

Cable futurists
convene in Dallas

NCTA!

Ted Turner: where
angels fear to tread

Broadcasting May 19

The newsworthy of broadcasting and allied arts

Our 49th Year 1980

WE COVER AUSTIN WITHOUT ANY IFS, ANDS OR SCUTTLEBUTTS.
Because we're the only station in Texas with a year-round Austin news bureau. From the first returns to the last hurrah, we stay on top so our viewers can stay informed. So when it comes to covering Texas politics, we're always the people's choice. **KPRC TV HOUSTON.**



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And what a successful first year it's been.

Over 400 cable systems are now offering NICKELODEON. And nearly 2 million subscribers are already receiving it—with thousands more being hooked up every day.

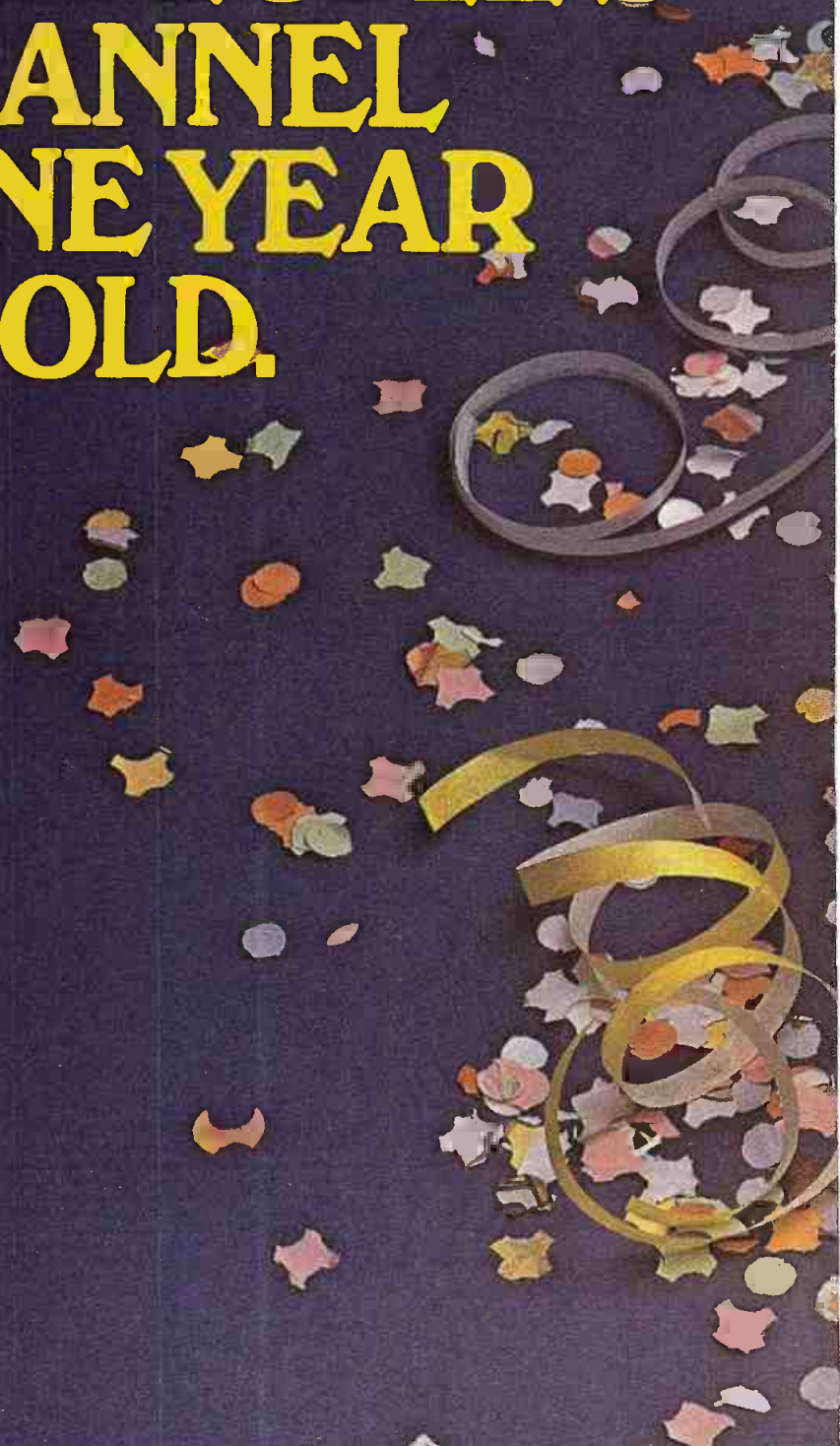
That makes NICKELODEON the fastest-growing program service on cable

television today.

Quality is the reason. The programming has been acclaimed by community leaders, educators, legislators, parents and young viewers alike for its wholesome, entertaining, and constructive content.

NICKELODEON is unique. Not a show, not a series, it is a network

THE YOUNG PEOPLE'S CHANNEL IS ONE YEAR OLD.



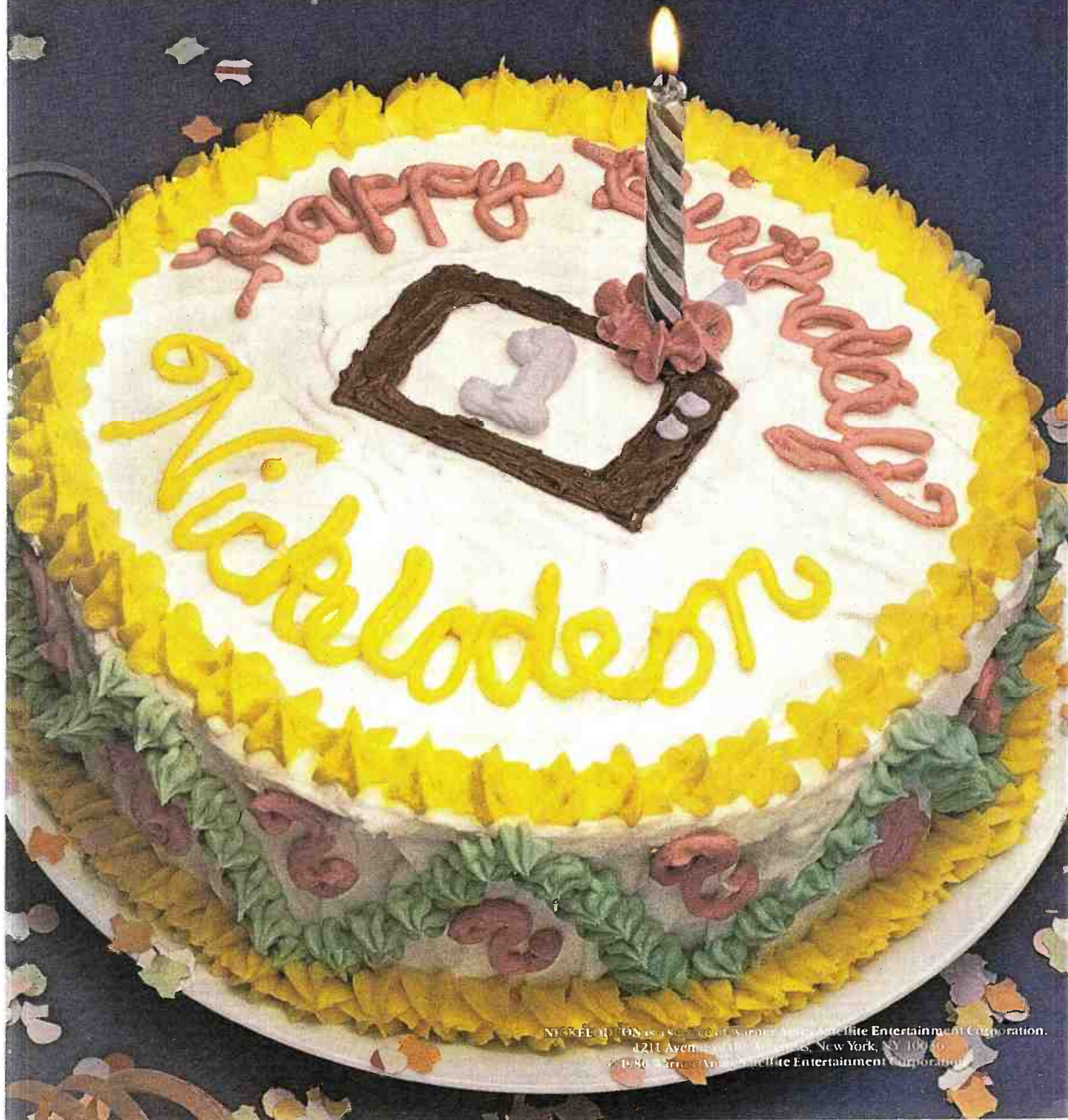
for young people of all ages, and is unlike anything on TV.

NICKELODEON'S thirteen hours of daily programming begin with award-winning *Pinwheel*, considered by many to be the most entertaining feature for preschoolers on television. Followed by a read-along series called *Video Comics*; a world-expanding hour for older youngsters called *Hocus Focus*; selected short

films—and, finally, *America Goes Bananas*, an evening program that talks with, not at, today's most savvy, tough-minded teen-agers.

For details, call (212) 944-4250 and ask for Gary Koester, Director of Sales.

NickelodeonTM
THE YOUNG PEOPLE'S CHANNEL



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WTAJ-TV	Altoona	WOTV	Grand Rapids	WTAF-TV	Philadelphia
KXII	Ardmore	WBAY-TV	Green Bay	KPHO-TV	Phoenix
WANX-TV	Atlanta	WXII-TV	Greensboro/ Winston-Salem, NC	WTAE-TV	Pittsburgh
WJBF	Augusta, GA		Greenville, SC	KGW-TV	Portland, OR
WMAR-TV	Baltimore	WFBC-TV	Harrisburg	WJAR-TV	Providence
WBRZ	Baton Rouge	WHP-TV	Hartford	KOAA-TV	Pueblo
KVOS-TV	Bellingham	WFSB-TV	Houston	WRAL-TV	Raleigh/Durham
WBNG-TV	Binghamton	KRIV-TV	Huntsville	WTVR-TV	Richmond
WAPI-TV	Birmingham	WAFF-TV	Indianapolis	WSLS-TV	Roanoke
KBCI-TV	Boise	WHMB-TV	Jacksonville	WOKR	Rochester
WLVI-TV	Boston	WJXT	Joplin	WQRF-TV	Rockford
WCYB-TV	Bristol	KODE-TV	Kansas City, MO	KCRA-TV	Sacramento
WIVB-TV	Buffalo	KBMA-TV	Knoxville	KSTU	Salt Lake City
WCIV	Charleston, SC	WTVK	Lafayette	KSAT-TV	San Antonio
WOWK-TV	Charleston/ Huntington, W. VA	KLFY-TV	Lake Charles	XETV	San Diego
		KPLC-TV	Lexington	KTVU	San Francisco
WSOC-TV	Charlotte	WTVQ-TV	Los Angeles	WTOC-TV	Savannah
WRCB-TV	Chattanooga	KTTV	Macon	WRGB	Schenectady
WFLD-TV	Chicago	WMAZ-TV	Miami	KCPQ	Seattle
WXIX-TV	Cincinnati	WCIX-TV	Milwaukee	WHME-TV	South Bend
WJKW-TV	Cleveland	WVTV	Minneapolis	KREM-TV	Spokane
WIS-TV	Columbia, SC	WTCN-TV	Monroe	KPLR-TV	St. Louis
WYEA-TV	Columbus, GA	KNOE-TV	Nashville	WTVH	Syracuse
WCMH	Columbus, OH	WSM-TV	New Bern	WTHI-TV	Terre Haute
KIII	Corpus Christi	WCTI-TV	New Orleans	WDHO-TV	Toledo
KXTX	Dallas	WVUE	New York	KTSB	Topeka
WKEF	Dayton	WPIX	Norfolk	KTEW	Tulsa
KWGN	Denver	WYAH-TV	Odessa	WTVA	Tupelo
WHO-TV	Des Moines	KOSA-TV	Oklahoma City	WTTG	Washington, D.C.
WKBD-TV	Detroit	KTVY	Orlando	KWTX-TV	Waco/Bryan
WEAU-TV	Eau Claire	WOFL-TV	Panama City	WSAU-TV	Wausau
KVAL	Eugene	WMBB-TV	Pensacola	KRGV-TV	Weslaco
WFIE-TV	Evansville	WEAR-TV		WYTV	Youngstown

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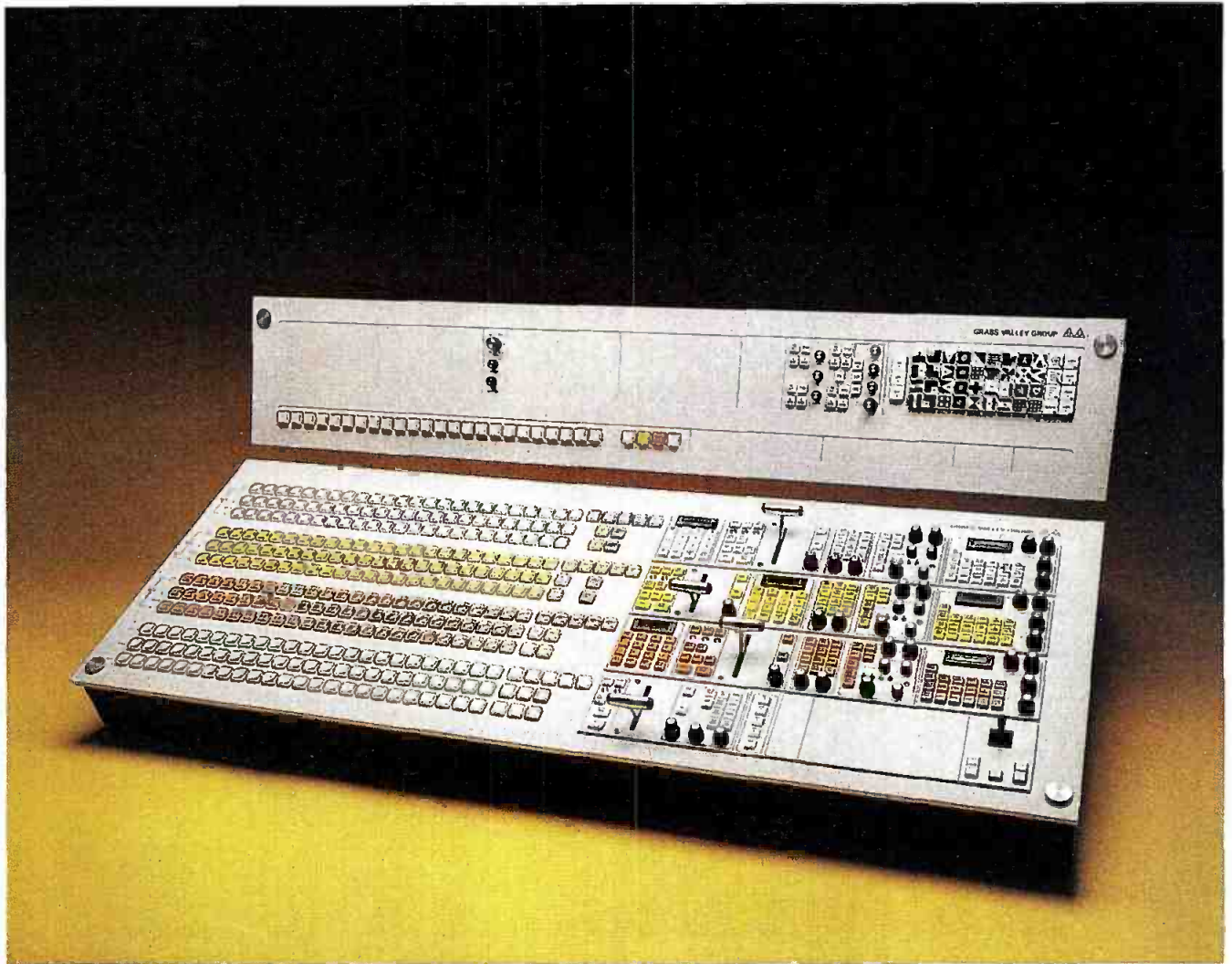
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MGM TELEVISION

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

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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

CABLE'S WEEK IN DALLAS □ The NCTA's 29th annual convention is off and running with a record attendance of around 7,000 examining the rapid growth of cable in the past year and the even more explosive potential of the coming decade. Programming is expected to dominate the news. **PAGES 29, 48 and 50.**

PREMIERE: HOW IT WILL WORK □ Getty Oil and its film partners use the NCTA convention setting to give specifics about their joint national satellite-delivered service. **PAGE 29.**

IT'S OFFICIAL □ CBS formally announces its move into cable with KNXT's Shay at the helm. **PAGE 30.**

THE CBS DISCONNECTION □ Paley says Backe forced the issue when the latter found out last month his performance was being assessed. **PAGE 32.**

SILVERMAN AND NBC'S FUTURES □ In an exclusive interview, the president of NBC reassures that he is not packing his traveling bag. Rather, he is solidifying his team and planning to take his network to the top. **PAGE 33.** His words come on the eve of the NBC-TV affiliates meeting in Los Angeles this week. **PAGE 33.**

FIFTH ESTATE

REBEL WITH A CAUSE □ No matter what he does, Ted Turner is a man with a mind of his own and absolutely willing to play his hunches. His expansion in television and cable has been unsettling to many of his competitors, but few will bet against him. This report tells why. **PAGE 35.**

PROGRAMMING

UNFLAPPABLE ABC-TV □ Network executives and affiliates, meeting in Los Angeles last week, talk more of wins next season than losses last season. **PAGE 68.** Thomopoulos outlines the programming ammunition for the counterattack. **PAGE 68.** Duffy emphasizes that strength of ABC-TV in all areas rightfully makes the network number one. **PAGE 72.** Erlick says the principal concerns of industry in Washington are copyright and direct-to-home satellite broadcasting. **PAGE 75.**

LAW & REGULATION

NBC REBUTS FCC □ The network claims its own study of children's programming reveals flaws in the commission's earlier report. Total amount of programming was understated and emphasis was misplaced, NBC contends. **PAGE 75.**

JOURNALISM

QUESTION OF AUTONOMY □ Four members of a Senate committee ask Carter's assurance that Radio Free Europe and Radio Liberty will stay free of CIA influence. **PAGE 78.**

FREEDOM OF PRESS □ The right is not absolute and must be balanced with fair-trial concerns, GWU's Barron maintains. **PAGE 79.**

MEDIA

COUNTING ON TV □ Kennedy and Bush throw as much money as possible into television in attempts to reverse their losing battles for the nomination. **PAGE 81.**

STORER HITS SNAG □ A cable franchise awarded to its subsidiary in Minneapolis is held up by a state board and by protests from a local access group. **PAGE 82.**

TECHNOLOGY

NUMBERS FROM HARRIS □ One of the losers in the AM stereo competition releases a survey that claims 55% of the broadcasters are not satisfied with the choice of Magnavox and that the vast majority feel the FCC should reconsider its decision. **PAGE 87.**

ORBITAL SLOTS □ With the floodgates now closed by the FCC on the torrent of applications for places for domestic satellites, here is a status report, with diagram, of what there is and where they operate. **PAGE 88.**

PROFILE

NCTA'S DITTRICK □ In putting together Douglas Communications, its founder demonstrated the skills of a politician and the drive of a businessman. Recognition of those talents last February earned Doug Dittrick re-election for an unprecedented second term as chairman of NCTA. **PAGE 113.**

Business Briefly.....	10	Editorials.....	114	Intermedia.....	86	Playback.....	74
Changing Hands.....	84	Fates & Fortunes.....	107	Monday Memo.....	18	Profile.....	113
Closed Circuit.....	9	For the Record.....	91	Monitor.....	72	Stock Index.....	111
Datebook.....	22	In Sync.....	90	News Beat.....	79	Washington Watch.....	76

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).

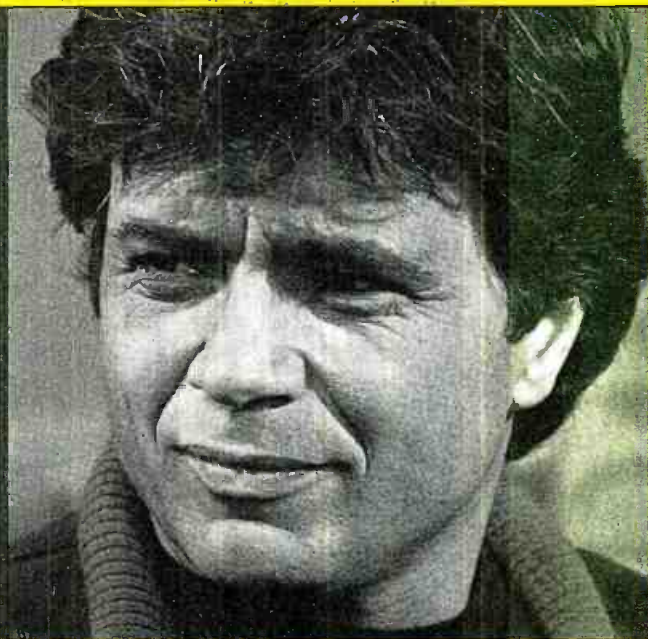
Index to advertisers ■ Aetna 71 □ Arbitron 24-25 □ Associated Press 23 □ Association of American Railroads 67 □ Becker Communications 81 □ Bethlehem Steel 18-19 □ Blackburn 84 □ Broadcast Personnel 107 □ CBS Cable 28 □ Cerro Communications 62 □ Churchill Productions 14 □ Computer Image 83 □ Continental Electronics 73 □ ESPN 55 □ Eastman Radio 39 □ Firstmark 58 □ Galavision 51 □ Grass Valley 6 □ Harris 45 □ Hayes Broadcasting 44 □ Heller-Oak 85 □ ITT 89 □ Ikegami 53 □ KPRC-TV Front Cover □ KTVU 43 □ Lorimar 63 □ MCA-TV 8 □ MGM-TV 4-5 □ Jack Masla & Co. 10 □ McCurdy Back Cover □ Modern Cable Network 60 □ NBC Television 34 □ NBC Television Owned Stations 57 □ Paramount 36-37 □ Panorama 65 □ QRK 70 □ Richter-Kalil 86 □ Spanish International Network 59 □ Station Business Systems 49 □ Joe Sullivan 56 □ William B. Tanner 109 □ Television News Research 86 □ Torbet 17 □ 20th Century-Fox 20-21 □ UMC 80 □ United Press International 41 □ Viacom 11 □ Victory TV 12-13 □ WBBM Radio 61 □ WTVK-TV Inside Back Cover □ Warner Amex Inside Front Cover/ pages 3, 47 □ Warner Brothers 15 □

BARETTA.

AN ACTION HOUR WITH ROCKFORD MAGIC!

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

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



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

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

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

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

BARETTA

STARRING

ROBERT BLAKE

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

82 ACTION HOURS STARTING THIS FALL.

MCATV

Source: NTL Prime Time Season Averages 1/75-1/78. Subject to survey limitations. © 1980. Universal City Studios, Inc. All rights reserved.

Closed Circuit®

Insider report: behind the scene, before the fact

Clears' numbered days

FCC is expected to conclude clear channel proceedings on May 29 with order adopting December 1978 proposal that would open door to some 125 full-time stations (BROADCASTING, Jan. 1, 1979). What is involved is race to include those facilities as projection of future needs in "basic inventory" that U.S. must file with International Frequency Registration Board in Geneva by May 31. Region 2 (western hemisphere) countries are supplying basic lists of AM stations expected to be on air by May 31, 1982, in connection with Region 2 conference that is to prepare hemispherewide plan for use of AM spectrum. FCC would not be able to specify assignments that will be made as result of action breaking down 11 remaining clears (14 had been broken down earlier), but officials feel presence of every paper assignment in basic inventory will give them degree of priority they might not have if reported later.

Commission staff last week was rushing to meet agency's own deadlines. For matter to be considered on May 29, it must be submitted to commissioners by today (May 19) to comply with government-in-sunshine law (even though four won't be back from China until May 22).

Face-off

Unless something gives, exhibitors and delegates at National Radio Broadcasters Association's annual convention and National Association of Broadcasters' annual radio programming conference will have to choose which event to attend in 1981. Both are on same dates, Sept. 20-23. NRBA's in Miami Beach and NAB's in Chicago. Neither organization will admit other was first in choosing dates. Both say they are locked into bookings.

By still more remarkable coincidence, same events have been scheduled for same dates (Sept. 12-15) in 1982. NAB officials said last week they would try to alter their schedule.

On the street

As TV networks start selling fall season in economy that many think is poised for tailspin, Wall Street is looking at prospects for up-front sellout level: It's one indication of how much cash networks will be able to count on. From 55% to 60% sellout across networks is basic range where street's estimates fall, with networks looking for 15% price increases, and said to be likely to get shade less. Whether that's good or bad sellout level depends on analyst asked; it's been

considered good level in past.

"Too big a deal" can be made of up-front in eyes of some analysts, who caution that what's being sold is really options, not ironclad commitments. And big "if" is said to be NBC: Jury is out on how well its sales will fare.

Less for more

Representative Robert Kastenmeier (D-Wis.), chairman of Judiciary subcommittee marking up performers' royalty bill, plans to introduce amendment this week that would significantly reduce liabilities for radio licensees. Under amendment, stations with less than \$200,000 in gross revenues would be exempt from royalties—up from \$25,000 as now proposed in bill. Stations with revenues exceeding \$200,000 would be required to pay 1% of total in excess of that figure. Subcommittee staff estimates 45% of radio licensees would pay nothing under Kastenmeier amendment. No change will be proposed, however, for TV licensees.

