associates.

■ **KAGO-AM-FM** Klamath Falls, Ore.: Sold by Klamath Broadcasting Co. to Cleveland Outdoor Advertising Inc. for \$1.05 million plus \$150,000 noncompete agreement. Seller is owned by A.J. Krisik (40.5%), Theodore Wolf (25.5%), A. Judson Sturtevant (10%) and John Ferm (24%). Krisik, Wolf and Sturtevant are principal owners of KFAX(AM) San Francisco, KGMS(AM) Sacramento and KSFM(FM) Woodland, all California. Buyer is privately held advertising company based in Fresno, Calif., owned by Joe, Robert and Helen Zukin and Joe Milan. Joe Zukin is president of Cleveland Outdoor. Brother Robert is president of Los Angeles real estate developing company of which Helen (mother of Joe and Robert) is secretary. Joe Milan is vice president and general manager of Cleveland Outdoor. They have 49% interest in KLBS(FM) Los Banos, Calif. KAGO(AM) is on 1150 khz with 5 kw day and 1 kw night. KAGO-FM is on 98.5 mhz with 26.5 kw and antenna 360 feet above average terrain. Broker: W. John Grandy.

■ **WBNB-TV** Charlotte-Amalie, St. Thomas, Virgin Islands: Sold by Island Radio Teleradio Services Inc. to Caribbean Broadcasting for \$750,000. Seller is owned by J. Raymond Jones Trust (24.07%), Ruth H. Jones Trust (25.5%), Cleveland Dennard (18.95%), Joseph Potter and Charles Tate (5.46% each), Samuel Jackson (11.8%), Emmett Rice (6.12%), and William Dilday (3.64%). Joneses are married. None of sellers has broadcast interests, although Dilday is general manager of WLBT(TV) Jackson, Miss. Buyer is owned by Thomas Worrell Jr., who is principal owner of Worrell Newspapers Inc., newspaper chain and owner of WIFR-TV Freeport, Ill., and WHSV-TV Harrisonburg, Va. WBNB-TV is CBS affiliate (NBC is secondary) on channel 10 with 52.5 kw visual and 5.2 kw aural and antenna 2,610 feet above average terrain.

■ **KCBC(AM)** Des Moines, Iowa: Sold by Black Hawk Broadcasting Co. to Des Moines Broadcasting Co. for \$500,000 as part of spin-off from Black Hawk Broadcasting-American Family Corp. merger. Black Hawk has also spun off KLWW(AM) Cedar Rapids, Iowa (BROADCASTING, March 10) and KAAL(TV) Austin, Minn. (see above). Buyer is owned by C. Ross Martin, Glen Stanley, Max Landes, Ed Podolak, Bill Fischer and Paul Olson (10% each) and others yet to be named. Martin is president and 15% owner of KQAQ(AM) Austin, Minn. He is also manager of Iowa

Radio Network, association of 17 Iowa radio stations. He also owns 15% of KVFD(AM) Ft. Dodge, Iowa. Stanley is executive vice president and general manager of KBOE(AM) Oskaloosa, Iowa. He also owns 15% of both KQAQ and KVFD. Landes is president, general manager and 15% owner of KVFD and also owns 15% of KQAQ. Podolak is former professional football player with Kansas City Chiefs and now has various business investments there. Fischer is associated with St. Louis advertising agency. Olson is veteran broadcaster who owns KLEM(AM) Le Mars, Iowa. KCBC is on 1380 khz with 1 kw full time. Broker: Blackburn & Co.

■ **WKYZ(AM)-WYUT-FM** Herkimer, N.Y.: Sold by Robert E. Kass and wife, Frances, to Elton L. Spitzer (70%), Daniel Blume, Eugene W. Gugig, Murry Abramowitz and Samuel L. Barstein (7.5% each) for \$450,000. Sellers have no other broadcast interests. Spitzer is vice president, station manager and 38% owner of WLIR(FM) Garden City, N.Y. He also owns 42% of WGRC(AM) Spring Valley, N.Y. Blume is Hartford, Conn., attorney. He owns 8% of WLIR and 12% of WGRC. Gugig is vice president, general manager and 20% owner of WGRC. Abramowitz is Long Island, N.Y., accountant with 5% interest in WGRC. Barstein is general sales manager of WLIR with 9% interest in WGRC. WKYZ(AM) is 1 kw daytimer on 1420 khz. WYUT-FM is

on 92.7 mhz with 3 kw and antenna 158 feet above average terrain. Broker: Keith W. Horton Co.

■ **KAPA(AM)** Raymond, Wash.: Sold by Robert F. Claunch and John W. Reavley (50% each) to Benjamin J. Corp. for \$320,000. Sellers have no other broadcast interests. Buyer is owned by Ben Tracy who owns Bend, Ore., radio production company. He has no other broadcast interests. KAPA is on 1340 khz with 1 kw day, 250 w night. Broker: Hogan-Feldman Inc.

APPROVED

■ **WAJB(FM)** Pensacola, Fla.: Sold by Barba Broadcasting Co. to Colonial Broadcasting Co. of Montgomery, Ala., for \$1.4 million. Seller is owned by Thomas A. Barba, who is in real estate developments in Pensacola and has no other broadcast interests. Robert E. Lowder is president of buyer, which also owns WLWI(FM) Montgomery and is associated with Colonial Insurance Co. and Colonial Mortgage Companies, located throughout Southeast. WAJB is on 107.3 mhz with 100 kw and antenna 400 feet above average terrain.

■ Other approved station sales include: KPGE(AM) Page, Ariz.; WVFV(FM) Dundee, Ill.; WBHT(AM)-WTBG(FM) Brownsville, Tenn., and KWGH(AM) Big Lake, Tex. (See "For the Record," page 82).

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Programing

Coming down to the wire

With only four weeks left, CBS win of Monday, Thursday and Friday gives it week ended March 23 and puts it right behind ABC for season to date

With 27 weeks down and four left until the season "ends" April 20, a CBS-TV prime-time victory for the seven days ended March 23 narrowed the margin between that network and ABC-TV to a tenth of a rating point.

Since the season's start Sept. 17, the averages give ABC a 19.6 rating, CBS a 19.5 and NBC-TV a 17.8.

The CBS gain during the March 23 week came by beating ABC by a rating point and a half: 19.6 rating/31.3 share to 18.1/28.7. NBC was a close third at 17.9/28.5.

During the week, CBS won Monday, Thursday and Friday; ABC took Tuesday, Wednesday and Saturday, and NBC landed Sunday, normally a bastion of CBS strength.

Although it could not claim top ratings,

CBS did manage a strong 22.2/34.6 for its Sunday line-up of *60 Minutes*, *Archie Bunker's Place*, *One Day at a Time*, *Alice*, *The Jeffersons* and *Trapper John M.D.*, with only *Trapper* falling below the 30-share mark (17.0/27).

NBC, however, was able to grab the night away from its usual victor with the move of *CHiPs* (24.1/37) to its new 9 p.m. Sunday time period and the replay of the Burt Reynolds/Sally Fields movie, "Smokey and the Bandit" (26.1/40). Disney's "The Shaggy DA" part I opened the night with a 15.1/25, giving NBC a nightly average of 22.9/35.7. ABC had a meager showing with its *Galactica 1980* (13.3/22), *Tenspeed and Brown Shoe* (13.8/21) and "Dr. Zhivago" part I (18.6/28), for a 16.1/24.8.

CBS's finest hours came on Friday when it demolished its network competitors. The opener, *Incredible Hulk*, drew a 20.2/33, followed by *Dukes of Hazzard* with a 28.6/45 and then the power of *Dallas* with a 32.7/52.

The *Dallas* episode, watched by more than 50% of all homes using television, involved the shooting of bad-guy J.R. Ewing, a principal on the series, and it was the last *Dallas* original for the season.

Both NBC and ABC could manage no more than a 12.5 rating that night. NBC's 12.5/20.5 came from *Here's Boomer*, *Facts of Life*, *Pink Lady* and the *Best of Saturday Night Live*. ABC's 12.5/20.0 was all it could pull from *When the Whistle Blows* and the rerun of the *Vacation in Hell* made-for-TV movie.

Among the top-rated shows, none came close to *Dallas* (32.7/52). Next on the top-10 list, more than four rating points behind, was *Dukes of Hazzard* (28.6/45). CBS also had the third highest with *60 Minutes* (28.0/46), followed by NBC's *Real People* (27.1/41) and "Smokey and the Bandit" (26.1/40); CBS's *M*A*S*H* (25.9/38); ABC's *That's Incredible* (25.2/37), NBC's *Diff'rent Strokes* (24.5/37); ABC's *Three's Company* (24.2/37) and NBC's *CHiPs* (24.1/37).

Although NBC continues to trail in third position, it has been claiming strides. All the networks are closer together. Only 1.7 rating points separated the three for the week ended March 23. And an improved NBC picture showed up in the leading programs. Whereas in earlier weeks NBC might have hoped to have one or maybe two shows in the top 10, it now counted four. CBS had an equal number, due to the NBC tempering of CBS's normal Sunday super-strength. ABC had two shows.

Among the newer shows on the schedule, the two-hour premiere of the Alex Haley/Norman Lear *Palmerstown U.S.A.* on Thursday brought CBS a 21.7/33. But CBS's *Beyond Westworld* on Wednesday continued to be beyond ratings acceptability with a 9.7/15. The premiere of CBS's *Tim Conway Show* on Saturday was neither flop nor hit with a 17.5/29 but it did bring better numbers than CBS usually had been earning from 8 to 9 p.m.

ABC's *That's Incredible* on Monday remained the newest ratings star of the latest network additions, bringing ABC a 25.2/37. But ABC lost the impact as the night went on with *Family* (16.2/24) and *Stone* (14.8/25). That network also heard a clinker from *When the Whistle Blows* 13.5/22. And now that it competes with NBC's *CHiPs* as well as CBS's *Archie Bunker* and *One Day at a Time*, ABC's *Tenspeed and Brown Shoe* seems in worse straits than ever, earning a negligible 13.8/21.

NBC can turn with some degree of pride to the score of its new *Big Show* (19.1/30) on Tuesday but elsewhere there's the trouble a third-placed network doesn't need among its new programing ventures. *United States*, which managed a 16.4/27 share (neither here nor there) in its debut a week earlier, dropped to a 12.5/22 in its second time out, losing a good deal of the audience from *Big Show*.

From *Here to Eternity* on Wednesday,

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which faced delays in getting on the schedule, didn't give numbers worth waiting for with a 13.0/21. For the Friday *Boomer*, *Facts* and *Pink Lady* line-up, the numbers declined with a 16.2/27, 14.8/24 and 11.8/19, falling farther with the *Best of Saturday Night Live's* 10.3/17. On Saturday, *Sanford* brought only a 15.7/26 and the premiere of *Me and Maxx* a paltry 14.8/24.

Elsewhere *Tom Snyder's Celebrity Spotlight* did better than the *Prime Time Saturday* newsmagazine Snyder hosts. But that amounted to no great accomplishment for NBC. The Snyder special on Monday earned a 14.9/25 and the newsmagazine an 11.6/21.

Producers talk shop

At public television's INPUT conference, producers from U.S. and other nations buy shows, compare techniques and try for co-production deals

American public television producers got a chance to show off their wares to their foreign counterparts last week during a seven-day conference that attracted producers from all over the world.

Americans didn't do all the showing, however; 20 TV sets and 15 tape players were in constant use as 250 people—100 of whom were from other nations—screened selections from more than 100 shows during the third INPUT conference in Washington.

INPUT (International Public Television) is not so much a program fair for buying and selling as one for the exchange of ideas among public television producers. The project got its start in Europe, where the first two meetings were held, but plans now call for alternating each year between Europe and North America.

For the United States, INPUT '80 was particularly important: The charge has often been leveled against American public TV that it imports too much foreign programming; with U.S. public television stations producing more and better programs, however, the flow of material can be reversed, and INPUT provides a good starting point.

But the marketing aspects of the meeting are secondary; the conference is geared toward arranging joint programming ventures and alerting producers to who is doing what, and where.

The Corporation for Public Broadcasting had a central role in the development of INPUT '80, and it hopes to keep its international efforts going after the conference.

David Stewart, CPB's director of international activities, says that, in the past, American public television hasn't occupied a significant role in the international community. But things have changed. "Now we think it's time to associate ourselves with our colleagues abroad," Stewart said.

Monitor

Two together. Reynolds/Steinberg Productions, formed by performers Burt Reynolds and David Steinberg, has made two-year exclusive pact with ABC-TV, calling for Reynolds to headline first network special within year, develop late-night specials for Reynolds and Steinberg, develop pilots and made-for-TV movie.

For the children. "Project Peacock," NBC-TV's planned 20-program series of prime-time children's specials announced last January and set for January 1981 start, could cost network as much as \$16 million to run, according to NBC Entertainment President Brandon Tartikoff. In Los Angeles last week to introduce producer Edgar J. Scherick as "executive in charge" of project, Tartikoff said that NBC will be paying prime-time rates to producers of one-to-two-hour shows. (Tartikoff put current rates for made-for-television films at \$800,000 per hour and series between \$550,000 and \$700,000—double traditional outlays for children's programs.) No sponsors have signed up yet.

In the marketplace. Field Communications is offering *Hooray for Reading*, half-hour special aimed at motivating children to read. "Cliff-hangers" are excerpted from popular children's books. There's also series of minute programs. Field/Alan Sloan co-production is to air on Field TV's April 14, coinciding with National Library Week. . . . Thames Television, through D.L. Taffner/Limited, has three more miniseries for U.S. market: *Jenny*, seven hours with Lee Remick as Jenny Churchill; *Napoleon and Love*, nine hours, and *Romance*, six one-hour specials.

Reassessment. Board of Corporation for Public Broadcasting has instructed Lewis Freeman, head of CPB's Program Fund, to explore future funding possibilities. If CPB follows established course of funding, Freedman will only be left with \$8.8 million to distribute, and he has set as priorities children's programming, special interest programming, cultural affairs, science and information, and public affairs programming. Freedman will present options to board at upcoming meeting.

MPAA adds another. Filmways Pictures (American International Pictures prior to its merger in Filmways Inc. last summer) becomes member of Motion Picture Association of America tomorrow (April 1). It will be 10th MPAA company, joining Columbia Pictures, MGM, Paramount Pictures, 20th Century-Fox, United Artists, Universal Pictures, Warner Bros., Avco Embassy and Walt Disney Productions. Enlargement of MPAA is said to be part of long-term plan of President Jack Valenti to bring important film distribution companies into 58-year-old organization.

According to Stewart, it has taken longer for public television to get involved with the rest of the world because of a lack of funds. But in the last 10 years, he says, the quality and quantity of programming has grown, and now the production resources are available.

With the advent of new technology, coupled with economic pressures, Stewart believes TV broadcasting will soon be an international phenomenon, with countries relying on one another for programming. He hopes to soon open a screening facility at CPB headquarters as a contact point for foreign program buyers to help facilitate

the purchase of American products. Also being considered is the production of a showcase series detailing the types of programming done by U.S. public stations.

In the past, Stewart says, public stations have had to deal directly with foreign buyers, which meant that, generally, it was only the major stations that were selling their programming abroad—even though there was plenty of good programming at the smaller stations. But with a central holding place, Stewart believes deals will be easier to make, and more deals will be possible. An outcome of a central repository in the United States, he adds, might be a Euro-



Stewart, Van Dyke and Borelli



Weil

pean office to further the process.

Also involved with INPUT is the Public Broadcasting Service, which made some travel grants available to stations to send producers to the conference.

PBS's Suzanne Weil, who is on the international board of INPUT, believes people are starting to understand the importance of the conference, and she believes that one end result will be more U.S. programming going to other countries.

The selection of programming that was screened at INPUT was done by two people, Barbara Van Dyke, the North American coordinator for INPUT, and Sergio Borelli, vice president of the board.

The two screened 405 shows, 223 in the United States. In Europe, a four-week tour gave them an idea of what sorts of themes they wanted to develop for INPUT '80; screening in Canada and the United States followed.

Van Dyke stresses that INPUT is not really a marketplace, but rather a place for producers to get critical conversations going about the shape of television. As such, she says, the American works screened "aren't necessarily finished, perfect programs, but they give a window on American life that Europeans would rarely see."

According to Borelli, the idea for INPUT grew out of a need by the European community to focus more on programming, rather than just technical matters, which organizations such as the European Broadcasting Union have traditionally been involved with.

The European community, Borelli said, has always had open lines of communication with American commercial television, but not with public broadcasting—even though there was an interest in the medium. As such, the people who originally put INPUT together invited Americans to take part in their discussions, and the first conference, INPUT '78, in Milan, drew a fair representation of American producers.

Borelli says it is impossible to say how many actual sales are made as a result of INPUT conferences because deals are made in private, and no one reports the sales or purchases that are made.

The scope of the INPUT conferences, he adds, will only increase in coming

PlayBack

Continental Opry. Nashville Radio Workshop and London Radio Productions have contracted with WSM Inc., Nashville, and Radio Luxembourg to broadcast matinee performance of Grand Ole Opry live in Europe on April 26. Nashville- and London-based production companies are selling commercial sponsorships for program, which will be first live overseas broadcast of Opry performance. Radio Luxembourg transmits with 1.3 megawatts and is said to reach all of Western Europe, North Africa, some East European countries and parts of USSR. Program will be broadcast during station's regular Saturday night country-western show, with host, Bob Stewart, originating from Opry.

Service with smile. RCA Records Nashville marketing VP, Joe Galante, promised during panel discussion at recent Country Radio Seminar, to personally try to end problems radio stations may be having difficulties getting RCA product. "Nine out of 10 stations [requesting it] get service from RCA," said Galante, "including give-aways." Galante explained that some of company's regional offices had stopped servicing stations with multiple copies of records for on-air give-aways, despite over-all company policy to continue doing so. Galante advised stations having problems with RCA service to contact their regional promotions rep. "If you have problems there, send a letter to my attention. If you don't get an answer in a week, call."

Spectacular success. Ambrosia's *Biggest Part Of My Life* (Warner Bros.) bolts onto BROADCASTING'S **Contemporary Playlist** at 29 this week, in move ordinarily reserved for superstars. Group's past hit singles include *Holdin' On To Yesterday* and *How Much I Feel* (both Warner Bros.). John Young, program director at wzcfm Atlanta, says new single is getting heavy airplay with no sales base, "because it's good-sounding and there's a void for that kind of comfortable, medium-tempo sound right now." Young also attributes single's sudden success to new record company promotional tactic of introducing new product late, rather than early, in week. Catching key program directors after pressure of completing weekly music chart is off, record promoters get early bid in for next week's airplay and avoid rush on Mondays, when program directors are inundated with new records.

First fives. The top five records in **contemporary radio** airplay, as reported by BROADCASTING'S *Playlist*: (1) *Call Me* by Blondie on Chrysalis; (2) *Another Brick In the Wall* by Pink Floyd on Columbia; (3) *Working My Way Back To You* by the Spinners on Atlantic; (4) *Too Hot* by Kool & the Gang on De-Lite; (5) *Fire Lake* by Bob Seger on Capitol. The top five in **country radio** airplay: (1) *Two Story House* by George Jones and Tammy Wynette on Epic; (2) *Lesson In Leavin'* by Dottie West on United Artists; (3) *Like We Never Said Goodbye* by Crystal Gayle on Columbia; (4) *Honky Tonk Blues* by Charlie Pride on RCA; (5) *Sugar Daddy* by the Bellamy Brothers on Warner/Curb.

years. This year, two Japanese delegates found their way to the conference, and Third World and South American countries are interested in future meetings.

Stewart believes INPUT '80 was received enthusiastically, and he thinks the discussions will ultimately result in co-operative financing and co-productions. In addition, he believes that public television in the United States will gain greater

visibility. "This is a way of pressing American public TV into the international orbit of television," he said.

The House likes its TV system

Majority of representatives are happy with coverage and carriage on C-SPAN; some feel, however, that it's led to grandstanding

The House of Representatives television system, which transmits floor proceedings to cable systems over the Cable Satellite Public Affairs Network (C-SPAN), has received generally high marks from congressmen.

In a 28-question survey on the system, more than 50% of those members responding said they were pleased with the coverage although there were indications that the system was contributing to more speeches and amendments on the House floor.

Only 10% of those questioned said the TV system has influenced them to make speeches they might not otherwise have made, while 88% said the system has not

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been a factor. However, when asked if they thought their colleagues were making more speeches since the system was turned on, 231 said yes, while only 39 said no.

Members were of the opinion that few changes have been made in speaking style to accommodate the cameras, but 48% said more floor amendments were being offered due to the presence of TV.

Nearly half of those polled said their staffs monitor floor debate, and 81% of the members said they monitor floor action from their offices. More than half also said they were better informed on issues as a result of the TV system.

They rejected the idea, however, that TV floor coverage has affected the way they vote, with only 10% saying it may have been a factor.

Only 8% of the congressmen said they have purchased videotapes of proceedings, but 41% said they knew of local TV stations in their districts that were using coverage of the House floor proceedings.

Of those responding, only 6% said they would favor other programs being broadcast, and 55% said they were satisfied with the present coverage.

Rosenfield blasts National Federation of Decency head as trying to censor

CBS-TV President James Rosenfield, in Mississippi to address the Greater Jackson Advertising Club, lambasted the Rev. Donald Wildmon, head of the National Federation of Decency, not far from the network critic's own backyard.

Characterizing Wildmon as "the only Mississippi-based, self-styled media reformer that I know of," Rosenfield claimed that the NFD leader "wants to take away your freedom of choice, to have you live only by his values." Wildmon, an activist against sex and profanity on television, bases his operations in Tupelo, Miss., less than 150 miles from where Rosenfield was speaking in Jackson.

Through write-in campaigns and planned advertiser and viewer boycotts, Rosenfield said, the NFD "clearly aims to define what ought to be acceptable to everyone else." Rosenfield claimed that NFD newsletters portray TV network shows as "scarcely anything but prurience and profanity . . . CBS is not the network of *Captain Kangaroo*, Walter Cronkite and *60 Minutes*. And it is certainly not the network that pioneered the Reading Program concept and the Read More About It book project with the Library of Congress.

"This fall, the NFD's readers would have thought our entire schedule offered only raw sex and gore, punctuated with four-letter words," Rosenfield claimed.

In specific, Rosenfield charged that the NFD has prejudged an upcoming program, *The Day Christ Died*, "based on a single line from the script."

He added that "an even more flagrant case of instant prejudgment" regards

plans for a docu-drama on the late Rev. Jim Jones of Jonestown, Guyana. Rosenfield said that an NFD newsletter "shouted 'CBS to Exploit Guyana Tragedy.' The sole reason for this accusation (and again it was made without benefit of having seen a line of script or a foot of film) is the form the project will take, docu-drama."

The CBS-TV president also criticized the NFD for a newsletter headline said to have read "Procter & Gamble Top Sponsor of Both Sex and Profanity." Rosenfield accused the NFD of not coming up with "data that would support the reliability" of the "so-called monitoring." And he said that the national PTA has counted P&G "in their list of 'good advertisers.'" Rosenfield also mentioned that the national PTA didn't include a single CBS-TV program in its "most offensive" category.