Out of sight

Whatever happened to Roger Mudd, off air on paid leave from CBS News since Dan Rather was picked to succeed Walter Cronkite (BROADCASTING, Feb. 18)? He can't conclude negotiations with CBS or others until his change in agents from Bill Miller to Ralph Mann of International Creative Management ("Closed Circuit," March 24) takes place. Switch, it's learned, is set for June 1.

Deregulation

Prospects look good for vastly simplified FCC renewal forms for both radio and television licensees. Commission at June 5 meeting is expected to approve new form that will be size of large postcard and contain no more than six questions. For most licensees submission of form will be extent of three-year renewal process. Small random sample will be picked for audit. If form is adopted as expected, commission will then go into closed session to talk about consolidation of staff that simpler renewals will make possible.

Renewal and transfer division of FCC's Broadcast Bureau will get new functions and perhaps new title, but still under direction of Roy Stewart. Bureau's complaints and compliance division, headed by Arthur Ginsburg, who's about to retire ("In Brief," May 12), will be folded into renewal and transfer, with compliance element to disappear. Patricia Russell will continue as head of

complaints. Other branches and chiefs to be in renewal and transfer: renewal, Barbara Kreisman; transfer, Stuart Bedell; equal employment opportunity, Glen Wolfe; ownership, Montrose Tyree.

Leak about leaks

Federal Trade Commission Chairman Michael Pertschuk is unhappy about leaks to news media, and his feelings were made known to top commission officials at meeting last Friday. Staff will learn of chairman's displeasure this week when Pertschuk is expected to issue strong memorandum stressing importance of confidentiality, and threatening disciplinary action for those responsible for leaks, practice he believes is undermining agency and its work.

Media appraiser

David Halberstam, author of "The Powers That Be," will join National Public Radio staff for coverage of Democratic convention in New York City next summer. Halberstam's assignment for NPR will be to follow reporters around convention floor and do media critiques during live nighttime coverage and follow-ups on NPR news shows, *Morning Edition* and *All Things Considered*. NPR is still looking for well known commentator to bolster staff during Republican convention.

Fund is fund

Minority Investment Fund set up in tandem with National Association of Broadcasters to help minorities finance acquisition of broadcast properties will soon have its own cash flows—positive and negative. Commitments from major networks have until now been principally on paper, but appointment of Samuel D. Ewing to head fund (BROADCASTING, May 12) will trigger release of actual cash. He'll occupy space in NAB Washington headquarters, initially with secretary, later with two other professional aides. Budget is reported about \$150,000 annually, with Ewing's own salary at \$70,000.

Holdover

George Bartlett, National Association of Broadcasters senior vice president for engineering, who was scheduled to retire shortly after NAB's April convention, is still around. Word is he'll stay at NAB until replacement is found, and that may be a while. John Summers, NAB's executive vice-president and general manager, said NAB is "not close to choosing a candidate."

Business Briefly

TV ONLY

Pearl Brewing □ Eight-week campaign for Country Club beer and 900 beer begins in mid-May in 16 Southeastern markets including Atlanta and Charlotte, N.C. Spots will run during day, fringe and prime times. Agency: GSD&M, Austin, Tex. Target: men, 18-49.

Gold Seal □ Six-week campaign for Snowy dry bleach begins Aug. 18 in 19 markets including Albany-Schenectady-Troy and Buffalo, both New York; Cincinnati and Dayton, Ohio; Dallas-Fort Worth; Philadelphia; Seattle-Tacoma, Wash., and Pittsburgh. Spots are placed in day and fringe times. Agency: Ammirati & Puris, New York. Target: women, 25-49.

O'Conner Products □ Six-week campaign for Dex-A-Diet begins May 26 in 12 markets. Spots will run during day and fringe times. Agency: Popofsky Advertising, New York. Target: women, 18-49.

Church's Fried Chicken □ Four-week

campaign for restaurant franchises begins May 21 in Memphis, Kansas City, Mo., and St. Louis. Spots are placed in prime access and fringe times. Agency: GSD&M, Austin, Tex. Target: adults, 18-49.

Singapore Airlines □ Four-week campaign for air travel begins June 2 in Los Angeles and San Francisco. Spots are placed in news and prime times. Agency: men, 25-54; men, 35 plus.

Star Brite Distributing □ Four-week campaign for Poly-system One (polymer car protectant) begins May 22 in 38 markets including New Orleans, Dallas-Fort Worth, Houston, St. Louis, Oklahoma City, Charlotte, N.C., and Atlanta. Spots will run in day, fringe and weekend programming. Agency: D & S Advertising Services, Miami. Target: men, 18-49.

Pinkerton Tobacco □ Four-week campaign for Red Man chewing tobacco begins May 26 in 35 markets including Columbus, Ohio. Spots will run during fringe, prime access and sports

programming. Agency: Berger, Stone & Ratner, New York. Target: total men.

Bachman Foods □ Four-week campaign for snack foods begins May 19 in about 14 markets including Boston, Springfield and Worcester, Mass., Albany-Schenectady-Troy, Rochester and Buffalo, N.Y., and Hartford-New Haven, Conn. Spots are placed in all day parts. Agency: Lewis & Gilman, Philadelphia. Target: women, 25-49.

Hanover □ Four-week campaign for three-bean salad begins Aug. 8 in 10 markets including Philadelphia, Washington and Albany-Schenectady-Troy, N.Y. Spots will run in day and early fringe times. Agency: Manoff Geers Gross, New York. Target: women, 25-54.

Speldel □ Four-week campaign for I.D. bracelets begins May 26 in six markets. Spots are placed during teen-age programming. Agency: Creamer, New York. Target: teen-agers; adults, 18-24.

Crocker Bank □ Three-week campaign for banking services begins June 9 in 12 California markets. Spots are placed during fringe, prime and prime access times. Agency: Needham, Harper & Steers, Los Angeles. Target: adults, 25-49.

Pet Inc. □ Three-week campaign for Sego diet food begins June 2 in eight markets including Los Angeles, Portland, Ore., Houston and Atlanta. Spots are placed in day and fringe times. Agency: The Haworth Group, San Francisco. Target: women, 25-54.

RADIO ONLY

Century Importers □ Eight-week campaign for Elephant malt liquor begins this week in Boston, Philadelphia, Baltimore, Washington, San Francisco and Los Angeles. Spots are placed in all day parts. Agency: Ogilvy & Mather, New York. Target: men, 18-34.

Rohm & Haas □ Six-week campaign for Dithane (agricultural chemical) begins May 26 in six markets. Agency: Al Paul Lefton, Philadelphia. Target: men, 18 plus; farmers.

N.Y. Commodities Corp. □ Six-week campaign for Polish Ham begins this month in New York markets of Albany, Buffalo and Rochester. Spots will run during day times. Agency: New York Commodities Corp. (in-house agency), New York. Target: women, 18-34.

Ashland Oil □ Six-week campaign for

Radio only

MASLA MEANS BUSINESS

Ask Bob Howard
WYSL / WPHD, Buffalo

JACK MASLA & COMPANY, INC.

MAJOR STATIONS IN KEY NATIONAL AND REGIONAL MARKETS

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



NEW YORK: 7:30 PM, MON.-FRI.

**When
“All in the Family” became
the Number One syndicated
series in New York...**

...look what WNEW-TV did.



NEW YORK: 7:00 PM, MON.-FRI.



NEW YORK: 7:30 PM, MON.-FRI.

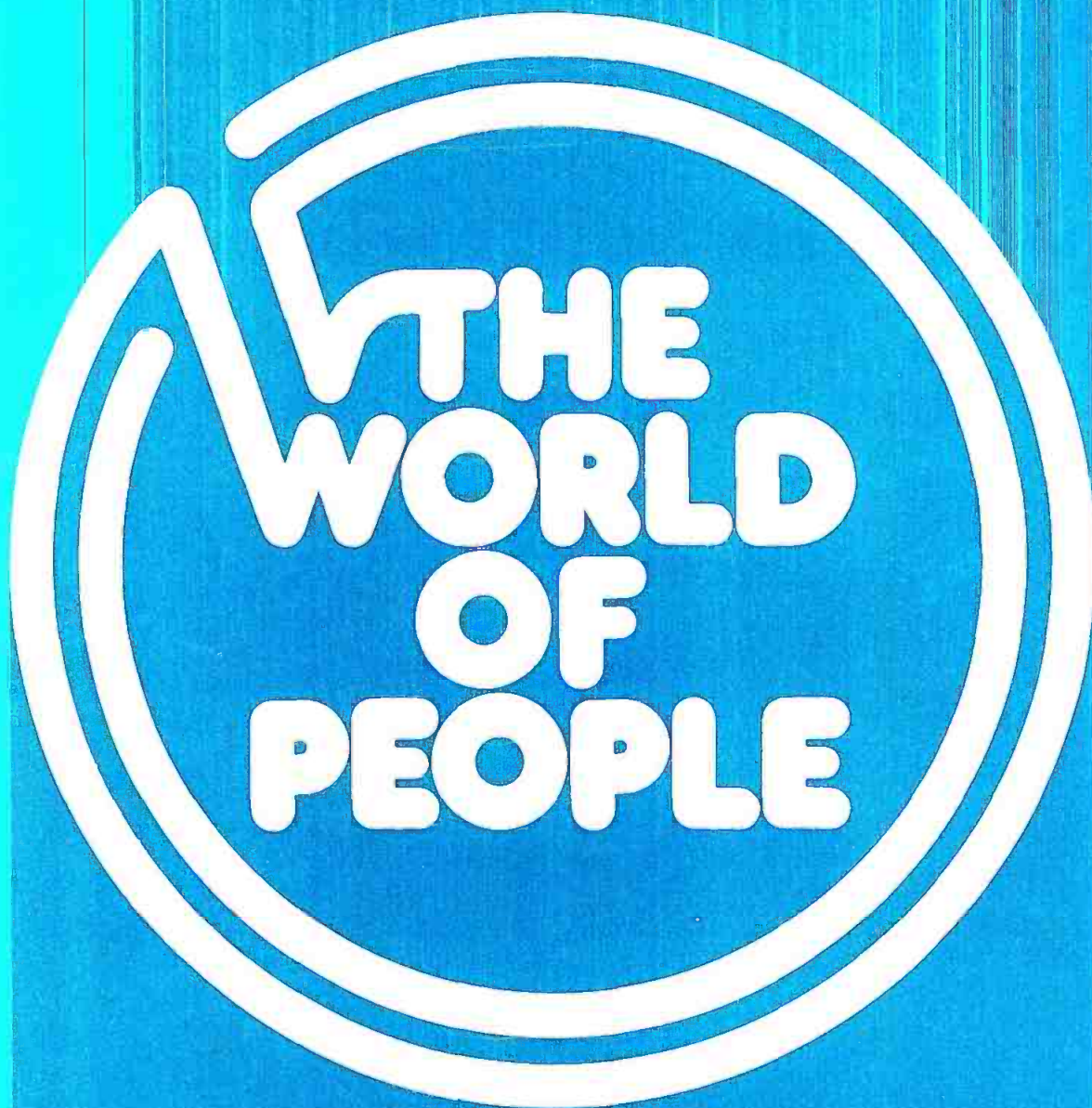
TANDEM PRODUCTIONS'

“All in the Family”

Source: Cassandra: NSI. Based on average DMA rating, New York 3/80
Audience estimates subject to qualifications available on request.



A new half-hour strip for Fall
from the creator of television's
highest rated syndicated series!



A Hillier/Okulski Production
in association with Meredith Broadcasting.



SOLD!

KSDK	St. Louis
WTSP-TV	Tampa-St. Petersburg
WRTV	Indianapolis
KBTW	Denver
KGW-TV	Portland, Or.
KGTW	San Diego
KCMO-TV	Kansas City
WGR-TV	Buffalo
KPNX-TV	Phoenix
KWTW	Oklahoma City
WUHQ-TV	Grand Rapids-Kalamazoo-Battle Creek
WLKY-TV	Louisville
WGAL-TV	Lancaster
WTVH	Syracuse
WROC-TV	Rochester
KETV	Omaha
KREM-TV	Spokane
WPTA	Fort Wayne
KTHI-TV	Fargo
WCIV	Charleston, S.C.
KAPP-TV	Yakima
KNTV	San Jose
KTNV-TV	Las Vegas

In "The World of People," Bill Hillier (creator of "PM/Evening Magazine") has honed his special brand of reality programming to the fine point of perfection.

See the pilot and discover why "The World of People" will be another Hillier hit.

A winner in its own time period and the ideal news lead-in!

"The World of People" has the strength and content to build exactly the audience that stations want when the news begins.

Production, entirely on location, is underway now for a firm Fall start.

VICTORY TELEVISION

45 East 45 Street, New York 10017

New York (212) 687-1516

Chicago (312) 329-0825

San Francisco (415) 435-9113

Valvoline motor oil begins June 2 in about 45 markets including Philadelphia, New York, Baltimore, New Orleans, Atlanta, and Los Angeles. Agency: Fahlgren & Ferriss, Cincinnati. Target: men, 25-54.

Vick Chemical □ Four-week campaign for Topex complexion medicine begins June 2 in approximately 30 markets including Baltimore. Agency: LaMarca Group, New York. Target: teen-agers.

Pacific Telephone & Telegraph □ Four-week campaign for long distance begins June 16 in nine markets including Los Angeles and Sacramento, Calif. Spots are placed in all day parts. Agency: Foote, Cone & Belding/Honig, San Francisco. Target: adults, 18-54.

Century Importers □ Three-week campaign for O'Keefe ale begins May 22 in about 25 markets including Rochester and Binghamton, N.Y.; Providence, R.I.; Boston; Philadelphia; Pittsburgh, and Harrisburg, Pa. Spots will run in all day parts. Agency: Ogilvy & Mather, New York. Target: men, 18-34.

Alaska Airlines □ Three-week campaign for air travel begins this week in Portland, Ore., and Alaskan markets. Spots will run during morning and afternoon drive times. Agency: Chiat/Day, Seattle. Target: men, 18-54.

AdVantage

Bonanza for Bates. General Foods Corp., White Plains, N.Y., has chosen Ted Bates & Co., New York, as agency for various brands. Billings total about \$25 million, of which more than \$20 million is allotted to broadcast. Brands and their former agencies are Good Seasons salad dressing and Maxim freeze-dried coffee (Ogilvy & Mather); Log Cabin brands (Young & Rubicam) and Mellow Roast coffee and grain beverages (Grey Advertising).

Farm radio facts. Katz Radio, New York, has put together first issue of its *Agri-Market Guide* to help advertisers analyze and evaluate execution of radio advertising campaigns. It contains description of media value of radio stations within those ADI's that contribute 80% of crop's acreage; analysis of actual radio schedules within those ADI's in terms of reach and frequency, and total U.S. coverage of any stations selected. Guide is being made available to agri-marketers, their agencies and Katz-represented radio stations.

Far East import. Promotions are under way for Monarch Import Co.'s Tsingtao (pronounced Ching Dow) beer with

\$250,000-TV campaign in New York. Six-week flight for beer imported from



People's Republic of China runs on WABC-TV, WNBC-TV and WCBS-TV concentrating on prime and late fringe times. The spots, created by New York agency, Romann & Tannenholz, are targeted toward men, 25-49. Other markets under consideration for Tsingtao include Chicago, Boston, and Los Angeles.

RepReport

KSD(AM)-KCFM(FM) St. Louis: To Torbet Radio from Selcom.

KWAV(FM) Monterey, Calif.: To Buckley Radio Sales from Torbet Radio.

WMLB(AM) West Hartford, Conn.: To Savalli/Gates (no previous rep).

WODR(FM) Raleigh, N.C.: To McGavren Guild from Christal.

WDEN-AM-FM Macon, Ga.: To H-R/Stone from Torbet Radio.

KEAN-AM-FM Abilene, Tex.: To Riley Representatives from Selcom.

KWIN(FM) Lodi, Calif.: To H-R/Stone from Devney Organization.

KYKS(AM) Lufkin, Tex.: To Riley Representatives from Selcom.

WSLM-AM-FM Salem, Ind.: To Walton Broadcasting Sales from Buckley Radio Sales.

KYXX(FM) Longview, Tex.: To Riley Representatives from Selcom.

WPLA(AM) Plant City, Fla.: To Walton Broadcasting Sales from David Carpenter Co.

KXTZ(FM) Henderson, Nev.: To Selcom from Herbert E. Groskin & Co.

KGA(AM)-KDRK(FM) Spokane, Wash.: To Eastman Radio from Torbet Radio.

KLBJ-AM-FM Austin, Tex.: To Eastman Radio from Torbet Radio.

WAITING FOR YOUR ARBITRON?

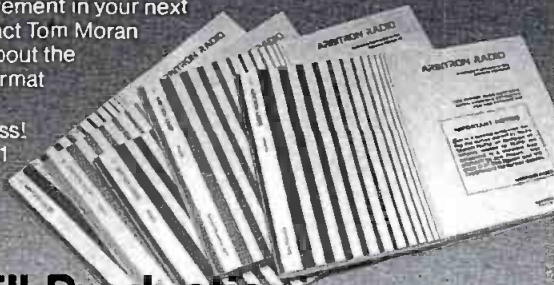
- What are your results book after book?
- Is your growth consistent?
- Are you satisfied?

Churchill delivers in:

Phoenix/KQYT	- #1 - 12+...for the 8th consecutive Arbitron
Cleveland/WDOX	- #1 - 12+...that's UP 24%
Detroit/WCZY	- UP 54% 12+ and UP 47% 25-54 Adults
Salt Lake City/KISN	- UP 14% 12+ and UP 64% 25-54 Adults
Denver/KHOW	- UP 33% 12+ and UP 4% 25-54 Adults
Tacoma/Seattle/KBRD	- UP 5% 12+ UP 3% 25-54 Adults
Ft. Lauderdale/Miami/WEWZ	- Began Churchill service April, 1980
Newton/Wichita/KOEZ	- Began Churchill service April, 1980

While you wait for this spring's Arbitron results prepare for improvement in your next ratings' race. Contact Tom Moran or Tom Churchill about the Beautiful Music Format of the 80's.

Share in the success!
Call (602) 264-3331



Churchill Productions

1130 E. Missouri, Phoenix, AZ 85014 • 602/264-3331

*SOURCE: ARBITRON, 3/P/60 or O/N/78, AVG. SHARE, 8AM-12MID, M-S or M-F COMPARISONS TO PREVIOUS YEARS RATING OR PREVIOUS RATING PERIOD.

After 12 weeks on WGN-TV, Chicago

WELCOME BACK, KOTTER

with an average 14 rating and 26% share
is still...

The



Monday-thru-Friday
strip program in Chicago

The



regularly scheduled program on
WGN-TV, Monday thru Sunday

The



program in its time period each
week (Mon. thru Fri., 6 to 6:30 pm)
—and for the 12-week average.

Source: Nielsen Station Index (NSI), February 11-May 2, 1980. Data are estimates and subject to qualifications in reports used.

**FOR ADDITIONAL RATING DETAILS, ASK YOUR
WARNER BROS. REPRESENTATIVE**

Warner Bros. Television Distribution



A Warner Communications Company

Monday Memo®

A broadcast advertising commentary from Davis C. Lehmkuhl, VP/group media director, NW Ayer ABH International

A surprising view of Olympic viewers

Who would you guess were the heaviest viewers of the 1980 winter Olympics during prime time? If you answered young men, you flunk Media 101.

While this seems like the obvious answer, in truth you couldn't be more wrong. The heaviest viewers of the 1980 winter Games were *women* in the older age categories (35-49 and 50+). Women, as a whole, outpulled men by 8% (19.5 average rating for women versus 18.1 for men) and recorded higher ratings than men in every age category. Women 35-49 were the audience leaders with a 21.8 rating (compared to 20.0 for men 35-49) followed closely by women 50+ with a 21.0 rating (versus 19.2 for their male counterpart).

Even more amazing, however, is the growth in viewership of the 1980 Olympics over the 1976 games. Total adult viewership skyrocketed by 20% with women increasing at a considerably greater rate than men. While all age groups showed increases in viewership over 1976 levels, the only really substantial growth in either sex group was against the 50+ age category. The audience of these "mature" viewers increased by an incredible 51% (+56% for women and +44% for men). The younger people (18-49) registered increases, but of only slight proportions—women 18-49, +7%; men 18-49, +6%.

Obviously, older women are not the usual viewers of sports programming. What has caused this rather bewildering increase in Olympic viewership among audience groups who are not the traditional sports viewers? Actually it is not as perplexing as might first be assumed. The explanation could well be a three-fold consideration.

■ **The audience:** Surely part of the explanation for this increase in Olympic viewing among these atypical sports viewers is the prime-time appeal of the Olympics. It is probably more than coincidence that the most sizable levels of viewership as well as the largest increases in audience came in those demographics which, historically, are the heaviest viewers of prime-time television: women 35+ years of age. The Olympics, in effect, merely began to come more in-line with regular prime-time programming.

In 1976 the audience of the Olympics in no way paralleled prime-time viewing. The Olympics, when compared to the average prime-time program, had a considerably heavier concentration of men and young viewers. (To be read: The Olympics had 4% less concentration of its audience in the women 18+ category than the average prime-time program during 1976.)

These are major variations from the



Davis C. Lehmkuhl, VP and group media director, NW Ayer ABH International, New York, joined Ayer in its Philadelphia office as a media planner in 1970. He was promoted to associate media director in the New York office in 1976. Lehmkuhl was named VP in 1978 and advanced to group media director in 1979. He also is responsible for overseeing media research at Ayer.

prime-time norm. Five of the six age categories have deviations of 15% or greater. In toto, considering all ages, the average deviation of the 1976 Olympics from prime time was 15%. A rather significant difference which demonstrates the lack of similarity between the audiences of the Olympics and prime time.

The 1980 winter Olympics, however, showed a much more prime-time-like pattern. Unlike 1976, when five categories deviated from the prime-time norm by 15% or more, none of the age groups in 1980 recorded a deviation in excess of 15%. The range of deviation was also reduced from 40 points in 1976 (a range from +18% to -22%) to 22 points in 1980 (a range from +14% to -8%). Average deviation dropped from 15% in 1976 to a mere 5% in 1980. This means that the 1980 winter Olympics came considerably closer to being similar to the typical prime-time viewer than did the games of 1976. It seems safe, therefore, to conclude that the Olympics began to be viewed more as a prime-time viewing alternative than a typical sporting event.

■ **The people:** The prime-time viewing habits cannot fully explain the seemingly unusual audience pattern. Other prime-time sporting events like Monday night football and the World Series continue to attract the usual sports viewer. It, therefore, seems that another part of the explanation for viewership paralleling prime time is that ABC positioned the Olympics as a "personality" event rather than a "sporting" event.

■ **The competition:** One additional factor is that the competition was offering counterprogramming that would attract a young audience. "The Exorcist," "Towering Inferno," "The End" (starring Burt Reynolds) and "Harper Valley PTA" were offered by the two non-Olympic networks to blunt the effect of the Olympics. These movies all have a very heavy appeal toward a younger audience (indeed movies historically have done well against younger audiences) and most definitely cut into the ability of ABC to attract the 18-34 year-old audience group.

The look of the Olympic audience during weekend daytime was considerably different from prime-time telecasts. While women in the older age groups dominated the prime-time Olympic viewing, during weekend coverage men exerted their viewing muscle and outdistanced women by 14%.

The heavier concentration of men than women during weekend daytime was to be expected. This is the time period historically earmarked for sports programming when men are in the habit of controlling the television set. It, in effect, put the Olympics back into the sports genre. The miniseries concept seems, however, to hold up even during weekend daytime. The greatest increase in viewership from the 1976 Olympics was among the same groups who showed major growth in Olympic viewing during prime time; older and female. Total adult viewership was up by a whopping 38% over 1976. The 50+-year-old age group increased by an incredible 70% with women increasing by 84% and men by 56%. The 18-49 group increased by a relatively paltry 19% for women and 25% for men. This heavy increase among older women would seem to indicate that prime-time coverage of the Olympics may have enticed the viewer and lured her into watching the story continue to unfold during the weekend daytime.

Most likely the majority of the media prognosticators did not anticipate these apparent aberrations. While it seemed fairly certain that ABC would capture the rating race during the two weeks of Olympic coverage (as it did with a 23.1 rating versus 19.3 for NBC and 18.1 for CBS) it seemed unlikely that the ratings victory would be spearheaded by the over-50-years-of-age crowd, especially women.

While the older people were not quite nonexistent during the telecasts of the 1976 Olympics, they were far outdistanced by the younger viewers. In 1976 the 18-34-year-old group outpulled the 50+-year-olds by 15%. In 1980 this was completely reversed as the older age group enjoyed ratings 22% higher than the younger people. As incredible as it may sound, the 1984 Olympics may be sponsored by denture creams, laxatives and major package goods.



Torbet Radio

**We told WQYK that
we could outsell
any Rep.**

Now we're proving it!

Torbet Radio is now the national voice
of WQYK serving the St. Petersburg-Tampa Market.

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

Environmental activist Jim Scherer:

"Bethlehem's system for treating blast furnace water is so good it's now considered the industry standard."

Jim Scherer is one of about a thousand Bethlehem Steel people whose jobs keep them active in Bethlehem's environmental control program.

As a senior environmental engineer at our Lackawanna, N.Y., steel plant, Jim supervises the two dozen people who operate the plant's eight major water control systems. These eight systems cost Bethlehem \$52 million to engineer and install, plus nearly \$3.9 million each year to operate.

"We've spent a whale of a lot of money on our water control program here," says Jim. "But we've spent it wisely and have gotten good results."