New viewing-level record

Household television viewing, which set records for every month of 1979, started in February what could become a new

string of records. The old string was broken in January, when the month's average of 7 hours 18 minutes of viewing per home per day fell two minutes short of the January 1979 level. But February was back on top again with an average of 7 hours 22 minutes—11 minutes more than the February record set in 1979. The 7 hours 22 minutes is also the highest on record for any month, not just February.

Roger D. Rice, president of the Television Bureau of Advertising, which released the figures as compiled from Nielsen data, said that "television viewing traditionally peaks during the winter months as adverse weather conditions keep more people at home. But the unusually mild weather experienced throughout most of the country this year did not, as might be expected, put a damper on TV viewing in February.

"Spiraling inflation and gas prices, the winter Olympics, the continued interest in the crises in Iran and Afghanistan—all could have played a part. But whatever the reason, the fact still remains: The American public continues to rely heavily on the television medium for its entertainment and information needs."

Taking Off

Eight 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. Two weeks ago, following the successful launching of that venture—and responding to expressions of reader interest in a companion country radio airplay chart—BROADCASTING began publication of another Top 100 for that section of the radio universe. Both the contemporary and the country versions are 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 Contemporary Playlist" and "The Country Playlist" are \$12 each per year to cover postage and handling. (*Readers who want both, mailed to the same address, can have the package for \$20.*) Orders should be addressed to BROADCASTING at 1735 DeSales Street N.W., Washington, D.C. 20036.

DiscoVision and Japan's Pioneer to market optical videodisk player

Joint venture hopes consumers will pay higher price tag; four markets set for June test

There's a new kid on the consumer videodisk block. U.S. Pioneer Electronics Corp. and DiscoVision Associates (the MCA/IBM joint venture) announced last Wednesday the introduction of a laser-optical video disk player that will carry a suggested retail price of \$749.00. The players are to be manufactured in Japan by Universal Pioneer Corp., which is itself a joint venture of DiscoVision and Pioneer Electronics Corp., the Japanese parent of U.S. Pioneer.

Ken Kai, executive vice president of U.S. Pioneer, said his machine will be superior in sound and picture quality "to all other videodisk players utilizing other technologies that are currently being designed, planned or promised," a thinly veiled reference to RCA's SelectaVision player, a mechanical/capacitance system targeted for a 1981 introduction.

The player will be shipped to four initial markets in June: Syracuse, N.Y.; Dallas-Fort Worth; Minneapolis and Madison, Wis. Pioneer says it intends to expand into four more markets every 60 to 90 days. Pioneer expects national distribution to begin in 1981.

Asked to give a unit sales forecast for 1981, Kai said that sales will depend on consumers, but should be "a very high five-digit figure" and that they could hit "six figures." UPC has sufficient capacity to meet that demand, he indicated.

According to Kai, Pioneer was proceeding with its plans after a year-long series of consumer demonstrations of optical disk technology. (UPC has already delivered 11,000 industrial model disk players to General Motors). It's been a tacit assumption of much of the industry that optical systems are technically superior to others, but it's also been argued whether consumers would be willing to pay a higher purchase price for optical players. RCA, for example, is promising to deliver its player for under \$500.

According to Pioneer, its new player is compatible with the \$775 Magnavox optical player that has had limited marketing for a little more than a year.

Some industry observers have suggested that the Magnavision sales total of only about 5,000 players in the year is "disappointing" and that might have prompted MCA or DiscoVision to encourage another manufacturer to take a crack at the consumer market.



Proud parents. John J. Reilly (l), president of DiscoVision Associates, holds a disk, and Ken Kai, executive vice president of Pioneer, a remote control unit; both items are for use with the videodisk player that rests between them.

InSync

New monickers. Starting today (March 31), the Maryland broadcast engineering firm of Silliman, Moffet & Kowalski will be known as Silliman & Silliman. Change is precipitated by two moves: John A. Moffet is withdrawing and Robert M. Silliman Jr. is joining his father. Also effective today, the Virginia firm of Silliman, Moffet & Kowalski will become Moffet, Ritch & Larson. The elder Silliman has withdrawn from that firm. Carl L. Kowalski will continue as consultant to both firms.

For TV picnics. Sun-Flex Co., San Rafael, Calif., has developed black nylon screen for placing over television picture tube to cut down glare from ambient light, particularly when working outside. Sun-Flex said that although glare and reflections are cut down, picture resolution does not deteriorate.

Automatic changer. International Tapetronics said it will display at National Association of Broadcasters convention in Las Vegas in April new 1K cartridge system that receives, stores, moves and plays up to 1,024 tape cartridges. And, it's computerized, allowing operator to pre-program.

Here's a twist. One of services cable operators have been selling is energy load management, which allows local electrical utility to shut off large appliances during periods of peak load when brown-out or black-out is threatened. Number of companies have offered such service as part of cable package, but now Scientific-Atlanta says it has system that does same thing by broadcasting. Model 1006 Message Generator units sends shut-off signals with FM transmitter to special switches on air conditioners and hot-water heaters in homes of consumers.

Touting Telidon. Canadian Department of Communications officials were in New York in recent weeks demonstrating government-developed Telidon video information system they call "most advanced two-way television technology in the world" (BROADCASTING, Sept. 10, 1979). Along with representatives of contractor SED Systems Ltd., Canadians have been pitching Telidon to potential American marketers of home information. Declining to list names of potential customers, they say they've gotten favorable response from companies with combined newspaper/cable TV interests.

ABC stakes out its turf in late-night news

Network formalizes its Iran reports into regularly scheduled 'Nightline'

ABC News last week broke new ground in network news with *Nightline*, a regularly scheduled late-night broadcast Monday through Thursday at 11:30-11:50.

While unprecedented on network television, the show's initial impact was muted for the same reason that facilitated the series launch: ABC News, in effect, already has been offering regular late-night news through its ongoing Iran specials.

As *Nightline* anchor Ted Koppel explained in opening remarks last Monday (March 24), "This is a new broadcast in the sense that it is permanent and will continue after the Iran crisis is over. There will also be nights when Iran is not the major story; then we'll bring you up to date on Iran but will focus on some other story. That's not the case tonight. Again, today, Iran is the major story."

Indeed, the packaging for *Nightline* might have been different but the familiar Koppel presence remained, as did the Mideast subject matter.

Featured in the 20-minute broadcast was a report from Bill Blakemore on the reaction in Iran over the former shah's move to Egypt; a piece on the wife of a hostage from San Diego, and then, in what is believed to be a first, a live hookup between a relative of a hostage and an Iranian official—in this case the San Diego wife, the Iranian charge d'affaires in Washington and Koppel.

The interactive hook-up ran longer than usual, forcing a piece on the New York primary off the broadcast. That prompted one ABC News staffer to comment later that the broadcast demonstrated from the start that, some nights, 20 minutes might "not be enough." He added, however, that in the future, 20 minutes might be too much on slow news nights.

On *World News Tonight* earlier that evening, co-anchor Frank Reynolds took "a moment to remind [the audience] of a new addition to the ABC schedule." But he also found time to reflect on the motivation for news at the late-night hour.

"The decision to add a late-night news broadcast to this network's schedule was made, really made, not by the people who run this place, but by you," Reynolds told his audience.

"In the first week of November, when the hostage crisis in Iran was just beginning, ABC News made the commitment to a nightly update on the crisis. And then came another powerful reminder that the



Late nighter. Ted Koppel in ABC's Washington newsroom, headquarters for new *Nightline*.

people of this country are willing, even eager, to accept reality coming out of this box, at an hour usually reserved for comedy and fiction. These broadcasts were difficult to do, and not pleasant to watch, but the response was such that this network has now been convinced, by you, that a late-night news broadcast is wanted and needed still."

How hungry viewers will be for *Nightline* remains to be seen. Last week, all that was available for the news program were overnight ratings in New York, Chicago and Los Angeles, which often tell a different story from the national num-

bers that are tallied later. In New York, the *Nightline* launch brought an 8.4 rating and 21 share of audience; in Chicago it was 10.7/20, and in Los Angeles, 4.4/20.

Early in the Iran crisis broadcasts, ABC had been taking a 29 share of the audience, a considerable boost over normal entertainment-show ratings that lasted until mid-February, when shares dropped to about 25. Latest ratings have shown the specials generally in low-to-mid 20's, with an upsurge one week to 27.

ABC has cleared 185 stations for *Nightline*, of which 166 are carrying it live. During the Iran crisis specials, the over-all station count was 182. As well as station compensation, ABC also is giving the local outlets three 30-second spots.

Psychiatrist says TV coverage of nuclear issues has led to phobia about disaster

A psychiatrist known for his expertise in phobias has pointed an accusing finger at TV. He says network television evening news coverage of nuclear events has fostered inordinate fears in viewers.

The charge was made by Dr. Robert DuPont, president of the nonprofit Institute for Behavior and Health. It came in a discussion with The Media Institute of the latter's study of 11 years of network TV tapes that dealt with nuclear news (BROADCASTING, Feb. 11).

The Media Institute is a Washington-based organization supported by business and devoted to improving the quality of press coverage of business and economics.

DuPont explained that phobia is "fear based on an exaggerated, unrealistic danger." He said that in his review of the institute tapes, "one of the striking characteristics I saw occur over and over



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was the reporters continually going down those what-if, worst-cases branches. That is exactly what happens with phobic people. The problem becomes what-if rather than the what-is."

DuPont said that TV offered people in various roles on camera who were afraid: critics of nuclear power and even commentators who are afraid.

DuPont felt that media people generally did not have a clear grasp of the subject matter. "I had a feeling that nuclear energy was alien to many newsmen and they ought to have known more about it. It is important that media people be better educated about nuclear energy or at least to have them have access to, and use, better educated advisers."

In a plea for perspective on the seriousness of nuclear risk, DuPont cited the high number of deaths from other causes and said everyone had become "bored" with

those statistics. "Yet here we have no deaths from nuclear power and it is a number-one news item, while the 300,000 excess deaths [annually] from cigarette smoking are a non-item," he said.

Who was on first?

An outraged WRC-TV Washington is charging a rip-off and the "debasing of good journalism." ABC News claims *20/20* did its own digging and therefore there's no problem calling its piece "investigative."

At issue are WRC-TV's reports by its "Investigators" team led by Lea Thompson beginning Oct. 25, 1979, and a Geraldo Rivera *20/20* piece, "Formula for Disaster," aired March 13. Both concerned dangerously defective baby formulas.

WRC-TV, an NBC O&O, alleges that nothing in the *20/20* piece broke new

ground beyond the stations' reporting. Furthermore, according to David Nuell, WRC-TV news director, the *20/20* piece could lead viewers to believe Rivera and ABC, rather than Thompson, had prompted the Congressional interest in baby formulas that followed WRC-TV's reports. Worst of all, Nuell believes, is that *20/20* ignored information, said to have been reported in WRC-TV follow-ups, of actions to prevent further problems with formulas.

An ABC News spokesman claimed that the network's reporting was its own and by the time ABC News received a tape of a WRC-TV broadcast, research, shooting and narration already had been done. As for the view that it looked like ABC was getting credit for alerting Congress, ABC producer John Fagen has said, if so, it was "unintentional" and commended Thompson's work.

For the Record

As compiled by BROADCASTING March 10 through March 14 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 Actions

■ Imperial, Calif.—Richard Edgar Greens granted 99.3 mhz, 3 kw. Address: 475 West "A" Street, Brawley, Calif. Estimated construction cost \$42,794.38; first quarter operating cost \$15,276; first quarter revenue \$17,820. Format: popular adult. Principal: Richard E. Green, truck driver, is sole applicant. Action Mar. 7.

■ Taylor, Tex.—Tafoya Broadcasting Co. granted 92.1 mhz, 3 kw, HAAT: 300 ft. Address: 303 Duke St., Taylor 76574. Estimated construction cost \$79,759; first quarter operating cost \$21,000; revenue \$84,000 (year). Format: black/spanish. Principals: Marcelo H. Tafoya (60%) and Ledrew Ballard (40%). They own KLFM(AM) Lubbock, Tex., Ballard also owns KVMC(AM) Colorado City, Tex. Action Mar. 7.

■ Park City, Utah—Community Wireless of Park City Inc. granted 91.9 mhz, .103 kw, HAAT: —339.5 ft. Address: 255 Main St., P.O. 1372, Park City 84060. Estimated construction cost \$2,029; first quarter operating cost \$4,377; revenue \$9,750. Applicant is nonprofit corp.; Blair E. Feulner is president of board of trustees. Action Mar. 7.

Ownership Changes

Applications

■ WJBF(TV) Augusta, Ga. (TV: ch. 6; 100 kw vis., 20 kw aur.)—Seeks assignment of license from FTI, Inc. to Western Broadcasting Co. for \$25 million. Seller: J.B. Fuqua is principle owner. He is chairman, director and 2.7% owner of Fuqua Industries, Atlanta-based group-owner of three TV's and two AM's. It has declared intention of getting out of broadcasting altogether due to unsatisfactory returns on broadcast investments (Broadcasting, Nov. 19, 1979). Other major Fuqua business interests include sporting goods, petroleum, trucking, movie theater chains and distribution services. It has sold subject to FCC approval WTVM(TV) Columbus, Ga., WTVW(TV) Evansville, Ind., and WTVC(TV) Chattanooga, Tenn. (see below). Buyer: Dale G. Moore (91.80%), Earl E. Morgenroth (.53%), Dale G. Moore Family Trust (.628%), Earl E. Morgenroth Family Trust (.53%) and Employee Stock Ownership Trust (.87%). Moore is chairman and Morgenroth president of Western, which owns KGVO(AM) Missoula and KCAP-AM-FM Helena, both Montana. KSEI(AM)-KRBU(FM) Pocatello, KMYT(TV) Twin Falls, both Idaho and WAPA(TV) San Juan, P.R. Western has also contracted to buy, pending FCC approval WTVM(TV) Columbus, Ga. (see below). Ann. Mar. 21.

■ WTVM(TV) Columbus, Ga. (TV: ch. 9; 284 kw vis., 52.5 kw aur.)—Seeks assignment of license from WTVM Inc. to Western Broadcasting for \$19.5 million. Seller: Fuqua Industries who is also selling WTVC(TV) Chattanooga, Tenn., and WTVW(TV) Evansville, Ind. Chairman of Fuqua, J.B. Fuqua is selling WJBF(TV) Augusta, Ga. (see above). Buyer: Western is also buying WJBF(TV) Augusta, Ga. (see above). Ann. Mar. 21.

■ WTVW(TV) Evansville, Ind. (TV Ch. 7; 316 kw vis., 63.1 kw aur.)—Seeks assignment of license from Fuqua Industries to Charles Woods for \$21.5 million. Fuqua is also selling WTVW(TV) Chattanooga, Tenn., and WTVM(TV) Columbus, Ga. Chairman of Fuqua, J.B. Fuqua is selling WJBF(TV) Augusta, Ga. (see above). Buyer: Charles Woods, veteran broadcaster and owner of WTVY-AM-FM Dothan, Ala. He is also buying subject to FCC approval, KRCG-TV Jefferson City, Mo. (see below). Ann. Mar. 21.

■ KRCG-TV Jefferson City, Mo. (TV: ch. 13; 316 kw vis., 47.4 kw aur.)—Seeks assignment of license from Mid-America Television Co. to WTVY Inc. for \$9 million. Seller: Kansas City Southern Industries (100%), Kansas City, Mo., based publicly traded corp. primarily involved in railroads with interests in data

processing and manufacturing of aircraft related equipment. William N. Deramus is chairman and 3.61% owner. William A. Bates is president of Mid-America which is also licensee of WEEK(TV) Peoria, Ill. Buyer: Charles Woods, veteran broadcaster who owns WTVY-AM-FM Dothan, Ala. He is also purchasing, subject to FCC approval, WTVW(TV) Evansville, Ind. (see below). Ann. Mar. 21.

■ WTVC(TV) Chattanooga, Tenn. (TV: ch. 9; 316 kw vis., 31.6 kw aur.)—Seeks transfer of control of WTVW Inc. from Martin Theaters, Inc. to Belo Broadcasting Corp. for \$19.5 million. Seller: Fuqua Industries who is also selling WTVM(TV) Columbus, Ga., and WTVW(TV) Evansville, Ind. Chairman of Fuqua, J.B. Fuqua, is selling WJBF(TV) Augusta, Ga. (see above). Buyer: A. H. Belo Corp., privately held Dallas newspaper publisher/group-owner. Joe M. Dealey is chairman and chief executive officer. James Moroney is president and chief operating officer of parent and chairman of broadcast division. Myron Shapiro is president of Broadcasting division. It also owns WFAA-AM-TV—KZEW(FM) Dallas, and KFDM-TV Beaumont, Tex. Ann. Mar. 21.

Actions

■ KPGE(AM) Page, Ariz. (AM: 1340 khz, 1 kw-D)—Granted assignment of license from Robert D. Holmes to Paranto Broadcasting for \$265,000. Holmes has no other broadcast interests. Buyers: Stephan (60%) and John (40%) Paranto, who are brothers. They own separately (one each) two Greeley, Colo., retail shoe stores. They have no other broadcast interests. Action Mar. 11.

■ WAJB(FM) Pensacola, Fla. (107.3 mhz, 100 kw)—Granted assignment of license from Barba Broadcasting Co. to Colonial Broadcasting Co. of Montgomery, Ala., for \$1.4 million. Seller is owned by Thomas A. Barba, who is in real estate developments in Pensacola and who has no other broadcast interests. Robert E. Lowder is president of buyer, which also owns WLVI(FM) Montgomery and is associated with Colonial Insurance Co. and Colonial Mortgage Companies, located throughout Southeast. Action Mar. 7.

■ WVFV(FM) Dundee, Ill. (103.9 mhz, 3 kw)—Granted assignment of license from R.F. Broadcasting Co. to CLW Communications Group of Ill. for \$315,000. Seller is owned by Ralph J. Faucher who has no other broadcast interests. Buyer is owned by AMG International, nonprofit religious corporation. It also owns WSCW(AM) South Charleston, W.Va., WCRJ(AM) Jacksonville, Fla., and WHYD(AM) Columbus, Ga. Spiros Zodiates is president of AMG. Action Mar. 7.

■ WBHT(AM)-WTBG(FM) Brownsville, Tenn.

(AM: 1520 khz, 250 w-D; FM: 95.3 mhz, 3 kw)—Granted assignment of license from B & P Properties Inc. to Brownsville Wireless Corp. for \$320,000. Seller is owned by Harold D. Butler and William L. Pope who also own 50% each of WHDM(AM) McKenzie, Tenn., and 25% each of WALR(FM) Union City, Tenn. Buyer is owned equally by A. Carlton Viers, Lyle Reid and James T. Haynes. Viers is general manager of stations. Haynes and Reid are Brownsville businessmen with no other broadcast interests. Action Mar. 11.

■ KWGH(AM) Big Lake, Tex. (1290 khz, 1 kw-D)—Granted assignment of license from WMO Broadcasting Co. to Dithor Broadcasting for \$50,000. Seller is owned by N.W. Hickman, who has no other broadcast interests. Buyer is owned by Marvin G. Schwartz, owner of Gray-Schwartz Enterprises Inc., TV program syndicator. He and his wife also own CP for KGSB(AM) Palm Springs, Calif. Ann. Action Mar. 11.

In Contest

FCC decision

■ WHMA-TV Anniston, Ala.—WOAP-AM-FM Owosso, Mich.—FCC has partially granted requests by Owosso Broadcasting Company, licensee of WOAP-AM-FM, Owosso, Mich., and publisher of *Owosso* (Mich.) *Evening Argus* and Anniston Broadcasting Company, licensee of WHMA-TV Anniston, Ala., and publisher of the *Anniston (Ala.) Star*, for stay of the June 1, 1980 newspaper-broadcast cross-ownership divestiture deadline. It stayed effective date until six months from completion of judicial review of denial of Owosso's and Anniston's request for waiver of multiple ownership rules. If they do not seek judicial review, then stay will be for six months from release of text of this decision. Action Mar. 7.

Designated for hearing

■ Meridian, Miss.—FCC has designated for hearing applications of Microwave Service Company (MSC) and Comcast Corp. for new station on Ch. 1 in Multi-point Distribution Service (MDS) at Meridian, Miss. (MDS is used predominantly to carry subscription (pay) TV programming. It is common carrier service using microwave to relay transmissions to various specified receivers. MDS licensees lease air time to commercial and other subscribers who provide material to be transmitted to specific points.) Applications were set for hearing on following three issues: (1) Relative merits of each proposal with respect to efficient frequency use, particularly with regard to compatibility with co-channel use in nearby cities and adjacent channel use in same city. (2) Anticipated quality and reliability of service proposed, including installation and maintenance programs. (3) Comparative cost of each proposal considered in context with benefits of efficient spectrum utilization and quality and reliability of service as set forth in above two issues. Action Mar. 19.

Fines

■ KCHV(AM) Indio, Calif.—Coachella Valley Broadcasting Co. notified of apparent liability for forfeiture of \$500 for repeated violation of Section 73.1380 (a) of rules (failure to keep a maintenance log). Action Mar. 13.

■ KUBC(AM) Montrose, Colo.—Woodland Broadcasting Co. notified of apparent liability for forfeiture of \$500 for repeated violation of Section 73.52 (A) of the rules (operating trans. in excess of 105 percent of authorized power). Action Mar. 13.

■ WXLN(FM) Savannah, Ga.—WXLN, Inc. ordered to forfeit \$300 for repeated violation of Sections 73.297(b) and 17.47(A)(1) or 17.49 of rules (including failure to measure pilot subcarrier frequency monthly with not more than 40 days expiring between successive measurements). Action Mar. 6.

■ KLOH-AM-FM Pipestone, Minn.—Wallace Christensen notified of apparent liability for forfeiture of \$550 for repeated violation of Sections 73.47(a) and 73.52(a) for KLOH(FM), or in alternative Section 73.1800 for KLOH (including failure to make equipment performance measurements for year 1978 as evidenced by lack of records). Action Mar. 13.

■ KSUB-FM Cedar City, Utah—Southern Utah Broadcasting Corp. notified of apparent liability for forfeiture of Section 73.297(b) of rules (failure to measure stereophonic pilot subcarrier frequency at least once per calendar month, as required). Action Mar. 13.

Allocations

Applications

■ Sumner, Ill.—Dale Benham requests amendment FM Table of Assignments to assign 102.3 mhz to Sumner (RM 3604). Ann. Mar. 20.

■ Skowhegan, Me.—Robert Harris requests amendment FM Table of Assignments to assign 95.3 mhz or 94.3 mhz (RM 3608). Ann. Mar. 20.

■ Munising, Mich.—Laidlaw and Associates Radio Stations (WQXO-AM-FM) requests amendment FM Table of Assignments to assign 98.1 in lieu of 98.3 mhz at Munising (RM 3609). Ann. Mar. 20.

■ Walker, Minn.—Stagg Broadcasting [KLLR(AM)] requests amendment FM Table of Assignments to assign 99.3 mhz to Walker, Minn. (RM 3607). Ann. Mar. 20.

■ Bath, N.Y.—Richard Snively requests amendment FM Table of Assignments to assign 103.1 mhz to Bath (RM 3603). Ann. March 20.

■ Terrell, Tex.—Terrell Radio, (KTLC-FM) requests amendment FM Table of Assignments to assign Ch. 95.9 mhz to Athens, Tex., instead of to Malakoff, Tex. (RM 3605). Ann. Mar. 20.