"For example, when I first became active in water control in 1961, we were only partially treating the waste waters from our blast furnaces and then discharging 100% of this water into Lake Erie. Today a complicated water treatment system does a

highly efficient job of cleaning the water and discharges only 10% back to the lake. The other 90% is recirculated back through the system.

"Bethlehem developed this pollution-control technology at our Bethlehem, Pa., plant, and now four of our plants are using it. The EPA has recognized the method as the best way to bring blast furnace gas scrubber water to within current clean-water standards."

Bethlehem's commitment: To do what is necessary to protect public health.

We've made substantial progress in controlling pollution at all our facilities and we're planning to do more. We've already spent \$700 million for pollution control equipment and may have to spend several hundred million more in the years ahead.

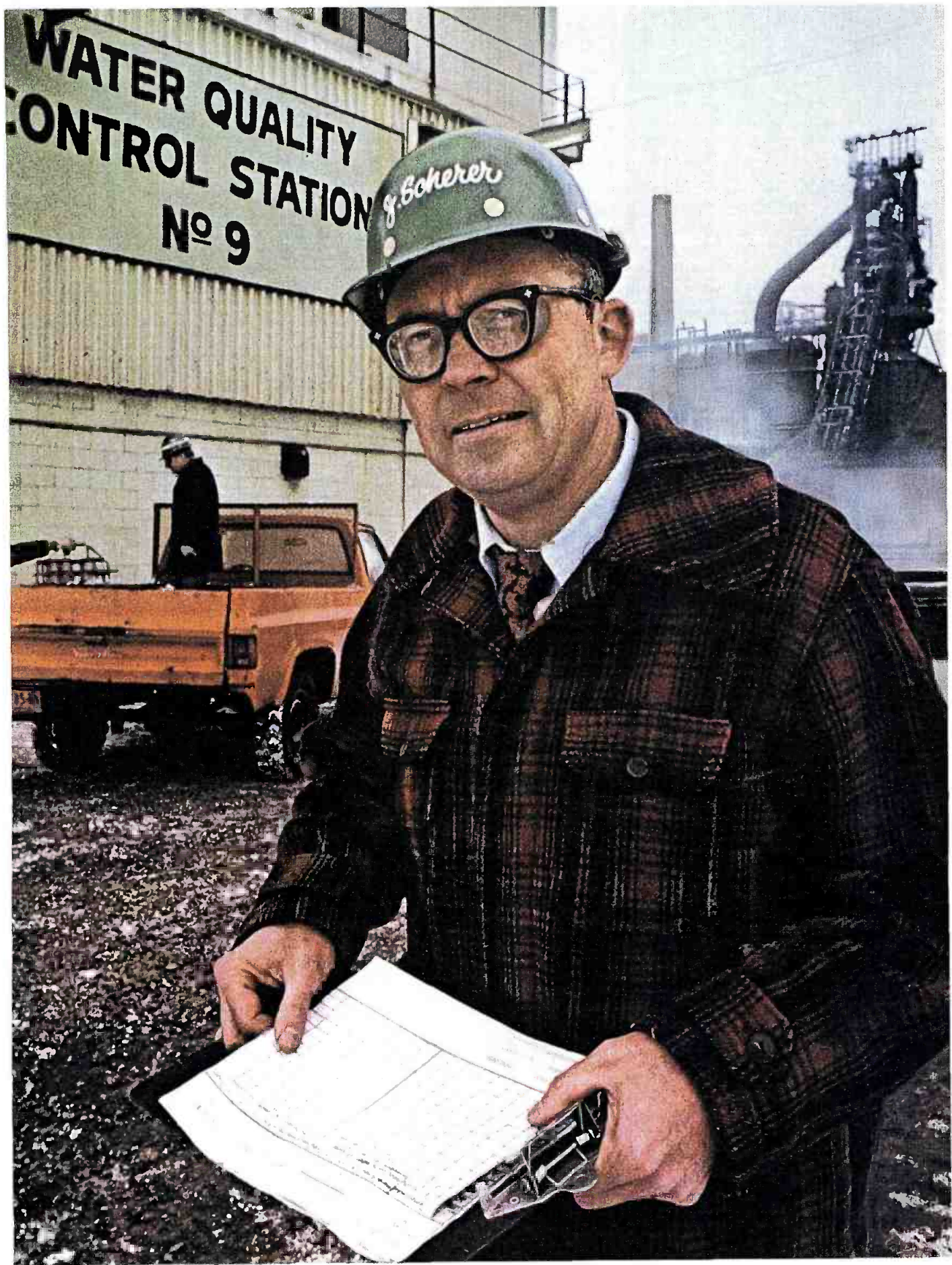
But we believe there's a limit. To require industry to "purify" the air and water beyond what is necessary to protect health does not make good economic or energy sense.

A balance must be struck between an absolutely pure environment and a healthy environment, so that the economy of this nation has the opportunity to thrive.

Our position is clearly explained in our *Statement on Environmental Quality Control*. If you would like a copy, write: Public Affairs Department, Rm. 476, Bethlehem Steel Corporation, Bethlehem, PA 18016.

Bethlehem 

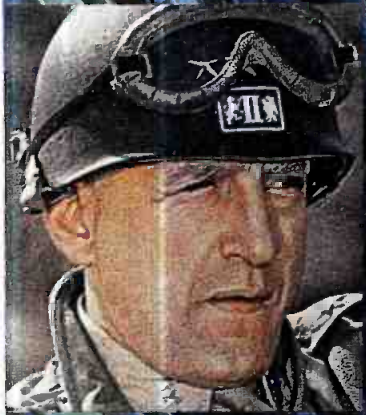
The Lackawanna Plant's Water Control Station No. 9 houses the controls and pumps for the blast furnace gas washer water recirculation system. Placed "on stream" in late 1979, the project cost \$4 million. Water is recirculated through the system's 30-in.-diameter pipes and five large tanks at a rate of about 7500 gallons a minute.



20th CENTURY FOX TELEVISION

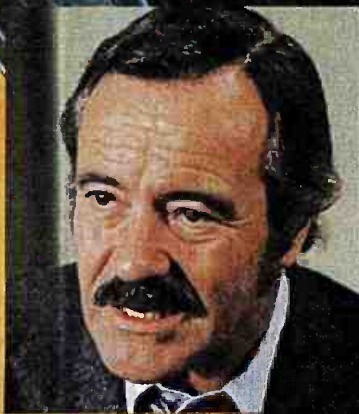


The Big Movie Company gives you the big movie ratings.



Century 10

Superstar action-adventure films including "Patton" and "Poseidon Adventure"—two of the highest rated movies ever on TV.



Take a look at just one of our blockbuster packages.

CENTURY 10. It's your station's ticket to the hottest theatrical releases, and all the stardom and excitement Hollywood has to offer. Movies like "Patton," "Poseidon Adventure," "French Connection II," "Silver Streak," "W.W. and the Dixie Dancekings," "Harry and Tonto" and many more. Thirty color features with today's biggest stars in some of their most popular roles.

There are over 1500 movie titles available from the huge 20th Century-Fox Television library, including CENTURY 10—and PREMIERE I, another outstanding action-adventure package. If you want the big movie ratings, you have to go to the Big Movie Company. Over 60% of the CENTURY 10 titles are available for airing now. Call your Fox representative for immediate availabilities.



Television's Big Movie Company

Los Angeles • New York • Chicago • Dallas • Atlanta

Datebook

■ indicates new or revised listing

This week

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—*Arbitron Radio Advisory Council* meeting. Granada Royale hotel, El Paso.

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

■ **May 20**—*National Association of Broadcasters* equal employment opportunity compliance seminar, 2-5 p.m. NAB headquarters, Washington.

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

May 20-23—*Central Educational Network/Eastern Educational Network* joint ITV workshop. Hershey Motor Lodge, Hershey, Pa. Information: Marsha Weber, (312) 463-3040.

May 21-22—*Ohio Association of Broadcasters* spring convention. Speakers: Senator John Glenn (D-Ohio), CBS President Gene Jankowski, NAB Joint Board Chairman Tom Bolger, NAB President Vincent Wasilewski, Television Information Office President Roy Danish. Kings Island Inn, Cincinnati.

May 21-23—*Minnesota Broadcasters Association* spring convention. Radisson hotel, St. Paul.

May 24—*Radio-Television News Directors Association of Canada* British Columbia regional convention. Village Green Inn, Vernon, B.C.

Also in May

May 26-29—*Canadian Cable Television Association* 23d annual convention. Hotel Vancouver, Vancouver.

May 27-29—*Electronic Industries Association's Communications Division* fifth annual Hyannis Seminar. Dunfey'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 29—*UPI Indiana Broadcasters* meeting. Otter Creek Country Club, Columbus, Ind.

May 30—*Radio-Television News Directors Association of Canada* prairie regional convention. Northstar Inn, Winnipeg, Man.

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 programming rulemaking proceeding (Docket 19142). Reply comments due Aug. 1. FCC, Washington.

June 2-6—*National Association of Broadcasters* Joint Board meeting. 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 5-6—*Society of Cable Television Engineers* meeting on preventive maintenance. Empire State Plaza Convention Center, Albany, N.Y.

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

June 5-7—*Associated Press Broadcasters* convention. Keynote speaker: Richard Wald, senior vice president for news, ABC News. 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—*Radio-Television News Directors Association of Canada* Atlantic regional convention. Howard Johnson's, Fredericton, N.B.

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.

June 13-15—*Vermont Broadcasters Association* meeting. Top Notch Resort, Stowe.

June 14—*Radio-Television News Directors Association* region 11 (New England) meeting. Dunfey's Sheraton Wayfarer, Bedford, N.H.

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

June 15-18—*Virginia Association of Broadcasters* summer meeting. Cavalier hotel, Virginia Beach.

June 15-22—*National Association of Broadcasters/Radio-Television News Director Association* seminar. The Wharton School, Philadelphia.

June 15-27—*National Association of Broadcasters* 12th Management Development Seminar. Harvard Business School, Boston.

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

■ **June 17-19**—Eurocom 80, second international conference and exhibit for advanced communications. Bella Centre, Copenhagen. Information: Bella Centre, Centre Boulevard, DK-2300, Copenhagen S.

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 19-21—*Radio-Television News Directors Association of Canada* national convention. Harbour Castle Hilton, Toronto.

June 20—*UPI* New York State awards dinner and annual meeting. Gideon-Putnam hotel, Saratoga Springs, N.Y.

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

June 20-21—*Radio-Television News Directors Association* board meeting. Harbour Castle Hilton, Toronto.

June 20-21—*United Press International Broadcasters Association of Texas* 25th annual convention. Summit hotel, Dallas.

June 20-27—*Wyoming Association of Broadcasters* meeting. Ramada Inn, Casper.

June 20-22—*Radio-Television News Directors Association* of the Carolinas annual meeting. Appalachian State University, Boone, N.C.

■ **June 21-25**—*Georgia Association of Broadcasters* 46th annual convention. Callaway Gardens.

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. Speakers include Charles Ferris, chairman, FCC; Kathleen Nolan, Corporation for Public Broadcasting board; Nicholas Johnson, president, National Citizens Committee for Broadcasting. Century Plaza hotel, Los Angeles.

■ **June 24**—*National Association of Broadcasters* equal employment opportunity compliance seminar. Century Plaza hotel, Los Angeles.

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

June 24-26—*Armed Forces Communications and Electronics Association's* 34th annual convention. Sheraton Washington hotel, Washington.

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

June 24-27—*Corporation for Public Broadcasting* Radio Development Workshops. Crown Center, Kansas City, Mo.

■ **June 25**—*Association of National Advertisers-Radio Advertising Bureau* radio workshop. Waldorf Astoria, New York.

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

June 25-28—*Florida Association of Broadcasters*

WE RE-INVENTED THE BROADCAST WIRE.

In 1979, we literally re-invented the broadcast wire. We examined your needs and started from scratch to create the most comprehensive package of broadcast services in the industry.

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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.

Our hourly news summaries provide three minutes of fully scripted news programming, not just separate stories. Plus, we've developed a strong package of regular features that will fit any format. And, they're programmed on a regular schedule, giving you the added opportunity of strip programming with sponsorship potential.

The AP Radio Wire delivers ready-to-air, ready-to-sell news and programming that gives you a competitive edge in attracting listeners and advertisers.

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the vital data critical to the development of high-rated newscasts.

But, AP TV Wire is more than just a news source. Fully one-third of it is designed for story and feature programming—ready to strip into your noon shows, AM shows, or other local programming. And, adding AP PhotoColor and AP LaserPhoto can make AP TV Wire even more useful and effective.

The flexibility to meet your needs.

Whichever AP service is best

for you, you'll get the most flexible, useable news and programming available. 24-hours-a-day, every day, the AP provides fast, accurate, objective news from around the nation and the world, plus more depth of coverage by region and state than is available anywhere else.

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Broadcast Services

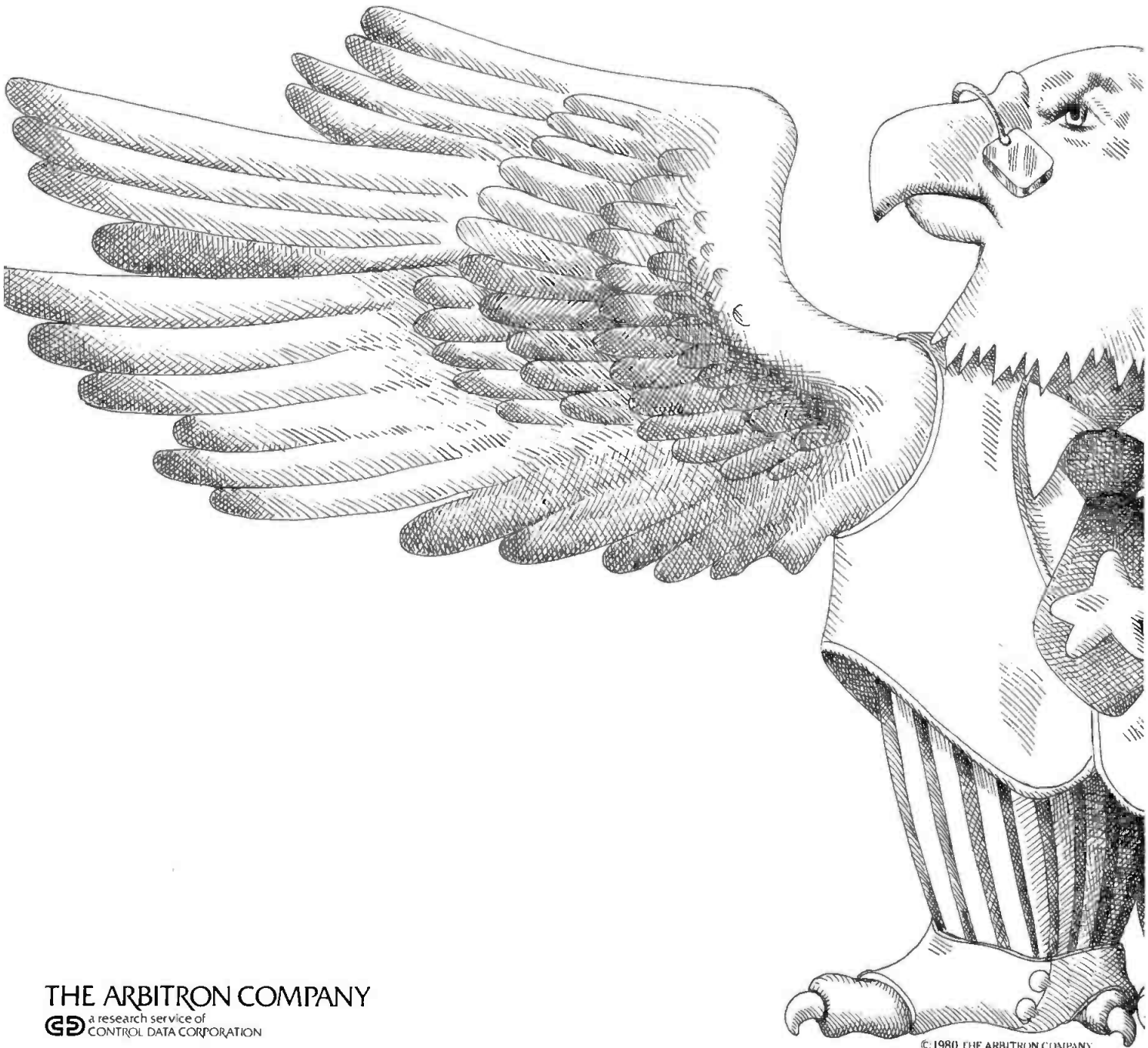
INNOVATION for better news programming

Associated Press Broadcast Services: AP Radio Wire AP TV Wire AP Radio Network AP Newscable AP PhotoColor AP LaserPhoto

THE ARBITRON GUIDE **TO THE BEASTS OF THE** **RATINGS JUNGLE**

THE STAR-SPANGLED CLAIM CHECKER

ONE OF A SERIES



THE ARBITRON COMPANY
GD a research service of
CONTROL DATA CORPORATION

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DESCRIPTION OF STAR-SPANGLED CLAIM CHECKER: Also known as the Broadcast Rating Council, this is one of the more helpful and beneficial denizens of the ratings jungle. Can be spotted by its wisdom and constant devotion to making sure that rating services "do what they say they do."

HABITS: Assures that ratings services make full disclosure of their procedures and that they meet certain research standards.

Rating services are audited yearly, and those that meet these conditions earn accreditation and are eligible to carry the Council's double check symbol on all reports.

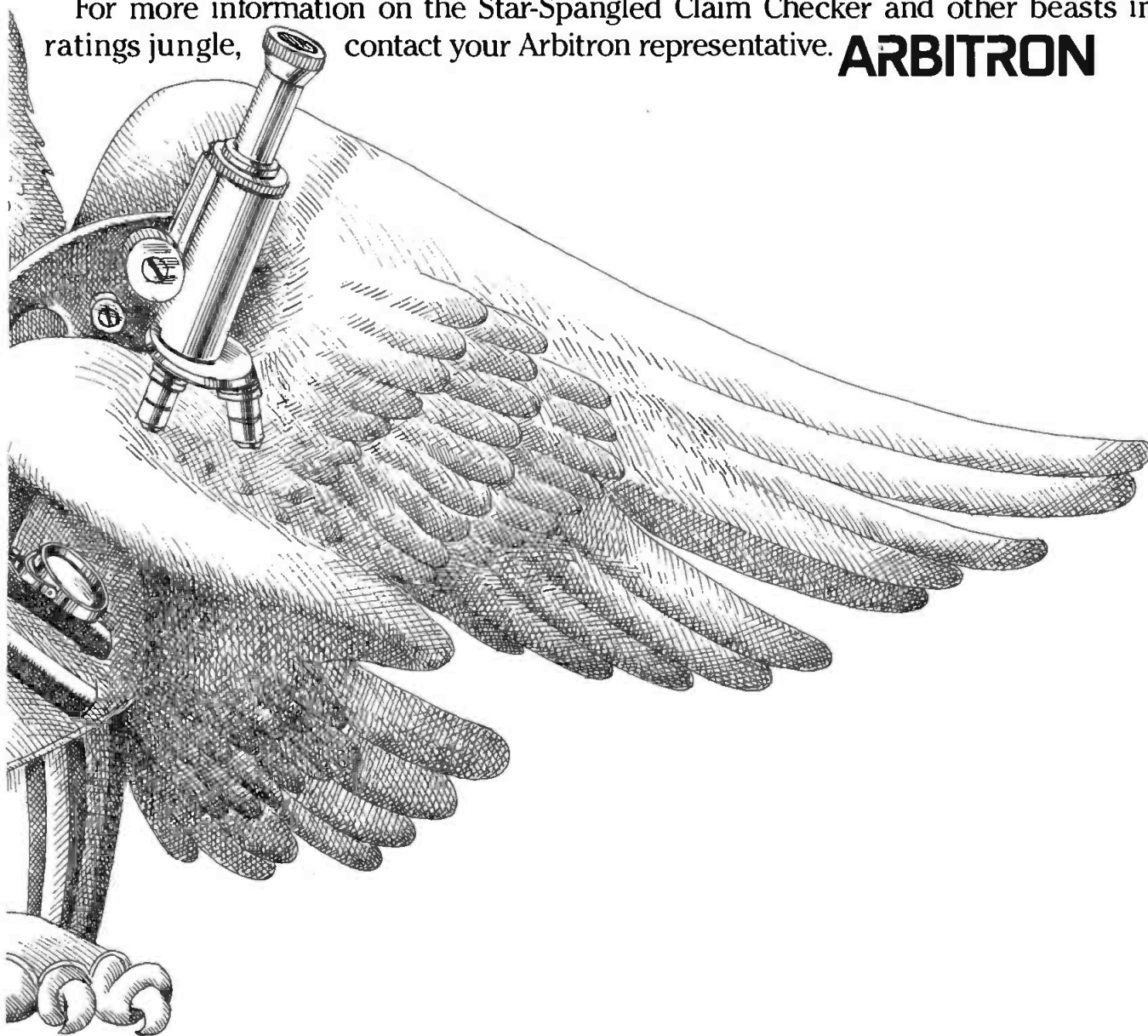
CARE AND FEEDING: Arbitron believes that species such as the Star-Spangled Claim Checker deserve special care and attention. We are constantly listening to the Council's suggestions to make sure our services meet the highest research standards.

The Board of Directors of the Council is composed of representatives of the following industry groups: ABC, CBS, NAB, NBC, NRBA, RAB, the SRA and the TVB.

In addition, observers from the 4A's and the ANA attend board meetings.

For more information on the Star-Spangled Claim Checker and other beasts in the ratings jungle, contact your Arbitron representative.

ARBITRON



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 Programmers* convention. Michigan State University Kellogg Center, East Lansing, Mich.

July

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

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

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

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

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

July 16—*Radio-Television News Directors Association* region 9 workshop. Baton Rouge. Information:

John Spain, (504) 387-2222.

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

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

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

July 21-22—Radio Workshop I on creative radio advertising. Snowmass Resort, Aspen, Colo. Information: Radio Workshop I, Suite 402, 102 West Whiting Street, Tampa, Fla. 33602; (813) 223-5684.

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

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

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

September

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

Sept. 2-5—*Arbitron Radio Advisory Council* meeting. Hyatt Regency, Cambridge, Mass.

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

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

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

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. 1—*National Association of Broadcasters* television conference. Fairmont hotel, Philadelphia.

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

October

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

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

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

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

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

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

Oct. 8-10—*Public Service Satellite Consortium*, 5th annual conference. Washington Hilton.

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

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

Major Meetings

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

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

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

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

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

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

June 11-15—*Broadcasters Promotion Association* 25th annual seminar and *Broadcast Designers Association* second annual seminar. Queen Elizabeth hotel, Montreal. Future seminars: June 10-14, 1981, Waldorf-Astoria hotel, New York; June 6-10, 1982, St. Francis hotel, San Francisco; June 8-12, 1983, Fairmont hotel, New Orleans; June 10-14, 1984, Caesar's Palace, Las Vegas; 1985, Chicago.

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

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

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

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

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

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

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

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

March 11-18, 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.

April 12-15, 1981—*National Association of Broadcasters* 59th annual convention. Las Vegas Convention Center. Future conventions: Dallas, April 4-7, 1982; Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984; Las Vegas, April 14-17, 1985; Kansas City, Mo., April 13-16, 1986; Atlanta, April 5-8, 1987; Las Vegas, April 10-13, 1988.

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

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

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

Oct. 11—Florida Association of Broadcasters meeting. South Seas Plantation, Captiva Island, Fort Myers.

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

Oct. 14-15—Advertising Research Foundation's 2d conference on business advertising research and research fair. Stouffer's Inn on the Square, Cleveland.

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

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

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

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

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

Open Mike®

One step ahead?

EDITOR: I think the biggest news story at the National Association of Broadcasters convention has been completely overlooked.

As you know, the FCC approved the Magnavox system for AM stereo on the Wednesday before the convention, April 9. Two days later, Magnavox, which had not planned to attend the convention, opened a suite in the Las Vegas Hilton to set up its stereo equipment, which included a modified Philips receiver they had used during the two years of testing period. On that same day, two gentlemen from Japan who represented the Pioneer Co. appeared in the Magnavox suite with two finished models of AM tuners or receivers that worked on the Magnavox system.

One was an AM tuner which could be added to an existing stereo system by using the auxiliary input of the existing stereo amplifier, and the other was a complete AM stereo radio for use in the automobile. They asked the Magnavox people if they could leave these models on display in the Magnavox suite, and the Magnavox people said yes. These pieces of equipment did not look like something thrown together or modified from something else, but looked like completely finished production line equipment.

I think this is a good example of why the Japanese have jumped so far ahead of us in just about everything in the past 10 years. In the case of AM stereo, the Americans wonder whether anyone wants it; then when the broadcasters get it, they don't like the system approved. The Japanese meanwhile are producing the receivers and have gotten the head start on the other manufacturers. By the way, Magnavox said it would take them at least 26 weeks to get parts to start producing their stereo receivers.—*William O. Barry, president, WAMB(AM)-WZEZ(FM) Nashville.*

Don't build like they used to

EDITOR: This being a slow day in the leather-lined office, it occurred to me that

what radio needs is another zinger of an old timers' contest: specifically one for the oldest structure built for and still housing original radio station offices, studios and transmitter. By happenstance I own one that takes the coil-covered oatmeal box: KFUN(AM) and KLVF-FM in Las Vegas, N.M. Yes, that's New Mexico.

The building was erected by the original licensee, Ernie Thwaites, in 1941. The construction is pristine New Mexico adobe, the walls ranging up to six feet in thickness. Ernie built well and wisely, the station having grown from a 250 w daytimer to a Class 4 full-timer plus a Class A FM with completely separate programming. By the way, we're still using the original 1941 Gates 250 w transmitter as an alternate main. Thwaites sold the station to Merle Tucker and Tucker in turn to me in 1969. The building, tower and adjoining property are unchanged after 40 years.

Any challenges?—*S. Carl Mark, president, Mark/Way Broadcasting, Tulsa, Okla.*

Insider stuff

EDITOR: Your coverage of the National Association of Broadcasters Las Vegas convention and exhibits in your April 7, 14 and 21 issues was superb from every standpoint.

I discovered some interesting and worthwhile technological information about my own exhibitors. A big thank-you for helping to make the exhibits more meaningful to all that attended.—*Edward L. Gayou, exhibit director, National Association of Broadcasters, St. Louis.*

EDITOR: Even though it may be a bit late, I want to tell you that I think you did a really superb job of reporting the NAB convention. As you well know, it is complicated with three separate meetings—radio, television and engineering, joint sessions, exhibits, and all kinds of related activities. Even those of us who are involved in the planning get a better view from the magazine than we do from actually running the convention.—*James H. Hulbert, senior vice president, broadcasting, NAB, Washington.*

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Executive and publication headquarters
Broadcasting-Telecasting building
1735 DeSales Street, N.W., Washington 20036.
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We're enlarging our Orbit.

CBS. Three prestigious initials that have always stood for communications excellence. And now, with the debut of CBS Cable, they stand for the finest in satellite-delivered programming as well. It's a vital new industry that's growing. We're proud to become a part of and grow with it, to unite our programming experience with the vision, innovation and insight of the cable community.

Broadcasting is unequalled in its ability to speak one language to diverse audiences. Narrowcasting is unequalled in its potential to master many languages, to speak directly to special groups within the mass audience. CBS Cable represents a different concept in programming, flexible enough to address all its publics individually, dynamic enough to meet the challenges of a new medium.

CBS Cable has reached to the skies, and the sky's the limit.

CBS Cable

You'll be hearing from us.

TOP OF THE WEEK

Software outshines hardware at NCTA Dallas

**Programers arrive loaded with
new services and shows for sale**

It says something about the evolution of the cable industry that in a year when engineers are talking about sending 54 channels through a single cable, the big news at the annual convention of the National Cable Television Association in Dallas this week will probably be made by programers.

The software suppliers have become over the last several years an integral and ever-growing part of an industry long dominated by hardware manufacturers. And at this NCTA the program news is sure to be dominated by newcomers: Premiere, the joint venture of Getty Oil and four major movie companies (at right) and CBS, which plans to unveil plans for its new cable TV unit (page 30).

There also will be old faces with new programming services. Turner Broadcasting, led by Ted Turner, will be in full force both on the exhibit floor and in the hotels as it recruits systems to carry the Cable News Network, the 24-hour news service that premieres June 1, and the first of the superstations, WTBS(Tv) Atlanta.

Turner Broadcasting will display its offerings on four monitors in its booth. Three monitors will show sports programming and an interview with Turner, and the fourth will show a tape of CNN's news rehearsals as it readies for its June 1 launch. WTBS will also be brought down from Satcom II and there is a possibility that there will be live feeds from some of the CNN bureaus.

Turner (the subject of a BROADCASTING "Fifth Estate" report in this issue; see page 35), CNN President Reese Schonfeld and CNN's chief Washington correspondent, Daniel Schorr, will host a cocktail party on Monday evening.

Home Box Office was scheduled to roll out plans on Sunday for its new pay television channel. The service, known as "Max," is designed to complement HBO. It will be primarily a movie channel, airing shows that have not been suitable for HBO's format.

Max will be a two-transponder service

linked to Satcom I, and will premiere Aug. 1.

Michael J. Fuchs, HBO's senior vice president for programming, will announce other new programming developments. These will include sports, specials and series.

Showtime has scheduled a press brunch on Sunday to showcase Ed McMahon, host of its new variety series. On Monday it will announce further programming plans. One new show will be a talk show hosted by Ralph Nader, the consumer activist. (Nader will also appear three times a week as a commentator for CNN.)

The USA Network—formerly Madison Square Garden Sports—will unveil plans for its new season. In the three years since its start-up, MSGS had incorporated about 80% of its programming from sources other than the Garden. The name change also comes as part of a new concept for USA Network. Plans include a morning women's program that will be a combination of talk and education.

Among the cable programming questions to be answered at the show is what is to be-

come of Cable Net Two, the 11 transponders dedicated to cable programming on Comstar II. To what use companies like Times Mirror and Rainbow Communication will put their transponders is still a mystery. All the Cable Net Two programers face a common problem: There are few systems that have the second earth station oriented to Comstar II and without those earth stations the programming the transponders carry can't reach the cable homes.

Southern Satellite Systems' Ed Taylor admitted last week to being "pessimistic" about his plan to have cable programers that are assigned to Comstar D-2 pick up the costs for earth stations. He'd asked 11 of them by last Thursday, and gotten seven yes's and four no's. Needing 10 affirmative votes, Taylor says the remaining seven programers were ones who had shown less interest in the project. Any fewer than 10 firm commitments, which would translate into 200 earth stations, and individual programers can pull out of the arrangement. According to Taylor, he's

To page 30

Premiere's bow

Getty Oil Co. and four major Hollywood motion picture studios were to announce formal plans for a new national pay-cable service yesterday (May 18) at a gala presentation at Loew's Anatole hotel in Dallas at the start of the National Cable Television Association convention. The new service, Premiere, was born last month amid controversy when Getty announced that the film companies would not sell their product to any other national, satellite-delivered pay service for nine months after it becomes available to the new joint venture (BROADCASTING, April 28).

Premiere will offer approximately 150 films a year to cable systems. Between 60 and 80 of the available movies will come from MCA Inc. (Universal), Columbia

Pictures Industries, Paramount Pictures Corp. and 20th Century-Fox Film Corp., equal partners with Getty in Premiere. Other firms offering product on the new service include Walt Disney Productions, MGM, Lorimar, New World, Omni-Zoetrope and, possibly, United Artists.

The so-called "nine-month window" that Premiere will enjoy with the films of the four movie companies will apply only to competing satellite services, such as Home Box Office or Showtime. Stand-alone systems, subscription television operators and even multiple system operators that do not deliver their pay programming by satellite may still negotiate on an individual basis.

Furthermore, films on Premiere not

To page 30



Roberts



Evey



Frank

NCTA ADVANCE

from page 29

going to keep trying to put the package together right up to today.

The engineers and the equipment exhibitors have no intention of being completely overshadowed by the programmers. The question of 400 mhz, the technology that makes possible the 54-channel cable, is still a controversial one even though several companies, including C-COR, Magnavox, Jerrold and Scientific-Atlanta, plan to have equipment in some stage of readiness on the floor.

An entire special session on Wednesday morning for both engineers and management has been scheduled, and the subject will get a more technically detailed going-over at a session on Tuesday morning. That session will be highlighted by George Luettgenau, senior scientist at TRW, one of a couple of firms at work on developing circuitry for the 400 mhz line amplifiers that several manufacturers are dependent upon for their 400 mhz equipment lines.

Although some equipment will be on hand and several communities and cities around the country have been promised 400 mhz in franchise proposals, there is still much concern that 400 mhz might be stretching cable technology a bit too far. Chris Weaver, NCTA's vice president of science and technology, said that there is a widening faction that believes that 400 mhz is not only impractical but detrimental to cable. Weaver is reserving judgment until a 400 mhz system has been installed somewhere and given a true field test.

Unlike the National Association of Broadcasters convention where equipment manufacturers spring new developments, cable equipment companies usually don't have that luxury. They are pressed by demands of cable operators who need state-of-the-art equipment to one-up operators in franchise proposals. Therefore most significant equipment developments over the last years have been revealed in franchise proposals.

The convention, however, provides the first hands-on opportunity for most cable operators. The Tocom 55 Plus interactive decoder-converter is expected to attract a lot of attention as should the most recent decoder developments of Oak Communications and Magnavox.

PREMIERE'S BOW

from page 29

from the four companies will still be available to other services during their run on the new pay-cable service.

The new service is set to begin operating Jan. 1, 1981, and will offer its programming via the Satcom, Comstar and Westar satellites. As part of the affiliation agreements being offered cable operators, Premiere will assist the systems in the acquisition of satellite earth stations necessary to receive signals from any of the satellites.

Outlining the proposal last week were Steve Roberts, president of Fox's telecommunications division; Stuart Evey, vice president for diversified operations, Getty, and Richard Frank, president of Paramount Television Distribution. Other principals include Lawrence Hilford, senior vice president, Columbia, and Alvin Rush, president, MCA-TV Program Enterprises (BROADCASTING, May 5). The venture represents a \$35-million investment, with Getty putting up the largest share.

In its initial phase, Premiere will offer three different films during prime time, Monday through Thursday nights. Friday through Sunday nights, four movies will be shown. Cable operators will be charged a basic rate of \$3.75 per subscriber per month, plus 50% of any charge over \$8 the operator may charge the home viewer.

"There will be a discount structure laid on top of that based on the size of the system," explained Frank. "I think you will find that we are very competitive."

Just how competitive the new company will be was chief among the concerns expressed last month when its formation was announced. Virtually all of the pay-cable industry charged the companies were violating antitrust laws. All three of the executives interviewed stressed the legality of the venture.

"On the advice of our counsel, we think it's totally pro-competitive," said Evey.

A Justice Department spokesman made it clear the Antitrust Division is far from a decision on its view of the legality of the proposed merger. "We have only just begun to look at it," he said. "There's no way we could be reaching a conclusion." Then, picking up a reporter's phrase, "We're not about to bless."

Inflation beginning to impact business, AAAA advised

Costs rising faster than billings; major study on miscomprehension unveiled; aggressive stance lauded

Inflation is beginning to take its toll in advertising, and while volume will increase it won't keep pace with the costs. That was the message given 470 officials, spouses and guests of the American Association of Advertising Agencies at its annual meeting last week at the Greenbrier, White Sulphur Springs, W. Va. The sessions—from Wednesday through Saturday—were the best attended in a decade.

Unveiled at the meeting was the long-gestating preliminary report of the AAAA Educational Foundation's study of comprehension versus miscomprehension in TV commercials. The study, for which \$200,000 already has been appropriated, has been 10 years in the making, having been initiated by the late John Crichton, AAAA president and founder of the foundation (see box, page 31).

Eugene H. Kummel, chairman of McCann-Erickson Worldwide, New York, was elected chairman of the AAAA. He succeeds Stuart B. Upson of Dancer Fitzgerald Sample, New York. Don Johnston, chairman and chief executive of J. Walter Thompson Co., New York, was elected vice chairman, and Robert G. Wilder, president and chief executive of Lewis & Gilman, Philadelphia, was named secretary-treasurer. Leonard S. Matthews continues as president. Harry Paster, 32-year association veteran, was promoted from senior VP to executive VP, New York.

AAAA President Matthews said last week that 83% of the association's agencies increased their billings in 1979, as compared to 81% in 1977 and 79% in 1976. Moreover, this translated into 71% of the nation's leading agencies showing increased dollar profits.

The preliminary estimate of agency profits was 4.4% of gross income (net after taxes). This was down from 4.74% in 1978, making it the third highest net profit percentage in the past decade. Matthews said gross income for some 500 AAAA member agencies—the most in history—was estimated at \$2.25 billion.

Projecting into 1980, Matthews said he had checked with 30 of the largest agencies two weeks ago and found them beginning to feel the effect of inflation. Even though billings—and therefore gross revenue—will probably be up, costs are increasing at an even higher rate, he reported. But he emphasized that the biggest agencies tend to be more profitable than others.

Matthews warned against late receivables (from clients over 30 days past due). Late receivables were up 36.8% as of May 1, he said. "We used to say that about half

In Brief. A priori AM allocations scare created at Region 2 conference is overblown, says FCC engineer Gary Sanford: applications for stations will continue to be accepted on **demand basis** and U.S. allocations plan will protect assignments from foreign interference unless there's conflict with other countries' plans. □ **Kennedy campaign loses** again at FCC, this time at Broadcast Bureau in quest for free network time to respond to Carter economic-policy address. Full commission review will be sought. □ Dallas-based **Gulf United** has offered **San Juan Racing** \$62 million in cash, \$5 million in debt assumption for two SJR AM's and five of its six FM's. Broker: Cecil L. Richards. □ **Air Time** is about week from final draft of settlement of its financial woes, says attorney for creditors' committee. □ **M.S. (Bud) Rukeyser Jr.**, former NBC executive VP, public information, named VP, communications, Newsweek Inc. □ **John E. Goldhammer**, KABC-TV Los Angeles program director, named VP, programs, Paramount Television. He'll have to step out of line of succession with NATPE, of which he's first VP. □ **Steve Friedman**, producer, NBC-TV's *Today*, named executive producer, replacing **Joe Bartolme**, whose future plans are unannounced.

of our members had no late receivables. This is no longer true," he said.

AAAA's aggressive stance with government "has earned the respect of some of those who used to push us around," Matthews said. "We've got some scars, some of them from our own trade press, but we've also learned that you can fight city hall if you do your homework."

Alluding to his campaign to persuade media to improve their handling of business and advertising news (BROADCASTING, Nov. 19, 1979), he said that "the bottom line is that apparently the journalists answer only to God and to their own conscience. I guess we've got to find ways to heighten their conscience, since we can expect little help from corporate media management." He also announced a AAAA image improvement campaign that would make all member agencies "ambassadors of advertising."

Munro's reading on modern media as technology opens up the 80's

J. Richard Munro last Friday made his first public appearance after announcement of his selection as the future president and chief executive officer of Time Inc. It proved the springboard for a number of significant observations on the future of modern communications in this generation. Addressing a well attended breakfast session at the AAAA conference at the Greenbrier, he ticked off these observations:

- Manhattan Cable, which Time owns, couldn't be given away a few years ago. Today it is worth \$100 million.

- Time's HBO subsidiary became a phenomenon when it was practically forced to go satellite because of other wiring problems, and in doing so opened a new vista for all cable.

- Cable's success can be related to the absence of "commercial interruptions," and Time Inc. is now opposed to commercialization of that medium. But he observed that *Reader's Digest* carried no advertising for 30-odd years, then shifted, and in that kind of time span, Time may change its position on cable, too.

- While many choices in programming over cable exist, "don't believe those stories about channels by the score." He said 80% of all cable now has 12 channels and

The comprehension gap. "This is not just another study of TV commercials," said Alfred J. Seaman, chairman and chief executive officer of SSC&B Inc. and president of the AAAA Educational Foundation, in describing the "miscomprehension" study. "For the first time, we have a broad-based comparative study measuring the comprehension and miscomprehension of television commercials, local and network news shows, popular adventure series, serial type mystery shows and public service announcements."

Emphasizing that the presentation was the first (but most expensive) phase of a three-part study, Seaman said that the AAAA is determined that the results "will be heard in advertisers' offices and advertising agencies around the world; in the chambers of government; in the hearing rooms of regulatory bodies such as the Federal Trade Commission; in editorial and programing offices; on the college campuses, and perhaps in the parsonages too." Comprehension versus miscomprehension, Seaman said, "touches every aspect of our lives" from our understanding (or misunderstanding) of events "as small as breakfast table discussion and as large as war and peace and nuclear energy."

Following a discussion of the technical side of the study, Rena Bartos, senior vice president of J. Walter Thompson, introduced Dr. Jacob Jacoby of Purdue on results of the first phase of the three-ply study—to develop a standard measure of miscomprehension. Chief among Jacoby's findings were: the vast majority of television viewers—more than 90%—misunderstand some part of what they see, no matter what kind of broadcast they are watching.

Normally, the range of misunderstanding is between one-fourth and one-third of any broadcast whether it is an entertainment or news program, commercial or public service announcement.

On the whole, viewers are less likely to misunderstand commercials than entertainment and news programs, although the difference is slight.

While most key demographic characteristics appear to have no bearing on viewer misunderstanding, there does seem to be a slight relationship between the level of misunderstanding and the level of viewer education and age.

Regardless of what they are watching, television viewers seem to misunderstand facts equally as much as they misunderstand inferences in a broadcast.

Phase two will calibrate miscomprehension under normal viewing conditions, a study, supervised by Professor Scott Ward of Harvard/Wharton. Phase three will develop a data bank of commercials tested under normal viewing conditions, supervised by Professor Michael Ray of Stanford. It is estimated it will take a year to complete the study, with more funding supplied as needed.

it will be a decade before a shift to 36 channels.

- It will be at least another 10 years before the nation goes two-way cable.

- The long-term viability of public broadcasting is questionable.

- Satellite-to-home TV transmission may never come. It would affect both broadcasting and cable, and he predicted that the lobbies of both industries would go all-out against it. "The miracle doesn't work that way."

- "The videodisk system has kind of peaked." Stereo is very important and the RCA system does not provide audio quality. Munro said, predicting that tape, with stereo and better sound quality, will outcompete disks.

- Cable is underpriced (at an average of \$8 a month). Prices will be rising. "They're now giving it away."

- Newspapers, locally, will be hit by the vast amount of information supplied by cable—grocery prices, best buys and TV listings.

Munro, executive vice president of Time Inc. and former group VP of the company's video unit, will take over as chief executive officer and president on Oct. 1. The current CEO and chairman, Andrew Heiskell, and President James R. Shepley will both retire on that date. Reporting to Munro will be the new chairman of the board, Ralph P. Davidson, and Clifford J. Grum, who gets Munro's old title and responsibility for Time's five group VP's.

It's official: CBS into cable

KNXT's Shay will head new unit within company, which plans to produce and distribute programs to 'selective demographic groups'

CBS formally announced its entry into cable programing last Friday through the formation of a separate CBS Cable Unit.

Robert E. Shay, former station manager of CBS's KNXT(TV) Los Angeles, was named vice president and general manager of CBS Cable, which will be based in New York and will have, CBS said, three basic functions:

- "To provide a unique, high-quality



Munro



Shay

programming service for cable systems;

- "To develop and produce original programming for cable, and

- "To present programming currently not available in any other medium."

Shay said CBS Cable will provide a basic cable service, not pay cable, and expects to sell advertising within it. Whether it will sell the service to systems conventionally or through some sort of affiliation arrangement, he indicated, is one of the questions to be determined. Nor was he ready, he said, to talk about the amount or type of programming currently available or being considered—except to say, in answer to a question, that it was not expected to include CBS News output—or about a likely start date for delivery of services. He did say CBS Cable has already acquired transponder space on the Westar satellite.

"We've just been authorized," he said, "and we are formulating plans. We will be at the National Cable Television Association convention [this week] in force, listening to and absorbing a variety of information to help us formalize our plans."

The announcement carefully noted that "CBS Cable will operate independently from the CBS/Broadcast Group and the newly formed Video Enterprises division, and will report to the office of the chairman." That office was formed to serve CBS chief executive pending selection of a successor to John D. Backe, who resigned two weeks ago (BROADCASTING, May 12), and consists of Chairman William S. Paley and John R. Purcell, executive vice president; Gene F. Jankowski, president of the CBS/Broadcast Group, and Walter R. Yetnikoff, president of the CBS/Records Group.

Charlotte Schiff Jones, formerly with Time Inc. as executive vice president of Manhattan Cable and before that director of community programming for Teleprompter, will be CBS Cable's vice president, marketing.

Gary Hoffman, former director of program development for the CBS Television Stations division, will be vice president for programming and production for the new unit.

CBS's plans to get into cable programming had been sketched by Backe to CBS-TV affiliates in what proved to be his final appearance as president. He spoke of the formation of "one or two cable television networks," perhaps as early as next January, and also emphasized that through cable CBS would supply programming to "very selective demographic groups" without posing a "major threat" to commercial network TV (BROADCASTING, May 12).

CBS Cable will be based in New York, but Shay said it was too early to say how many people it may employ. Its predecessor, known as the CBS Cable Study Unit, which Shay also headed, had been in existence about four weeks and consisted of five people but also had access to other authorities as well as prior research.



The Backe-Paley disconnection

Former CBS president forced the chairman's—and the board's—hand when he discovered he was subject of career 'assessment'



More of the truth about John Backe's resignation from CBS began to emerge last week, most of it issuing reluctantly from a CBS trying to quiet rumors set off by its mysterious, middle-of-the-night announcement a week before.

Chairman William S. Paley was particularly stung by insinuations that he wanted to retard CBS's entry into the new electronic media technologies. "The story about my having a lack of enthusiasm for it is completely untrue," he told BROADCASTING. "Nobody around here has been pushing [the new technologies] harder than I have. I've been very, very sensitive to the whole field and the need to get going and the need to get proper manpower in place for us to do it properly."

As if to underscore that statement, CBS last Friday announced it was starting a new CBS Cable unit, to report initially to the office of the chairman, which Paley heads (see page 31).

The fact was, as BROADCASTING reported in its May 12 story of the Backe ouster, that both Paley and the outside directors who make up the company's executive committee had begun to wonder whether Backe was indeed the man to run CBS—both in tandem with Paley now and after the latter's eventual departure from the scene. They felt, as one board member put it, that he "had not grown in the job." The man who may have been right for CBS's immediate past might not be right for the future, they reasoned.

So an "assessment" was begun to determine whether someone else might do it better—an "assessment" that John Backe learned about on April 25. He immediately confronted the executive committee with a demand for a vote of confidence and, apparently, with an ultimatum that, failing such an expression of support, he would resign.

Backe also confronted Paley directly—and, by all accounts, angrily. The chairman says he tried to defuse the situation—"I did everything I could to get him back on the track," Paley is quoted as saying—but Backe would not, or could not, take back his ultimatum: The confrontation, it was said, led to "irreconcilable differences." Paley insists that no anti-Backe decision had been reached. "It was an open question. He came to me and I told him the whole truth. That an assessment was being made. It's a prudent thing for a company to do from time to time, particularly when there's some change in the offing."

The change to which Paley referred was the inevitability that his own tenure with CBS must some day end. Now approaching

79 (on Sept. 28), Paley says "I have to be a realist and I have to think of what might happen."

As to reports that he and Backe had been increasingly on a collision course, Paley says: "I thought we were getting along pretty well." He would not say whether he thought Backe had made a mistake by precipitating the showdown.

Apparently, between the time of their first confrontation and Backe's return from the CBS-TV affiliates meeting in Los Angeles, Backe and Paley had no further conversations. Indeed, they have not talked since; the request for his resignation was made by a task force of the executive committee on May 8.

Reports persisted last week that CBS has its new president and chief executive officer in its sights, but neither Paley nor any other company executive would confirm it. It's believed that Heidrick & Struggles, the executive search firm that brought Charles Ireland, Arthur Taylor and John Backe into CBS, had again been engaged to screen candidates. Paley may have given one clue to the type of individual he has in mind when he told *Business Week* magazine that "a Harvard Business School degree might be more essential at a company like General Electric than at CBS."

By all accounts, Backe was held in high esteem at CBS as a "superb organization man and technician" but a person more interested in the techniques than the scope of management. His principal shortcoming, aside from a certain remoteness in personal relationships, was said to be a lack of "vision."

Another theme emerging from conversations with CBS executives last week was that, in the final analysis, neither Arthur Taylor (who was fired as president in October 1976) nor Backe had measured up to the mark set by Frank Stanton in his tenure as CBS president. Bill Paley himself was speaking warmly of Stanton last week. "Frank was terrific," he said. "He was a very good man, and particularly in certain respects there was no one better than he. He was a top guy for that office of president while I was chairman of the board. It was a very healthy and very productive and very successful relationship."

Paley will not say whether he's looking for a man more in the Stanton mold or his own, but he does insist he's not going to stop trying. And he pooh-poohs the idea that a qualified candidate will be frightened away from the job because of the experience of its last two occupants. "It's one of the best opportunities in the country," Paley said last week.

Now it's NBC's turn

L.A.'s Century Plaza will be host for the annual gathering of the network's affiliates

More than 700 representatives of NBC-affiliated TV stations were expected in Los Angeles over the weekend for the start of the last of this spring's round of meetings between television networks and their affiliates.

NBC President Fred Silverman is scheduled to speak following the main prime-time program presentation Tuesday morning. NBC Chairman Jane C. Pfeiffer will speak at luncheon today (Monday).

After a welcoming reception last night, two days of business sessions were to open this morning with a "State of the Network" address by Robert E. Mulholland, NBC-TV president.

Then comes a series of presentations—by Brandon Tartikoff, president of NBC Entertainment, and associates, and by Arthur Watson, president of NBC Sports, and Don Ohlmeyer, executive producer of NBC Sports; William Small, president of NBC News, and W. Watts Biggers, vice president, advertising and creative services.

Participants in this morning's program presentations will include Mary Alice Dwyer, vice president, children's programs; Ed Scherick, executive in charge of *Project Peacock*, a series of 20 prime-time specials being developed for children; Linda Line, vice president, daytime programs, and Barbara Gallagher, vice president, special late-night programs.

After the luncheon and address by Chairman Pfeiffer, the affiliates will hold a closed session this afternoon. This evening they're scheduled to go to a "Moviola

Party," with cocktails and dinner in downtown Los Angeles.

The presentation of NBC's 1980-81 prime-time schedule—with which NBC officials hope to get from the cellar to first place in the prime-time ratings—gets under way Tuesday morning, introduced by Mulholland and conducted by Tartikoff. Silverman's speech will wrap up the morning session.

After luncheon—no scheduled speaker—affiliates and NBC officials go into a closed session, the last business meeting on the week's agenda, for an exchange of questions and answers.

A reception and banquet with entertainment gala, "Stars on Parade," will wind up the meeting Tuesday evening.

The convention is based at the Century Plaza hotel, also the site of the ABC-TV affiliates meeting last week and the CBS-TV sessions the week before.