■ Casper, Wyo.—Daniel A. Roberts requests amendment FM Table of Assignments to assign 103.7 mhz and 106.9 mhz to Casper, Wyo. (RM 3606). Ann. Mar. 20.

Actions

■ Livingston, Mont.—In response to request by Yellowstone Broadcasting Services, Inc., licensee of KYBS(FM), proposed substituting 97.5 mhz for 97.7 mhz, on which KYBS(FM) operates (BC Docket No. 80-106, RM-3327). Action Mar. 11.

■ Cobleskill, N.Y.—In response to a request by John B. Clancy, proposed assigning 103.5 mhz to Cobleskill, N.Y., as its first FM assignment (BC Doc. 80-105, RM-3319). Action Mar. 11.

■ Ponce and Las Piedras, both Puerto Rico—Jose David Soler denied request to amend FM Table of Assignments to substitute 102.1 mhz for 101.9 mhz at Ponce, Puerto Rico; assign 101.7 mhz to Las Piedras. (RM 3258). Ann. Mar. 20.

■ Milbank, S.D.—In response to request by Sturgis Radio, proposed assigning 104.3 mhz to Milbank, S.D. as its first FM assignment (BC Docket No. 80-107, RM-3309). Action Mar. 11.

Translators

Licenses

■ The following VHF TV translator station applications for licenses have been granted on date shown:

■ K07PM Beatty, Nev.—Beatty Television Maintenance District. (BLTTV-7909241A).

■ K13PO K1105 Hysham, Mont.—Treasure County TV District. (BLTTV-7912101B, BLTTV-7912101A). Action Feb. 26.

■ K02JO Caliente, Nev.—Lincoln County TV District No. 1. (BLTTV-7904021D). Action Feb. 7.

■ K13PU Pioche, Nev.—Lincoln County TV District No. 1. (BLTTV-7904021F). Action Feb. 7.

■ K110W Ursine, Nev.—Lincoln County TV District No. 1. (BLTTV-7904021E). Action Feb. 7.

■ K06JP-K07PN-K090E-K110V-K13PQ, Pahump North, Nev.—Communications Engineering Inc. (BLTTV-7907021F, BLTTV-7907021G, BLTTV-7907021H, BLTTV-7907021I, & BLTTV-7907021J). Action Feb. 26.

■ Following UHF TV translator station applications for licenses have been granted as of Feb. 26:

■ K25AA Rock Rapids, Iowa—State Educational Radio & TV Facility Board. (BLTT-7908211J).

■ K69CC-K65BL-K63BH Valmy & Redhouse, area, all Nevada—Humboldt County. (BLTT-7907241D, BLTT-7907241C, & BLTT-7907241B).

64BA Smoky Valley, Nev.—Smoky Valley TV District (BLTT-7909191H).

■ K63BD Gallup, N.M.—Regents of the University of New Mexico and The Board of Education, City of Albuquerque, N.M. (BLTT-7810101X).

■ K61BA Indian Village & Fort Wingate, N.M.—Regents of the University of New Mexico and the Board of Education, City of Albuquerque, N.M. (BLTT-7810101W). Action Feb. 26.

■ K56AX Lowry, S.D.—S.D. 5 City TV Translator District. (BLTT-7912311A).

Cable

■ The following service registrations have been filed as of March 17:

■ Jackson Municipal TV System for Jackson, Minn. (MN0106) add signal.

■ Warner Amex Cable Communications Inc. for Lockland and Reading, both Ohio (OH0742-3) new system.

■ Rattlesnake Cable Co. Inc. for Rattlesnake Valley, Mont. (MT0022) add signal.

■ Ruston Seemore TV Inc for Ruston, La. (LA0024) add signal.

■ Lower Delaware CATV Inc. for Omar, Bethany Beach, Frankford, Ocean View, Millville, South Bethany, Dagsboro, Millsboro, Selbyville and Clarksville, all Delaware (DE0029, 04, 6, 8, 24, 31, 05, 7, 9, 32) add signal.

■ Teleprompter Corp. for Cut Bank, Glacier and Shelby, all Montana (MT0023, 72, 24) add signal.

■ CATV Sussex Ltd for Sussex, Del. (DE0025) add signal.

■ Pine Street Communications for Decatur, Ark. (AR0184) new system.

■ Hope Community TV Inc. for Hope, Ark. (AR0018) add signal.

■ Tele-Media Co. of Addil for Henrys Bend, Walnut Bend, Emlenton, Parker, Hovey, Perry and Foxburg, all Pennsylvania (PA1399, 8, 516, 18, 15, 14, 13) add signal.

■ First Virginia Cablevision for Amherst, Va. (VA0208, 149) add signal.

■ Mountain State Cablevision for Kingwood and Terra Alta, both West Virginia, (WV0160, 61, 66) add signal.

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Title/Position

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Signature (required)

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■ Warner Amex Cable Communications Inc. for East Donegal, Pa. (PA1528) new system.

■ Dixie Cable TV Co. Inc. for Alma, Ga. (GA0014) new system.

■ Casassa Bros TV Cable Co. for Cleelum and South Cleelum, both Washington (WA0237,8) new system.

■ First West Virginia Cablevision Corp. for Moorefield, W. Va. (WV0002) add signal.

■ Six Star Cablevision of Inglewood Inc. for Inglewood, Calif. (CA0531) add signal.

■ UA-Columbia Cablevision of Texas Inc. for Schertz, Guadalupe, Cibolo, Converse, Universal City, Live Oak, Selma, Windcrest, Comal, Bexar, Hill Country Village, Kirby, Leon Valley, Alamo Heights, Shavano Park, Terrell Hills, Balcones Heights, Hollywood Park, Grey Forest, Castle Hills, San Antonio and Olmos Park, all Tex. (TX0531,494, 92, 91, 86, 7, 90, 89, 88, 86, 78, 532, 33, 47, 27) add signal.

■ Cablevision of Chicago et al for Burnham and East Hazel Crest, both Illinois (IL0356,7) new system.

■ Niall Potosi Cable for Potosi, Wis. (WI0209) new system.

■ H&S CATV Inc., for Harland Road, East Pineville, Calvin, Varilla, Laurel Hill, Pine Mountain Park, Clear Creek and Log Mountain, all Kentucky (KY0414-22) new system.

■ Viacom Cablevision of Dayton Inc. for Butler, Ohio (OH0486) new system.

■ Northeast Cablevision et al for Machias, East Machias, Lubec and Pleasant Indian Reservation, all Maine (ME0116-19) new system.

■ Niall Tennyson Cable for Tennyson, Wis. (WI0210) new system.

■ Coppel Cablevision Inc. for Coppel, Tex. (TX0604) new system.

■ Tele-Media Co. of Addil Corp. for East Hickory and Endeavor, Pa. (PA1853,4) new system.

■ Fenton Cablevision et al for Fenton and Linden, both Michigan (MI0429-31) new system.

■ Continental Cablevision of Cook County Inc. for Forest Park, Ill. (IL0363) new system.

■ Continental Cablevision of Franklin Park Inc. for Franklin Park, Ill. (IL0362) new system.

■ Tri-Cities Cable Television Co. Operators et al United Cable for Papillion, Neb. (NE0063) new system.

■ Bellevue Cable Television Co. Ltd. et al United Cable for Bellevue, Neb. (NE0064) new system.

■ Total TV of Dodge County Inc. for Waupun and Fox Lake, both Wisconsin (WI0211,13) new system.

■ Niall Shullsburg Cable for Shullsburg, Wis. (WI0214) new system.

■ Continental Cablevision of New Hampshire Inc. for Bow, N.H. (NH0082) new system.

■ Southwest Cablevision Inc. for Hondo, Tex. (TX0605) new system.

■ Pan Oklahoma Communications of Oklahoma City Inc. for Oklahoma City, Okla. (OK0186) new system.

■ Cox Cable of Oklahoma City Inc. for Oklahoma City, Okla. (OK0187) new system.

■ Sangamon Cablevision One et al for Mt. Pulaski, Riverton, Athens, Mason City and Petersburg, all Illinois (IL0364,69,66,65,68) new system.

■ Berkeley Cable TV Inc. for Berkeley, S.C. (SC0086) new system.

■ Futurevision Cable Enterprises Inc. for Highstown, N.J. (NJ0414) new system.

■ Continental Cablevision of River Grove Inc. for River Grove, Ill. (IL0371) new system.

■ Shelby Cable TV Inc. for Shelbyville, Ky. (KY0427-8) new system.

■ Mountain State Video Corp. for Douglass, Colo. (CO0134) new system.

■ Laurens County Cablevision Inc. for Laurens, S.C. (SC0095) add signal.

■ Newton CATV Inc. for Newton, Ill. (IL0051) add signal.

■ Gloucester County CATV Associates et al for Mantua and Paulsboro, both New Jersey (NJ0412,3) new system.

■ Sammons Communications of Texas Inc. for White Deer, Stinnett, Panhandle and Fritch, all Texas (TX0599, 600-3) new system.

■ Cuba City Cable for Cuba City, Wis. (WI0206-7) new system.

■ Teleprompter Corp. for Greek Rock, Ill. (IL0355) new system.

■ Mountain State Video Corp. for Arapahoe, Colo. (CO0135) new system.

■ Owasso Cablevision for Owasso, Okla. (OK0188) new system.

■ Rollins Cablevision for New Castle City, Del. (DE0043) new system.

■ Bee Line Inc. for Millinocket and East Millinocket, both Maine (ME0068,0110) new system.

■ Christy Cablevision Co. for Sylva, N.C. (NC0223) add signal.

■ Storer Communications of Jefferson County Inc. for Jefferson, Ky. (KY0426) new system.

■ City of Baxter Springs for Baxter Springs, Kan. (KS0212) new system.

■ Niall Benton Cable for Benton, Wis. (WI0215) new system.

■ Mountain State Video Corp. for Adams, Colo. (CO0136) new system.

■ Sum Cablevision Inc. for Macksville and St. John, both Kan. (KS0210,1) new system.

■ Vermillion Cable TV Ltd et al for Vermillion, S.D. (SD0047) new system.

■ Colorado Cablevision Inc. for Crested Butte, Colo. (CO0137) new system.

■ Cablevision for Kansas City and Mission Hills, both Kansas (KS00198,99,200,13) new system.

■ New Wilmington Borough Cable TV for New Wilmington, Pa. (PA1852) new system.

■ H & S CATV Inc. for Ferndale, Ky. (KY0421) new system.

■ Chebanse Cable TV Inc. for Chebanse, Ill. (IL0358,9) new system.

■ Lewis County Cablevision for Magisterial Dis II, Ky. (KY0423) new system.

■ Niall Darlington Cable for Darlington, Wis. (WI0208) new system.

■ Cable T-V of Wellsville for Wellsville, Kan. (KS0214,15) new system.

Satellites

■ There are a total of 3,893 satellite earth stations. Transmit-receive earth stations total 340, with 140 pending applications and 200 operational. Receive-only earth stations total 3,553 with 1,293 pending applications and 2,260 operational.

■ The following earth station applications have been accepted for filing as of March 17:

■ Hi-Net Communications, Inc.—Orlando, Fla. (5m; Microdyne; E2008).

■ Union CATV, Inc.—Sturgis, Ky. (4.6m; S-A; E2009).

■ Liberty TV Cable, Inc.—South Haven, Mich. (5m; S-A; E2010).

■ Berkeley Cable TV, Inc.—Monoks Corner, S.C. (5m; S-A; E2011).

■ Blue Devil Cable Television, Inc.—Burgettstown, Pa. (4.6m; S-A; E2012).

■ Cable News Network, Inc.—Atlanta, Ga. (7m; S-A; E2013).

■ Satellite Business Systems—Wausau, Wis. (7.7m; Hughes; E2014).

■ Montgomery County Cablevision, Inc.—Gaithersburg, Md. (5m; S-A; E2015).

■ American Satellite Corp.—Huntsville, Ala. (10m; S-A; E2016).

■ Sammons Communications, Inc.—Morristown, Tenn. (5m; S-A; E2017).

■ Liberty TV Cable, Inc.—Winchester, Ind. (5m; S-A; E2020).

■ Sidney Cablevision—Sidney, Mont. (4.6m; S-A; KZ81).

■ Satellite Business Systems—St. Louis, Mo. (5.5m; Hughes; KZ82).

■ Le Mars Cablevision—Le Mars, Iowa (4.6m; S-A; KZ83).

■ Tillamook Television, Inc.—Tillamook, Ore. (5m; S-A; KZ84).

■ Ponderosa Television, Inc.—Bend, Ore. (5m; S-A; KZ85).

■ Liberty Communications, Inc.—Sweet Home, Ore. (5m; S-A; KZ86).

■ Southern CATV Co. Inc.—Bradshaw, W. Va. (5m; AFC; WZ98).

■ Southern CATV Co. Inc.—Jaeger, W. Va. (5m; AFC; WZ99).

■ Community Cable Service—Logan, Ohio (5m; Hughes; E2018).

■ Continental Cablevision of Ohio, Inc.—Springfield, Ohio (4.5m; Andrew; E2019).

■ Paxton Community Antenna System, Inc.—Paxton, Ill. (4.6m; S-A; E2021).

■ Staunton Video Corp.—Staunton, Va. (4.6m; S-A; E2022).

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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

■ Horizon Communications Corp. of Missouri—Hazelwood, Mo. (5m; AFC; KZ26).

■ JAC Communications Associates—Phoenix, Ariz. (5m; Ft. Worth Tower; KX33).

■ Bagley Cable TV—Bagley, Minn. (5m; AFC; KZ34).

■ Hi-Net Communications, Inc.—Van Nuys, Calif. (5m; S-A; KZ39).

■ Hi-Net Communications, Inc.—Woodland Hills, Calif. (5m; S-A; KZ40).

■ Hi-Net Communications, Inc.—Long Beach, Calif. (5m; S-A; KZ44).

■ Hi-Net Communications, Inc.—Lubbock-Casa Grande, Tex. (5m; Microdyne; KZ45).

■ Hi-Net Communications, Inc.—Abilene, Tex. (5m; AFC; KZ46).

■ Hi-Net Communications, Inc.—West Covina, Calif. (5m; S-A; KZ47).

■ Hi-Net Communications, Inc.—Los Angeles, Calif. (5m; S-A; KZ48).

■ Friona Cablevision Corp.—Friona, Tex. (4.3m; AFC; KZ49).

■ Washington T.V. Cable, Inc.—Washington, Kan. (4.6m; S-A; KZ50).

■ Black Hawk Broadcasting Co.—Waterloo, Iowa (7m; S-A; KZ52).

■ Satellite Common Carrier Corp.—Westchester, Calif. (6m; Hughes; KZ87).

■ Bridge City Cablevision, Inc.—Bridge City, Tex. (5m; S-A; KZ88).

■ Vidor Cablevision, Inc.—Vidor, Tex. (5m; S-A; KZ89).

■ Southwest Missouri Cable TV, Inc.—Lamar, Mo., (4.6m; S-A; KZ90).

■ City of Baxter Springs—Baxter Springs, Kan. (5m; S-A; KZ91).

■ Amex Communications, Inc.—Pottsville, Pa. (5m; S-A; WV22).

■ Caribbean Communications Corp.—St. Thomas, V.I. (10m; S-A; WW24).

■ Warner Amex Cable Communications, Inc.—Norwood, Ohio (5m; S-A; WY34).

■ OVC Telecommunications, Inc.—Carrollton, Ky. (4.6m; S-A; WZ38).

■ Abingdon Cablevision Company—Abingdon, Ill. (4.6m; S-A; WZ53).

■ Vernon Crosier—Dennison, Ohio (4.6m; S-A; WZ54).

■ Cross Country Cable, Ltd.—Warren, N.J. (5m; S-A; WZ56).

■ Northeast Cablevision—East Machias, Me. (7m; Ft. Worth Tower; WZ57).

■ Northeast Cablevision—East Port, Me. (7m; Ft. Worth Tower; WZ50).

■ Hi-Net Communications, Inc.—Osceola, Fla. (5m; S-A; WZ68).

S-A; WZ68).

■ Sammons Communications of Pennsylvania, Inc.—Susquehanna Township (4.3m; AFC; WZ70).

■ Three Springs Community Cable System—Three Springs, Pa. (5m; AFC; WZ71).

Earth station grants

■ The following earth station applications have been granted as of March 17:

■ Falcon Cable Corp.—Cuesta Peak, Calif. (KZ51).

■ Hi-Net Communications, Inc.—El Paso Gateway, Tex. (KZ37).

■ Tennessee State Board of Education—Cookeville, Tenn. (WM42).

■ Hi-Net Communications, Inc.—Orlando-South, Fla. (WZ67).

■ Muskegon Cable TV Company—Fremont, Mich. (WZ62).

■ Hi-Net Communications, Inc.—Lacrosse, Wis. (WZ64).

■ Hi-Net Communications, Inc.—Charlottesville, Va. (WZ65).

■ Hi-Net Communications, Inc.—Orlando-Airport, Fla. (WZ66).

■ National Cable Company of the Adirondacks—Boonville, N.Y. (WZ60).

■ Liberty TV Cable, Inc.—Fitzgerald, Ga. (WZ59).

■ Hi-Net Communications, Inc.—Int'l Dr. Disney, Fla. (WZ69).

■ Horizon Communications Corp. of Missouri—Hazelwood, Mo. (KZ26).

■ JAC Communications Associates—Phoenix, Ariz. (KZ33).

■ Bagley Cable TV—Bagley, Minn. (KZ34).

■ Hi-Net Communications, Inc.—Van Nuys, Calif. (KZ39).

■ Hi-Net Communications, Inc.—Woodland Hills, Calif. (KZ40).

■ Hi-Net Communications, Inc.—Long Beach, Calif. (KZ44).

■ Hi-Net Communications, Inc.—Lubbock-Casa Grande, Tex. (KX45).

■ Hi-Net Communications, Inc.—Abilene, Tex. (KZ46).

■ Hi-Net Communications, Inc.—West Covina, Calif. (KZ47).

■ Hi-Net Communications, Inc.—Los Angeles, Calif. (KZ48).

■ Friona Cablevision Corp.—Friona, Tex. (KZ49).

■ Washington TV Cable, Inc.—Washington, Kan. (KZ50).

■ Black Hawk Broadcasting Co.—Waterloo, Iowa (KZ52).

■ Amex Communications, Inc.—Pottsville, Pa. (WV22).

■ Warner Amex Cable Communications, Inc.—Norwood, Ohio (WY34).

■ OVC Telecommunications, Inc.—Carrollton, Ky. (WZ38).

■ Abingdon Cablevision Co.—Abingdon, Ill. (WZ53).

■ Vernon Crosier—Dennison, Ohio (WZ54).

■ Cross Country Cable, Ltd.—Warren, N.J. (WZ56).

■ Northeast Cablevision—East Machias, Me. (WZ57).

■ Northeast Cablevision—Eastport, Me. (WZ58).

■ Hi-Net Communications, Inc.—Osceola, Fla. (WZ68).

■ Sammons Communications of Pennsylvania, Inc.—Susquehanna Township, Pa. (WZ70).

■ Three Springs Community Cable System—Three Springs, Pa. (WZ71).

Call Letters

Applications

Call	Sought by
	New AM
WGDL	Lares Bdcg., Lares, PR.
	New FM's
KVLE	Mountain Valley Bdcg., Gunnison, Colo.
WKWX	Tennessee River Bdcg., Savannah, Tenn.
WHSM-FM	Inland Communications Corp., Hayward, Wis.
	Existing AM's
WKGM	WEOO Smithfield, Va.
WKZE	WVLC Orleans, Mass.
	Existing FM's
KRKN	KJZZ Anchorage, Alaska.
KSNF-FM	KSMA-FM Santa Maria, Calif.
KTIZ	KSLI Alexandria, La.
WAHC	WMKC Oshkosh, Wis.
WKZE-FM	WLOM Orleans, Mass.
WVOZ-FM	WOLA-FM Carolina, PR.
WRIT	WMCF Stuart, Fla.
WCRM	WVTV Dundee, Ill.
WXLC	WEFA Waukegan, Ill.
KDCK	KGNO-FM Dodge City, Kan.
KRSI-FM	KFMX St. Louis Park, Minn.
WDGM	WWLM Canton, Miss.
KRUN-FM	KCWB Ballinger, Tex.
KJIC	KTIH Pasadena, Tex.
	Existing TV
KLKK-TV	KMXN-TV Albuquerque, N.M.
WCGT	WTSG Albany, Ga.

Grants

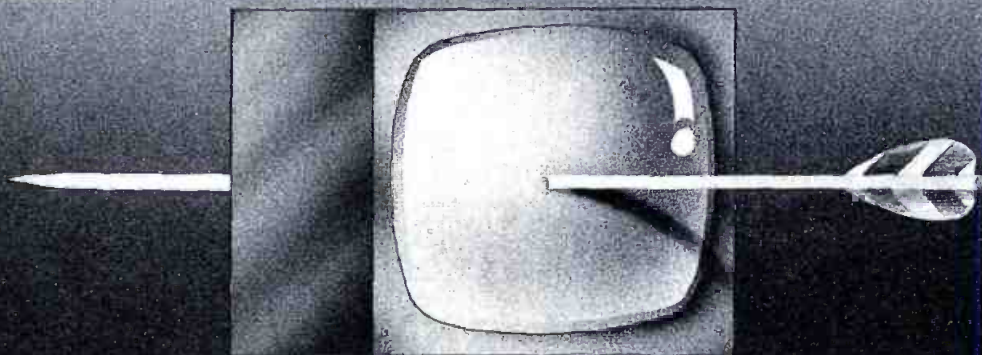
Call	Assigned to
	New FM
WKHQ	New Bdcg. Corp., Charlevoix, Mich.
	New TV
WTTQ	Chapman Radio and Television Co., Homewood, Ala.
	Existing AM's
KAKZ	KAKE Wichita, Kan.
WHEL	WBIR Knoxville, Tenn.
WITA	WKVQ Knoxville, Tenn.
WNBG	WAAN Waynesboro, Tenn.
	Existing FM's
KCAZ	KCAC Walnut Ridge, Ark.
WDOO	WOXQ Daytona Beach, Fla.
WOWW	WAJB Pensacola, Fla.
KATK	KBAD-FM Carlsbad, N.M.
WIMZ	WBIR-FM Knoxville, Tenn.
KIAH	KALF Ukiah, Calif.
WYMX	WAUG-FM Augusta, Ga.

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Classified Advertising

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

RADIO

HELP WANTED MANAGEMENT

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.

Sales Manager in small market Minnesota AM station who will move into management when ability is proven. Box C-184.

General Sales Manager. Must be strong Sales Executive to head sales team in a large midwestern market. Mature adult, top money plus override and profit sharing. Call Neal Mason, 313-239-8631.

Sales Manager for full-time station in growing Central Oregon market where the living is great. Successful applicant must have ambition, drive, intelligence and successful radio sales background. Attractive compensation package for right person. Send resume to John Stenkamp, General Manager, KBND, PO Box 5037, Bend, OR 97701 or call 503-382-5263. E.O.E.

Growing broadcast group located in the Sunbelt seeking experienced station manager. Excellent benefits. EOE. Contact: Marilyn S. Garner, PO Box 529, Laurinburg, NC 28352, 919-276-2911.