On the upside with Fred Silverman

It will be an optimistic NBC president who faces the network's affiliates this Tuesday at the Century Plaza hotel in Los Angeles—as indicated in these excerpts from an interview with BROADCASTING.

On reports that he will leave NBC when his contract expires next June regardless of the next season's results:

That's absolutely untrue. I have never told anyone—my wife, my lawyer, friends or anyone else—that I have plans to leave. At a point in the future Ed Griffiths [the chairman of RCA] and I will sit down and we'll see what happens. Right now I have a very simple point of view—I'm very single-minded. We're going to make some real progress this fall. That has got to be my only consideration right now. If you think for a second, if we do as well as I think we're going to do this fall, that I'm going to walk out of here—well, that's the most ridiculous thing I've ever heard.

On his optimism for the fall:

We're going to have a smashing affiliates conference. By the time the people leave there everybody is going to say: "This is the year it's going to happen." I feel very optimistic at this point about this coming fall. I think we are mounting the best regular program schedule that this network has had since the 1974-75 season. It's taken two years and a lot has been done and it's all going to come together in this coming television season.

On his team:

When things get better on the people front, inevitably what's going to follow is what goes on the air. The major thrust [until now] has been on the people front. We have a new head of the entertainment division [Brandon Tartikoff], we have a new head of news [Bill Small], a new head of sports [Arthur Watson], a new head of the television stations [Robert Walsh], a new president of radio [Richard Vernel], a new head of personnel [George Black], a new head of finance [Robert Butler], a

new head of O&E [operations and engineering, Richard Sonnenfeldt]; we have Dick Salant in the vice chairmanship, we have a new communications setup—across the board, there is a totally new management team in place. That has to have an effect on what goes on the air.

On radio:

Our FM station in San Francisco [KYYU] had such a low rating a year ago that it could hardly be measured. It's now the No. 4 station. Our radio stations—all eight of them as a group—have made more increases, percentagewise, both in average audience and cumulative audience, than any other major radio station group in the country.

On prime time:

We own 8 o'clock right now. On top of that, we've made some very substantive changes in how we're going to be executing some other shows [that have been marginal]. John Mantley, one of the premier dramatic producers in California, will be producing *Buck Rogers* next year. And you can bet your life that with a man of his intelligence and professionalism the *Buck Rogers* show that will go on the air next fall will be a much different and much better and a much more adult program than what we did this year. And this year, with a show that nobody was very happy with, we went from a 16 share of audience at 8 o'clock Thursday to a 26.

Similarly we brought in Roland Kibbee on *Lobo*.

On attacking the weaknesses:

We have three or four shows that people have questioned that have enormous upside—in much the same way that *CHiPs* had upside going into its second year, and *Real People*. If

Lobo, in its first season, had a 27 share of audience, and the competition [*Happy Days* and *Laverne & Shirley* on ABC, *The White Shadow* on CBS] is the same, and the competition is trending down, and *Lobo* is trending up, then it's very easy to make a projection as to what that show will do in the second year.

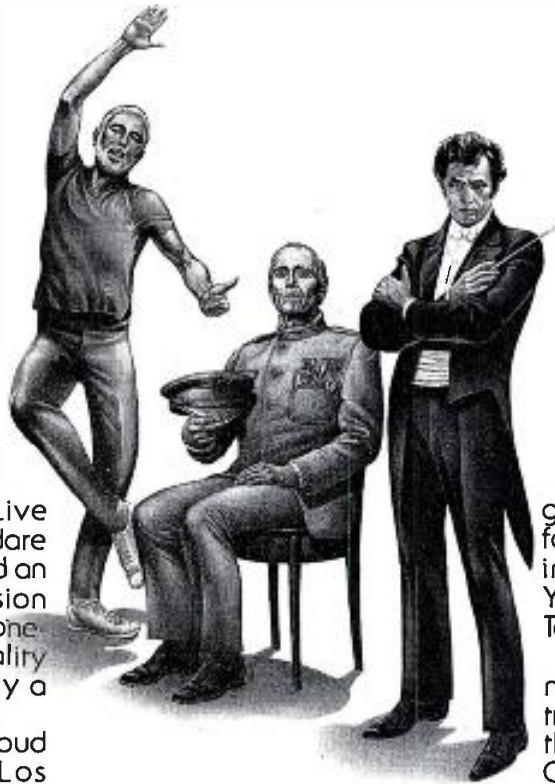
On what it will take to get to the top:

I'd say two hits. If a couple of shows that we're tinkering around with, if the 27-28 share shows go up to 32's and 33's, and we end up with one or two hits, we could move into first place. When there are two rating points separating first from third, all it takes is one *All in the Family* or another *Real People*. If we happen to be right and the world is wrong about *Speak Up America*, and it knocks the hell, as the season progresses, out of *Dukes of Hazzard* [on CBS], do you have any idea what impact that has on the weekly rating average?

On balancing the scales:

I'm not going to get up there and say everything is perfect. But when you start adding up the pluses and the minuses, the pluses far outweigh the minuses and we are moving in the right direction. Most of the people that we're going to be talking to [during the affiliates conference] have a long-term investment in broadcasting, and they're not out for the short haul. It isn't who won last week or who won the last May sweep. They really are looking at the future—the future being the next couple of decades—and where there's going to be the best team and where there seems to be the forward planning and everything else. And I think that this conference will make a lot of people say there is a hell of a group of people there; there is a philosophy; there is a plan; there is a point of view.

A LOT OF PEOPLE ARE STARTING TO SEE AN ENCOURAGING TREND IN TELEVISION.



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"Elegant television and proud theatre." That's what the Los Angeles Times said about our production of "The Oldest Living Graduate"—the first in a new series of live broadcasts from regional theatres all over America.

Proud. Their word, our feeling.

The same feeling that's behind another new series, our "Live From Studio 8H." Verdi and Beethoven in January. Jerome Robbins in July. A commitment to the arts that the

New York Times calls one step in "a direction that would justify pride and self-respect for any network, commercial or public."

Pride. Their word again.

Naturally, we're delighted at the reaction to our programs. Apparently, a lot of people approve. The same ratings that measure total audience also tell us other things. Like just how fast our audience is

growing. And that it's growing fastest in those age groups all industry analysts watch most. Young women and young men. Teenagers. Children, too.

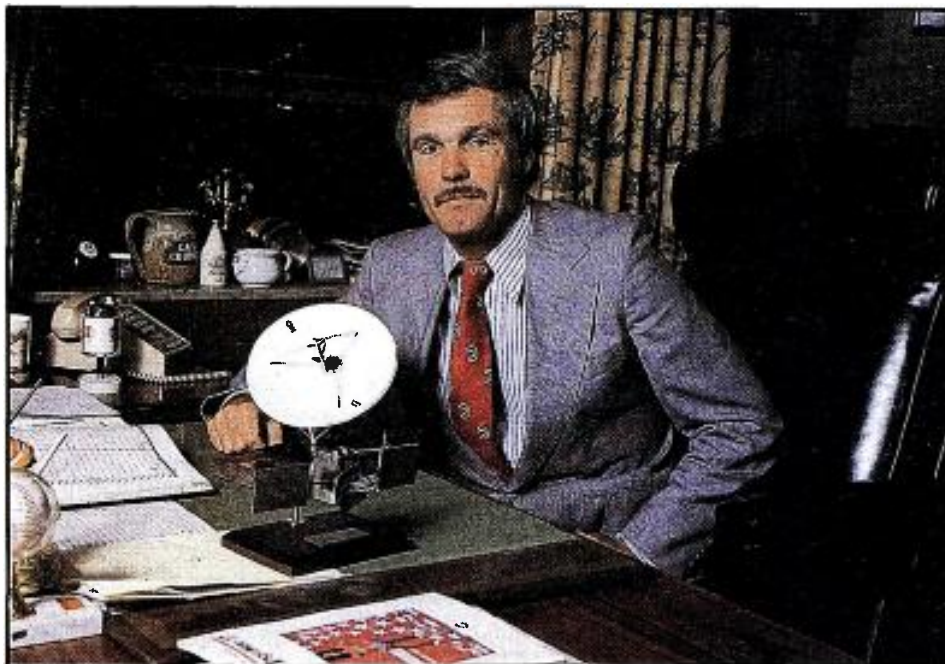
That's all the confirmation we need. All the reason to carry on a tradition of important docu-drama that began with "The Missiles of October" and just last week added "F.D.R. The Last Year." All the justification for the time and expense poured into our long-awaited "Shogun." And all the motivation to keep introducing innovative programs like next Fall's "Speak Up, America" and "The Thursday Games."

It seems pride has a way of creating some encouraging trends of its own.

NBC IS CHANGING TELEVISION RIGHT BEFORE YOUR EYES



Fifth Estate



Ted Turner came on slowly at first, acting like an "aw shucks, who me?" country boy from Georgia who thought he could show those city slickers how. Then he started picking up steam—and attention—when he bought the Atlanta Braves and Hawks and leapfrogged over the rest of television to satellite his "superstation" around the nation via cable. And then he captured the America's Cup and the country's fancy. And now, with a full head of steam, he's out to confound the skeptical by creating the first 24-hour news network. Will he make it? Only time will tell, but a lot of people have lost a lot of money betting against him in the past. The story of a:

Rebel with a Cause

It's been but 10 years since Ted Turner first ventured into telecommunications seas, at the helm of a UHF that was taking on water fast. There may be those who now wish that both captain and vessel had gone quietly to the deep, because Turner today is under full sail, and if the winds continue to blow in his favor, life in television can't ever be the same.

Robert Edward Turner III—also known as Terrible Ted, Captain Outrageous, the Mouth from the South and other, less laudatory appellations pinned on him by the establishment types Turner loves to be hated by—is determined to stand conventional television on end and move the medium fully into the age of cable and satellites. And for those who would hope that Turner's infamous bark far exceeds his ability to bite, and that his latest, critically ambitious venture, the Cable News Network, will collapse and drag down with it his superstation, WTBS(TV) Atlanta, this has to be considered: Ted Turner is a professional underdog, continually setting himself up against long odds—and beating them.

□

"I just love it when people say I can't do something," says Turner, chairman and president of Turner Communications Corp.

"There's nothing that makes me feel better, because all my life, people have said I wasn't going to make it."

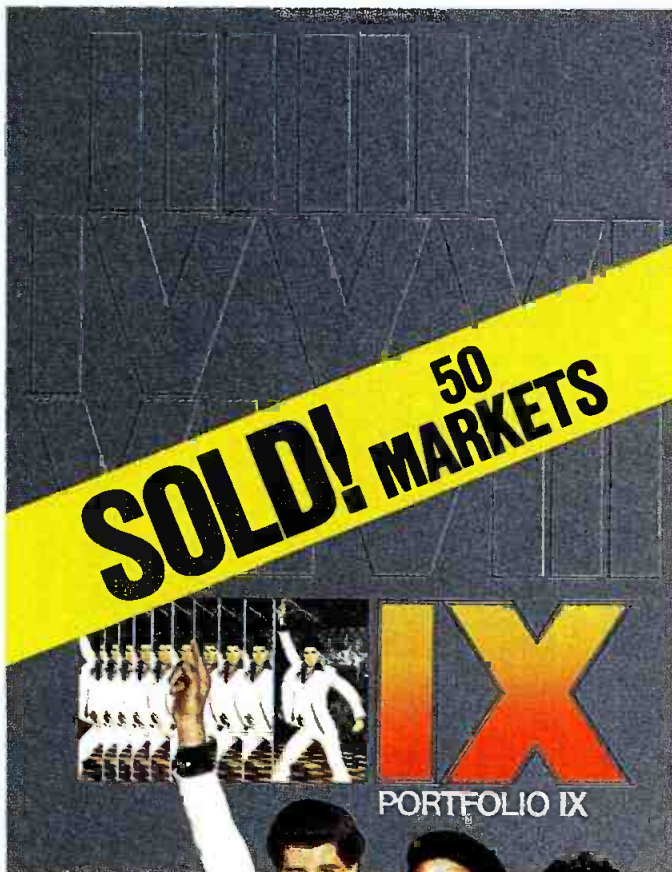
That certainly was the prevailing advice he was given in the late 1960's when he set out to buy channel 17 Atlanta, now WTBS but then the fifth-ranked outlet in a five-station market. It cost him \$3 million even though it was hemorrhaging red ink.

He got the same feedback only months later when he set out to buy the station he would christen with his own initials—WRET-TV Charlotte, N.C. It was also a dire-straits UHF, in receivership. Turner snatched it up with the assumption of \$1.2 million in liabilities.

"My accountants told me we were going to go broke in Charlotte," Turner says. "They said they would resign from my board of directors; they both resigned. They also said the company was going to go bankrupt with channel 17; channel 17 is worth \$50 million and Charlotte's worth \$20 million, just based on their cash flows. Not too shabby. But my accountants resigned because they said I was crazy."

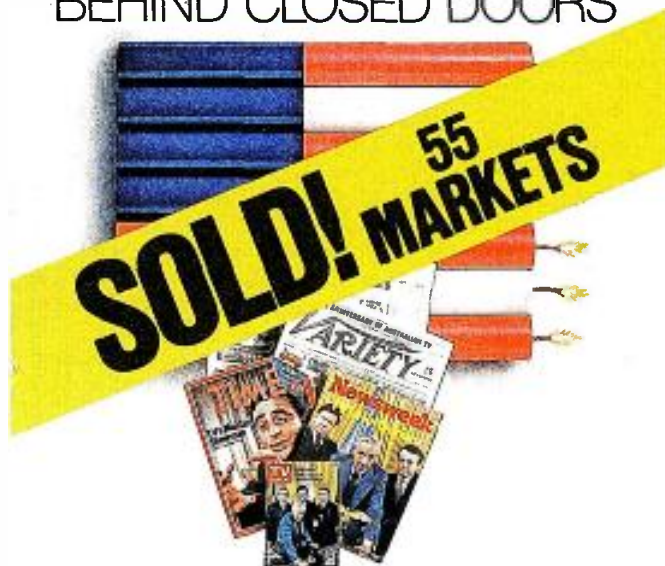
Turner's crazy like a fox; he's sold the Charlotte outlet to Westinghouse for that \$20 million price tag he placed on it, a

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WASHINGTON: BEHIND CLOSED DOORS



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record figure for a UHF television station.

But Turner was turning things around before he knew what a film chain was. In 1963, his father, despondent over the ailing financial condition of his billboard firm, Turner Advertising, sold it off and killed himself. Ted Turner, at age 24, bought up the remains of the company, re-established it and by 1970 was looking to expand into growth areas. He found the first opportunity in what was then WTCG(TV) Atlanta.

"The secret of my success is this," says Turner, now 41 years old. "Every time I tried to go as far as I could. When I climbed the hills, I saw the mountains. Then I started climbing the mountains. Next thing I knew, I was at the foot of Mount Everest and said: 'I've climbed the other ones; let's climb it too. It's easy. There's nothing to it.'" Turner, rarely at a loss for high-flying aphorisms, adds, "What the mind of man can conceive and believe, the mind of man can achieve."

□

Ted Turner's mind works overtime in the conceiving and believing departments. Out of that process came the superstation, a concept that brought him rapidly to prominence in the communications business. "Nobody knew what to do with the New World when they first found it," says Turner, who never hesitates to put himself in such company as Columbus and Galileo. But Turner knew quickly what he would do when the FCC, in 1975, relaxed rules in two different regulatory areas: cable importation of distant signals and competition in the domestic satellite marketplace. His Atlanta station, which was already getting regional CATV distribution in the Southeast by microwave, was soon going up on a satellite to cable systems as far away as Hawaii.

"I dreamed up the idea of the superstation," says Turner. "I didn't read about them in a magazine. I thought them up; they were my concepts. I just happened to be smart enough to figure it out and have guts enough to carry it out and be willing to face the wrath of the entire broadcast industry for my creative thinking... It's very unusual for a new idea to successfully get off the ground in one's lifetime. Usually you get shot or burned at the stake."

There may be wishful thinkers among Ted Turner's detractors, but the realists in the television establishment tried a more pragmatic tactic when Turner's station began to go up to an RCA bird, and local broadcasters, programers and sports interests began to rise up in arms against the threat they perceived from this new media form.

The battle lines were drawn on the field of retransmission consent—an idea broadcasters and syndicators hoped to push through Congress or the FCC, effectively shutting off the superstations by requiring that they obtain permission—and, presumably, money—from program rights-holders before the superstations could send out their shows to far-off markets where they would compete with local stations.

The fight was on, and Turner loved it. "I like playing David and Goliath, with me being David," he says.

□

Turner can reduce major issues to cartoon-like images, but for his opponents, the battle is no less serious. "Superstations are here today," said the National Association of Broadcasters in an FCC filing whose rhetoric even Turner must appreciate. "The public has already been harmed—and the pinpricks of harm today portend limb-severing slashes tomorrow." The superstation, argued NAB, will destroy localism, "the cornerstone of the commission's allocation of the finite television spectrum."

Superstations, NAB went on, "are beginning to effect the way many firms do business and in a way which confirms NAB's concerns that the commission's goals for broadcast service—and most of all the public—will suffer substantially unless the commission acts."

Nor did Turner make any friends in the Hollywood production community with his move to superstation status. Basically, the studios feel that the superstation's national reach unfairly inhibits them from selling their syndicated programs in markets where

WTBS is received. One studio, Paramount, has refused to sell any syndicated product in the Atlanta market for the last year. Rich Frank, president of Paramount's distribution arm, explains:

"When Turner's signal comes into a market with one of our programs on it, the station there often feels there will be a lessening of the value of programs." With some hit syndicated series, Frank suggested, the presence of WTBS probably would have little effect on the local station or the studio. Problems, he says, arise with the "marginal shows."

WTBS's presence, in those cases, Frank says, could be the deciding factor in whether a program is bought at Paramount's asking price. "The question becomes," Frank says: "Can we get that much more out of Atlanta to compensate for the other markets?"

Frank suggests that in the future—"just crystal-balling"—syndicated product could be "licensed off-network for a year, say, to superstations, and then to general syndicated run."

Turner thinks he can win this fight, too. His opponents' "only hope," he says, "is that they just work me to death. There's a good chance they may work me to death. They keep opening up new fronts."

But, says Turner, "on my side I've got two allies. One is the cable industry—or I'm an ally of the cable industry. The broadcasters are fighting the cable industry and me at the same time because cable represents a dilution of the broadcaster's power. But on my side is the cable industry and the people."

"We're going to win; we're going to win this thing hands down. The cable industry saw that I went out there and put my reputation on the line for them. I've gone out there and fought everybody to help them. And they're going to help me too. We're going great places together, me and the cable industry."

Tom Wheeler, president of the National Cable Television Association, stands behind Turner. "He's a genius," Wheeler says. "He has two great gifts: He sees what others don't see and he has the guts to go out and try them." And, Wheeler adds, "Turner has the tenacity to hang in there until it works."

Another cable executive, however, says he's not so sure that the rest of the industry is ready to follow Turner in the "kamikaze role" he's created—a martyr who would die to "break the closed shop of the networks."

Turner is undeterred by such talk. "Once this retransmission consent thing came up, everything's out on the line anyway. So I figured I'd commit everything. Make it all or nothing."

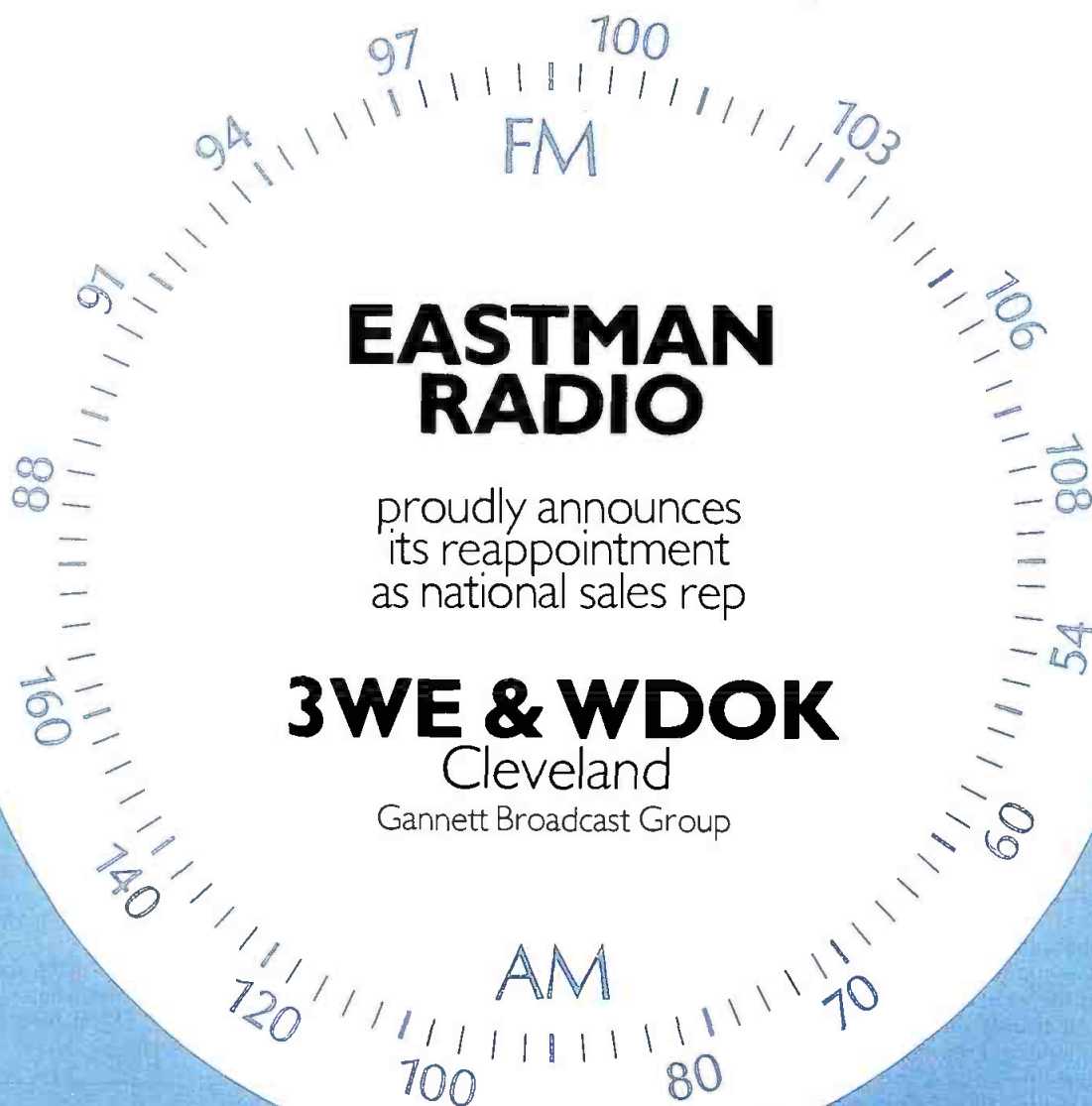
It's war for Turner and he relishes it. "I ain't afraid of nothing," he says. White and black hats abound in his terminology. Broadcasters and himself, he says, "have about as much chance of being pals as the Arabs and the Israelis. The broadcasters stabbed me in the back. They came to Washington crying that they needed legislative help. I feel very sorry for them, them and their billions. I'm for cable."

Besides the cable industry and the public ("If you put it to a vote of the people, I'd get a plurality"), Turner thinks there's someone else on his side—the government.

Although he takes the superstation concept as his own, "it was the FCC's rules that made it possible," he says, referring to the distant signal and satellite marketplace decision. "I've never gone up to Washington and asked for anything," he demurs. The NAB, says Turner, "has got all the television stations in America to put pressure on their congressmen and senators to stop the superstation." But, predicts Turner, Congress and the FCC will "go for the people and cable, because they're for more voices. They're not for the monopolies."

Two in Washington who could have much to do with the future of Turner's enterprises are necessarily circumspect in talking about him, but they shut no doors to possibilities. Charles Ferris, chairman of the FCC, says Turner "demonstrates great American spirit and great faith in the free-enterprise system. He's willing to take risks, willing to tread in areas not touched before. He has the courage of a pioneer."

Lionel Van Deerlin (D-Calif.), chairman of the House Com-



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munications Subcommittee, says that in the retransmission consent battle, his guess is that Turner is "like every entrepreneur who greatly exaggerates the menace of those who are out to do him in." But, says, Van Deerlin, "in the larger plans he has, I think he'll break a lot of new frontiers." Van Deerlin says that whenever he goes to an industry gathering that Turner will attend, he seeks him out because things happen around Turner. "He's a hell of an interesting guy to be around," says the congressman.

□

One reason Turner is an interesting guy to be around, as one observer notes, is that Turner "makes great copy." Indeed, Turner has been enshrined in a media pantheon of sorts, the subject of articles in *Newsweek*, *Time*, *Sports Illustrated*, *Esquire*, local newspapers wherever he goes, one biography published and a second due out soon, and possibly the ultimate prize, a piece on CBS's *60 Minutes*.

Although Harry Reasoner concluded his story on Turner with "I'd hate to have to keep up with him, and I'd hate to be that driven myself, but I liked him," there are those who could never get beyond Turner's full-frontal verbal assaults on conventional broadcasting.

Turner's rhetoric, when he's gotten up a full head of steam, is volatile, bombastic, grossly hyperbolic, given to distortions, exaggerations and overblown characterizations that he deliberately uses for effect. "How's that for a strong statement?" Turner asks an interviewer. "How's that for a good quote?" Turner turns on to a camera, microphone or reporter's notebook like a Dallas Cowboy cheerleader to a sidelines Ikegami.

Turner has what some see as the problem, as one industry watcher put it, of "shooting himself in the foot" with his rhetoric. Turner, however, doesn't see it that way.

"I'm not really in a popularity contest," he says. "It's only the broadcast establishment that doesn't like me, because I'm building two national networks right under their noses, and they're powerless to stop it. They can't figure out how to do it themselves, so they're pea-green with envy. That's why they don't like me."

In any case, he adds, "I don't want my competitors to like me. Not in business—you're not supposed to like your competitors. It's what makes the wheels of industry turn—competitors trying to knock each other over and beat each other to the punch. I'm not doing anything illegal, immoral or unfair. It's all aboveboard, strictly by the laws of the land."

One cable executive says Turner's style on the stump is the result of his ego—"like a lot of doers, superproducers." Turner might agree with that assessment. "The more you do, the more people don't like you," he says.

Often, however, it's the more Turner says, the more some people don't like him. Only he can perform as in the following sampler:

"I'm not a broadcaster," says this owner of two UHF stations. "I don't even want to be classed with them. I *was* a broadcaster, and I'm ashamed of what I did. A broadcaster just puts on the shows. He doesn't care what the show is as long as it's cheap and it gets the highest rating so he can get the highest dollar. That was me, but not any more . . .

"The broadcasters had it all to themselves the last 30 years and what did they do? How many monuments have been built to ABC, CBS and NBC and the people who brought us *The Gong Show*, *The \$1.98 Beauty Contest*, *The Incredible Hulk* and *Three's Company*? . . .

"If they leave me and cable alone, it's going to be fabulous. If they kill us now, who knows what will happen? They could put us back in the dark ages. Broadcast television brought us to the edge of a new dark age because TV didn't do anything to try and improve us. It just dragged us down . . .

"It's all breaking apart. The whole cartel is folding. Like Nazi Germany as it crumbled. The Third Reich top cheeses were taking off their uniforms, putting on civilian clothes and trying to

sneak out of town to Argentina. Soon, all my enemies are going to take a powder and run because they're going to be so embarrassed . . .

"DDT was heralded as a wonderful, miracle substance when it was first developed, and we used it widely. Then after a long period of time, we learned it was going to kill us, and we stopped using it that way. TV only came on the scene 36 years ago, and television had a tremendous potential for enlightenment, entertainment and information. And I think we've gotten the bare minimum out of it. Because of a lack of a sense of responsibility, I think television is the worst pollutant this country has ever seen because it's polluted our minds, our children's minds. It was not responsibly or intelligently used by the people who ran it. We turned it over to three networks who care about nothing but wrenching the last nickel out of everything."

Turner can go lighter—and heavier. But it's not an act. Says a local Atlanta observer who's watched him over the years: "The real Ted Turner is what you see, folks." And hear.

□

Despite his rapid-fire, good-old-boy patois, the real Ted Turner was born Nov. 19, 1938, in Cincinnati and spent his first nine years there. But until his emergence at the head of his father's company, little has been made public about the younger Turner.

A Turner by any other name. In addition to the Atlanta and Charlotte television stations and the advertising firm, Turner acquired an AM-FM in Chattanooga, which he sold in 1978. In 1976, Turner bought the Atlanta Braves baseball team and in 1977 the Atlanta Hawks basketball team. In 1978, he acquired a small equity interest in the local pro soccer franchise, the Chiefs. If Turner didn't have the sports teams, he would look a lot better on paper. In 1979, the parent company, Turner Communications, had a net loss of nearly \$1.5 million on revenues of \$37,897,000. Broadcasting operations, however, brought in most of the money—\$27,789,000 in revenues—and made a profit of slightly more than \$5 million. The sports teams and costs associated with the start-up of the Cable News Network dragged the company into the red. (But then again, Turner claims the teams allow the company to avoid taxes.)

The firm is aptly named: Turner owns 87% of the approximately 10 million shares of stock outstanding, which currently trades in the over-the-counter market at around \$12. In 1979, Turner drew a salary of \$285,000 from the company.

He himself will race through dates and cities in describing his youth.

Turner's father, however, was a Southerner, a Mississippian and a Navy man. He took the family from Cincinnati to Savannah, where Turner Advertising originated. Son Ted was sent to boarding school in Atlanta and military school in Chattanooga beginning in the fifth grade. After that, he enrolled in Brown University, in Providence, R.I., but not for the sailing for which he would one day earn fame. He was expelled in his senior year when he was caught with a girl in his dorm room. Turner never finished college.

Turner has a widely publicized eye for women, but dismisses his reputation. He and his wife, Jane, whom he "desperately loves," have been "happily married" for 15 years. He has five children, two from a previous marriage: Laura Lee, 18; R. E. (Teddy) IV, 16; Rhett, 14; Beauregard (Beau), 12, and Sarah Jean (Jenny), 11.

They live in the Atlanta suburb of Marietta, but retreat as often as possible to Turner's 5,200-acre "plantation" near Charleston, S.C., where he's installed his own earth station.

Turner works hard—"10 hours a day at the office, five at the ballpark"—spreading his ideas to all who will listen and spreading himself over his various domains. Turner plays hard, too, mostly at sailing, as much as six weeks a year.

He took up sailing in his youth. "I didn't have the ability to



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play baseball," he says. "Couldn't swim—almost drowned. I tried track—ran the 100-yard dash in about 15 seconds." His father bought him a boat and the young Turner found his sport—slowly. At first he was known as the Capsize Kid.

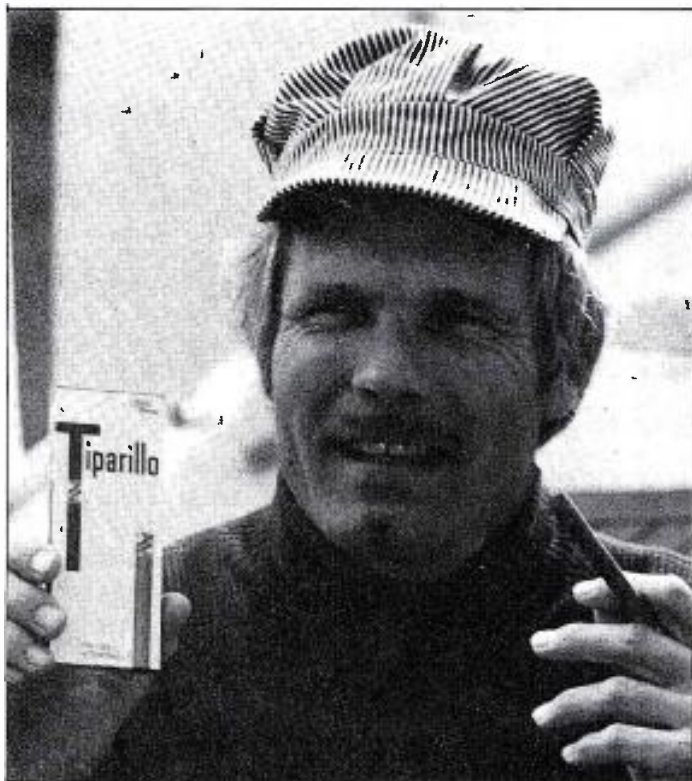
Sailing, Turner notes, is "not a spectator sport." And Turner loves to participate. With his ball clubs, the Atlanta Braves baseball team and the Atlanta Hawks basketball team, Turner comes about as close to a participant as a spectator can get, often running to the field when the teams win—which, in the case of the baseball team, isn't that often. Turner is frequently on hand for home games, shouting encouragement and advice from his seat. Two years ago, when the Hawks were in the NBA playoffs, the animated—to put it mildly—Turner competed as a fan for media coverage with another famous Georgian who came to watch the Washington Bullets-Hawks game: President Jimmy Carter.

□

Turner soon will no longer be sitting on the sidelines while the world of TV journalism stays in a league by itself. On June 1, his other big concept, the Cable News Network, is scheduled to start up its 24-hour-a-day news programming. "It will be a smash," says Turner with characteristic confidence—or overconfidence, some think this time. "The greatest achievement in the history of journalism."

If no one is quite willing to go along with that assessment of CNN's prospects, the TV world is keeping a close watch on Turner's latest creation. Some are watching with interest as a new form of electronic journalism takes wing; others are watching with morbid fascination, because it's here, they think, that Turner may have met his match.

A CNN insider says he's sure that the television critics and the networks are ready to jump on CNN if it fails to live up to its press, which, like the press Turner himself gets, has been extensive. This CNN executive thinks the established news media are particularly eager to take off after Turner, whom they see as "the



Tiparillo Ted. Turner picked up a little pocket cash last winter when he did a spot for Tiparillo cigars. He smokes that brand and others, in addition to carrying, occasionally, a chew of Red Man tobacco around in his cheek in the style of his baseball team players. "To win sailboat races, you need sophisticated equipment," he advises in this spot. "Take Tiparillo. Full tobacco taste without inhaling. It even tells you which way the wind is blowing."

new boy in town with big aspirations and a big mouth." An observer of the Atlanta scene says that this time out, Turner's "bitten off a big chunk."

There's been little outright criticism of the concept of CNN—it's an idea that's basically hard to fault. Most of the questioning centers on Turner's ability to finance the operation.

Network news executives point out that they spend upwards of \$100 million each for their news operations in a year, and they broadcast daily a relatively small fraction of the around-the-clock schedule on which CNN will work. Turner has budgeted around \$50 million for the first year of operation—\$20 million in start-up costs, \$2 million in monthly operating costs. Much of that will be financed by the sale of the Charlotte station.

When CNN hits the cable the first of next month, it's projected that about three million subscribers will have it available. Turner's charging systems 20 cents per subscriber per month (15 cents if they also take WTBS). That, at the outset, will produce cash at the rate of \$600,000 monthly, assuming that everyone pays the higher rate.

CNN also will be offering 10 minutes of advertising each hour (the local systems will get two additional minutes an hour). Bristol-Myers, a company that's already running ads on Turner's superstation, has contracted with CNN for \$25 million in advertising on the network over a 10-year period. That breaks down to something in the vicinity of \$200,000 a month. How many other advertisers are going to be on CNN at the beginning is uncertain. Turner dodges a question in that area, only saying vaguely that as CNN picks up systems, it will add the advertisers.

Madison Avenue, like much of cable television and conventional TV, is watching and waiting on CNN. Bob Turner (no relation) of Bristol-Myers, one who didn't watch and wait, says CNN "is offering a good vehicle for program and sponsor identification." Bill Donnelly, Young & Rubicam's new-media specialist, says, however, that at the moment, "we don't know how CNN will be utilized by the consumer. It could be the lowest-reach, highest-frequency thing ever, with one old lady watching 24 hours a day." But, Donnelly adds, his research shows that this kind of programming can get numbers "that are surprisingly high in terms of how often and how long people watch it."

Chuck Bachrach, in the broadcast department of Ogilvy & Mather, says that "we're very high on Turner" as an alternative to the high cost of conventional network TV. Bachrach has some clients in a testing-the-water trial on CNN. "Right now, we're being very selective in buying on CNN," he says, "taking the cream of what it has"—the prime-time two-hour newscast and the hour evening sports program.

Some other advertisers that will be with CNN at the outset include Warner-Lambert, Sears, Nestle, Chrysler and Time-Life publications. But at the moment, they aren't standing in line to get on the Cable News Network, and it's unlikely at first they'll make up the difference between what the systems are paying Turner and the monthly cash Turner needs to keep CNN operating.

□

Turner seems unconcerned that the figures don't add up. First, he's convinced that CNN will be an immediate success and that the three-million subscriber level will jump tremendously. "On day one, we'll have greater circulation than the *New York Times*, the *Chicago Tribune* and the *Los Angeles Times* combined. It took them 100 years to reach that circulation figure. I think that from there, the entire cable industry will put us on in a year. I figure that the Cable News Network will be a must-carry signal."

Second, Turner thinks he can come up with whatever money's needed. "Superstation's making \$5 million a year right now—it doesn't look like we're making any money, but actually we're making five big ones because of the loopholes in the tax laws afforded us by the sports teams. And that's enough to pump in plenty if there's a deficit on the news network." Plus, he argues, "I can get all the money I want from the investment community. Getting money's a snap when you've got a good idea and a good



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product. I can get equity money [He owns 87% of the outstanding stock of Turner Communications.] ... I can come up with anything I need."

Besides, Turner says, "it only costs a few million to start a network the way we're doing it. CBS, ABC, NBC—they had it all to their own, like in the days of the railroads. We're like the airplane, flying across the satellite." Warming to the image, he continues: "The networks go across the ground. We go on the cable, which is the new, modern way—a jet versus hitchhiking. We're in the jet age and the rest of the television industry is in the buggy age. We're in the space age; they're using 35-year-old technology. No wonder they're scared. I'd be scared too. We're so much more efficient than they are."

"We're so efficient that if any of the big guys wants to compete with us, it will cost them three times as much to do what we're doing. Their cost will be much higher." Turner claims that when *60 Minutes* was putting together the story on him, the CBS camera crew flew first class. "I'm not a big spender," says Turner. "I fly tourist. I've got them beat on a cost-efficiency basis."

Turner also thinks he's got the networks beaten in other areas. "They can't compete with us on ideas and they can't compete with us on speed of movement. We move fast."

"The only difference between news and history is how fast you get the information."

Aside from the questions about financing, the doubters raise another possibility, a scenario in which Turner, a novice in news, would step into the day-to-day operations of CNN. Once when his Atlanta Braves were stumbling toward a record-setting string of losses, Turner took to the field as manager for a day, until the commissioner of baseball ordered him out under league rules. "I wouldn't be surprised to see him anchoring the six o'clock news" if CNN doesn't get off on the right foot, says an Atlanta TV executive.

But Turner denies, almost, any such intentions. "I'm watching

it very closely," he says, "but I'm extremely happy with the way it's being run. I gave [CNN President] Reese Schonfeld and his top executives the concept of what I wanted it to be. They're news pros, and within those very broad, I might say, confines, they're doing exactly what I wanted."

Schonfeld says, too, that Turner "doesn't have any intention of getting into the day-to-day operation ... beyond providing the money." Schonfeld expects Turner to have no more than the "standard publisher's influence." Owners do have their prerogatives, says Schonfeld, but so far, he and the CNN staff have been given "a totally free hand."

□

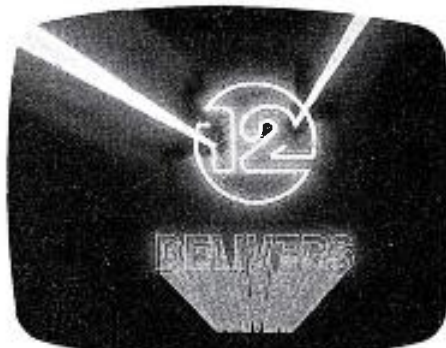
What exactly does Turner want to do with CNN and his superstation?

"I'm not in this to make money," says Turner. "I'm in it to straighten this country out" ... I want to make it very clear where I'm at. I'm going to improve the quality of the television industry. That's my stated goal. I've staked my life and my reputation on it. ... I'm doing it as a crusade, primarily. I think that strong moves need to be taken, strong words need to be said, strong actions need to take place. I'm not doing it for myself. I'm doing it for my children and their children and for the people in the world who are getting ripped off—the people who want to live in peace and harmony and want to see our problems solved before we destroy the planet."

How will CNN help? Well, says Turner, "by giving people better information."

"In the minds of our founding fathers, an informed citizenry was the way to go," says Turner. But since the writing of the Constitution, "everything's gotten so much more complicated—incredibly more complicated." Turner hopes that in this democratic society, "where the people are supposed to make the decisions," CNN can provide them with the information to make those choices. His 24-hour-a-day operation will be able to provide news

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seconds maximum). The cost is much lower than individual antennas for each satellite, and the signal quality is superior!

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Captain Outrageous. Turner not only revived his father's advertising firm and two failing television stations, he took a used boat, the *Courageous*, and fighting the staid sailing world of the New York Yacht Club and the oddsmakers, won the right to defend the America's Cup in 1977. He fully intends to repeat that performance this year. Turner's sailing skills were also in the news last year when he skippered his other boat, the *Tenacious*, to victory in the disastrous Fastnet race, held in a gale in the Irish sea. Seventeen men on other boats died in that competition.

that is "beneficial and interesting for people to know" and not just "the news that will get the highest ratings."

How much, then, would someone have to watch CNN in order to get all this information? "I am concerned," says Turner unabashedly, that CNN's programing "will be so fine and so interesting that people will just stay at home and watch it all day long."

If they aren't watching his news network, he hopes they will watch his superstation, also a 24-hour-a-day operation, carrying children's shows, old—some very old—off-network syndicated series, movies and his Atlanta sports teams. It's that line-up that gets in its turn criticism from those who ask how Turner can blast away at conventional television while he lives off it in a fairly conventional, independent television station programing fashion, even though it's beamed to more than five million cable subscribers.

On one Thursday earlier this month, WTBS's schedule went like this, beginning at 6:30 a.m.: a half-hour news show, then successive half hours of *Little Rascals/Three Stooges*, *The Lucy Show*, *Romper Room*, *Family Affair* and *Green Acres*, a movie at 10, 20 minutes of news at 11:55, a 15-minute segment of *Love, American Style* to fill until 12:30, then another movie until a five-minute news at 2:25.

At 2:30, half-hours start up again, kids being the target: *I Love Lucy*, *Banana Splits*, *The Flintstones*, *Spectreman*, *Gilligan's Island*, *My Three Sons*, *I Dream of Jeannie*.

At 6, more adult-oriented half hours start up: *The Bob Newhart Show*, *Sanford and Son*, *All in the Family*. Then a movie at 8 (sports often fill this time period), *Upstairs, Downstairs* at 10, *Last of the Wild* at 11, an "Armed Forces Films Festival" movie at 11:30, a news insert at 2:25, another movie at 2:30 (replays of sports often run at this time); *The Untouchables* at 4:30 and *Love American Style* at 5:30.

Turner, who says he's "out to change the face of American

television" gets mostly funny looks from his critics with a schedule like that. But he defends it. He notes first that "we took off *Star Trek* and put on *The Ascent of Man*; we took off *The Untouchables* and put on the *Fall of Eagles*; we took off *Mission Impossible* and put on *Ten Who Dared*." He's also run such product as *America*, *Civilization*, *The Six Wives of Henry VIII*, *War and Peace* and *Elizabeth R*, programing that often first appeared on public television.

Turner also reduced the commercial load on WTBS between 7 in the morning until one at night to a total 210 minutes—"55 minutes and 21% below the NAB time standards."

But until Turner begins to generate the revenues necessary to produce his own programing—something he vows to do—he's got a problem. For now, "of necessity," as he puts it, WTBS "must primarily use programs already produced." And therein lies something of a trap for Turner.

There are other syndicators besides Paramount who refuse to sell to Turner, and his reruns of reruns are causing him problems, at least locally, in ratings.

Turner shrugs it off. "That's OK," he says. "Maybe a lot of those shows are old. But it's better to have a good old show than a bad new show. I've been married to my wife for 15 years, and it's reruns all the time."

□

So if the finances of CNN are shaky and WTBS is running down with its reruns and Turner is self-destructing, why all the fuss?

Because in business and in life and on the seas, Ted Turner, successful defender of the America's Cup race and four-time Yachtsman of the Year, is a good sailor. And like any good sailor, Turner knows which way the wind blows. He can run with it or tack close to it, but he'll usually be moving ahead. "I'm used to stormy seas," says the owner of yachts named *Tenacious* and *Courageous*. "I kind of thrive on them."

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In May we're running over 30 titles
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Who was it that said, "Give 'em what
they want!"?

Well, they want movies. And the only way
to give them movies 24 hours a day, every day,
is to give them **THE MOVIE CHANNEL.**

What makes us so special is no specials.
Just movies. 24 hours a day. Every day.



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NCTA in Dallas: update on a year of rapid change

Convention boasts 45% increase in exhibit space, hopes to bring operators latest in technology

The National Cable Television Association brings together its constituents at the Dallas Convention Center this week for the association's 29th annual convention, one at which NCTA hopes both to get a fix on cable's explosive growth in the last year and a good insight into where it will be going in this decade.

And as far as Kathryn Creech, NCTA's senior vice president and chief convention organizer is concerned, the convention is well timed. She says that there is a growing "urgency" among the membership "to find out what's going on."

Through the long list of technical and management sessions and a bigger-than-ever equipment and services exhibition, convention delegates will have ample opportunity to bring themselves up to date on what's going on in the cable world.

The exhibition's size, near 90,000 square feet, is 45% larger than last year's show in Las Vegas, swelled by companies diversifying into new businesses and product lines and by a good number of newcomers. There will be 229 exhibits this year, 39 more than last year.

The exhibitors can expect a lot of traffic in the aisles this year. According to NCTA spokesman Andy Litsky, total attendance is impossible to predict, but with pre-registration up 25% over last year, the final tally should be around 7,000.

Although much will be the same as past conventions, much will be different. The keynote address will have been done away with at the opening show. It will be re-

placed by a multimedia review of the cable industry, replete with singers and dancers. To satisfy those who came to hear speeches, however, Representative James Collins (D-Tex.) and NCTA Chairman Doug Dittrick will address the crowd while Bill Strange, the convention chairman, will act as emcee.

The social highlight of the convention should be the Tuesday evening "Big Event." With comedian Steve Allen as host, the winners of the National and ACE awards will be announced. Following the presentation of the awards singer Dionne Warwick will entertain for an hour. What there won't be is a banquet, which Creech hopes no one will miss.

The nuts and bolts of the convention are its panel sessions. On Monday and Tuesday they will be preceded by general sessions designed to set the theme for the day. The Monday general session, "The Three Faces of Eve . . . Changes in Communications Policy," will examine developments in communications policy. Senator Ernest Hollings (D-S.C.) and Representative Timothy Wirth (D-Colo.) will be on hand.

The Tuesday general session will examine the latest species in the evolution of cable technology and some of the consumer needs that technology should be designed to meet. The session will feature a panel comprising consumer activist Ralph Nader; Leonard Reinsch, co-chairman of Warner Amex Satellite Communications; Gerald Levine, group vice president of Time Inc., and Gus Grant, president of Southern Pacific Communications.

On Wednesday, instead of holding a

general session followed by an array of smaller "break-out sessions," there will be two special sessions. The first of the special sessions will address 400 mhz, the technology that allows cable systems to send as many as 54 television channels over one cable. The other session will address a subject close to the hearts of all businessmen—the economy. Pierre Rinfret, president of an international economics firm, will speak.

Another special session will be held on Tuesday afternoon on such cable programing and marketing as how to market premium programing, how to pick and choose among all the programing now available from the satellite and what's the role of advertising in cable.

Highlights of the small panel session are a copyright law panel on Monday morning featuring Representatives Robert Kastemeier (D-Wis.) and George Danielson (D-Calif.), and a panel on cablecasting responsibility featuring Charles Rose (D-N.C.).

For the engineers, a series of panels have been scheduled looking at information systems, direct-to-home broadcasting satellites, ancillary signal technology, satellite standards and addressable technology.

The speaker for the Monday luncheon is Leon C. Martel, executive vice president of the Hudson Institute, who will look into his crystal ball. The Tuesday luncheon speaker will be Representative Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee.

Beginning on page 50, the complete convention agenda appears.

OUR UNCOMPROMISING SUCCESS

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"It's a time saver" said one. "The hardware is reliable" said another, "Now we know where we are!" said the last, comparing our System to his old service.



We could list all the things it does, but frankly, this in-house, real-time System does nearly everything. And we also have the Subscriber Business System 1000 that can economically handle all the information needs of smaller operators.

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Registration. The NCTA registration desk will be in the main lobby of the convention center. Hours are 10:30 a.m.-6 p.m. Sunday, May 18; 7:30 a.m.-6:30 p.m. Monday, 7:30 a.m.-6 p.m. Tuesday, and 8 a.m.-noon on Wednesday.

Exhibit hours. Cable television equipment and services will be displayed in the east and west exhibit halls 10:30 a.m.-6 p.m. Sunday, 10:30 a.m.-5 p.m. Monday, 10:30 a.m.-5:30 p.m. Tuesday and 9 a.m.-1 p.m. Wednesday. There will be an exhibitors' reception in the exhibit hall Sunday afternoon from 3:30 to 5.

Sunday, May 18

Opening general session, 2-3:30 p.m. Theater. Welcome: Bill Strange, NCTA convention committee chairman. Remarks: Congressman James Collins (R-Tex.), and "State of the Industry" review by Doug Dittrick, NCTA chairman.

Monday, May 19

Six concurrent "breakfast with" sessions. 7:30-8:30 a.m.

The Staff of the Senate Communications Subcommittee Looks at the Rewrite. Room N 201. Host: Donald Tykeson, president Liberty Communications, Eugene, Ore. Panelists: Gordon Fink, staff member of Senate Communications Subcommittee, and William Diefenderfer, minority staff director of Senate Communications Subcommittee.

Beyond Cable Satellite Program Networks: PBS and Others. Room N 209. Host: F. Frederick Kennedy, CSRA Cablevision, North Augusta, S.C. Panelists: Dr. Elizabeth Young, president, Public Service Satellite Consortium, Washington; Steve Simmons, assistant director/domestic policy staff, White House; William Reed, senior vice president, PBS; Gregg Skall, chief counsel, NTIA, Washington.

Financing for Your Future: An Analysis of Long-Term Prospects. Room N 206. Host: Clive Runnels, president, Mid Coast Cable Television, Houston. Panelists: David Byerly, assistant investment officer, Travelers Insurance, Hartford, Conn.; Julian Brodsky, vice president and treasurer, Comcast Corporation, Bala Cynwyd, Pa.; Ellen Sachar, senior security analyst, Goldman, Sachs & Co., New York; Loren Young, vice president, Heller Oaks Communications Finance Corp., Chicago.