Sconnix Group Broadcasting has an opening for a motivated salesmanager. Continued expansion means opportunity with other stations in Rochester, N.Y., Charleston, S.C. and New England, there is plenty of room for future and advancement. We use the Jennings-type approach with good success. Good pay, great incentive. We are not looking for someone to push papers or sell numbers. Send resume to Scott McQueen, President, Sconnix Group Broadcasting, Parade Road, Laconia, NH 03246.

HELP WANTED SALES

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.

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.

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.

Vacationland opportunity for experienced radio salesperson. Need an aggressive street fighter. No desk jockeys wanted. Excellent benefit package and a top account list will be yours. Send resume immediately to E. Sporn, 2021 Superior Building, Cleveland, OH 44114.

Salesperson-Announcer needed immediately for S.C. 50KW FM/1 KW AM-Day CBS radio affiliates. Present sales manager leaving after 7 years to accept general manager position. \$15-\$20K possible first year. Established list. Cold calls, too. Requires Sat. or Sun. air shift. Apply by mail only. Send resume, requirements, tape to C. W. Gallimore, WSNW/WBFB, PO Box 793, Seneca, SC 29678. EOE.

Account Executives, new 100,000 watt FM contemporary rocker that will lead this part of country's young adults! Top money for top salespeople. Strong draw, commission, bonuses, benefits. Must understand goals of FM radio and its audience. Company owns many stations. Opportunity abounds! Resume, data to Manager, KAOH, Box 6167, Duluth, MN 55806.

Radio Sales—Experience required, high pay, medical ins., exclusive territory. Radio KXEM. PO Box 326, McFarland, CA 93250.

Are you better than the station you're selling? If really good, but want to work for a station with good sponsor image, the numbers and gets results, let's talk. You get the back-up support you need here, and get paid well for your efforts. Arbitron says our two stations have over 91% of the 18-49 audience in the 7-stations Princeton/Trenton, NJ market. EOE. Send resume to Jeff Clark, WHWH-WPST, 221 Witherspoon St., Princeton, NJ 08540.

New Hampshire radio station to begin broadcasting soon. Need salesmen and women, announcers and news personnel. EEO. Box C-235.

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.

Experienced person needed M/F for AM/FM combo. KUAD, Box 117, Windsor, CO 80550. Attention: Dennis Lamme.

Radio Sales—Young, aggressive, creative sales person wanted for moderate-sized New England AOR Station. Good salary potential. Send resume: Box C-260.

Pennsylvania Station looking for adperson who knows radio and is ready to make money in sales. One station small market, college town. Send resume to Box C-280.

Sconnix Group Broadcasting is looking for several professional career minded salespersons for stations in Charleston, SC, Rochester, NY, and New England. If you are the best, or near best at your current station, and want a good future with our growing company, we want to talk to you. We use a Jennings-type approach with great success. Good pay, great incentive, great people. Send resume and track record to Scott McQueen, President, Sconnix Group Broadcasting, Parade Road, Laconia, NH 03246.

Beautiful Oregon ... Radio pro needed for young, growing broadcast firm. Stations in two Oregon cities. We've got the tools, the sound, the numbers, and established account lists. Join us and make \$25,000 plus. Only shirt sleeve street fighters need apply. Salary against commission to start, car allowance, and lots of benefits. Equal opportunity employer. Send resume and track record to Box C-286.

HELP WANTED ANNOUNCERS

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.

Oklahoma—Immediate opening for experienced announcer. Excellent facilities and equipment in AM-FM operation. Chain operation provides advancement opportunities. George Wilburn, KWHW, Box 577, Altus, OK 73521. EOE.

Eastern North Carolina's legendary contemporary station is searching for The Personality. Wanted for air shift and production skills. Send tapes, resumes, and salary requirements to: Danny Jacobson, Big WOOW, PO Box 647, Greenville, NC 27834. No calls please! EOE.

Opening for a bright, young and enthusiastic DJ for Top 40 FM station on the move. Must have good references. Must have 2 to 3 years experience or more. No others need apply. Send tape, references and resume to KQ 93, 401 E. Coal Avenue, Gallup, NM 87301.

Minnesota religious FM station needs two announcer/producers. One for program director. First class license preferred. Contact Station Manager, KTIG Radio, Box 409, Pequot Lakes, MN 56472.

Wanted—Announcers, Newperson. In beautiful hunting, fishing portion of Oregon. Wages negotiable. Send tapes, resumes. PO Box 1450, Klamath Falls, OR 97601.

New Hampshire radio station to begin broadcasting soon. Need salesmen and women, announcers and news personnel. EEO. Box C-235.

Beautiful music station invites tapes from experienced, professional announcers. Respond to: PO Box 16055, Pittsburgh, PA 15242. EOE.

Experienced contemporary D.J.—female or male—wanted. Must also be good on production. Excellent opportunity & growth within our chain. Send tape & resume to G. James, WARE Radio, 90 South St., Ware, MA 01082.

WOAI-FM, San Antonio, Texas; easy adult contemporary. Pleasant, relaxed delivery. Tape and resume to John D'Angelo, Program Director, WOAI-FM, 6222 NW I-H 10, San Antonio, TX 78201. E-O-E/M-F.

Announcer-Producer for evening slot at 100KW NPR station w/all-new facilities. Must be knowledgeable in all aspects of classical music including pronunciation. Must be familiar with production and assume responsibility for specific modular and other programing. Salary range \$8,500-9,500. No calls please. Tape and resume by April 18 to PB. Greedy, Western Iowa Tech Community College, Box 265, Sioux City, IA 51102. EOE.

Announcer for religious station in the S.W. Applicant must have knowledge and understanding of problems and needs of Hispanic community and of Hispanic culture. Must be bilingual. Call or write Dick Lee 602-258-6717. KFLR, 2345 W. Buckeye Rd., Phoenix, AZ 85009. An Equal Opportunity Affirmative Action Employer, M/F.

Announcers and News Persons needed for immediate and late summer openings for Contemporary/MOR station with personality format; established news reputation. Central Florida medium market; good facilities and working conditions. Send resume, tape of air work and news; sample of news writing, salary requirements. WZNG Radio, 1505 Dundee Road, Winter Haven, FL 33880. EOE.

Immediate opening for top personality jock for our Stereo Rock format and creative adult contemporary announcer for our AM. No beginners, please. Send tapes and resumes to Jack Hansen, KCLD AM and FM, Box 1458, St. Cloud, MN 56301.

FM Announcer for 10 PM to 2 AM shift with minimum two years experience in Announcing/Production. Send resume to Personnel Director, Broadcasting, PO Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

Morning Drive. Community oriented adult contemporary station seeks strong personality who can communicate on a one-to-one basis in a very competitive market adjacent to Cincinnati. We're looking for a stable and experienced professional interested in a long term association with a growing company and an Arbitron rated No. 1 station. Good salary for the right individual. Send tape and resume to: Joe London, Program Director, WMOH, 220 High Street, Hamilton, OH 45011. EOE M/F.

Classical Announcer/Producer for Public Station near Los Angeles. Salary Range \$822-\$1,001 mo. plus full benefits. One year full-time, paid, experience required with classical music background. Applications must be postmarked by April 21, 1980. Apply to Winston W. Carl, Personnel Officer, San Bernardino Community College District, 631 So. Mount Vernon Ave., San Bernardino, CA 92410. An equal opportunity affirmative action employer.

WFMC is looking for a morning announcer, a news person and part time announcers. WFMC is eastern Carolina's leading Country Music Station. Send tapes and resumes to Webster A. James, General Manager, PO Box 2006, Goldsboro, NC 27530. WFMC is an Equal Opportunity Employer.

HELP WANTED ANNOUNCERS CONTINUED

We're still looking for one person blessed with talents for announcing and copywriting and production. \$170/week. Some nights. Rush tape and resume: WTCA, 112 West Washington, Plymouth, IN 46563.

Announcer-Salesperson. Washington, D.C. Suburban country station. Sales training available for aggressive individual. Box C-256.

Wanted: Talented personality-oriented announcers capable of good production, for Adult-oriented resort area. Tape and resume to WNDW, Dave Laing, Love Park, Daytona Beach, FL 32015. Phone 904-253-1150. An equal opportunity employer.

HELP WANTED TECHNICAL

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.

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.

Major Pacific Northwest AM/FM broadcaster with maximum facilities needs competent chief engineer. Send resume to Hammett & Edison, Inc., Box 68, International Airport, San Francisco, CA 94128.

Experienced engineer needed to work in West Kentucky's beautiful lakes region. Primary responsibility to maintain modern 100,000-watt NPR radio station, but some television work also required. FCC 1st class license and technical degree, plus experience required. Salary competitive. Application deadline, April 15, 1980. Position open June 1, 1980. Send resumes to Bruce L. Smith, Gen. Mgr., WKMS-FM, Box 3227, University Station, Murray, KY 42071. Station representatives will be at the Stardust Hotel in Las Vegas during NAB Convention, April 11-16. Murray State University is an Equal Opportunity/Affirmative Action Employer.

Chief Engineer. Immediate opening for WFAS-AM and WWYD-FM in White Plains, Westchester County, New York. Group owned. Full benefits. Send resume to John Winkel, GM, PO Box 551, White Plains, NY 10602 or call 914-693-2400. EOE.

Chief Engineer for AM/FM combination in South Arkansas. FM 3000 watt with new Harris transmitter. AM 5000 watt Daytimer. Fully equipped engineering department. Engineering only, no board work benefits, good pay. Rush qualifications to General Manager, KDMS/KLBQ, PO Box 1565, El Dorado, AR 71730 or call 501-863-5121.

Chief Engineer. WQBS (DA-2) and WIOB (FM) Stereo, San Juan, Puerto Rico. Originating station for island-wide networks. We need professional take charge engineer to maintain modern plant in perfect condition. Spanish helpful, but not necessary. Position open immediately. Resume, salary history to: Guillermo Bonet, Box 43, Mayaguez, Puerto Rico 00708.

Immediate opening for staff engineer. Minimum four years experience in maintenance and operations, technical school first ticket. Major market, major group. Rare opportunity. Box C-278.

Experienced Chief Engineer sought for WEEX/WQQQ, Easton, PA. Contact Charlie Ryan, Operations Manager at 215-258-6155.

HELP WANTED NEWS

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.

1 Assistant News Director/1 News Producer at Public Radio station. B.A. and at least two years experience desired. Send resume, audition tape, references and salary requirement to David Beach, KFJM/KFJM-FM, Box 8116, Grand Forks, ND 58202. EOE.

New Hampshire radio station to begin broadcasting soon. Need salesmen and women, announcers and news personnel. EEO. Box C-235.

Sports Director: Requires strong sports knowledge, ability to do play-by-play, sports talk and commentaries. Must be personality with aggressiveness to cover high school as well as professional and college in this exciting sports city. Send resume, references, tape and salary requirements to Operations Manager, WAAM Broadcasting Corp., 4230 Packard Rd., Ann Arbor, MI 48104. EOE.

New England small market automated AM/FM station seeks experienced news director to handle all aspects of news. Please reply in writing to Box C-250.

News Person: News oriented station (small market) needs broadcast journalist immediately. Good street reporting experience and positive air personality important. Experience preferred. Female applicants welcome. Contact Mark Weinberg, News Director, WTTB, PO Box 2440, Vero Beach, FL 32960. 305-562-5454.

News Dir. Information oriented station looking for developing pro who takes pride in broadcast news, and features. Salary & talent. Great Plains/small market. EOE. Write Box C-228.

News person for morning drive at highly respected contemporary. If your writing style and delivery are unique, but still believable, we're interested. Box C-248.

WRTA needs a new person. Experience a must. Good voice a must. Good opportunity for the right person. This opening is immediate. Gather, write and anchor. E.O.E. Air check, resume, salary needs to: Manager, WRTA, PO Box 272, Altoona, PA 16603.

Charleston, S.C. Sconnix Group Broadcasting, Inc. needs experienced News Director. Strong air work for AM Drive shift, administrative ability for managing and motivating three other fulltime and many parttime. Strong desire to make and keep number one news image. Starting 16-18,000. Send resume to John Trenton, General Manager, WTMA-WPXI, Box 31089, Charleston, SC 29411.

Immediate opening for experienced News Director to head four person news department in one of Minnesota's richest and fast growing communities. Send tape and resumes to Jack Hansen, KCLD, Box 1458, St. Cloud, MN 56301.

Sports Director, WOAI, San Antonio, Texas; the Spurs, Rangers, Cowboys, SWC, four 5-minute casts mornings, four 5-minute casts afternoons, plus 45-minute two-way talk show 50,000-watt clear channel. Tape and resume to John W. Barger, Vice President/General Manager, Stations WOAI/WOAI-FM, 6222 NW I-H 10, San Antonio, TX 78201. E-O-E/M-F.

If you're an eager young news person we want you. Send tapes, resumes to Andy Grossman, News Director, WLOI/WCOE, 902½ Lincolnway, LaPorte, IN 46350. Females and minorities encouraged to apply.

Anchor. Award winning all-news station with great growth potential for strong performers is seeking a woman or man for an immediate opening. Writing and reporting experience is important—but strong delivery is a must. Non-returnable tape, resume, references to News Director, WEBR, 23 North Street, Buffalo, NY 14202. An equal opportunity employer.

Radio news reporter opening. Experienced street reporter with anchor potential preferred. Send tapes and resumes to Scott White, WBT, 1 Julian Price Place, Charlotte, NC 28208. No phone calls please. An Equal Opportunity Employer.

Full time, on air news broadcasting position open immediately at suburban New York AM/FM. Includes outside reporting work. No beginners. Tapes and resumes to News Director, WMMM and WDJF, PO Box 511, Westport, CT 06880.

Tender Lovin' Country has opening for dedicated news reporter for anchor and street work. Must have experience. Tape and resume to Dave Bieman, KTLG, Box 65, Twin Falls, ID 83301, 208-733-3381. EOE/MF.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Experienced announcer for growing Florida market who can be PD for A/C station. Leadership, good writing and production a must. Send tape and resume to PO Box 897, Ocala, FL 32670. 904-629-8008.

Program Director to \$20,000 for right person! New 100,000 watt FM contemporary rock station in nation wide search. Excellent on air natural delivery, excellent production, excellent administrator and supervisor. Knowledge of new and old music, various rock formats, FCC regulations. Top benefits with our young aggressive company who owns many stations and looking for more. Cassette and resume to Manager, KAOH, Box 6167, Duluth, MN 55806.

KNIX and KNIX-FM, Phoenix, Arizona, are looking for qualified applicants to fill a number of positions in announcing and traffic (computer logging). Most positions full time, some part time. Mail resume (and air check) to PO Box 3174, Tempe, AZ 85281, c/o Larry Daniels, not later than April 5, 1980. Equal opportunity employer.

Number 1 small market country music station is in need of a full time, mature, conversational communicator with production skills needed for future opening. Great benefits, and enjoyable staff. Send replies with resumes immediately. Box C-230.

Traffic Manager for northwest AM-FM in small market. Also handle accounts receivable. Stations utilize SBS/Datapoint (BAT 1500) computer system. Radio traffic and/or minicomputer experience essential. Dennis, 208-882-2551.

Charleston, S.C. Sconnix Group Broadcasting, Inc. needs an experienced Program Director for WTMA-WPXI FM. AM Drive shift, good administrative ability, and strong knowledge of music and audience research. Good promotion budgets, and autonomy. Sconnix is a growing company with nine stations and more coming. Good opportunity for long term relationship with young progressive group. Start at 20,000 plus incentives. Prove yourself and make more. Send resume to John Trenton, General Manager, WTMA-WPXI FM, Box 31089, Charleston, SC 29411.

Rare opportunity to join Central Maine's most aggressive and respected news team. We're looking for a very strong delivery for either afternoons or mornings—voice not good enough—must be a digger. We're No. 1 and intend to stay that way. Tapes and resumes to Dave Wolf, News Director, WLAM, Box 929, Lewiston, ME 04240. EOE.

SITUATIONS WANTED MANAGEMENT

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.

Seventeen years Broadcast Management experience, last 10 years as general manager. Major, Medium and small market success record. Sales oriented. Interested in opportunity to participate in ownership. 817-467-2010.

Successful station manager seeking "take-charge" general managership. Employed. Extraordinary broadcast credentials include sales, administration, promotion, "bottom-line". Detailed resume/ references. Box C-169.

This troubleshooter General Manager has the background and experience to keep your operation sounding good and making money. Looking for a long term position with an owner who appreciates honesty, reliability, and hard work. Box C-273.

Creative PD with management/sales experience looking to grow with station or group. Excellent programming, sales, sports, production experience. Top references, degree, dependable, a leader, a winner. Box C-274.

Seeking growth minded operation. 19 years experience, last five in management. Available immediately, call 313-982-6040.

SITUATIONS WANTED MANAGEMENT CONTINUED

General Manager has done it all, would like to do it all for you. 17 years experience in management, all formats, all size markets both AM & FM. Heavy sales and promotions oriented. Success is measured only by results. Track record and results can be checked. Box C-279.

SITUATIONS WANTED SALES

Do you need experienced salesman to take over existing list? Medium or small market preferred! Now working in Mid-west. Box C-241.

SITUATIONS WANTED ANNOUNCERS

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.

Exp. Pro. First. Seeks station where auto not required. Relocate anywhere. Michael Cantoni 714-422-2063.

3 years in Chicago Metro Market, 5 years in radio. Seeks AC or MOR/Talk format. Medium or Major Market. Also, programming experience. University Grad. Steve Dale 312-676-0785.

I want to stay in Dixie. Six years experience. Seeking stable position at your AOR, Pop/Adult, Top 40 station. Call Marc 404-252-7079.

News/Sports director looking for sports position in larger market. Some sales experience. Play-by-play a must. PBP experience with major college football, basketball, baseball, hockey, also high school football, basketball. 419-675-5201. After 1:00.

Need first break—DJ, sports, news, prod third ticket. MOR/Rock/CW tight board. Will go anywhere. Jim Gomes 415-791-0692.

Experienced in all phases of radio, dedicated, any shift, prefer country, 3rd, 314-624-5704 after 2 CST.

Announcer Looking for larger market. Experience in sales, production and news. Now working the morning shift in a small market. 714-447-5564.

World's Oldest Male D.J. with own fabulous collection of big band, traditional Jazz and famous blues singers of 20's, 30's, and 40's seeks spot with AM or FM station anywhere in the sun belt far from snow and ice. Write to Prof. Milo Hufnagel, POB 10151, K.C., MO 64111.

Adult contemporary personality, now at 50 KW AM giant. 8 years experience. Looking. Box C-261.

Young, entertaining communicator with 3rd phone and college degree searching for East Coast or New England station in small-medium market. Tight board, strong copy, good production, all shifts any format. RJP 212-527-6346.

Announcer, 8 years experience AOR, sales, news, sports color. Prefer AOR. Will situate any place. 608-788-7198 ask for Tom.

Beautiful music Personality/Announcer, now in major market station that's changing formats. Looking. Box C-264.

Talk show host of 7 years—no topic I can't handle! Also experienced in news, sports and management. Seeks move to stable talk or talk-MOR position. Box C-282.

DJ, 4 years, PD and MD experience. 3rd endorsed, heavy production, currently employed, ready to move up, will relocate. Aircheck, resume, Frank Cavaliere, 921 Oak St., Clayton, NM 88415, 505-374-8174.

28 years experience in all areas of commercial radio and television broadcasting, including Big 10 play-by-play. Two college degrees and major college teaching experience. Currently radio-TV specialist in university news bureau. Seeking radio announcing-sales position in sunbelt state. My constant companion for 38 years, a wheelchair, has always got me where I wanted to go. Please have no concern about my ability to perform. Box C-291.

A real pro looking for a major market position any shift ... almost any position. Norm 501-862-1400.

Quality Sportscaster—knowledgeable, accurate, creative, dedicated, enthusiastic—seeks medium market sportstalk/PBP R-TV (50kw) experience. Available immediately. Degree (Journalism). Top references. Credentials. Box C-295.

SITUATIONS WANTED TECHNICAL

Experienced Chief Engineer, directionals, proofs, automation, etc. Also C.A.T.V. Can announce and run production. Desires responsible position in A.M., F.M., C.A.T.V., or any combination thereof. Box C-206.

Experienced Chief-25 years AM-DA, FM stereo. Some automation. Prefer southeast-future retirement. Box C-180.

SITUATIONS WANTED NEWS

Young Male News/Sportscaster, medium market, trained in major market, seeks new challenge. Will relocate. Box C-218.

Diligent sportscaster. Currently play-by-play and producer for state-wide major college network. Award winner. Six years pro. Box C-19.

Professional newsperson presently working at one of the nation's top radio stations, seeks employment at news-oriented major market station. Box C-121.

Award winning local and syndicated radio sportscaster looking for a better opportunity. Radio or TV. Top references ... including present employer. Box C-139.

Major Market News Director—Operations Manager. Highly experienced, take charge professional. Prefer Southern metro, will consider others. Box C-211.

First rate professional seeks general sports reporting or baseball, basketball, or hockey. PBP position. Previous experience. Will relocate. Have resume, references, tapes Box C-225.

Meteorologist desires permanent employment, 1+ years broadcasting experience, very accurate, B.S., also proprietor of Superior Weather Service, Negaunee, MI 49866, 906-475-9844.

Full-time professional seeking news, reporter, producer, or anchor post in major market all-news or NPR station. Over three years experience including network packages. 1-414-476-5726.

College Grad. 7 months experience in news, sports. Bob 516-221-2498.

Sportscaster/PBP. Young, experienced, educated, talented. Conversational, uptempo delivery. Strong writing. 3 years university football-basketball PBP. Tapes, resume, references. Box C-269.

Sports Director, super PBP talk, two years major college experience, young pro 27, seven years experience can double with sales, college PBP let's talk 513-773-2355.

Experienced, stable professional desires major career change. Morning news anchor, can do Public Affairs and talk. Organized administrator. Now near NYC. Box C-292.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Seeking programming, production, promotion or M.D. position in N.Y. tri-state. B.S. in TV/Radio. Top market experience. Box C-224.

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.

Looking for a position in advertising and promotion. Six years with 50,000 watt radio station, New York market. Have a MS degree in radio & TV. My forte is getting things done. Free to travel and relocate. Box C-255.

Program Director—Detailed critiques, music, promotions, news. Adult formats only. Box C-265.

Are you willing to give me a chance? B.A.-Communications, 4 years college radio, management and commercial experience. Contact Dave (Phillips) Filipczak, 10647 Spaulding, Chicago 60655, 312-233-2502.

Announcer with program and production director experience strong production skills and board work, available immediately, relocate anywhere, tape resume on request, Michael Frenot 224 Morningstar Road, Staten Island, NY 10303 call 212-720-1421.

TELEVISION

HELP WANTED MANAGEMENT

Assistant Business Manager—Progressive and growth-oriented broadcast group is seeking bright and aggressive applicants for their Business Office at the NBC affiliate in New Orleans. Hard work and ambition will be rewarded with promotion and advancement opportunities. Excellent salary, benefits and location. Send resume and salary requirements to: Terry Schroeder, Cosmos Broadcasting Corporation (WDSU-TV), 520 Royal Street, New Orleans, LA 70130. An Equal Opportunity Employer.

Our need could be your opportunity. Opportunity for a management position in the top 50 television market. Must be willing to re-locate in the Northwest area. Reply to Box C-222.

Community Relations Director. Responsible for all station fundraising including membership and underwriting, public relations, press contacts, volunteer activities and publishing the station program guide. Requires a BA or equivalent and at least one year of fundraising or PI experience, good writing skills, a basic knowledge of printing and graphics, and management skills for supervising a staff of three. Deadline for applications is April 11. Salary: \$16,000-\$19,000. Send resumes to: Arthur E. Albrecht, General Manager, WSWP-TV, Box AH, Beckley, WV 25801. EOE.

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.

HELP WANTED SALES

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. Equal Opportunity Employer.

Midwest ABC affiliate looking for experienced salesperson. Some established accounts. This is not an entry level position. E.O.E. Send resume and salary requirements to: Box C-220.

Midwestern Top 100 market. A self-motivating, numbers knowledgeable person needed for vacancy on top sales staff. Will consider individual currently buying time in media research or selling TV time in another market. List is worth \$19,000 to \$22,000 first year but average account executive on staff did \$42,000 in 1979. Please send resume to Box C-233.

Account Executive. Dominant Northeast VHF affiliate station in Top 50 market seeks experienced salesperson to take over existing list. An Equal Opportunity Employer. Send resume to Box C-271.

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.

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.

HELP WANTED TECHNICAL CONTINUED

Chief Engineer Remote Operation for major mid Atlantic Production House. Top salary for hands on chief with experience on RCA 1" tape and cameras. GVG switching and terminal gear. Resume to Box C-213.

Transmitter technician and studio maintenance engineer needed for well-equipped small market TV station in Idaho. Get away from the crowds and to the good life. Excellent pay, fringe benefits, an equal opportunity employer. Resume to Box C-242.

Chief Engineer with strong administrative and technical skills in TV studio, transmitter, microwave and translators. Excellent facility and staff. Send resume, salary requirements to Cliff Ewing, KRTV, Box 1331, Great Falls, MT 59403. EOE.

Operating Engineer to operate VR-1200's, TK-760's, Ampex switchers, film island, VO-2860's, editing, commercial production, loading breaks, some light switching, and operating a remote controlled TV transmitter. Call or send resume to Roger Hightower, KJCT-TV, Box 3788, Grand Junction, CO 81502. 303-245-8880. An equal opportunity employer.

Transmitter Engineering Supervisor for UHF Television station. Salary open. Contact Mike Neibauer, Chief Engineer at KEDT-TV, PO Box 416, Corpus Christi, TX 78403 or call 512-855-2213.

Chief Engineer. Immediate opening for a good UHF hands-on person. Beautiful Northern Michigan U with V satellite. Contact: Foster Winter 616-946-2900, 201 E. Front St., Traverse City, MI 49684.

Maintenance Engineer for major mid Atlantic Production House building a new facility. Experience with RCA 1" and 2" tape and cameras. GVG terminal gear. Resume to Box C-217.

TV Transmitter Technician—Immediate opening for TV Transmitter Technician at Channel 7 operation. Technical education, FCC 1st Class license and experience necessary. Please send resume to Personnel Department, WNAC-TV, Boston, a CBS affiliate, RKO General Building, Government Center, Boston, MA 02114. An Equal Opportunity Employer M/F/M/Vets.

Chief Engineer wanted for a growing network affiliate in the deep south. Send resume along with details of technical experience. Box C-13.

KMPH TV has an opening for a master control operator. An FCC First Class Radiotelephone License is required as well as previous experience in master control operations. Job involves operation of all TV control room equipment, on-air switching, control and monitoring of remote control transmitter. For further information and interview contact Al Ruch, Chief Engineer, KMPH TV 2600 South Mooney Blvd., Visalia, CA 93277. 209-733-2600. An EOE/M-F employer.

Tulsa new UHF independent needs studio and transmitter supervisors. Send resume to 507 S. Main, Suite 612, Tulsa, OK 74103, or call Bob Hardie 918-583-3344. M-F 9-5 CST. No collect calls please. EOE.

Assistant Chief: Major market television station/production company seeks first rate individual for large operation. Applicant should be well versed in maintenance, production and operations. Salary in mid 20's and fringe benefits for knowledgeable self-starter. EOE M/F. Resumes to Box C-257.

KMPH TV has an opening for a part time master control operator for evening work. Job involves operation of audio and video tape equipment during news cast. For further information and interview contact Al Ruch, Chief Engineer, KMPH TV, 2600 South Mooney Blvd., Visalia, CA 93277. 209-733-2600. An EOE/M-F employer.

Studio Maintenance Engineer: Immediate opening. We're looking for 3 to 5 years of solid studio experience working on RCA tape machines, RCA film camera & RCA studio camera. Must have First Class license & strong "state of the art" technical background. Good potential for advancement—supervisory skills important. Group owned, major market network affiliate & EEO Employer. Send resume to Employee Relations Director, WISN-TV, PO Box 402; Milwaukee 53201.

Maintenance Engineer: Background in TV transmitter maintenance, studio maintenance desired. Station located in the heart of Wisconsin vacationland. Submit resume and salary requirements to Chief Engineer Ned Westman, WAEO-TV, PO Box 858, Rhinelander, WI 54501. An Equal Opportunity Employer. 715-369-4700.

Chief Engineer for a UHF TV Station in Eastern Pennsylvania. Supervisory and maintenance experience required. Network affiliate. Excellent career opportunity with a group owned station. An Equal Opportunity Employer. Call 814-944-2031.

We are an Equal Opportunity TV Station seeking an individual for the position of Engineering Supervisor. Must have BS in Electrical Engineering or equivalent. First Class FCC License. Television equipment & transmitter maintenance background. Thorough knowledge of FCC rules, regulations, paperwork & proof experience. Must do technical training, direct day to day technical operating & maintenance personnel. Send resume to Box C-259.

Licensed Engineer: First Class Radiotelephone FCC License required. Must be over 18 years of age. Experience in television studio operation necessary. Equal Opportunity Employer. Write ... Personnel, WILX-TV, PO Box 30380, Lansing, MI 48909.

Assistant Chief Engineer wanted for modern TV operation. Major east coast market. Salary mid 20's. Send resume to Box C-263.

HELP WANTED NEWS

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.

News Anchor. Innovative news department in medium market, southeast, is looking for that person who can really communicate and who has a strong background in news. Highly competitive market so we're looking for the best. Network affiliate. Salary negotiable. Let's see your tape. Women and minorities urged to apply. Send resumes to Box C-200.

Assignments Editor. Immediate opening in a top news operation. Need experienced individual with background in all phases of reporting and news gathering. Network affiliate. Excellent working and living conditions. Salary open. Contact: Allen Hoffman, News Director, WAAY-TV, 1000 Monte Sano Blvd., Huntsville, AL 35801 205-539-1783. EEO.

Sports Director, immediate opening in sports oriented Midwestern market ... 6 & 10 PM shows, packages, some radio play-by-play possible. EOE/M-F. Send resume and writing samples to Box C-210.

News Anchor. We are looking for that individual who has the genuine ability to communicate through pleasant delivery and personal involvement. Strong writing skills and good camera presence a must. Dynamic, aggressive news department with complete live capability. We like to try new ideas and we're committed to news—are you? Get in touch with us. Women and minorities urged to apply. Contact: Allen Hoffman, News Director, WAAY-TV, 1000 Monte Sano Blvd., Huntsville, AL 35801.

Experienced News Person for top rated TV station in medium market. Must be good reporter and writer and have writer-producer experience. Some on-air opportunities as back-up talent for information blocs and news specials. Send tape, sample scripts and resume to Norm Schrader, News Director, WDAY-TV, Box 2466, Fargo, ND 58108 or phone 701-237-6500. We are an Equal Opportunity Employer with little staff turnover.

Immediate opening for television photographer with editing and ENG experience. Send resumes to Gary Long, PO Box 748, Little Rock, AR 72203. An Equal Opportunity Employer.

Late News Producer for large Midwestern market. Must have 3 years' news production experience. Looking for someone who can put together a well paced, visually interesting newscast, yet concerned with content. EOE. Send resume to Box C-289.

Broadcast Editor sought by Purdue University Office of Public Information. Must be able to write, narrate, shoot, and edit stories for TV. Modern ENG equipment to work with. Must also be able to produce radio news. Need bachelor's degree and 2-3 years's experience. Send resume, cassette, and writing samples to: Employment Representative, Purdue University, West Lafayette, IN 47907. An equal opportunity/affirmative action employer.

Anchor needed for weeknights. Top performer with solid journalistic credentials. Send tape and resume to Phil Thomas, news director, WHO-TV, 1100 Walnut, Des Moines, IA 50308. Phone 515-288-6511.

Sports Director—6 and 11 PM news—for medium market group owned CBS affiliate in Southeast. EEO. Send resume to Box C-272.

News Director—Looking for person with strong experience in managing a large major-market news staff. This person will work with excellent professional staff of reporters, photographers, etc. at a station equipped with the very latest state of the arts, from radar to ENG. Should have strong background in news production and writing techniques, and be able to direct overall operations to achieve the most competitive newscast possible. Send resume to Robert C. Fransen, Vice President and General Manager, WTCN-TV, 441 Boone Avenue N., Minneapolis, MN 55427.

Weatherperson/reporter: N/E Wisconsin TV station, located in the scenic northwoods lake country vacationland. Send resume and tape to General Manager, WAEO-TV, PO Box 858, Rhinelander, WI 54501 715-369-4700. An Equal Opportunity Employer.

We are committed to news. Seek/reporter/anchor equally committed. Radio and/or TV news background preferred—no beginners. Salary negotiable. EOE. Send resume to Box C-293.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

P.M. Magazine Co-hosts—No. 1 Station, top 50 market. EOE. If your experience with features stands out and you care about quality, reply Box C-100.

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.

Co-Host for local two hour morning show. On-air and production experience of at least one year, plus college degree required. Field and studio features to be produced. Resume and tape to Lee Kinard, WFMY-TV, PO Box TV 2, Greensboro, NC 27420. EEO Employer.

WFMY TV, Greensboro, N.C., an equal opportunity employer, seeking Promotion Manager. Must have minimum two years promotion and two years production experience. All phases of promotion to be handled. Send resume to Personnel Manager, PO Box TV 2, Greensboro, NC 27420.

WTVX-TV, a growing CBS affiliate in sunny Florida, is currently accepting resumes for an experienced Production Manager. Send your application to Jim Holmes, WTVX-TV, PO Box 3434, Fort Pierce, FL 33450. EOE/MF.

Associate Farm Director needed to perform on-air talent. Job involves gathering farm and market news and preparing it for morning and noon farm shows. Requires Associate of Agricultural Science Degree plus two years prior related experience. Send resume and tape to Jerry Bandy, KWTW, PO Box 14159, Oklahoma City, OK 73113. EOE/MF.

Larger market in Southeast looking for Director. Must have experience directing commercial sessions and local live programs including news. Station is an equal opportunity employer. M/F. Send resume to Box C-276.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

PM Magazine needs photographer/editor who can also produce stories. Send tape and resume to Debby Messana, KFDM-TV, PO Box 7128, Beaumont, TX 77706.

Immediate opening for mature, experienced Operations Manager at midwest network affiliate. Must be knowledgeable in directing, film, ENG, studio and overall commercial production techniques. Salary is open. Good company benefits. If you are a take-charge person send your resume and salary requirements to: Joe Norris, Station Manager, WICD-TV, 250 Country Fair Dr., Champaign, IL 61820, EOE M-F.

Are you a No. 2 promotion person ready to move up? Exciting Sun-belt Independent requires sharp, creative and energetic promotion director to plan and execute comprehensive ongoing promotion activity. Experience with Independent preferred, but not mandatory. An Equal Opportunity Employer. Send resume and salary requirements to Box C-285.

SITUATIONS WANTED MANAGEMENT

Available in tandem or separately, Sales Manager and Program Director. Both experienced, respected professionals. Need challenge in medium size market that equals current compensation and allows growth commensurate with future return to your property. Together we have done it all including ascertainment and license renewal. Box C-262.

General Manager with outstanding credentials! Television-26 years; Radio-10 years; Broadcasting-36 years, including Management 20+ years. Now 49. Thoroughly experienced all aspects: co-ownership, administration, sales, programming, film-buying, news, promotion, community-involvement, etc. In markets small, medium and large, overcame overwhelming obstacles, achieved revitalization/rapid-turnarounds; produced spectacular sales and profits, plus prestige. Very competitive! Quality leader in industry. Accustomed to full responsibility. Produces outstanding ratings, sales, profits and prestige at accelerated pace which astounds competitors and delights stockholders! Weekend-interviews. Box C-275.

SITUATION WANTED SALES

Aggressive experienced TV Sales looking to relocate. Excellent credentials and references. Management potential. I can do it for you! Write Box C-239.

Attorney, 28, seeks entry level position as account executive. B.S. in Journalism; minored in Radio/TV/Film. Three years' announcing experience. 305-742-4834.

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.

Experienced responsible technician seeks general operations position with quality station. Single. E. Raymer, 717A Gordon Ave., Bowling Green, KY 42101.

Trainee on Videotape, Transmitter, and studio equipment, as a television technician. Strong technical background and first class license. Box C-253.

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.

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.

Black female reporter. Enthusiastic personality shows on the screen. More than two years TV experience. Presently in top 25 market. Looking for a medium or major move. Box C-238.

Seasoned news director wants small market position with a future. Wayne Sorge 316-225-2358.

Gothic politics of the Deep South make a good background in this election year. I've got the savvy and the style to make your newscast sing. Gil Fryer, 1620 11th Place, South, No. 104, Birmingham, AL 35205. AC 205-324-3152 before 9 am Central.

Energy, talent and skill. Bureau chief/one-man-band wants to join top-notch team. Magazine format or straight news. 906-789-0840 before 9 or after 8 EST.

Cartooning weathercaster seeking position. Bron Smith. 213-961-5132/796-7441.

Anchor/Reporter top 15 market desires evening anchor. 35. 13 years experience. Box C-254.

College graduate with three years experience seeks entry-level news or sports position. Experience includes internships in No. 3 and No. 18 markets, can shoot and edit ENG, wide variety of production skills. Stable family man willing to relocate. 813-872-9134, 2727 Bel Air Circle, Tampa, FL 33614.

Will work hard for first break in news. Television production and radio stringer experience. BA in Broadcast Journalism. Will relocate. For video tape and resume contact Charles Freiman, 1404 Hillwood Court, Charlotte, NC 28210 704-552-2473.

News Photographer. Experienced with ENG. Qualifications: shoot, edit, and report. Fresh in the field, ready to hustle. Box C-283.

22 yrs anchor, reporter, ND current top 30 mkt. Seek TV/ND/Anchor medium mkt or top 15 radio anchor. Box C-160.

Experienced female TV/Radio grad desires potential or immediate on camera news position. Background includes, ABC, AP, Metro Media. Box C-290.

Professional Broadcast Journalist now hosting popular magazine program in number 2 market. Refined research and aggressive reportorial skills. Strong delivery and camera presence. Creative writer, incisive interviewer, indefatigable worker. Background includes M.A.; university teaching; gubernatorial and presidential campaigns; 4 years major market R/TV news. I am looking for a station-commercial or PBS-supportive of my total commitment to quality news and public affairs. 714-673-7086.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Attn. Small Market Program Directors... Articulate male seeks job as magazine or public affairs host/producer, booth announcer, or feature reporter. Experienced. 313-355-2580.

Creative Producer with 6 years experience and M.A. University of Michigan wants position producing, directing, writing or reporting for PBS or commercial station. Gerald Holt, 4605 Coolidge, No. 3, Royal Oak, MI 48073 313-549-0663 or 517-835-1803.

Producer/Director. Experience with live, ENG, EFP production. 3/4 inch, CMX editing, experience with minicams including Ike 79, TK 76. Seek position with station oriented toward local production. Glenn DeTurk, Box G, Woodstock, VT 05091.

More than 15 years of top rated TV Program Directorship covering all aspects of the job. People, Film Buying, Promotion, FCC and related activity. Box C-258.

Creative, talented, dedicated team. Husband-Director (Primarily News) Camera/Switcher, Wife-Writer/Producer (Promotion-Public Affairs). Use our talents to their fullest. The Whitacres 213-399-1542.

CABLE

HELP WANTED MANAGEMENT

New York State commission on cable television announces N.Y.S. civil service exams will be given May 17, 1980 for position of assistant and senior cable television municipal consultant. Entry salaries \$16,420 and \$21,345 respectively. Deadline for filing is April 21, 1980. For information and applications contact: N.Y.S. Commission on Cable Television, Tower Building, Empire State Plaza, Albany, NY 12223. 518-474-4993.

SITUATIONS WANTED TECHNICAL

Twenty years experience in commercial radio engineering. Have studies C.A.T.V. design engineering with C.R.E.I. Desires opportunity with future in C.A.T.V. Box C-214.

ALLIED FIELDS

HELP WANTED SALES

Radio Syndication Sales—Tremendous growth opportunity with excellent earning potential. Write your own paycheck. Aggressive self-starters call Radio Works 213-466-4242.

HELP WANTED TECHNICAL

RF Engineer—Cetec Broadcast Group seeks a senior engineer to work in development of advanced-design, high-power AM/FM transmitters, exciters, audio processors, and RF components. BSEE or equivalent experience required. This is a real opportunity for professional growth in our new and well-equipped headquarters in the Southern California beach community of Carpinteria, 70 miles North of Los Angeles. Outstanding recreational, educational, and cultural opportunities in Santa Barbara County. CBG is a full-line broadcast equipment company: System 7000 program automation, audio consoles, radio transmitters, CP/FM and CP/TV transmitting antennas. Please direct inquiries to Hugh Wilcox, Engineering Manager, Cetec Broadcast Group, 1110 Mark Avenue, Carpinteria, CA 93013. 805-684-7686. For interview at NAB at Las Vegas, visit CBG Booth 305.

HELP WANTED INSTRUCTION

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.

Director, School of Journalism: Administrative/Academic leader to direct nationally accredited communications education program. Knowledge and experience in multiple areas of mass media preferred. Ability to blend academic and professional interests a specific requirement. Write Search Committee, School of Journalism, University of Southern California, University Park, Los Angeles, CA 90007.

Assistant/Associate Professor of Broadcasting. Must have five years managerial experience in station or major department of commercial broadcast property, plus significant professional association membership and industry contacts. M.A. required. Teaching, consulting, research, advanced degree desirable but outweighed by professional broadcasting experience. To teach broadcast management, sales, and business communication. Salary negotiable. Apply by April 21 to Dorothy R. Johnson, Marshall University, Huntington, WV 25701. Affirmative Action EOE. broadcasting experience. To teach broadcast management, sales, and business communication. Salary negotiable. Apply by April 21 to Dorothy R. Johnson, Marshall University, Huntington, WV 25701. Affirmative Action EOE.

Teaching position in electronic media; requires master's or doctorate and substantial professional experience; rank and salary dependent on qualifications; send resume, letters of reference, supporting materials to Dean O'Brien, Search and Screen, CC 331, University of Wisconsin-Greey Bay, Green Bay, WI 54302; application deadline April 25, 1980. UWGB is an equal opportunity employer.

Experienced, creative self-starter needed for planning, producing television and radio at southwestern University. Some on-camera work. Some informal teaching. Bachelor's degree required. Deadline April 11. For application, contact Charles Martin, Cooperative Extension Service, College of Agriculture, University of Arizona, 602-626-1818. An equal opportunity/affirmative action employer.

HELP WANTED INSTRUCTION CONTINUED

Assistant Professor: Teach Broadcasting. Mass Media emphasis Electronic Journalism, possibly some Speech Fundamentals. Ph.D. and/or commensurate experience in TV news pref. One year appointment renewable starting 8/20/80. Salary: \$14,500-\$17,000. Contact: J.L. Rapport, Dept. of Speech, NMU, Marquette, MI 49855. EOE.

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

Paul Schafer wants to buy late model AM & FM transmitters good condition and Schafer 800T automation systems. Call or write Schafer International, 5801 Soledad Mtn Rd., La Jolla, CA 92037. 714-454-1154.

Need 2 to 3 KW FM transmitter, 92.7 Mhz, good condition. Also, used tower, 150'. 602-942-2127.

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.

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.

Ikegami HL77A. Excellent condition. best offer. Ms. Lyon or Ms. Moss 301-986-0512.

2 guyed AM towers, 300 feet, standing Andrew HJ7-50A, over 300 feet, used Ron Krob, Box 2204, Fort Collins, CO 80522.

Jennings Vacuum Variable Capacitors, values from 10 to 1500uuf and 5 to 45Kv. Priced to sell. Capacitors, 1000 White Pine Drive, Chesapeake, VA 23323 or 804-487-1601.

2.5 KW FM CCA 6 mos. old. Like new. Will guarantee. M. Cooper 215-379-6585.

1 KW AM Gates BC1-T Complete set new spares. Current proof. M. Cooper 215-379-6585.

5 KW AM Gates BC-5P, SS rectifiers, current proof. M. Cooper 215-379-6585.

Eastman CT-500 16mm Color Broadcast Projector, \$5,000. 205-956-2227.

2 spotmaster stereo carts—1 3300 recorder player and 1 2000 player—new in '77 & '78 respectively—100 new Fidelipac Master Carts-system in dance hall—never in radio station—brand new condition—All manuals—will ship in original factory cartons. Package deal only \$2400. 804-442-4037 after 4:00 p.m.

RCA BTA-1R 1 KW transmitter, good cond., asking \$2000. Contact Bob Radil, WNHC, New Haven, CT 203-776-1340.

Ikegami HL 77A. Priced under market value for quick sale. Excellent condition. 10-120 servo zoom, powerpack, batterypack/charger 2 Anton Bauer batteries. 5" studio viewfinder. Case. Call Harry Elstermann at 813-877-9591.

An outstanding value—fifty sections of Prodelin 6 1/8 inch transmission line, 19 1/2 feet per section. Priced at \$350.00 per section. Hangers are available. Line will be available by April 25, 1980. Contact: Charles Harper Jr., Vice President Shamrock Broadcasting, 6464 Sunset Blvd., Hollywood, CA 90028. Phone: A/C 213-462-7711 or 1-800-421-4267.

Ampex VR 2000 with Amtec, Colortec, Vel Comp. Optimizer, Tuning 3M DOC, Electronic Timer, Manual Editor, and 529. Call Engineering Dept., KSDK 314-421-5055.

Gates FM 10-G 10 kw FM transmitter with Gates solid-state exciter. Well maintained. No Consignments—All trans. in stock. Besco Internacional 5946 Club Oaks Dr., Dallas, TX 75248 214-630-3600. (other AM and FM units in stock).

Dorrough Model 310 discriminate audio processor. Never used. Mint. Guaranteed. \$1300. Box C-268.

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 1800 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

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.

Quality service, written by professional comedians. Free sample. Comedy Connection, 79 Milk St., Suite 400, Boston, MA 02109.

Phantastic Phunnies—400 introductory topical one-liners ... \$200!! 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.

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 May 6 and June 17. 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.

RADIO Help Wanted Management

OPERATIONS MANAGER WSYR AM/FM

Expansion position. Solid opportunity for qualified broadcaster with hands-on experience and strong admin. skills. AM is full service market leader; FM superstars AOR. Send detailed resume, production/air tape if applicable. Hugh Barr, Manager, WSYR, 1030 James Street, Syracuse, NY 13203. An Equal Opportunity Employer.