Programing To Meet Special Audience Needs. Room N 214. Host: William R. Brazeal, executive vice president, Community Tele-Communications, Denver. Panelists: Ken Silverman, president, Cinemerica, Beverly Hills, Calif.; Harold Morse, executive director, Appalachian Community Service Network, Washington; Wayne Pond, public programs officer, National Humanities Center, Research Triangle Park, N.C.; Adam Anthony Steg, television agent, French Cultural Services, New Orleans; Chester Simmons, president, Entertainment and Sports Program Network, Bristol, Conn.

Telephone/Cable Crossownership: The New FCC Rules. Room N 204. Host: Brenda Fox, general counsel, NCTA. Panelists: Jadz Janucik, associate director of operator services, NCTA; Michael B. Isaacs, director of planning and government affairs, Colony Communications, Providence, R.I.; Greg Ballard, legal assistant, FCC; Ruth V. Reel, associate chief counsel, NTIA.

Technical breakfast session.

Technological Change: The FCC Perspective. Room N 233. Opening remarks: Henry F. Cicconi, vice president engineering, Sammons Communications, Dallas. Welcoming remarks: Christopher S. Weaver, vice president science and technology, NCTA. Speaker: Clifford H. Paul, senior electronics engineer, Cable Television Bureau, FCC.

General session. 9-10:30 a.m. Theater. *The Changing Face of Communications Policy in the '80's.* Remarks: Senator Ernest Hollings (D-

S.C.), chairman, Senate Communications Subcommittee. Host: William J. Bresnan, president, Teleprompter Cable Television, New York. Panelists: Winston E. Hinsworth Jr., vice president, Salomon Brothers, New York; Congressman Timothy E. Wirth (D-Colo.), member, House Communications Subcommittee; Senator Harrison Schmitt (R-N.M.), member, Senate Communications Subcommittee; Richard E. Wiley, partner, Kirkland and Ellis, Washington; FCC Chairman Charles Ferris, via videotape.

Technical session. Room N 215. *New Distribution Technologies.* Chairman Frank Bias, vice president, science and technology, Viacom International, New York. Panelists: Alex Best, engineering manager, Scientific-Atlanta, Atlanta; Michael F. Jeffers, vice president, engineering, Jerrold Electronics, Hatboro, Pa.; Georg Luetzenau, senior scientist research and development, TRW, Lawndale, Calif.; James R. Palmer, president, C-COR Electronics, State College, Pa.

Six concurrent breakout sessions. 11 a.m.-12:15 p.m.

Focus on State and Local Regulation. Room E 402. Moderator: Frank Scarpa, president, Valley Video Cable, Vineland, N.J. Panelists: Jeffrey Forbes, Massachusetts Cable Commission, Boston; Congressman Thomas A. Luken (D-Ohio), member, House Communications Subcommittee; Morris Tarshis, director of franchises, Bureau of Franchises, New York; Bruce Young (D-63d district) Los Angeles; Richard Haicher, mayor, Gary, Ind.

Emerging New Competitors: What Do They Mean to Cable? Room E 406. Moderator: Robert W. Ross, senior vice president, NCTA. Panelists: Dr. Yale Braunstein, economics professor, Brandeis University, Waltham, Mass.; FCC Commissioner James Quello; John P. Gwin, president, Oak Communications, Rancho Bernardo, Calif.; Michael S. Alpert, assistant vice president/corporate development, COMSAT, Washington; Dale Hatfield, associate administrator, Office of Policy Analysis and Development, NTIA, Boulder, Colo.

Franchising Faces the Future: Today's Promise and Tomorrow's Performance. Room E 409. Moderator: Thomas E. Wheeler, president, NCTA. Panelists: Richard Loftus, president, AmVideo, Wellesley Hills, Mass.; Harold Horn, president, Cable Television Information Center, Washington; Charles Horn, mayor, Kettering, Ohio; Sally Streter, vice president of economics, National Economic Research Associates, New York; Douglas Dittrick, president, Douglas Communications, Mahwah, N.J.; Martin Malarkey, Malarkey, Taylor & Associates, Washington.

New Questions on Signal Carriage and Copyright. Room N 402. Moderator: Monroe Rifkin, president and chairman, American Television and Communications, Englewood, Colo. Panelists: Congressman Robert Kastenmeier (D-Wis.), chairman, Subcommittee on Courts, Civil Liberties, & Administration of Justice; Congressman George E. Danielson (D-Calif.), member, Subcommittee on Courts, Civil Liberties, Administration of Justice; Willard R. Nichols, chief, Cable Television Bureau, FCC; Dr. Alan Pearce, consultant, Washington; Barry Simon, general counsel, Teleprompter, New York.

Changing Perspectives: Old Adversaries Look at the New Marketplace. Room E 404. Moderator: Allen T. Gilliland, president, Gill Cable, San Jose, Calif. Panelists: Congressman Allan B. Swift (D-Wash.), member, House Communications Subcommittee; Robert J. Wormington, president and general manager, KBMA-TV, Kansas City, Mo.; Christopher Burns, vice president/planning, Washington Post Co., Washington; Andrew J. Margeson, service director, Rotelcom, Rochester, N.Y.

Technical breakout session. *Considering the Alternate Distribution Technologies: Which One For You?* Room N 215. Chairman: James W. Stilwell, vice president, engineering, research and development, Times Mirror Cable, Jenkintown, Pa. Panelists: Austin Coryell, CATV project engineer, ATC, Englewood, Colo.; Thomas J. Polls, director of engineering and operations, Comcast, Bala Cynwyd, Pa.; I. Switzer, consulting engineer, Switzer Engineering Services, Mississauga, Ontario; Archer Taylor, senior vice president, engineering, Malarkey, Taylor & Associates, Washington.

Luncheon. 12:30-2 p.m. Parquest Ballroom. Speaker: Leon C. Martel,

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executive vice president, Hudson Institute, "Forecast for the Eighties".

Technical session. 2:30-4 p.m. *The Potential for Audio Services Using Cable Television Systems.* Room N 215. Chairman: Raleigh Stelle, sales manager, Texscan, Indianapolis, Ind. Panelists: Thomas Keenze, chief engineer, United Video, Tulsa, Okla.; Ned Mountian, senior engineer, UA-Columbia Cablevision, San Angelo, Tex.

Tuesday, May 20

Six concurrent breakfast with sessions. 7:30-8:30 a.m.

Meeting the Challenges of Building Rural America. Room N 201. Host: Harry Greenberg, executive vice president, Cable Communications, Algona, Iowa. Panelists: Jack Arnesen, assistant administrator/telephone, USDA-REA, Washington; Sally Davidson, manager, Staunton Video, Staunton, Va.; John Whetzell, supervisor, Ernst & Whitney, Tacoma, Wash.

The Staff of the House Communications Subcommittee Looks at the Rewrite. Room N 209. Host: Richard S. Leghorn, president, Cape Cod Cablevision, South Yarmouth, Mass. Panelists: Harry M. Shooshan, counsel/staff director, House Communications Subcommittee; Charles Jackson, staff engineer, House Communications Subcommittee; Bernard Wunder Jr., minority staff associate, Interstate and Foreign Commerce Committee; Brian R. Moir, staff member, Interstate and Foreign Commerce Committee.

Creative Financial Strategies for the Short Term. Room N 206. Host: Daniel Aaron, president/cable communications division, Comcast, Bala Cynwyd, Pa. Panelists: Peter Farnsworth, vice president, Chase Manhattan Bank, New York; Herbert J. Sims, Herbert Sims Co., New York; Robert Patterson, loan officer, First National Bank of Chicago; David Croll, partner, T.A. Associates, Boston; Carolyn Chamber, vice president and treasurer, Liberty Communications, Eugene, Ore.

Counting the Cable Audience: Growth of Measurement Services. Room N 214. Host: Charlotte Beales, research director, NCTA. Panelists: David Harkness, marketing manager, A.C. Nielsen, New York; Robert Schultz, president, VideoProbeIndex, Bayside, N.Y.; Thomas Delaney, cable director, Arbitron, New York.

Steps to Successful Local Programming. Room N 204. Host: Joseph W. Benes, Coachella Valley Television, Palm Desert, Calif. Panelists: Brian Owens, video technician, Houston Tillotson College, Austin, Tex.; Jean Rice, program office, NTIA; Marge Nicholson, program director, Viking CATV Association, Minona, Wis.; Margarite Johnson, local origination manager, Hayward Cable Television, Hayward, Calif.; Marianne Dix, program specialist, National Endowment for the Arts, Washington.

Technical breakfast session. *Information Technologies for Cable Television: Standards and Techniques.* Room N 233. Chairman: Gary Tjaden, vice president, engineering & technology, Cox Broadcasting, Atlanta. Panelists: Thomas G. Albright, senior vice president, Printer Terminal, Ramona, Calif.; Joseph J. Blinneau, chief engineer, Antiope Videotex Services, Washington; John Lopinto, systems engineer, Home Box Office, New York.

General session. 9-10:30 a.m. *The '80s: New Technologies to Meet Consumer Needs.* Theater. Moderator: Gerald Levin, group vice president of video, Time, New York. Panelists: Ralph Nader, consumer activist, Washington; C. Gus Grant, president, Southern Pacific Communications, Burlingame, Calif.; Leonard Reinsch, co-chairman, Warner-Amex Cable, New York; Stanley M. Besen, co-director of network inquiry, FCC; David A. Heneberry, staff vice president, marketing, RCA SelectaVision VideoDiscs, New York.

Technical session. *Information Technologies for Cable Television: Government and Commercial Applications.* Room N 215. Chairman: George Gilbert, network operations director, Home Box Office, New York. Panelists: Thomas Cross, director of communications, Boulder Communications, Boulder, Colo.; Charles Farell, traffic control manager, TOCOM, Dallas; Thomas Lowenhaupt, president, Holographic Concepts, New York; David Russell, manager, voice and data marketing development, Satellite Business Systems, McLean, Va.

Six breakout sessions. 11 a.m.-12:15 p.m.

Nonentertainment Services: New Profit Source? Room E 409. Moderator: Jerry Lindauer, senior vice president, CPI/Times Mirror Cable TV, Austin, Tex. Panelists: Michael Corboy, president, TOCOM, Dallas; Miklos Korodi, senior vice president/new business development, Warner-Amex Cable, Columbus, Ohio; George Smith, president, Smith Detective Agency, Dallas; Robert Schmidt, president, Communications Technology Management, McLean, Va.; Anthony Hoffman, vice president, Bache, Halsey, Stuart & Shields, New York.

Managing Change: Meeting New Management Challenges of the '80s. Room E 406. Moderator: M. Christopher Derick, president, Viacom Communications, New York. Panelists: June Travis, vice president/administrator, ATC, Englewood, Colo.; Pamela Blumenthal, FCC; Sheldon Satin, president, Sheldon Satin Associates, New York; Robert Wright, president, Cox Cable Communications, Atlanta; Gary Knisley, Johnson, Smith & Knisley, New York.

Cablecasting Responsibilities: Developing An Effective Political Presence. Room E 404. Moderator: Charles Younger, vice president, Continental Cablevision of Ohio, Findlay, Ohio. Panelists: Congressman Charles Rose (D-N.C.), chairman, policy group on information & computers; Brian Lamb, president, C-SPAN, Arlington, Va.; Susan Buske, executive director, Miami Valley Cable Council, Dayton, Ohio; Dr. Vivian Horner, vice president/program development, Warner-Amex Cable, New York.

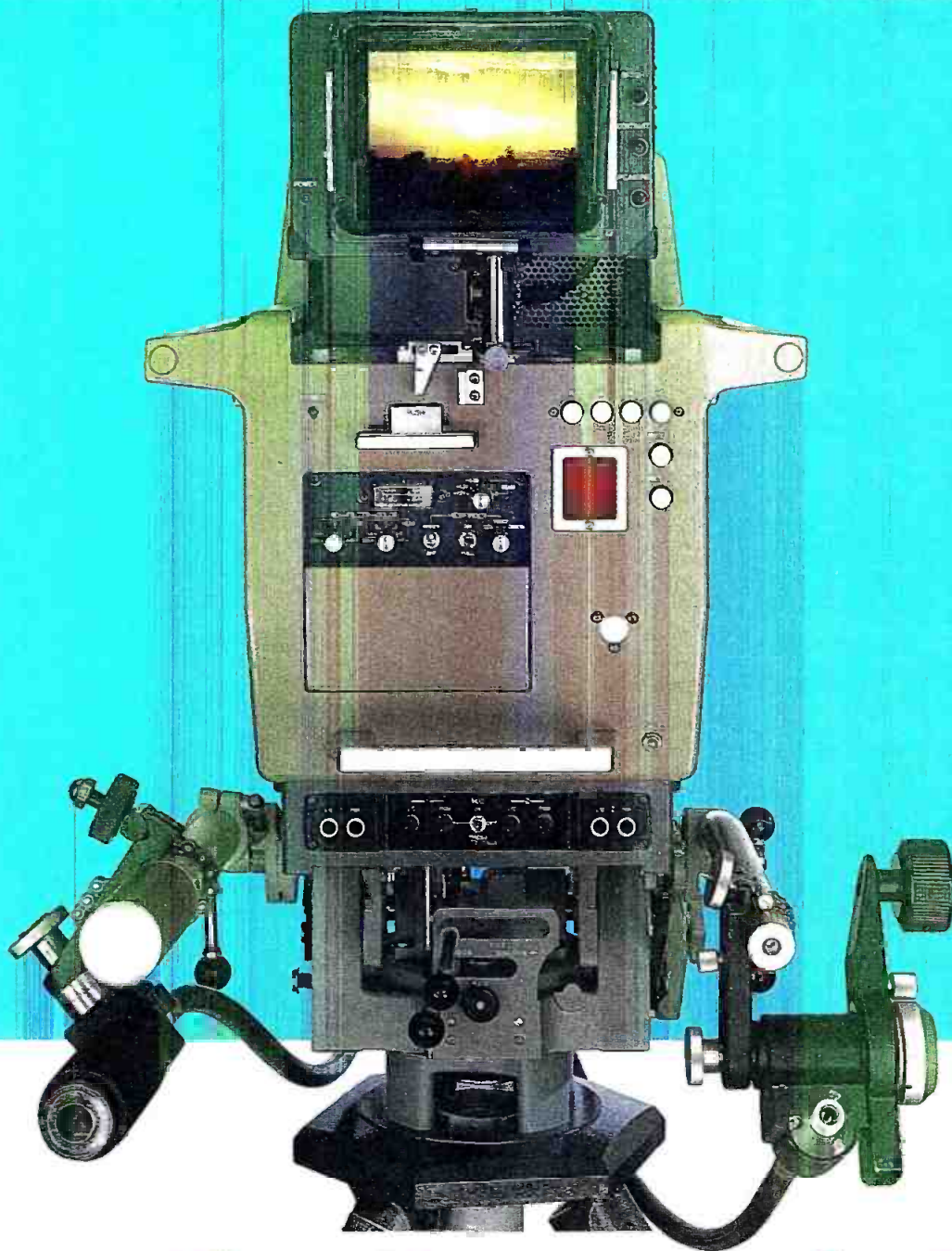
Advertising on Cable Television: The Decade's New Medium? Room E 402. Moderator: William Pitney, senior vice president of operations, Cox Cable Communications, Atlanta. Panelists: Gabriel Samuels, vice president/director of media research, J. Walter Thompson, New York; Robert Hosfeldt, executive vice president, Gill Cable, San Jose, Calif.; Neal Orr, Cable Program Services, Reston, Va.; Carl Weinstein, Eastman Cable TV Representatives, New York; Robert Johnson, president, Black Entertainment Television, Washington.

Financial Challenges of the '80s: The Economy and Implications for Cable. Room N 402. Moderator: John Saeman, president, Daniels & Associates, Denver. Panelists: Henry Harris, president, Metrovision, Atlanta; Paul Kagan, Paul Kagan Associates, Carmel, Calif.; John Wilson, executive vice president, First National Bank of Dallas, Dallas; David Wicks, managing director, Warburg, Paribus, Becker, New York; Nathaniel Coolidge, senior investment officer, John Hancock Mutual Life Insurance, Boston.

Technical session. *Information Technologies for Cable Television: Residential and Consumer Applications.* Room N 215. Chairman: Robert Tenten, engineering director, Manhattan Cable TV, New York. Panelists: Charles Dages, manager, subscriber terminal engineer, Jerrold Electronics, Hatboro, Pa.; Kenneth Coleman, vice president, marketing, Jerrold Electronics, Hatboro, Pa.; C.B. Schrock, president, Cablebus Systems, Beaverton, Ore.; Thomas Smith, operations director, Communications Products Group, Scientific-Atlanta, Atlanta.

Luncheon. 12:30-2 p.m. Parquet Ballroom. Speaker: Congressman

Tape vs. live. William Suter, broadcast stocks analyst for Merrill Lynch Pierce Fenner & Smith, New York, and Hal Vogel, entertainment analyst for that brokerage firm, will make their own electronic appearances at the NCTA convention in Dallas. Suter and Vogel taped a 20-minute panel session on the subject of "Pay Television For EVER" (EVER standing for Emerging Video Environment Revisited) in New York last week, and were to offer continuous showings of the tape in an eighth-floor suite of the Hyatt Regency hotel on Saturday and Sunday (May 17-18) from 4 to 7 p.m. Then, on Monday afternoon in the Far East Room of the Fairmont hotel, the Merrill Lynch team will convene another panel for an open-ended discussion of new technology issues. On the taped version: James Kingsdale of the National Association of Multipoint Distribution Systems; John Auld of Wometco Home Theater, and John D. Evans of ARTEC, the Arlington, Va., cable system. On the live panel Monday: Thomas Johnson of Daniels Associates, Mike Marcovsky of Golden West STV and Robert L. Schmidt, the former NCTA president, now head of Communications Technology Management.



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Lionel Van Deerlin (D-Calif.), chairman, House Communications Subcommittee.

Five special sessions. 2:30-4 p.m. Room N 402.

The Great Programing and Marketing Debates of the '80s. Moderator: Mark Van Loucks, vice president/marketing, United Cable TV, Englewood, Colo.

... Maxi-Maxi: Real or Surreal? Debators: Anthony Cox, senior vice president, HBO, New York; John Sie, senior vice president of marketing and affiliates, Showtime, New York; Robert McGoarty, vice president/marketing, Warner-Amex Satellite Entertainment, New York. From the floor: Graham Moore, director of corporate marketing services, TeleCommunications, Denver; James Brown, vice president of operations, Wometco, Miami.

New Satellite Programing: Tiering or Tearing? Debators: Mark Savage, president, Tulsa Cable TV, Tulsa, Okla.; Gregory Liptak, senior vice president/operations, Times Mirror, Los Angeles. From the floor: Lawrence Howe, vice president/cable programing, ATC, Englewood, Colo.

Advertising Revenues: Dollar Bills or Bitter Pills? Debators: Robert E. (Ted) Turner, president, Turner Broadcasting, Atlanta; Robert Rosencrans, president, UA-Columbia Cablevision, Westport, Conn. From the floor: Andrew Goldman, vice president, marketing, Teleprompter, New York; Irving Kahn, chairman and president, Broadband Communications, New York.

Technical session. Satellite Standards. Room N 215. Chairman: Norman Weinhouse, Hughes Microwave Communications, Torrance, Calif.

The Big Event. 8-10:30 p.m. Theater. Presentation of ACE awards with entertainment by comedian Steve Allen and singer Dionne Warwick.

Satellite Scrambling and Alternate Security Applications. Room N 234. Chairman: Early Monroe, president, EDM & Associates, Washington. Panelists: John Bacon, vice president and general manager, Scientific-Atlanta (Homesat) Atlanta; Allen Davis, director of research and development, HBO, New York; Clifford Paul, senior electronics engineer, Cable Television Bureau, FCC.

Special session. 9:30-10:30 a.m. **400 mhz Technology ... Cable's Exciting New Star.** Theater. Moderator: Kenneth Gunter, executive vice president, UA-Columbia Cablevision, San Angelo, Tex. Panelists: Bert Arnold, manager, district equipment, RCA Cablevision, N. Hollywood, Calif.; Byron Douglas Jarvis, president, Barry Cablevision Services, Playa Del Ray, Calif.; Alex Best, engineering manager, Cable Communications, S-A, Atlanta, Norcross, Ga.; Colin O'Brien, president, Jerrold Electronics, Hatboro, Pa.; Archer Taylor, engineering consultant, Malarkey, Taylor & Associates, Washington; James W. Stilwell, vice president, engineering, Times Mirror, Cable TV, Jenkintown, Pa.

Technical session. 9-10 a.m. **Advanced Techniques for Cable Systems.** Room N 215. Chairman: Robert A. Luff, vice president, engineering, UA-Columbia Cablevision, San Angelo, Tex. Panelists: A.C. Diechmiller, director CATV, fiber optics, Times Fiber Communications, Wallingford, Conn.; A. Kumar, marketing director, fiber optics systems, Times Fiber Communications, Wallingford, Conn.; Joseph A. Mannino, director of product development, CATV division, Applied Data Research, Princeton, N.J.; Robert Tenten, director of engineering, Manhattan Cable TV, New York.

Technical session. 10:45 a.m.-noon.

Systems Operation: Can Yours Be More Efficient? Room N 215. Chairman: Nick Worth, vice president, engineering, Telecable, Norfolk, Va. Panelists: Frank D'Ascenzo, manager video products project, 3M Center, St. Paul, Minn.; Joseph Stern, Stern Telecommunications, New York; Donald Groff, staff development engineer, Jerrold Electronics, Hatboro, Pa.; David Leininger, vice president & general manager, Donald J. Schiller, director of communications service, Gene Munson, director of communications operations, The Las Colinas Assoc., Irving, Tex.; Robert Schloss, president, Steve Early, senior technician, Omega Communications, Indianapolis, Ind.

Special session. 10:45 a.m.-noon. **The Economy ... Captive or Captor?** Theater. Speaker: Dr. Pierre Rinfret, finance specialist.

Closing Ceremony. Noon-12:15 p.m. Theater.

Wednesday, May 21

Two concurrent technical breakfast sessions. 7:30-8:30 a.m.

Addressable Security Systems. Room N 233. Chairman: Thomas Polis, director of engineering and operations, Comcast, Bala Cynwyd, Pa. Panelists: Al Clark, president, Cybertech, Kansas City, Mo.; Thomas O'Brien, senior project engineer, Jerrold Electronics, Hatboro, Pa.; Charles Stern, president, security cable systems, Electronic Mechanical Products, Atlantic City, N.J.; Syd Prothro, TOCOM, Irving, Tex.

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Teletext and videotext systems using TV and phone networks, texts and graphics in colors, editing multipage decoders and hard copy, multilingual captioning, captioning for hearing impaired, dow-loaded alphabets, telewriting. **Staff:** Pierre Gaujard, Jean Guillermin, Rene Desassis, Paul Soucasse, Greg Harper, David Simons, Michel Mauduit, Jean Bernheim, J. Tessier, Roger Blinneau.

Appalachian Community Service Network 733
1666 Connecticut Ave., N.W., Washington 20235

Programming and support services. **Staff:** Hal Morse, Rob Shuman, Nofflet Williams, Cathy Hensley, David Buckingham, Alice Beckman.

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Arrow Communications Labs 324
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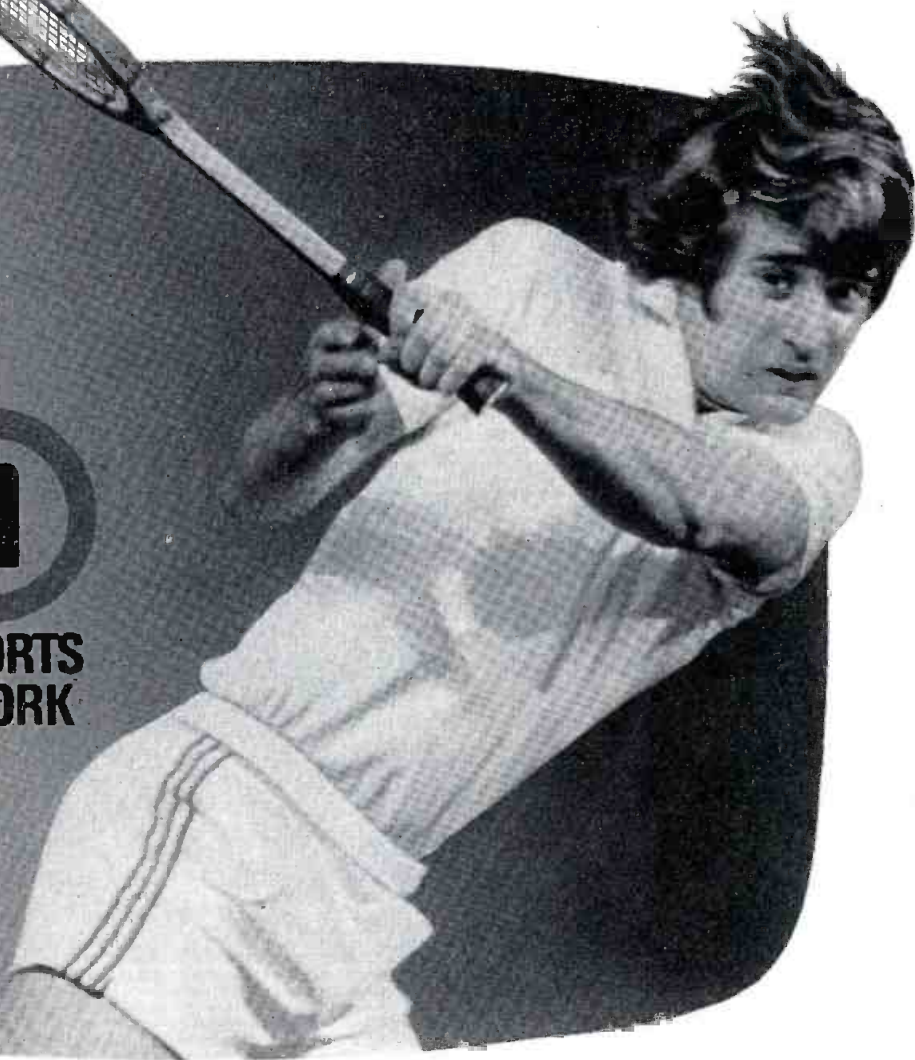


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Astoria Fibra-Steel 85
Box 726, Astoria, Ill. 61501
Staff: Don Jenkins, Art Krato.