Help Wanted Technical

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 Technical Continued

DIRECTOR OF ENGINEERING MAJOR GROUP BROADCASTER

Seven-station radio group in Minnesota needs a Director of Engineering to oversee technical activities.

- AM/FM combination in Minneapolis/Saint Paul.
- Five FM's throughout state.
- New 54,000 square foot studio and office facilities under construction.
- Satellite uplink and downlink, with downlinks at all stations.
- SCA Program Service
- Further expansion imminent

A prime position for an experienced management engineer at a dynamic, private corporation with an excellent working environment and benefits.

Submit resume, letter of interest including salary requirements, and references to Mr. Tom Kigin, Box B, Minnesota Public Radio Inc., 400 Sibley Street, Saint Paul, MN 55101.

An equal opportunity affirmative action employer.

Transmitter Engineers

WPGC is looking for several persons, experienced in AM and FM transmitter maintenance to fill possible future openings on our transmitter staff. Minimum salary \$13,000. Send resume and references to: Chief Engineer, WPGC, P.O. Box 8550, Washington, D.C. 20027. WPGC is an equal opportunity employer.

Take charge Chief

for one of America's major stations, top notch audio credentials and high power experience a must. Rush full particulars to: Box C-267.

Help Wanted Sales

A one million dollar plus

billing radio station needs dynamic, creative sales manager capable of building on a solid base to generate continued dramatic increases. Must have extensive retail knowledge, understand the consultancy sell and aspire to career advancement within fast growing group. Send track record and salary goals to Box C-203.

Situations Wanted News

MAJOR MARKET TALENT

News/Talk format veteran with top 12 market experience seeking good news and/or sports opportunity with a top notch station. I'm an energetic young woman who has done both news and sports reporting and anchoring, and has talk show experience. Background includes work at two 50,000 watt stations, and major network experience.

Box C-281

Help Wanted Technical Continued

Temporary Summer Technicians

WCVB-TV Boston, an ABC affiliate on Channel 5, seeks applications for several summer technician positions. Period of employment would be flexible, running from mid-May into September, 1980. WCVB-TV offers a 4 day work week with full provisions of the current IBEW agreement, including a base salary from \$302/week up, depending upon experience.

WCVB-TV operates a 24 hour per day schedule with extensive news and studio production demands. Applicants should have proven ability in more than 2 of the following operating areas: audio, video, camera, switching, VTR, ENG, projection, master control. Strong preference will be given to applicants with a first-class FCC radio-television license.

To apply, send a resume to Personnel Department, (no telephone calls please) Boston Broadcasters Inc., SE80, 5 TV Place, Needham, MA 02192.

An Equal Opportunity Employer M/F

Situations Wanted Management

GENERAL MANAGER RADIO

People-oriented broadcaster with strong background in sales management and ability to form and promote quality programming, available immediately. Excellent management track record in all size markets. Seeking quality position where talent, honesty and hard work pay off. Location secondary to opportunity. Please contact me in confidence. Write Box C-287 or call (505) 821-9239 evenings.

MANAGEMENT FOR PROFITABILITY

Current position billings from 300M to 2,100M in 5 years. Greatest profits in 28 station, top 25 market. Ratings from no-show to No. 1 and No. 3. Hands-on experience in all areas of operation. Box C-205.

TELEVISION

Help Wanted News

We're looking

for top market show producers to help fashion a new and creative newscast for San Francisco. Solid experience is required, and with it a strong desire to win. Write don't call News Director, KPIX-TV, 885 Battery Street, San Francisco, CA 94111. E.O.E.

TELEVISION STUDIO TECHNICIAN

Public television station WPB is expanding its staff. A Television Studio Technician is needed to help install, maintain and operate telecasting equipment at the studio, earth station, transmitter site or remote locations. You will also help operate and maintain the television transmitter. FCC First Class License required. Familiarity with NTSC color transmission, characteristics and helical scan video tape recorders and editors needed. Application deadline 4/10/80. Send resume to: Personnel Services Office, Ball State University, Muncie, IN 47306.

An Equal Opportunity/Affirmative Action Employer

Help Wanted Technical

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

Young but mature professional

with successful major market experience, first phone, and a law school education seeks new challenge. Consider all opportunities in confidence; prefer radio station management or corporate position.

Reply Box C-296.



Photographer/Editor

With two or more years shooting and editing 3/4 inch video tape. Some field producing experience necessary.

Send resume and tape to
Lucy Valerio
KUTV, Inc.

2185 South 3600 West
Salt Lake City, Utah 84119

Help Wanted Programing, Production, Others Continued

Co-Host

daily number one rated prime-time access magazine. Top ten, northeast, major network affiliate.

Candidate must have excellent producing skills. Minimum two years similar position on PM-type program.

An equal opportunity employer. Box C-284.



Talent, Producing and Technical positions now available for Fall premiere of PM Magazine. Prefer previous on-air and production experience. Send resume, tape (if available) and salary requirements to:

**Program Manager
WTOL-TV**

P.O. Box 715

Toledo, Ohio 43695

An Equal Opportunity Employer.

DIRECTOR OF ADVERTISING & PROMOTION

Minimum of 4 years experience as Advertising & Promotion Director in TV or related industry required. Experience must include sales, promotion, public relations, and production in a major market. Please send resume and salary history to:

KHJ-TV

5515 Melrose Ave.
Hollywood, CA 90038

Attn: Personnel

Equal Opportunity Employer
M/F/H/VET

Television Production Company

seeks qualified candidates for positions in the areas of programming, production, talent coordination, research and promotion.

Please send resumes to Box C-294

We are an Equal Opportunity Employer.



Malrite Broadcasting of North Carolina is now accepting applications for the position of host on PM magazine, scheduled for September 1980 start. In addition to co-hosting PM, individual will also function as assoc. producer for the show. On-air and production experience is desired.

Send resume and/or tapes along with salary requirements to:

Donita Welsh, Pgm. Director

WCTI-TV

P.O. Box 2325

New Bern, N.C. 28560

Final auditions & selections will be made by Mid-May.

Situations Wanted Programing, Production, Others

PROMOTION MANAGER

Looking for challenge in new market. Experienced in all promotion dept. operations including on air and radio production. Solid management ability plus development of national program promotion. 5 years television experience. Resume, tape and references upon request. Box C-229.

CABLE

Help Wanted Programing, Production, Others

TIME INC.

Manager Program Planning

Home Box Office, the nation's leading Pay TV company, seeks an entertainment industry pro to coordinate program planning for movies, specials and sports, with proven ability to project and evaluate the product's market potential and acceptance, as well as to assist in the scheduling.

Candidate must be familiar with all aspects of network scheduling and programming and have proven experience in program evaluation. Individual will be required to supervise and interpret extensive primary research to support programming decisions and have responsibility for recommending the right product in the right time slot in the right locale. Documented ability to interface with senior level management in the entertainment industry and 3-5 years experience in TV network, local station or programming department of an advertising agency is required.

Position offers excellent salary and benefits package including liberal vacation, dental and medical plan and profit sharing. Please send resume and salary history to Santos Murillo, Personnel Department, Time Inc., Time & Life Building, 1271 Avenue of the Americas, New York, NY 10020.

An equal opportunity employer

HBO

ALLIED FIELDS

Help Wanted Instruction

TELECOMMUNICATIONS INSTRUCTOR

MCCC needs instructor for fall 1980 to teach radio production, programming, broadcast journalism, mass media, writing, & broadcast management in 2-yr Telecommunications curriculum. State of the art radio-TV facilities. 3 KW FM station under construction. Requires 4 yrs experience with commercial radio station & BA (MA preferred). Rank & salary dependent upon credentials & experience. Apply with resume to: Mercer County Community College, Personnel Services, Dept. GS, PO Box B, Trenton, NJ 08690.

Equal Opportunity
Affirmative Action Employer

Help Wanted Programing, Production, Others

TALENT SEARCH MANAGER

Have you put in your time as TV News Director and want something new and exciting? Do you have many contacts among journalists and station managers? Would you like to take charge of a growing broadcast employment operation and make money as it grows? If so, contact Box C-288.

**ENGINEER FOR RANK
CINTEL SERVICE
East Coast & Midwest**

Electronic Engineer for Installation and Field Service of Rank Cintel Flying Spot Telecine equipment. Must be fully conversant with state of the art analogue and digital circuitry and servo systems. Understanding of optics and precision mechanics desirable. At least 3 years experience in the maintenance of complex electronic equipment. Preferably, but not necessarily presently employed in the Television or Motion Picture industry. Experience and track record are more important than qualifications. Product training will be provided. Willing and able to travel within the USA and occasionally overseas. Company car provided. Salary negotiable. Based in New Jersey. Please contact Mr. William Liento at (201) 791-7000.

Help Wanted Sales

**REGIONAL SALES MANAGER
(NORTHEAST)**

Excellent growth opportunity with a leading manufacturer of television switching and terminal equipment. We're looking for an aggressive, self-motivated individual who can produce results for us in the Northeast with high sales volume potential. Experience in broadcast sales or knowledge of the industry is essential. Excellent salary and incentive program with superb benefits package. Send resume and salary history to Marketing Manager.

American Data

A North American Philips Company
Research Park • 401 Wynn Drive
Huntsville, Alabama 35805
205-837-5180

An Affirmative Action/Equal Opportunity Employer

**SALES PROMOTION
MANAGER**

Chicago office of national rep offers unique opportunity for enthusiastic self-starter with television adv/promo experience. Sales oriented with good communication skills. Must be capable of developing comprehensive sales promotion plans for TV clients. Excellent compensation package. Send resume with salary requirements to Box C-277.

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

Audition Almost 100 Stations With One Tape

If you send your tape to Frank N. Magid Associates, we can probably help you find a better job. Through our placement service, we've helped hundreds of news professionals find better jobs. We'd like to help you too. As the world leader in television news consulting, we're in direct contact with almost every television market in the country. Our clients are searching for top-notch people — news management personnel, anchors, reporters, sportscasters, weathercasters, producers, assignment editors, photographers, writers, and promotion managers. If you're ready to move on, please send us a ¼-inch cassette and resume. There is no charge to you and we'll return the tape quickly.

Placement Service, Frank N. Magid Associates, One Research Center
Marion, Iowa 52302

Radio Programming

**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



**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. 48th St., New York City, 10036
(212) 248-4675

Business Opportunity

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.

**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.

Miscellaneous

CHEAP RADIO SPOTS!

Er... Spots produced economically. 25 years in broadcasting. Comedy our specialty. For sample, send info you'd like in a spot for your client to: Gutenberg & Co. 843 Glen Meadow Drive, Sparks, Nevada 89431.

For Sale Equipment

Ampex 1200A VTR

- Monitor
- Electronic Editor
- Color Tec
- AFC Module
- Ins. Book
- Asking \$30,000 for immediate sale
- Contact: Maurice Gannaway
WHP-TV
3300 North 6th St.
Harrisburg, Pa.
17110
Tel. (717) 238-2100

Wanted To Buy Stations

WANTED TO TRADE

\$30,000 + Ma-Pa management team for your radio station. Help keep your station an owner-operated community business. Let 2 energetic, experienced young people take care of business while you enjoy retirement!! Box C-266.

Business Group looking

to purchase Broadcasting Properties (AM, FM, TV and CATV) in small markets of Fla., Ga., Ala., Miss., La.

Box C-237

For Sale Stations

**AM/FM - CATV - TV
CURRENT INVENTORY
SHERMAN and
BROWN ASSOC.**

MEDIA BROKER SPECIALISTS
(305) 371-9335 (904) 734-9355

**GORDON
SHERMAN**
1110 Brickell Ave.
Suite 430
Miami, Fla. 33131

**ROBERT
BROWN**
P.O. Box 1586
Deland, Fla. 32720

For Sale Stations Continued

5000 Watt

day time, early sign on, non directional radio station for sale in St. Ignace, Michigan. Call after 7:00 P.M. 517-321-1763.

Dan Hayslett

A associates, inc.

Media Brokers
RADIO, TV, and CATV
(214) 691-2076

11311 N. Central Expressway • Dallas, Texas

- AM/FM in Central Florida. \$580,000. Terms.
 - Powerful daytimer in Atlanta area. \$980,000. Terms.
 - AM/FM both powerful. N.C. \$800,000. Unusual situation. Lots of leverage.
 - Powerful daytimer in Northern Michigan. \$430,000 Terms.
 - Fulltimer. Wyoming. \$260,000. Terms.
 - Daytimer. NW Alabama. \$220,000. Good population. Terms.
 - Educational Station in Akron area. \$30,000.
 - Class C in Colorado. \$590,000. Terms.
 - Daytimer. NW Georgia City. \$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 962
at NAB-MGM Grand Hotel

LARSON/WALKER & COMPANY RADIO PROPERTIES

AM-FM, Southeast	\$1,100,000
Daytimer, Mid-Atlantic	250,000
AM, Rocky Mountain	1,675,000
AM-FM, Pacific Coast	3,125,000
Daytimer, Northeast	550,000
AM-FM Northeast	350,000
FM, Southeast	5,000,000
AM, Midwest	1,500,000

For details, contact:

Ben Larson Suite 214 11681 San Vicente Blvd. Los Angeles, Calif. 90049 213/826-0385	Bill Walker Suite 417 1730 Rhode Island Ave., N.W. Washington, D.C. 20036 202/223-1553
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FOR SALE:

Small Texas full-time AM radio station in single station market. Good opportunity for owner operator. Price \$225,000. Write Boyd Kelley, 4408 Ridgemont Drive, Wichita Falls, Texas 76309, or call (817) 692-7722.

THE KEITH W. HORTON COMPANY, INC.

P. O. Box 948
Elmira, NY
14902
(607) 733-7138

Brokers and
Consultants
to the
Communications
Industry

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.

**BILL-DAVID
ASSOCIATES**
BROKERS-CONSULTANTS
(303) 636-1584
2508 Fair Mount St.
Colorado Springs, CO 80909

901/767-7980

MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS

"Specializing in Sunbelt Broadcast Properties"
5050 Poplar • Suite 816 • Memphis, Tn. 38157

CLASS C FM FOR SALE

to ethnic minority under FCC distress sale policy. KLSN, Brownwood, Texas should appraise for 375K, will sell for less than 300K. Contact Steve Pasquini, 2408 Coggin Ave., Brownwood, TX 76801.

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.

RALPH E. MEADOR

Media Broker
AM - FM - TV - Appraisals
P.O. Box 36
Lexington, Mo. 64067
Phone 816-259-2544

MEDIA BROKERS APPRAISERS

RICHARD A.
SHAHEN INC.
435 NORTH MICHIGAN • CHICAGO 60611
312-467-0040



SELECT MEDIA BROKERS

MS	Daytime AM	325K	Medium
KS	Non-Commercial FM	350K	Metro
GA	Daytime AM	400K	Medium
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	Fulltime AM	750K	Medium
NV	Daytime AM	800K	Metro
AL	Fulltime AM	175K	Small
IN	Daytime AM	1.25 M	Major
CO	Daytime AM	300K	Small

912-883-4917
PO Box 5, Albany, GA 31702

For Sale Stations Continued

SEE YOU AT THE NAB Reggie Martin & Assoc.

Reggie Martin Ron Jones
Marge Martin
Specializing in Florida and Southeast
HILTON SUITE 1650

THE HOLT CORPORATION

APPRAISALS-BROKERAGE-CONSULTATION
OVER A DECADE OF SERVICE
TO BROADCASTERS
Westgate Mall, Suite 205
Bethlehem, Pennsylvania 18017
215-865-3775

H.B. La Rue, Media Broker

RADIO • TV • CMTV • APPRAISALS

West Coast:
44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750

East Coast:
500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

Hospitality Suite
at the NAB
MGM Grand

GEORGIA STATIONS FOR SALE

AM/FM combo in small Southeast Georgia market. Asking price of \$475,000 with 29% down and excellent owner financing. Real property included. Profitable.

AM daytimer with limited PSA in single station Northeast Georgia market. Priced less than 2½ times gross at \$245,000. \$65,000 down and superior financing on balance.

AM daytimer in rapidly growing Southeast Georgia county. Priced at \$300,000 with only \$60,000 down and good terms on the balance. Single station market.

For information on these properties please write

The MACMILLAN Company
P.O. Box 76024 Atlanta, Georgia 30328



CHAPMAN ASSOCIATES*

media brokerage service

STATIONS

S	Small	AM	\$160K	\$46K
MW	Small	AM	\$160K	Terms
NW	Small	AM	\$215K	29%
MW	Small	AM	\$540K	Cash
S	Medium	Fulltime	\$560K	\$162K
SW	Medium	Fulltime	\$2300K	Cash
E	Metro	AM/FM	\$750K	Cash

CONTACT

J. T. Malone	(404) 458-9226
Bill Whitley	(214) 387-2303
Larry St. John	(206) 881-1917
Bill Chapman	(404) 458-9226
Bill Chapman	(404) 458-9226
Ray Stanfield	(213) 363-5764
Art Simmers	(617) 848-4893

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

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

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.
(Billing charge to stations and firms: \$2.00).

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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.

Fates & Fortunes

Media

David D. Kinley, senior VP, American Television and Communications Corp., Englewood, Colo., appointed senior VP of Viacom Communications, New York, which operates company's cable systems. Kinley was chief of FCC's Cable Television Bureau before joining ATC.



Kinley

Marvin Chauvin, station manager, WOTV(TV) Grand Rapids, Mich., named VP-general manager succeeding Thomas Girocco, who becomes senior VP, co-owned Time Life Films (BROADCASTING, March 3). **Russell Vossen**, operations director, named station manager.

Jack West, general sales manager, WTVB-

(TV) Durham, N.C., joins Seaway Communications, Chicago, as executive VP and chief operating officer, responsible for operation and expansion of broadcast division, which is licensee of WAEO-TV Rhinelander, Wis.

Hal Smith, VP-general manager of Metromedia's KNEW(AM) San Francisco, named to same position with co-owned WMMR(FM) Philadelphia.

Bartley D. Walsh, former general manager, www(FM) Detroit, named general manager, NBC-owned WKYS(FM) Washington.

Russell Wittberger, president of Charter Broadcasting, radio group owner based in New York, has resigned, but will remain with Charter as consultant. He had been president since 1978. Successor has not yet been named.

Douglas McKay, station manager, WTVR-AM-FM Richmond, Va., named general manager.

Duffy Sasser II, director, legal and engineering services, Spanish International Network, New York, joins NBC Television Stations there as VP-operations and engineering. **Raymond Gardella**, regional sales manager, Arbitron Radio, Dallas, joins NBC Radio, New York, as VP-radio network affiliate relations. **Jeffrey Rosen**, senior counsel, NBC, named assistant general attorney.

Nancy Royce, associate director, program budgeting and administration, ABC Owned Television Stations, New York, named director. **Elizabeth Paine**, manager, planning and analysis for broadcast operations and engineering, ABC Owned Television Stations, named director, financial planning.

Ronald Bornstein, director and general manager of noncommercial WHA-AM-TV Madison, Wis., named VP for telecommunications, Corporation for Public Broadcasting, Washington, effective June 1.

Doc Jarden, associate director of development-underwriting, Public Broadcasting Service, Washington, named director of develop-

ment-underwriting.

Caroline Zaan, from Peck, Sims, Mueller Advertising, Honolulu, joins KHON-TV there as assistant operations manager.

Dan Dorsett, program director, WLAP-AM-FM Lexington, Ky., named director of operations.

Jack Redus, VP, KUAD-AM-FM Windsor, Colo., named station manager and general sales manager.

Jon Morgan, former chief engineer and operations director, WGSB(AM) Geneva, Ill., named operations director, KIFW-AM-TV Sitka, Alaska.

Nancy Woodson, staff accountant, American Television and Communications, and **Ted Murphy**, administrative assistant in operations department of United Cable Television Corp., Englewood, Colo., named Eastern and Western regional business managers, respectively, for United Cable.

Janice Mahood, president and creative director, Nautilus Communications, Elmhurst, Ill., joins Storer/Northern Illinois Cablevision, Des Plaines, as director of franchising development.

Crystal Gurin Burgos, director of annual giving, Philadelphia College of Art, joins noncommercial WHYY-TV Philadelphia as director of development.

Kathleen Egerton Harkey, management and program consultant, joins noncommercial WDCN-TV Nashville as director of development.

Dorothy Hicks, assistant to president-general manager of KTAR(AM)-KBBC(FM) Phoenix, named director of minority affairs, and producer-host of *Third World View* program.

Neil E. Derrough, VP and general manager, WCBS-TV New York, elected president of New York State Broadcasters Association, succeeding **Martin F. Beck**, WBLI(FM) Patchogue. **William W. Irwin**, WGR(AM)-WGRQ(FM) Buffalo, elected VP; **Richard D. Novik**, WPUT(AM) Brewster, secretary, and **William F. Brown Jr.**, WBTA(AM)-WBTF(FM) Batavia, treasurer. New NYSBA board members: **Phillip Boyer**, WABC-TV New York; **Jack Decker**, WHEC-TV Rochester; **David Friedman**, Columbia Pictures TV; **Richard N. Hughes**, WPIX-TV New York; **Walter C. Maxwell**, WGHQ(AM)-WBPM(FM) Kingston; **Marion Stephenson**, NBC Radio network; **Sheldon F. Storrier**, WKTV(TV) Utica, and **Jack G. Thayer**, WNEW(AM) New York.

Fred Silverman, president of NBC, New York, awarded Syracuse (N.Y.) University Chancellor's Medal for Outstanding Achievement.

Advertising

Joel Kushins, VP-media director, Norman, Craig & Kummel, New York, joins Bozell & Jacobs there as senior VP and New York media director. **Sanford Evans**, VP-creative director, Bozell & Jacobs, named senior VP. **Harry Glass**, VP, named media manager of New York office.

Charles Traynor, account supervisor, Benton & Bowles, New York, joins Doyle Dane Bernbach there as VP-account supervisor.



O'Hearn

Theodore O'Hearn, executive VP, Interpublic Group of Companies, New York, named managing director of SSC&B: Lintas International Ltd., and chairman of operations committee of SSC&B Inc. and SSC&B: Lintas International. Interpublic acquired SSC&B Inc. in September 1979 and its 49% ownership

in most of SSC&B: Lintas International group of agencies.

Named VP's at D'Arcy-MacManus & Masius/de Garmo: **George Stephan**, **Marilyn Hayes** and **Fidel Plantilla**, account supervisors.

George Back, advertising manager, Chrysler Corp., and formerly with Campbell-Ewald, rejoins Campbell-Ewald, Detroit, as VP-account supervisor.

John Ansado, executive art director and creative group head, and **Diane Stolz**, assistant media director, Grey Advertising, New York,



Sherlee Barish. Executive recruiter. The best there is, because she's been doing it longer and better.

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527 MADISON AVENUE
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named VP's.

Robert Katz, general manager of Fort Lauderdale, Fla., branch of Diener/Hauser/Bates Co., named VP. Also named VP's: **Vincent Aniano**, senior art director in Los Angeles division; **Paul Crifo**, designer-illustrator-art director in New York office, and **Ed Harriadsleff**, associate executive art director in New York office.

Joe Kilgore, VP-creative director, Ogilvy & Mather, Houston, named executive creative director.

Gene Schinto, group creative director, Grey Advertising, New York, joins Cunningham & Walsh there as co-group creative director.

Ken Konecnik, with Tatham-Laird & Kudner, Chicago, named creative director. **Stephen Kelly**, from Leo Burnett, Chicago, joins TLK as producer in creative department.

Jean Morton and **Grant MacDonald**, research analysts, Foote, Cone & Belding, New York, named project directors. **Mark Perline**, project director, Decisions Center Inc., named research analyst for FC&B.

Marjory Moshier, research account executive, Needham, Harper & Steers, New York, named associate director of research.

Beth Alsbaugh, promotion director for Mann Media's WKIX(AM)-WYYD(FM) Raleigh, N.C., named executive VP of co-owned Carolina Marketing Group, High Point, N.C., advertising agency.

Mary Nielsen, account executive, Lee King & Partners, Chicago, joins Barkley & Evergreen as account executive based in Chicago.

Hollis Burkhart, assistant account executive, Northrup and Teel, Rochester, N.Y., named account executive.

Bobbie Brockmeyer, media buyer, Eisner & Associates, Baltimore, named media supervisor. **Denise Dennis**, with Eisner, named media estimator.

Debbie Goodwin and **Jan Cohen**, with Ruben, Montgomery & Associates, Indianapolis, named media coordinators.

Russell Breier, manager, budgets and analysis, Columbia Records International, New York, joins CBS Radio Spot Sales there as director of operations.

Erica Farber, former VP-general manager of RKO's WXLO(FM) New York, and before that, general manager of RKO's WROR(FM) Boston, joins McGavren Guild Radio, New York, as director of special promotions.

Fran Tivald, account executive on New York cities sales team, TeleRep, assumes additional

First honors. Henry J. Kaufman, founding chairman of Henry Kaufman & Associates, has been chosen for the first Friend of Broadcasting Award of the Washington Area Broadcasters Association. Presentation is to recognize the pioneer advertising agency-public relations executive's contributions to Washington broadcasting for more than 50 years. In addition, ABC-TV's Max Robinson will be honored at the April 18 dinner at the Washington Hilton with the WABA's Honor Profit Award, annually conferred on an outstanding broadcaster who has been at sometime in Washington area radio-TV.

duties as assistant sales manager of New York sales staff.

Bill Walters, account executive, independent team, Adam Young, New York, named team sales manager.

Barry Somerfield, formerly with Metromedia Radio Sales, New York, joins HR Television as account executive in New York red division.

Gary Malignet, coordinator of sales development, NBC Radio, New York, joins sales staff of Katz Radio Network there. **Bob McCurdy**, regional sales manager and research coordinator, WNDZ(AM)-WFBQ(FM) Indianapolis, joins sales staff of Katz Radio's Chicago office.

Robert Cambridge, director of marketing for ABC Radio, New York, assumes additional duties in radio division as manager of newly created new product development unit. **Michelle Berman**, from Dancer, Fitzgerald, Sample, **Ron Hartenbaum**, from Needham, Harper & Steers, and **Saralee Hymen**, from Radio Advertising Bureau, all in New York, join ABC Radio there as national account managers in national market development group.

William Katsafanas, director of sales development, Hearst Television Stations, joins KSBW-TV Salinas, Calif., as general sales manager.

Donald Bowen, VP-manager of San Francisco office of TeleRep, joins KBHK-TV San Francisco as sales manager.

Toula Stamm, account executive, KREX-TV Grand Junction, Colo., named local sales manager.

Ray Fowler, account executive, WXRI(FM) Norfolk, Va., named sales manager.

Lawrence Chiles, sales representative, WLAP-AM-FM Lexington, Ky., named sales manager.

Dennis Lamme, with KUAD-AM-FM Windsor, Colo., named sales manager for Larimer (Colo.) county.

Tom MacArthur, formerly with Petry Television in New York, St. Louis and Chicago; **Susan Provano**, from noncommercial WMUB(FM) Oxford, Ohio; **Bob Walter**, from business and personal estate investment business in Birmingham, Ala., and **Judy Hibbler**, from WACX(AM) Austell, Ga., join retail and local sales staff of WANX-TV Atlanta as account executives.

Anthony Palminteri, account executive, WGAN-TV Portland, Me., joins WCVB-TV Boston in same capacity.

Keith Jansen, account executive, Times Publications, joins WDTN(TV) Dayton, Ohio, as account executive.

Hal Engelter, from KCST-TV San Diego, and **Linda Thacker**, from WEEK-TV Peoria, Ill., join sales staff of KNTV(TV) San Jose, Calif.

Juanita Edwards, assistant manager for community affairs, WTTG(TV) Washington, joins WRC(AM) there as account executive.

John Bell Jr., business manager, WASH(FM) Washington, named account executive.

Denice Calhoon, account executive, KTSZ-FM Cortez, Colo., joins KZZX(FM) Albuquerque, N.M., in same capacity.

Diane Mills, formerly with WMIX-AM-FM Mount Vernon, Ill., joins WMCL(AM) there as account executive.

Programing



Carlson

Larry Carlson, regional director of Time Inc.'s Home Box Office, based in San Francisco, named to dual posts of VP, Time-Life Films, and general manager of Time-Life Satellite Network, which begins operation May 15. He will be based in New York.

Stuart Sheslow, director, comedy development, NBC Entertainment, Los Angeles, named VP-current comedy programs.

Myron A. (Mickey) Hyman, associate general counsel for CBS Inc., New York, appointed to new post of VP, business and administration, CBS Video Enterprises.

Tony Masucci, former executive in charge of production for television division of Robert Stigwood Organization, Los Angeles, named director, miniseries, CBS Entertainment, Los Angeles.

Dan Greenblatt, VP and general sales manager, WTTG(TV) Washington, named Northeast division manager of Paramount Television Domestic Syndication, based in New York. **Steve Goldman**, sales manager of TeleRep, Chicago, appointed central division manager, Chicago, for Paramount.

William Kunkel, contract administrator and administrative assistant to Joseph Tirinato, VP-syndication, MGM Television, New York, named Southern division sales manager.

Sally Jewett and **James Ziegler**, coordinating producers of Group W Productions's *PM Magazine*, Los Angeles, named senior coordinating producers. **Andrew Schorr**, from WBTV(TV) Charlotte, N.C., and **Christine Sullivan**, from WISN-TV Milwaukee, join *PM Magazine* in Los Angeles as coordinating producers.

Irma Morales, planning analyst, corporate planning department, ABC Owned Television Stations, New York, named manager, program budgeting and administration.

Tony Lamonica, program operations director and sports director, KDEN(AM) Denver, named host of ABC Entertainment Network's *Sportsworld* weekend program.

Robert Greenway, unit manager and manager of program planning, ABC-TV, New York, joins Entertainment and Sports Programing Network, Bristol, Conn., as director, program administration. **Steven Bornstein**, executive producer-production manager, noncommercial WOSU-TV Columbus, Ohio, joins ESPN as manager, program coordination. **Robert Knott**, senior production administrator, NBC, New York, joins ESPN as senior studio producer.

Barry Nolan, co-host of prime access pilot on WNBC-TV New York, joins WBZ-TV Boston as co-host of *Evening Magazine*.

Steve Cassidy, news assignment editor, WISN-TV Milwaukee, named executive producer of *PM Magazine*.

Craig Sherwood, sales manager for Christian Broadcasting Network's WXRI(FM) Norfolk, Va., named manager of program and promotional

sales for co-owned WYAH-TV Portsmouth, Va.

James Gaver, production-operations manager, noncommercial WGVG(TV) Grand Rapids, Mich., joins noncommercial WFUM(TV) Flint, Mich., as program manager. Station is scheduled to go on air June 1.

Paul Warner, air personality, WIL(AM) St. Louis, joins WRTH(AM) there as program director and air personality.

Tom Page, air personality, KFJZ(AM) Fort Worth, named program director.

Billy Parker, music director, KVOO(AM) Tulsa, Okla., named director of operations and program director.

Paul Payton, formerly with WDRC-FM and WHCN(FM), both Hartford, Conn., joins WCCC-AM-FM there as program director.

Jack Pattle, music director and air personality, WVLC-AM-FM Lexington, Ky., joins WLAP(AM) there as program director and air personality.

Bill Reed, assistant program director, noncommercial KSHU(FM) Huntsville, Tex., named program director. **David Goddard**, formerly with KFMK(FM) Houston, joins KSHU as music director.

Leslie Hupp, from education field, joins KIFW-TV Sitka, Alaska, as program director.

Carlen Liedtke, technical director, news, KOAI(TV) Flagstaff, Ariz., named production manager.

Randy White, staff director, WKYT-TV Lexington, Ky., joins WTOL-TV Toledo, Ohio, as producer-director.

Chris Harris, play-by-play announcer, WHIO-AM-FM Dayton, Ohio, assumes additional duties as sports director.

Dick Vertlieb, instructor, University of Washington, Seattle, joins KVI(AM) there as sports anchor.

Fred Buggs, announcer, WNJR(AM) Newark, N.J., assumes additional duties as music director.

Tom Kent, air personality, WGCL(FM) Cleveland, joins WLS(AM) Chicago as weekend air personality.

Jim Althoff, air personality, KGO(AM) San Francisco, joins KXL(AM) Portland, Ore., in same capacity.

Peter O'Brien, air personality, WSAM(AM)-Saginaw, Mich., joins WKMI(AM) Kalamazoo, Mich., in same capacity.

Ken Shelton, music director and air personality, WEEI-FM Boston, joins WBCN(FM) there as air personality.

News and Public Affairs

Susan Silver, executive news producer, KTEW(TV) Tulsa, Okla., named news director.

Art Angelo, VP-news director, KPLC-TV Lake Charles, La., joins KNOE-TV Monroe, La., in same capacity. **Jim Leggett**, news director, KATC(TV) Lafayette, La., joins KNOE-TV as managing editor. **Babs Zimmerman**, general assignment reporter, KPLC-TV, joins KNOE-TV in same capacity.

Les Kerr, news director, WROA-AM-FM Gulfport, Miss., joins WMOB(AM) Mobile, Ala., in same

capacity.

Charles Hartig, reporter, host and producer, WTAR-TV Norfolk, Va., named news director of co-owned WTAR(AM) there.

Jerry Casbolt, morning anchor and reporter, WIQT(AM)-WQIX(FM) Horseheads, N.Y., named news director.

Janis Pryor, assistant field coordinator of Edward Kennedy for President campaign in Boston, joins WBZ-TV there as editorial director.

Len Price, news director, WHAT(AM) Philadelphia, joins WPVI-TV there as assignment editor.

Dave Robinson, news producer, WISN-TV Milwaukee, named assignment editor.

Diane Lawson, reporter and weekend anchor, WZZM-TV Grand Rapids, Mich., joins WLS-TV Chicago as reporter.

Steve Post, general manager, WBAI(FM) New York, joins WBSL(FM) New York as weekday evening news editor.

Dave Winters, anchor, WDBJ-TV Roanoke, Va., joins WTVQ-TV Lexington, Ky., in same capacity.

Drew Hadwal, reporter-anchor, WYTV(TV) Youngstown, Ohio, and **Zina Vishnevsky**, reporter, WCOL(AM) Columbus, Ohio, join WTVN-TV Columbus as reporters. **Phyllis Slocum**, anchor, WRDW-TV Augusta, Ga., joins WTVN-TV as news producer. **Mark Phillips**, news photographer, WJIM-TV Lansing, Mich., and **Kevin Ward**, news photographer, WEYI-TV Saginaw, Mich., join WTVN-TV as news photographers.

Sharon Gelder, managing editor, *Chicago Reporter*, joins WBBM(AM) Chicago as managing editor.

Mitchell Krauss, CBS News correspondent, elected president of Economics News Broadcasters Association, Washington. Other officers are: **Anne Truax Darlington**, executive producer, Public Broadcasting Service, Maryland Center for Public Broadcasting, Owings Mills, Md., VP; **Robert L. Gray**, executive VP-secretary; **Alan Mendelson**, CBS News, New York, treasurer, and **James Newman**, KHJ-TV Los Angeles, assistant treasurer.

Barbara Beck, editor, KFWB(AM) Los Angeles, named assignment editor. **Michael St. Peter**, news director, WEBR(AM) Buffalo, N.Y., joins KFWB as editor.

Bob Wagner, reporter, WCJB(TV) Gainesville,

Fla., joins WPTV(TV) West Palm Beach, Fla., as Boca Raton, Fla., bureau chief.

Dale Woolery, on news staff of KRNT(AM)-KRNQ(FM) Des Moines, Iowa, named assistant news director.

Harry Traynor, assignment editor, and **Jack Cahalan**, news desk assistant, WKRC-TV Cincinnati, named news producers. **Teri Gasper**, production assistant, named co-producer. **Peg Ashbrock**, from assignment desk of WCPO-TV Cincinnati, joins WKRC-TV as assignment editor. **John Dell**, videographer, WCPO-TV, joins WKRC-TV in same capacity. **Laura Schoettinger**, from Miami University, joins WKRC-TV as desk assistant.

Tom Burnett, news producer, WAVE-TV Louisville, Ky., joins WHAS-TV there in same capacity.

Lynn Easton, from KOMO-TV Seattle, joins WOWT(TV) Omaha as weekend news producer.

Ed Crane, anchor, WIFR-TV Freeport, Ill., joins WBBM-FM Chicago as news announcer.

Jan Nunnely, newscaster, KFJZ-FM Fort Worth, named public affairs director.

Elizabeth Satchell, special assistant to general manager of WNJR(AM) Newark, N.J., named director of public relations, editorials and news. She will also host public affairs program.

Carl Perlman, freelance cinematographer, joins noncommercial WPBT(TV) Miami as cinematographer.

Promotion and PR

Cheryl Daly, manager, press services, CBS Radio division, New York, named associate director, internal communications, corporate information, CBS Inc.

Lauren Matthews, director of promotions, New York Mets baseball club, joins Entertainment and Sports Programming Network, Bristol, Conn., as director of broadcast promotions.

Christina Sywyj, on-air promotion writer, WKYC-TV Cleveland, named administrator of advertising and promotion.

Lori Anne Gruber, engineering technician, KHON-TV Honolulu, named creative services director.

Bert Gould, assistant promotion director, WPLJ(FM) New York, joins WIOD(AM)-WAIA(FM)

BIG COUNTRY

In 1979, Live Sound, Incorporated became aware that one of our customers and licensees, Jim and Tom Hassenger Broadcasting Company of Sioux City, Iowa, had, without our permission or knowledge, applied for and received from the United States Patent office registration for the service mark "BIG COUNTRY". This mark has been used, both orally and in print, to identify our product and service, the Big Country radio format since about 1971. Because the mark "BIG COUNTRY" is an extremely valuable asset of Live Sound, Inc., it became imperative that we initiate legal proceedings to cancel the service mark registration obtained by the Hassenger Broadcasting Company even though it resulted in the loss of a valued customer.

LIVE SOUND, INCORPORATED

1741 N. Ivar, Suite 101 • Hollywood, CA 90028 • (213) 462-3351

Miami as promotion director.

Jay Jones, program director, KVOO(AM) Tulsa, Okla., named creative services director.

Anna Marion, announcer, noncommercial KSHU(FM) Huntsville, Tex., named promotion director.

Lawrence Litchfield, director of corporate public relations, Hughes Airwest, joins Hoefer-Amidei Associates, San Francisco public relations counseling firm, as VP.

Technology

Rocco Laginestra, VP, planning and marketing, RCA Corp., New York, named senior VP. **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.

Steve Robinson, product director, MEL, Philips's defense equipment company in England, named managing director of Pye TVT Ltd., Cambridge, England, center for Philip's broadcast equipment.

Luther Manies, program director, Datacom Systems, joins E-Systems, Garland, Tex., division, as VP-operations. He succeeds **Charles Winford**, who transferred to commercial division as VP-operations in Arlington, Tex., facility.

James Morton, Northeast regional sales manager, and **John Patterson**, Northwest regional sales manager, Times Wire & Cable, named national account managers, responsible for sales to MSO's.

L.E. Gene Stanley, sales manager for product line, Hughes Aircraft Co.'s microwave communications products, Torrance, Calif., named marketing manager.

Peter Horsman, manager, professional division, James B. Lansing Sound, Los Angeles, joins Rupert Neve Inc., Bethel, Conn., as regional sales manager, based in Hollywood.

Carmen Colucci, director of engineering, New Jersey Public Broadcasting Network, joins WRBV-TV Vineland, N.J., as VP-engineering.

Rudy Roscher, national marketing manager, Philips Business Systems, Woodbury, N.Y., appointed president and general manager of North American Philips subsidiary American Data Corp., Huntsville, Ala.

J. Joseph Howe, controller, C-Cor Electronics, State College, Pa., named VP-operations and treasurer.



Thometz

Timothy N. Thometz has joined BROADCASTING magazine as Western sales manager, headquartered in Hollywood. He succeeds the late Bill Merrill, who died last July (BROADCAST-

ING, July 30, 1979). Thometz, a native of Washington state, was previously advertising coordinator-account executive for *The Hollywood Reporter*, and before that was a principal in Multi Media West, an advertising and public relations agency in Everett, Wash.

Roy Goldschmidt, from BSR America Ltd., joins Akai America Ltd., as Eastern regional sales manager, video division. **Robert Forrest**, from Marantz division of Superscope, joins Akai as Western regional sales manager, audio division, Los Angeles. Akai is based in Compton, Calif.

Anthony Vogelpoel, corporate manager of quality assurance and reliability, North American Philips Corp., joins Magnavox CATV Systems, Manlius, N.Y., as director of product assurance.

Ted Tripp, formerly with Taber Engineering and Manufacturing Corp., San Leandro, Calif., joins Marcom, Scotts Valley, Calif., as sales manager, radio products.

Allied Fields

Barbara Mann, assistant corporate personnel director, Post-Newsweek Stations, Washington, joins National Telecommunications and Information Administration there as policy development coordinator for NTIA's minority telecommunications development program.

Ernest Colburn, VP of Rau Radio, Washington, named state director for Maryland for National Radio Broadcasters Association.

Gordon Kinney, VP, campaign administration and development, The Advertising Council, New York, named senior VP. **Aldo Podesta**, VP, financial development, named senior VP. **Collingwood Harris**, associate director of Ad Council's Washington office, named VP, following retirement from that post of Lewis Shollenberger. **Richard Dwan**, director of Ad Council's Western region, based in Los Angeles, named VP.

Fred Ettin, field sales representative, Cooper Laboratories, dental division, joins Advertising Research Foundation, New York, in newly created position of marketing associate-development.

Francis Minter, member of law firm of Updike, Kelly and Spellacy, Hartford, Conn., joins Rasmussen Enterprises, Farmington, Conn., as corporate secretary and legal counsel. Rasmussen is newly formed company that provides consulting services in satellite communications.

Thomas M. Wing, formerly with educational television networks in Kentucky and Maryland, and most recently director of professional development program of College of Business, University of Cincinnati, named director of marketing for Association for Graduate Education and Research, Richardson, Tex. Association, representing colleges in north Texas, broadcasts credit and noncredit courses to Dallas-Fort Worth area businesses and industry.

Marylou Leveque and **Toble Williams**, sales service executives in Northbrook, Ill., and New York, respectively, of A.C. Nielsen, Clearing House Group, named account executives.

Farley Warner, attorney in private practice in Washington, joins Surveys and Market Studies, based in Augusta, Ga., as VP. He will be based in Washington.

John Appleton, former research analyst, Science Management Corp., joins National Cable Television Association, Washington, as assistant director of operations.

Meredith Manni, sales service representative, Arbitron, named account executive, Arbitron Eastern Television Advertiser/Agency Sales,

New York.

Michael Klesaras Jr., MA graduate of University of Delaware, joins Roger Ailes and Associates, New York, media consultant firm, as business communications researcher.

Deaths



Weber

Clemens M. Weber, 52, executive VP and a director of Metromedia Inc., Secaucus, N.J., died of heart attack at his home in Saddle River, N.J., on March 23. Weber had been with Metromedia and its predecessor company, DuMont Broadcasting Corp., since 1955. He started with DuMont as assistant

controller and became treasurer of Metromedia in 1968; VP in 1969; senior VP in 1974 and executive VP and board member in 1975. Earlier in his career Weber was with certified public accounting firm, Peat, Marwick, Mitchell & Co., New York. He is survived by his wife, Rose; two sons, James and Stephen; two daughters, Patrice and Geraldyn; brother, Walter, and sister, Mary Baranik.

John C. Macheca, 65, retired executive of D'Arcy-MacManus & Masius, Chicago, died after brief illness March 17 at his home in Wickenburg, Ariz. Macheca had history of heart ailment but had recently been hospitalized with virus. He joined old D'Arcy Advertising Co. in late 1930's and retired in 1975 as managing director of DM&M in Chicago. From 1970 to 1972, he was managing director of DM&M in St. Louis. Survivors include his wife, Betty, one son and two daughters.

Charles Eberhardt, 57, former chief of news division of Voice of America, Washington, died March 21 in El Paso, Tex., where he had been hospitalized after stroke. He joined VOA in 1954 and retired in 1974. During his career with VOA, he worked in Beirut, Saigon, Bangkok and Rome. From 1969 to 1972, he was chief of news division in Washington. Survivors include his wife, Mary Marty, son and two daughters.

Golda M. Heminger, 86, retired board chairman of The Findlay Publishing Co., licensee of WFBN(AM)-WHMQ(FM) Findlay, Ohio, and WCSI-AM-FM Columbus, Ind., died March 10 at nursing home in Findlay. She retired in 1979. Survivors include sons Harold and Edwin, who are president and VP, respectively, of company.

Robert Greenberg, 66, retired VP and sales executive of MCA TV, died of heart attack March 11 in Tarzana, Calif. He joined MCA in 1949 and retired in 1977. Survivors include his wife, Pauline, daughter and three sons.

Dorothy M. Lintner, 61, retired business manager for WASH(FM) Washington, died of lung ailment March 19 at Sibley Memorial hospital in Washington. She worked at WASH from 1966 until retiring in 1975. Before that, she was traffic manager at WGMS-AM-FM Washington. Survivors include three sisters and two brothers.

Sharon Elizabeth Dove, 26, secretary with Washington communications law firm of Dow, Lohnes & Albertson, was killed March 21 when struck by car. She had been with firm five years. Survivors include her parents and brother of Bethesda, Md.

Stock Index











Exchange and Company	Closing Wed. March 26	Closing Wed. March 19	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)	Exchange and Company	Closing Wed. March 26	Closing Wed. March 19	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING							PROGRAMING						
N ABC	29 5/8	30	- 3/8	- 1.25	6	830	A Amer. Intl. Pics	9 3/4	9 3/4				23
N Capital Cities	42	44 3/4	- 2 3/4	- 6.14	11	575	O Chuck Barris Prods.	3 1/2	4 1/4	- 3/4	-17.64	2	11
N CBS	45	45 3/4	- 3/4	- 1.63	6	1,264	A Cinema 5 Ltd.*	4 7/8	4 7/8				3
N Cox	61	61 5/8	- 5/8	- 1.01	12	410	N Columbia Pictures	31 1/8	30 1/2	+ 5/8	+ 2.04	5	299
A Gross Telecasting	21 3/8	23 1/2	- 2 1/8	- 9.04	7	17	N Disney	42 1/8	43 1/8	- 1	- 2.31	13	1,366
O LIN	39	43 1/4	- 4 1/4	- 9.82	9	107	N Filmways	7 7/8	9 5/8	- 1 3/4	-18.18	5	44
N Metromedia	61 5/8	62	- 3/8	- .80	9	284	O Four Star*	3/4	3/4				8
O Mooney	8 3/4	8 3/4				3	N Gulf + Western	16 1/4	18 1/2	- 2 1/4	-12.16	4	730
O Scripps-Howard	55 1/2	56 1/2	- 1	- 1.76	10	143	N MCA	45 3/4	48 7/8	- 3 1/8	- 6.39	8	1,068
N Storer	22 1/2	26 1/8	- 3 5/8	-13.87	12	261	O Medcom	3 1/8	3 3/4	- 5/8	-16.66	13	5
N Taft	28 1/4	29 1/2	- 1 1/4	- 4.23	10	246	N MGM	16 7/8	18 5/8	- 1 3/4	- 9.39	8	546
BROADCASTING WITH OTHER MAJOR INTERESTS							O Reeves Commun.	14 3/4	15 3/4	- 1	- 6.34	14	35
A Adams-Russell	17 1/8	18 5/8	- 1 1/2	- 8.05	14	31	N Transamerica	15	15 1/8	- 1/8	- .82	5	982
A Affiliated Pubs.	15	16 1/4	- 1 1/4	- 7.69	5	77	N 20th Century-Fox	41 1/2	42 5/8	- 1 1/8	- 2.63	6	325
N American Family	8 5/8	9 1/2	- 7/8	- 9.21	4	90	O Video Corp. of Amer.	5 1/2	5 7/8	- 3/8	- 6.38	18	5
N John Blair	15	16	- 1	- 6.25	3	55	N Warner	50 3/8	51 3/4	- 1 3/8	- 2.65	11	1,045
N Charter Co.	20 1/2	25 5/8	- 5 1/8	-20.00	18	407	A Wrather	14 1/2	15 7/8	- 1 3/8	- 8.66	39	33
N Chris-Craft	16	19 5/8	- 3 5/8	-18.47	9	43	SERVICE						
N Coca-Cola New York	4 1/8	4 3/4	- 5/8	-13.15	5	72	O BBDO Inc.	30 1/4	31 3/4	- 1 1/2	- 4.72	7	76
N Cowles	18 3/4	20 1/4	- 1 1/2	- 7.40	15	74	O Compact Video	12 1/4	12 1/2	- 1/4	- 2.00		23
N Dun & Bradstreet	36 1/4	39 1/2	- 3 1/4	- 8.22	14	1,009	N Comsat	31 1/8	33 1/2	- 2 3/8	- 7.08	7	249
N Fairchild Ind.	44 7/8	47 1/4	- 2 3/8	- 5.02	9	256	O Doyle Dane Bernbach	23 3/4	24 3/4	- 1	- 4.04	8	63
N Fuqua	14	15 3/4	- 1 3/4	-11.11	4	177	N Foote Cone & Belding	22	23	- 1	- 4.34	7	57
N Gannett Co.	40 1/2	41	- 1/2	- 1.21	13	1,088	O Grey Advertising	43	43			5	26
N General Tire	13 1/2	15 1/2	- 2	-12.90	3	319	N Interpublic Group	27 3/8	28	- 5/8	- 2.23	6	120
O Gray Commun.	35	35				16	O MCI Communications	5 1/4	6 1/4	- 1	-16.00	66	145
N Harte-Hanks	20 7/8	20 7/8				12	A Movielab	4	4 3/4	- 3/4	-15.78	7	6
O Heritage Commun.	9 3/8	9 1/8	+ 1/4	+ 2.73		22	A MPO Videotronics	3 7/8	4 3/8	- 1/2	-11.42	4	2
N Insilco Corp.	10 7/8	11	- 1/8	- 1.13	5	117	O A. C. Nielsen	24 5/8	25 5/8	- 1	- 3.90	11	270
N Jefferson-Pilot	23 1/2	25 1/2	- 2	- 7.84	6	529	O Ogilvy & Mather	20 3/4	21 3/4	- 1	- 4.59	7	74
O Marvin Josephson	10	9 1/4	+ 3/4	+ 8.10	5	25	O Telemation	1 1/4	1 1/4			2	1
N Kansas State Net.	26 3/4	27 1/2	- 3/4	- 2.72	22	50	O TPC Communications	5 7/8	6 1/8	- 1/4	- 4.08	11	5
N Knight-Ridder	19 5/8	21 3/8	- 1 3/4	- 8.18	8	645	N J. Walter Thompson	28	28 3/4	- 3/4	- 2.60	6	84
N Lee Enterprises	18 3/8	18 1/8	+ 1/4	+ 1.37	10	132	N Western Union	19 1/4	20	- 3/4	- 3.75	8	292
N Liberty	13 1/2	14 3/4	- 1 1/4	- 8.47	6	182	ELECTRONICS/MANUFACTURING						
N McGraw-Hill	25	24 1/2	+ 1/2	+ 2.04	10	619	O AEL Industries	7 1/4	8 1/4	- 1	-12.12	6	12
A Media General	22	22 1/8	- 1/8	- .56	9	163	N Ampex	22 7/8	24 7/8	- 2	- 8.04	16	261
N Meredith	33 5/8	33 3/4	- 1/8	- .37	7	104	N Arvin Industries	10 7/8	11 3/8	- 1/2	- 4.39	3	84
O Multimedia	15 3/4	17 1/4	- 1 1/2	- 8.69	7	236	O CCA Electronics*	1/6	1/8				1
A New York Times Co.	19 3/4	20 3/8	- 5/8	- 3.06	15	233	A Cetec	5 3/8	6 1/4	- 7/8	-14.00	11	3
N Outlet Co.	14 1/4	15 1/8	- 7/8	- 5.78	4	35	A Cohu	5 1/8	5	+ 1/8	+ 2.50	17	8
A Post Corp.	15	15 1/2	- 1/2	- 3.22	7	27	N Conrac	16 1/8	18 5/8	- 2 1/2	-13.42	26	33
N Rollins	19 5/8	21 5/8	- 2	- 9.24	9	263	N Eastman Kodak	44 3/4	46 3/4	- 2	- 4.27	8	7,221
N San Juan Racing	13 1/4	12 7/8	+ 3/8	+ 2.91	17	33	B Elec Missile & Comm*	3 1/4	3 1/4			30	8
N Schering-Plough	31 3/4	33	- 1 1/4	- 3.78	9	1,694	N General Electric	45 1/2	46 1/2	- 1	- 2.15	8	8,398
A Sonderling	30 3/8	31	- 5/8	- 2.01	10	33	N Harris Corp.	29 7/8	31 7/8	- 2	- 6.27	13	783
O Stauffer Commun*	36	36				9	O Harvel Ind	6 1/2	6 1/2			17	3
A Tech Operations	10	10				25	O Intl. Video*	7/8	7/8				2
N Times Mirror Co.	29 1/2	31 5/8	- 2 1/8	- 6.71	8	1,002	O Microdyne	19 1/2	20 3/4	- 1 1/4	- 6.02	20	2
O Turner Broadcasting	11 1/2	11	+ 1/2	+ 4.54		113	N M/A Com, Inc.	33	34 5/8	- 1 5/8	- 4.69	43	186
A Washington Post	16 1/4	17 1/8	- 7/8	- 5.10	5	253	N 3M	47 7/8	48 1/8	- 1/4	- .51	10	5,576
N Wometco	18	16 1/2	- 1/2	- 3.03	7	149	N Motorola	50	52 7/8	- 2 7/8	- 5.43	12	1,427
CABLECASTING							O Nippon Electric	39 7/8	39	+ 7/8	+ 2.24	36	1,309
A Acton Corp.	10 5/8	11 1/8	- 1/2	- 4.49	7	28	N N. American Philips	24	25	- 1	- 4.00	5	288
O Ameco+							N Oak Industries	29 3/8	32 3/8	- 3	- 9.26	20	117
N American Express	26 5/8	26 1/4	+ 3/8	+ 1.42	6	1,898	O Orrox Corp.	3 3/4	4	- 1/4	- 6.25	5	6
O Athens Comm.	4 3/4	5 1/8	- 3/8	- 7.31		10	N RCA	19 3/4	20 3/4	- 1	- 4.81	5	1,478
O Burnup & Sims	7 3/4	9 1/4	- 1 1/2	-16.21	41	66	N Rockwell Intl.	46 1/8	52 1/2	- 6 3/8	-12.14	7	1,623
O Comcast	23 1/2	22 1/4	+ 1 1/4	+ 5.61	23	39	A RSC Industries	3 1/2	3 7/8	- 3/8	- 9.67	19	8
O Entron*	5	5				4	N Scientific-Atlanta	35 3/4	38	- 2 1/4	- 5.92	20	168
N General Instrument	41 1/4	42 3/4	- 1 1/2	- 3.50	11	343	N Sony Corp.	6 7/8	7	- 1/8	- 1.78	11	1,185
O Geneve Corp.	26	29 1/8	- 3 1/8	-10.72	11	29	N Tektronix	45 7/8	46 7/8	- 1	- 2.13	12	825
O Tele-Communications	17 3/4	19 1/2	- 1 3/4	- 8.97	22	189	O Texscan	6 1/2	7 1/4	- 3/4	-10.34	38	5
N Teleprompter	17	19 5/8	- 2 5/8	-13.37	22	288	O Valtec	17	17 1/8	- 1/8	- .72	36	67
N Time Inc.	42 1/2	46 1/2	- 4	- 8.60	8	1,188	N Varian Associates	24 1/2	29 7/8	- 5 3/8	-17.99	136	167
O Tocom	16 1/2	17	- 1/2	- 2.94	35	24	N Westinghouse	19 3/4	20 5/8	- 7/8	- 4.24	6	1,898
O UA-Columbia Cable	38	40 1/2	- 2 1/2	- 6.17	18	127	N Zenith	8 5/8	9	- 3/8	- 4.16	8	162
O United Cable TV	24 3/4	25 1/2	- 3/4	- 2.94	18	100	Standard & Poor's 400 Industrial Average						
N Viacom	33 5/8	37 1/4	- 3 5/8	- 9.73	17	127		111.40	118.27	-6.87			

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

Earnings figures are exclusive of extraordinary gain or loss. **Footnotes:** *Stock did not trade on given day; price shown is last traded price. **No P/E ratio computed, company registered net loss. ***Stock split. +Stock traded by price less than 12.5 cents.

Added Attractions

BROADCASTING's editors and writers are at work on a number of special reporting assignments scheduled (*) to appear during the next few months. Among the more prominent prospects:

- Apr 7  **Pre-NAB.** Including a special report on **over-the-air pay TV**, decidedly a part of TV's new frontier.
- Apr 14  **NAB.** Including a special "**At Large**" with Charles D. Ferris, the chairman of the Federal Communications Commission.
- 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.
- May 19  **NCTA.** Advance report on what's being billed as the hottest convention in the history of the National Cable Television Association. Including a "**Fifth Estate**" report on **Ted Turner**, television and cable's most exciting—and perhaps most controversial—media entrepreneur.
- Jun 2  A special reading on **the futurists:** that special breed thinking long thoughts about what it may be like far into the telecommunications future.

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.

Bob Kizer: big business below the top 100

Robert J. Kizer has been president of Avery-Knodel since 1973, and under his aegis, the television representative firm has tripled its billings by thinking small—or, perhaps, small to medium.

He points out that while many national representatives vie for the big-city station, Avery-Knodel has carved a niche—and a most comfortable one—as a specialist in medium and small markets: “More than 80% of our 68 TV stations are in markets below the top 100,” Kizer points out. “It just means we have to try a lot harder.”

Kizer is no stranger to hard work. He toiled at various odd jobs while he was growing up in Duryea, Pa., a coal mining region. But he was certain then of one thing: “I knew I didn’t want to be a coal miner. My father was a miner for more than 40 years, and I knew that an education was the way out of the mines.”

Kizer, a friendly, low-keyed person, attended St. Charles College in Maryland for two years and served in the U.S. Air Force from 1944 to 1946. Following his discharge from the service, he enrolled at Fordham University in New York, attracted by the institution’s communication courses and its well-regarded radio station, WFUV (FM).

Following graduation in 1949, he landed a job as a salesman in New York with Pan American Broadcasting, an international representative firm that sought to secure U.S. advertising for radio stations in Latin America.

“That job actually prepared me for my later work with Avery-Knodel,” Kizer says today. “It was really the school of hard knocks. It was a tough sale to close. I called on all the top advertisers, including Procter & Gamble, Colgate, General Foods—companies that had Latin American distribution. In many ways, it was like trying to sell a small-market U.S. TV station.”

He remained with Pan American for six years but decided to leave in 1955. “What started to happen was the decentralization trend by agencies,” he says. “It foreshadowed what began to take place in the U.S. a number of years later. Agencies opened local offices in the various Latin American countries, and the buying shifted away from New York. I saw the handwriting on the wall.”

Kizer was offered and accepted a job as a territory salesman for Procter & Gamble, covering the Hazleton, Pa., area. But after a year he became restless.

“I missed broadcasting,” he said. “P&G is a great company and I admire it for its marketing know-how. But after a year, I



Robert James Kizer—president and chief operating officer, Avery-Knodel Television, New York; b. Sept. 7, 1925, Duryea, Pa.; attended St. Charles College, Catonsville, Md., 1942-44; U.S. Air Force, 1944-46; BA, philosophy, Fordham University, 1949; salesman, Pan American Broadcasting, New York, 1949-55; territory salesman, Procter & Gamble, Hazleton, Pa., 1955-56; with Avery-Knodel since 1956 as salesman, 1956-60; sales manager, 1960-62; vice president and sales manager, 1962-65; senior vice president, 1965-69; administrative vice president, 1969-73; president since 1973; m. Mary Barbush of Youngstown Ohio, Nov. 19, 1949; children—Robert Jr., 27; John, 25; Edward, 23; Richard, 21, and William, 10.

realized I wanted a broadcasting career.”

He found a berth at Avery-Knodel in 1956. He began as a TV salesman in New York, covering the Philadelphia-Baltimore-Washington territory. Slowly but surely he rose through the ranks to become president and chief operating officer in 1973, reporting only to Chairman J. W. Knodel, who co-founded the firm in 1945 with the late Lew Avery.

Knodel says today he has only one regret about tapping Kizer for the presidency: “I should have done it sooner.”

He points out that Avery-Knodel has grown considerably under Kizer’s stewardship and credits him, in large part, with the company’s expansion. He said he recognized early Kizer’s gift for administration and his dedication to learning all aspects of the broadcast business.

“I recall one time when a new company took over a TV station which we had been representing and asked other reps to solicit the station,” Knodel recounts. “After we were reappointed, the firm’s executives said they learned more about the TV business from Bob Kizer than from all the others combined.”

“You give and you take in outside

associations,” he explains, “and I enjoy doing both.”

As president of Avery-Knodel, Kizer estimates he spends 50% of his time administering his staff and the remaining 50% visiting the 68 TV stations represented by A-K. He confesses that a goodly portion of his time is spent on making presentations.

“In this business there is constant pitching for stations,” he remarks. “At one time, the larger reps paid little attention to the small- and medium-sized markets, but obviously they are aware of the growth there.”

A-K, he says, represents stations in such markets as El Paso (102); Wichita Falls, Tex. (110); Savannah, Ga. (120); Fort Myers, Fla. (129); Billings, Mont. (176), and Flagstaff, Ariz. (206).

Despite representation of these small-market stations, Kizer says billings have tripled to \$44 million in the past seven years. He attributes this growth to a number of factors: National and regional advertisers are beefing up expenditures in markets below the top 75, A-K has a strong research and marketing staff that has been successful in seeking out new TV advertisers, and smaller markets have been growing at a proportionately higher rate in population and business than larger markets over the past decade.

In the past 11 years, he says, A-K has expanded the number of its offices from eight to 13 and has doubled the payroll. It now maintains a staff of 105.

He reports that A-K sales in 1979 rose by 13.2% over 1978 and for the first quarter of 1980, business is 12.3% ahead of last year.

Kizer is sanguine about the prospects for spot television over the next 10 years, but he concedes it’s going to be “a period of great change.” He agrees that the new media will contribute to the fractionalization of the audience and this development will dictate that reps must work harder.

“There will still be a need for the rep,” he maintains. “Stations still will need reps as the link to advertising agencies. Reps are going to have to pay more attention to programing and to diaries to make certain stations are keeping up with the audience trends. Our business is going to become even more personalized than it is today.”

“We keep hearing that the computer is going to eliminate steps in the buying and selling process. We at Avery-Knodel rely on the computer, of course, and it’s going to make our performance more efficient. But more than ever before the buying-selling relationship is going to become more personalized and we are ready for it. We have been doing it for a long time in serving the small- and medium-sized markets.”

Off the reservations?

FCC Chairman Charles D. Ferris has invited noncommercial broadcasters, in both television and radio, to turn commercial. He has not advocated a transition extreme enough to accommodate advertising on the air, but he has suggested such revenue-producing innovations as the sale of earth-station time, the introduction of pay TV and radio, the marketing of noncommercial programs in cassettes and the use of subcarriers to deliver home information services (BROADCASTING, March 24).

Ferris may be premature in committing the FCC to indiscriminate approval of financial venturing. The agency must remember that the noncommercial system occupies channels that were explicitly excluded from commercial use. It cannot free the system now to compete with the commercial system that was denied the reserved facilities.

Still the chairman has a point in encouraging explorations of new revenue sources. Nobody had even thought about subsidiary income from satellite earth stations when the noncommercial reservations were made. The FCC's approval of Western Union's application to buy time on the dishes that are being installed at television stations in the Public Broadcasting Service (BROADCASTING, March 17) has passed without noticeable alarm. Maybe the world is even ready for, what to call it: noncommercial subscription broadcasting, educational pay TV?

Surely the noncommercial broadcasters are entitled to a hearing if they come up with novel ways to develop revenues. In the best of all possible worlds, they would find enough other support to discontinue the "underwriting" and the auctions that put them perilously close to forbidden advertising competition with the commercial system.

Excess baggage

As illustrated elsewhere in this magazine, the FCC has received an abnormal quantity of comments on its proposal to modify its regulation of radio. Judged by volume alone, the outpouring would indicate a broader public response than has been raised by any issue since a false rumor of an FCC intention to ban religious broadcasting produced 10 million pieces of mail.

Perhaps not entirely by coincidence, much of the correspondence that the FCC has received on what is loosely called radio deregulation was also inspired by churchly fears—and churchly misinformation. In this case, the Catholic bishops, as represented by the National Catholic Conference, fomented a national letter-writing campaign. The faithful responded in fear of radio turned loose to do the devil's work.

In this campaign, the National Catholic Conference grossly distorted the nature and purpose of the modest deregulation that the FCC proposed. It asserted, without qualification, that upon deregulation "much religious broadcasting will be discontinued," that "the public will lose its control over radio" and that advertisers would become the dictators of radio content. At their next confession, the clergy in charge of that mailing had something worthwhile to discuss.

In its consideration of deregulation, the FCC may safely disregard the mail generated by misrepresentations of the work at hand and focus on the many comments from sources that understand what is really going on and can draw responsible conclusions about probable consequences.

There was no time between the FCC's deadline and this magazine's last week for comprehensive analysis of the principal argu-

ments contained in the mass of serious material in the FCC's possession. The first impression is, however, that the weight of opinion and facts favors the most deregulation that the FCC is empowered to adopt.

There is, of course, a dispute over the adoption of quotas for nonentertainment programming as a public-interest standard. Wisely, the National Association of Broadcasters has argued that quotas for radio nonentertainment can only lead to quotas for other radio fare and for who knows what types of television programming. The NAB argues that the public interest may be met by less simplistic means.

The National Radio Broadcasters Association takes an opposite view, which is shared by the National Telecommunications and Information Administration.

Whatever eventually comes out of the FCC, the NAB will have established a position from which it can resist future intrusions into program control. Its pleading of last week is one it can be proud of.

As had been noted here before, existing law limits the FCC in deregulation, no matter what the aspirations of its members. The maximum relief promised by the process under way is far short of that to which a lively radio service full of competition is entitled. Action on a major scale can come only from Congress. Meanwhile, however, broadcasters are entitled to hope that the FCC will go as far as it can, despite the false alarms that would interrupt its action.

Breathing room

Advertising agencies are talking seriously to clients about the advertising opportunities to be offered by new and emerging electronic media—cable, videocassettes, videodisks. There is even talk of future advertising openings in pay cable programming. The only certain forecast that can be made from all of this is that media departments will get busier and busier as technological evolution goes on.

If there is agreement among agency seers right now, it seems to be that the mass audience delivered by network television will continue to be reachable only by that means for years to come. With that assumption as the starting point, it may be deduced that broadcasters will have time to adjust as conditions of competition change.

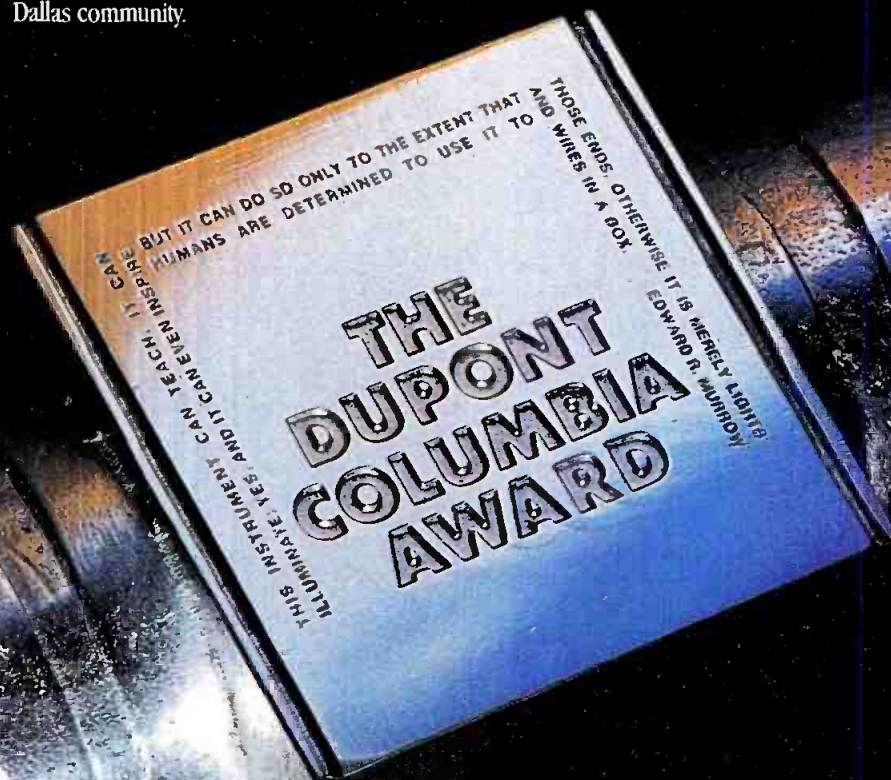


Drawn for BROADCASTING by Jack Schmidt

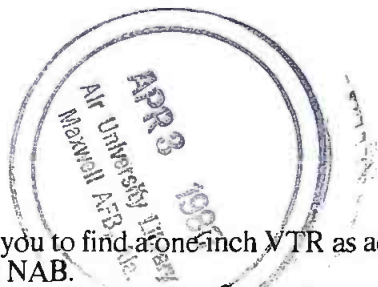
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