Athans Communications 902
Suite 514, Ridglea Building, Fort Worth, Tex. 76116

Towers. **Staff:** Tom Athans, Cleon Nettles, Sandra Anderson.

Avantek 801
3175 Bowers Ave., Santa Clara, Calif. 95051

Bankers Trust 608
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Staff: Christopher Shaw, Frank Calcagno, Herb Golden, Chris Tuttle, Rand Selig.

Banner Communications 883
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Belden 207
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Beston Electronics 329
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CG-800 Marquee character generator system. **Staff:** Rod Herring, Jim Sherry, Don MacClymont, Bernie Lipari, Don Leuters, Paul Stewart.

Black Entertainment Television 860
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Blonder-Tongue Laboratories 706
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Bogner-Multitenna 825
401 Railroad Ave., Westbury, N.Y. 11590

Broadband Engineering 104
1525 Cypress Dr., Jupiter, Fla. 33458

Staff: Fred Rogers, Chuck Wise, Robert Savard, Sandy Savard.

BudCo 921
4910 E. Admiral Pl., Tulsa, Okla. 74115

Security and identification devices. **Staff:** Bud Clements, Mary Lou Clements, Pat Coyle.

Bureau of the Census 905
Washington 20233

Staff: Valerie McFarland, Jane Summer.

Cable Ad Associates 876
1100 17th St. N.W., Suite 1100, Washington 20036

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Staff: Clifford Schrock, Paul Hinds, Don Tuile, Helen Schrock.

Cable Communications 75-76
32122 I 45 North, Spring, Tex. 77373

Cable Data 501
3200 Arden Way, Sacramento, Calif. 95825

Cablefacts 516
2444 Palumbo Dr., Lexington, Ky. 40509

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Cable People 821-22
Mountain Ave., Deerfield, N.H. 03037

Cable Systems Design Group 405A
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Computerized cable television system design and engineering consultation. **Staff:** Robert Sturm, Archer Taylor.

Cabletech 616
RR No. 9, Brampton, Ont. L6T 3Z8

Cable Trends/National Screen Service 515
2200 Century Parkway N.E., Atlanta 30345

Advertising, promotional products, promotional services. **Staff:** R. Michael Jackson, Bill Neal, Joan Barcelona, A. Guy Bost, Seymour Kaplan, Rik Barnes, Leslee Davenport, Norman Robbins, Jim Silliman, Antoinette Augustine, Bob Sedlack, Bill Lustig, Jill Di-neen, Caryn Starr.

Cable TV Program Magazine 893
5211 N. High St., Columbus, Ohio 43214

Multi-tier program listings, local video sales representations. **Staff:** R.G. Kindred, John Milliken, David Gettys.

Cable TV Supply 202
5933 Bowcroft St., Los Angeles 90016

Cadco 612-13
2706 National Circle, Garland, Tex. 75041

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Carlton International Manufacturing 913
1509 Central Park Dr., Hurst, Tex. 76053

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400 mhz feed forward amplifier. **Staff:** Larry Fry, Merv Hussack, Vic Tarbutton, George Harvey, Ron Solomon.

Cerro Communication Products 208
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Staff: Andrew Szegda, Charles Long, Lance Belcher, Steve Davidson, Ron Monroe, Tom Moran, Les Forwood, M. Pelkinghorn, M. Dzuban, W. Huzinec, Lester Bragg, Lee Taylor, Ken Boyle, Ric Charel.

Channelmatic 326-27
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Custom tone switching systems with Microclock II satellite receiver control, remote controlled audio-video switching systems with DTMF control, remotely programmable clock control, telephone control and color multi-page character generator modules and other components for custom CATV automation systems. **Staff:** Bill Killion, David Mayer, Vern Bertrand.

Cinamerica Satellite Network 506
9477 Brighton Way, Beverly Hills, Calif. 90210

Staff: Ken Silverman, Lawrence Feinberg, Pam Branner, Carol Hunter, Helyne Landres, Jill Courtney, Tom Kennedy, Morton Hamber, Sylvester Weaver.

Coaxial Analysts 707
445 Grant St., Denver 80203

Engineering, financial, marketing and management services. **Staff:** Ross McPherson, Bob Fanch, Terry Hulseberg, Steve Gower, Jeff Gutfreund.

Colorado Video 865
Box 928, Boulder, Colo. 80306

Staff: Jim Dole, Larry McClelland.

Colormax Electronics 117
180 Northfield Ave., Edison, N.Y. 08817

Subscriber hook-up material and set-top converters. **Staff:** Sakai Chang, B. Chang, S.K. Chang, Jim Emerson, Dancie Elmen, Mike Heigle.

Comm/Scope Company 401
Rt. 1, Box 199A, Catawba, N.C. 28609

Staff: Frank Drendel, James Webb, Bill Barbour, Joe Teague, Frank Logan, Gene Swithenbank, Gary Watson, Ernie Massei, Jerry Smith, Roy Tester, Steve Coffey, Stan Lindsay, Dale Sherrill, George Voehl, Bill Gooden, Jean Pope, Larry Nelson, Larry Bowman, Paul Wilson.

Communications Marketing 3
2326 Tampa Ave., El Cajon, Calif. 92020

Brokerage, market research and personnel placement services. "Who's Who in Cable Communications." **Staff:** Jim Bloxham, John Landefeld, Bonnie Saiz, Jim Applegate, Keith Kramer.

Communications Technology Management 809A,2
6861 Elm St., McLean, Va. 22101

Compact Video Systems 609,610,717,718
2813 West Alameda Ave., Burbank, Calif. 91506

Mobile units, Compact Video 19, 20 and 42. Pro audio equipment, TW intercommunications equipment, ImageVision high definition TV. **Staff:** Robert Seidenglanz, Greg Biller, Oscar Wilson, Doug Leighton, Ron Fuller, Bill Isenberg, Bob Ringer, Dick Lebre, Ken Holland.

Comp-U-Card of America 61
777 Summer St., Stamford, Conn. 06901

Compucon 710
Box 401229, Dallas 75240

Staff: Dan Yost, Jerry Williamson, Paul Wagner, Dave Mason, Rick Walker, Lorin Milane, Becky Shipman, Gary Reeves, Sam Baxter, Dick Coupe, Misty Jennings.

Computer Video Systems 409
3678 W. 2150 South, Unit No. 2, Salt Lake City 84118

Staff: Randy Wegner, Bruce Robertson, Pryce Hales, Ray Malheiro, Craig Giles, Tom Pitts, Bill Lamp, Steve Grossman, Brenda Crossland, Don Thomsen, Al

Laughlin, Art Whitaker, Terry Jones, Carl Rosekrans.

COMSAT 71,72
950 L'Enfant Plaza, S.W. Washington 20024

Maintenance and supply center which provides maintenance information for satellite earth stations and other telecommunications facilities. **Staff:** James McKenna, Judith Elnicki, C. Simms, William Paterson, James Travis.

Comsearch 330
7633 Leesburg Pike, Falls Church, Va. 22043

Satellite earth station placement, frequency coordination, RFI measurements, CARS band microwave frequency assignment, point-to-point microwave frequency coordination, computer systems software development. **Staff:** Harry Stemple, Kurt Oliver.

Comsonics 107
Box 1106, Harrisonburg, Va. 22801

CATV repair services, field engineering services, RF leakage detection system, LNA power source*, armor surge protection devices, coaxial relays, sweep insertion device. **Staff:** Warren Braun, Carl Hensley, Dick Shimp, Dennis Zimmerman, Alex Lushpinsky, Wayne Bruffy.

Comtech Data 54
613 S. Rockford Dr., Tempe, Ariz. 85281

Earth stations, receivers.

Continental Lift 111-14
RR 2, Box 9, Austin, Minn. 55912

Control Technology 903-04
620 Easy St., Garland, Tex. 75042

Coreco Research 331
370 Seventh Ave., Suite 301, New York 10001

Staff: William Zimmerman, Alice Alexander, Marie Chirillo.

Creative Cable Communications 713
4347 S. Hampton Rd., Suite 110, Dallas 75237

Staff: Clarence Stark, Paul Poulin, Robert Coleman, Chris Stark, John Charlton, Marilyn Tiffie, Patrick Stark.

Custom Cable Television 24
1107 Hazeltine Blvd., Suite 115, Chaska, Minn. 55318

Consulting, engineering, strand mapping, construction. **Staff:** Cam Sheffner, Evon Weber, Charles Dean, Brian Luce, Curt Mott, Victoria Kosse, Carlos Pedraja, Paul Sherman.

CWY Electronics 105
405 N. Earl Ave., Lafayette, Ind. 47904

Staff: Terry French, Patricia French, Wendell Whitaker, Thursa Whitaker.

Daniels and Associates 1
2930 East Third Ave., Denver 80206

Brokerage, investment services, management services, programming services. **Staff:** John Saeman, Bob Holman, Hugh McCulloch, Jim DeSorrento, Bob Brown, Andy Eiseman, Gerry Zimmerman, Steve Halstedt, Jay Busch, Tim David, Cynthia Baker, Bruce Dickinson, John Muraglia, Bill Fogarty, Jeanne O'Grady, Karen Bomson, Erika Schafer, Chris Barker, Ken Cook, Betty Clark, Tony Accone, Johnny Mankin, Wendell Owen, Dick Thomas, Dr. C.P. Currier, Dick Kirby, Roger Hollenger, Bob Nelson, Bill Moss, Tom Johnson.

Datafax-Atlanta 14,15
Suite E, 6290 McDonough Dr., Norcross, Ga. 30093

Staff: Stephen Rosekrans, Alan Manning.

Deloitte Haskins & Sells 881,882
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Ditch Witch 800,850-51

Box 66, Perry, Okla. 73077

DI-Tech 827

311 Wyandanch Ave., North Babylon, N.Y. 11704

Staff: Tony Bolletino.**Dotson & Brown 852-53**

Box 276, Tyler, Tex. 75710

CATV insurance coverage including pole and franchise bonds. **Staff:** Martin Brown, Annette Brown, Ann Mitchell, Virginia Lyon, Carol Fritz, Mary Hunt, Ken Bowen, Tom Thompson, Barbara Hart, Robert Dunn, Mike Kelly.

Drop Shop 67

177 W. Westfield Ave., Roselle Park, N.J. 07204

Drop and installation materials, 59U and 6U cable preparation tool*, pay TV traps, filters, parental key lock devices. **Staff:** Daniel Parsons, Gene Fink, Barbara Ethier.

Durnell Engineering 328

Highway 4 South, Emmetsburg, Iowa 50536

Dynacom International 55-56

7194 Clairemont Mesa Blvd., San Diego 92111

Dynasciences 888

Township Line Rd., Blue Bell, Pa. 19422

Microprocessor-based videotape editor. **Staff:** C.

Buzzard, D. Bock, J. Samony.

Dynatel/3M 809

380 North Pastoria Ave., Sunnyvale, Calif. 94088

Dynatel 573 cable and fault locator. **Staff:** Dale Fetter, Andy Riggie, Ralph Marsh, Drew Davis, Russ Mason, George Bell.

Eagle Comtronics 708

Box 93, Phoenix, N.Y. 13135

Staff: Alan Devendorf, Jarvis Fletcher, Ken Kennedy, Joseph Ostuni, Peter Holmes, Joseph Hesler, Larry Fisher, Dale Marl, Peggy Champlain, George Kazacos, Doc D'Alfonso, Sarah Skillman, George Pizio.

Eastern Microwave 410

3 Northern Concourse, Syracuse, N.Y. 13221

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Edutron 7

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Staff: Dave Comstock, Virgil Lowe, Paul Jones.**Elan Enterprises 231**

502 E. St. Charles Rd., Carol Stream, Ill. 60187

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Electroline Television Equipment 817

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Staff: Mitchell Olman, Jean-Pierre Vaillant.**Electronics, Missiles & Communications 218**

Box 68, Susquehanna St. Ext., White Haven, Pa. 18663

Encyclopedia Britannica 818

8350 Meadow Rd., Suite 166, Dallas 75231

30 vol. Encyclopedia Britannica and related educational publications. **Staff:** Mel Minsey, Jim Turner, David Ojeda, Jim Ferrell, Becky Collini.

English Channel 334

880 Third Ave., New York 10022

Enterprise Electronics 906

Box 1216, Enterprise, Ala. 36330

Entertainment & Sports**Programing Network 97,133,others**

ESPN Plaza, Bristol, Conn. 06010

ESPN SportsCenter-live broadcast and interviews from convention floor. **Staff:** Chester Siffimons, William Rasmussen, Evan Baket, S. Cohnal, J. Cavazzini, Michael Prestrey.

Evergreen Equipment 712

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Farinon Video 810-11

1680 Bayport Ave., San Carlos, Calif. 94070

Firstmark Financial 50

110 E. Washington St., Indianapolis 46204

Financing for cable TV system acquisition, construction and debt refinancing. **Staff:** Phillip Thoben, William VanHuss, William Kennedy.

Forth Worth Tower 719

1901 E. Loop 820 South, Fort Worth 76112

Tower services. **Staff:** Tommy Moore, Betty Moore, Carl Moore, Fred Moore, Cheryl Moore, Valinda Moore, Billie Ballweg, Linda Bishop, Sue Terrell.

Galavision 709

250 Park Ave., New York 10017

Programing services via satellite.

Gamco Industries 406

291 Cox St., Roselle, N.J. 07203

Gardiner Communications 511

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Single channel receiver, 24 channel receiver, low noise amplifier, channel cue system, 1800 LNA power supply*, 5.6 meter prime focus antenna*, 3.6 meter prime focus antenna*. **Staff:** Clifton Gardiner, Wallace Briscoe, Charles Downing, Brendan O'Neill, Ed Thorne, Phyllis Thompson, Tom Humphries, Gary Morley, Gary Deaner.

General Cable 605

Box 700, Woodbridge, N.J. 07095

Fused disc III coaxial cable. **Staff:** Tom Dover, Rusty Asdourian, Rich Schwager, Tracy Minton, John Kaye, Steve Hallock, R. Bruce Lane, Mann Bush, John Kurpinski, Larry Corsello, Glen Wilfong.

Gilbert Engineering 802

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Coaxial connectors, tools, accessories.

Gill Management Services 214

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Himco Safety Ladders 105A
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Fiberglass ladders and accessories. **Staff:** W.H. Kirkpatrick, Joyce Kirkpatrick, J.T. Reeves, Patricia Reeves, Bob Crow.

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Home Box Office 508
1271 Avenue of the Americas, New York 10020
Pay programming services. **Staff:** N. Nicholas, J. Heyworth, T. Cox, T. Oliver, P. Frame, D. Anderson, B. Hooks, E. Horowitz, M. Fuchs, B. Grumbles, D. Garcher, B. Bedell, L. Klein, B. Caird, M. Blank.

Home Theatre Network 103
465 Congress St., Portland, Me. 04101
Programming services.

Hughes Aircraft, Microwave Products 303
3060 W. Lomita, Torrance, Calif. 90509
Staff: A.H. Sonnenschein, L.E. Stanley, N.P. Weinhouse, M. Plost, M.M. Talley, N. Wood, J. Taglia, B. Forte, A. Heiny, D. Couig.

IBM 213
2000 Northwest 51st St., Boca Raton, Fla. 33431
Computer systems for CATV applications.

Insulation Systems 922
1233 Reamwood Ave., Sunnyvale, Calif. 94086

Intercept 509
215 Entin Rd., Clifton, N.J. 07014
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International Microwave 925
33 River Rd., Cos Cob, Conn. 06807

Jebsee Enterprises 828
37-43 58th St., Woodside, N.Y. 11377
Matching transformers, hybrid splitters, directional couplers, F series connectors, grounding blocks, cable switches, fixed attenuators, pole line hardware, indoor amplifiers, hook-up cables. **Staff:** Jeb Wu, Hsien-chuen Lo, Regina Liu, Hsiao-chuen Yang, Woo-Hua Lo.

Jenel 886
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Jerrold Division/General Instrument 500
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Kable Kop 90
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Kelcee Communications 510
7171 Torbram Rd., Unit No. 4, Mississauga, Ont. L4T 3W4

Keystone Electronics 216
830 Monroe St., Hoboken, N.J. 07030

Key and outdoor subscriber taps, wire, cable, amplifier service.

Klein Tools 861
7200 McCormick, Chicago 60645
Staff: Dan Foshee, Paul James.

Klungness Electronic Supply 909-10
Box 547, Iron Mountain, Mich. 49801

Staff: Marian Gammey, Larry Filson, Jim Klungness, Charlie Henry, Jim Brandt, Bob Knoke, Dave Sanders.

Lamb Corp. 211
Box 950, Addison, Tex. 75001

Larson Electronics 859
311 South Locust, Denton, Tex. 76201

Staff: Ernie Larson, Marj Larson, Signe Larson.

Lectro Products—CDC 907-08
120 Collins Industrial Blvd., Athens, Ga. 30603

Lectro standby power supplies. **Staff:** Mason Hamilton, Gary Batson, Pat Dennis, Ron Livesay, Larry Livesay, Tim Waters.

Lemco Engineers Inc. 871
80 S. Redwood Rd., Suite 213, North Salt Lake, Utah 84054

CATV consultants to telecommunications and CATV services. **Staff:** E. Rowley Smith, Dick Ringler, George Henderson, Bob Smith, Ralph Young, Jim Rately.

Lester Powervision 872
1044 Pioneer Way, El Cajon, Calif. 92020

NB113B standby power supply, PS750B power supply* **Staff:** Don Chandler, Jim Marino, Tom Marino, Ed Harmon.

Lindsay Specialty Products 217
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Trunk, distribution and apartment amplifiers (one and two way), antennas, system passives, multitaps, subscriber material and cordless and V2UTM converters. **Staff:** J.E. Thomas, C.A. Allinson, P. Makowchik, E. Egenstafer, K. Koster, J. Rae.

LRC Electronics 58
901 South Ave., Horseheads, NY. 14845

Magnavox CATV Systems 200,201,300,301
100 Fairgrounds Dr., Mantius, N.Y. 13104

Magna 58 and 9 channel converter/descramblers, a 440 mhz amplifier*, distribution electronics, terminal products, passives and connectors. **Staff:** Daniel Mezzalingua, Allen Lipp, Dominick Maio, David Headley, Robert Finnerty, Ronald Jones, Thomas Woods, Herbert Longware, Carl Buesking, Martin Zelenz, James Duffy, Laurence Richards, Charles Anderson, William Ewing, Michael Goldsmith.

Malarkey, Taylor & Associates 405
1225 Connecticut Ave., N.W., Suite 700, Washington 20036

Consulting and engineering services specializing in cable and pay television. **Staff:** Martin Malarkey, Archer Taylor, Robert Jones, Gary Hurvitz, Deborah Gauer.

March of Dimes Foundation 70
1275 Mamaroneck Ave., White Plains, N.Y. 10605

Merrill Cable Equipment 703
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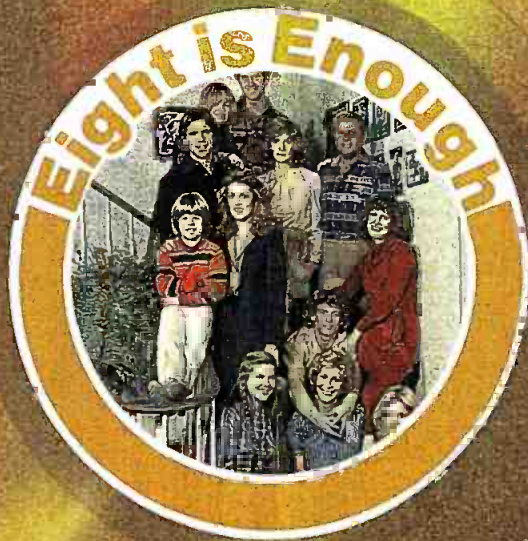
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Microdyne 313
Box 7213, 491 Oak Rd., Ocala, Fla. 32672

Satellite TV receiving systems and related equipment including electronically and manually tuned receivers and 1100-HEM tuneable headend modulator. **Staff:** L.H. Wolcott, D.L. Feller, G.A. Bell, D.L. Alvarez, E.E. Currier.

Microtime 868-69
1280 Blue Hills Ave., Bloomfield, Conn. 06002

Microwave Associates 604
63 Third Ave., Burlington, Mass. 01803

Staff: Charlie Stanton, Duke Brown, Fred Gould, Don Sicard, Carl Guataferro, John Fielek, Jon Erickson, Charlie Halle, Don Archer, Phil Cass, George Hardy, Dan McCarthy, Bob Trowhill.

Microwave Filter 215
6743 Kinne St., East Syracuse, N.Y. 13057

Mid State 614,615
174 South First Ave., Beach Grove, Ind. 46107

Signal level meters, SAM Jr., 400 mhz test equipment. **Staff:** Lawrence Dolan, Doyle Haywood, Paul Turner.

3M Mincom 887
3M Center, Bldg. 223, 5-N, St. Paul 55101

Modern Cable Programs 110
5000 Park St., North, St. Petersburg, Fla. 33709

Monroe 863,864
The American Rd., Morris Plains, N.J. 07950

Calculators, accounting systems. **Staff:** Jeff Bauman, Hank Read, Jerry Fincannon, Jeanne Slack, Glen Roberts, Judy McDaniels, Allan Smoot, Bob Ball, Carl Scott, Randy Lunz, Harvey Johnson.

Richard Moore 81
2603 Inwood Rd., Dallas 75235

Mosher Door 68-69
Box 309, Riceville, Iowa 50466

Motorola Semiconductor 63-64
2200 W. Broadway, Mesa, Ariz. 85201

MSI Television 404
4788 S. State St., Salt Lake City 84107

Flexicaster microprocessor memory controller system incorporating news split programs, weather AP, UPI, or Reuters news, stocks, teleslide advertising, Flexicaster character generation expandable to eight channels, employing up to 800 eight-line pages of solid state ram memory. **Staff:** Ivan Curtis, Ann Newman, Gerald Van Mondfrans, Arv Whitney, Tom Zimmerman, Ron Payne, Rick Schneider, Robert Thompson, Darrel Paskett.

Multitenna Corporation of America 825
Box 67, Valley Stream, N.Y. 11582

Staff: Leonard King, Richard Bogner, Debbie King.

National Council of Churches/U.S. Catholic Conference 718
475 Riverside Dr., Room 860, New York 10027

Software and written materials demonstrating involvement of Catholic and Protestant groups with cable and video including local origination and access programming. **Staff:** Sister Marie Clare Powell, Dave Pomeroy, Bob Robertson, Ed Deane, Pete Paulsen, Brian Wallace, Bill Inderstrod.

National Federation of Local Cable Programers 219
3700 Far Hills Ave., Kettering, Ohio 45429

National Oceanic & Atmospheric Administration 18
12229 Wilkins Ave., Rockville, Md. 20852

NCI 230
5203 Leesburg Pike, Falls Church, Va. 22041

North Supply 870
10951 Lakeview Ave., Lenexa, Kan. 66219

Northern CATV Sales 323
115 Twin Oaks Dr., Syracuse, N.Y. 13206

Satellite earth station and pay TV equipment, headend electronics and accessories, subscriber drop materials, test and measurement instruments. **Staff:** Peter Chunka, Jim Emerson, Dancie Elmet, Mike Heigle, Ken O'Brien, Hugh James, Andy Tresness.

Oak Communications 502
200 South Main St., Crystal Lake, Ill. 60014

converters, converter-decoders, addressable pay systems, scramblers, communications financing. **Staff:** H.K. Sauer, C.J. Bach, G. Frank, W.R. Koester, J. Gwinn, A. Johnson, J. Hooper, L. Young, L. Golbeck, L. Thacker, M. Jones, C. Eissler, L. Rosel, D. Olson, P. Golbeck.

Optimus Productions 877
Plaza Hotel, No. 1748, New York 10019

Panasonic Data Communications 862
1 Panasonic Way, Secaucus, N.J. 07094

Panduit Corp. 314
17301 Ridgeland Ave., Tinley Park, Ill. 60477

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Phasecom Corp. 512
6365 Arizona Circle, Los Angeles 90045

Headend equipment including modulators, demodulators, heterodyne processors, SAW filter modulator, heterodyne processor, 54 channel standard and coherent system, all channel demodulator, automatic video cassette. **Staff:** Bertram Rosenblum, Arie Zimmerman, Patrick Segrave, Deba Roach, Joan Harrison.

Pico 889
1001 Vine St., Liverpool, N.Y. 13088

Pioneer Communications 407
3518 Riverside Dr., Columbus, Ohio 43221

7- and 14-channel block converters, 36-channel straight converters, two-way interactive Qube system, one-way addressable system. **Staff:** S. Imaoka, M. Kohda, Y. Saeki, G. Furukawa, K. Matsumoto, S. Kurihara, L. Brown, T. Calabro, J. Lanpher, M. Hayashi.

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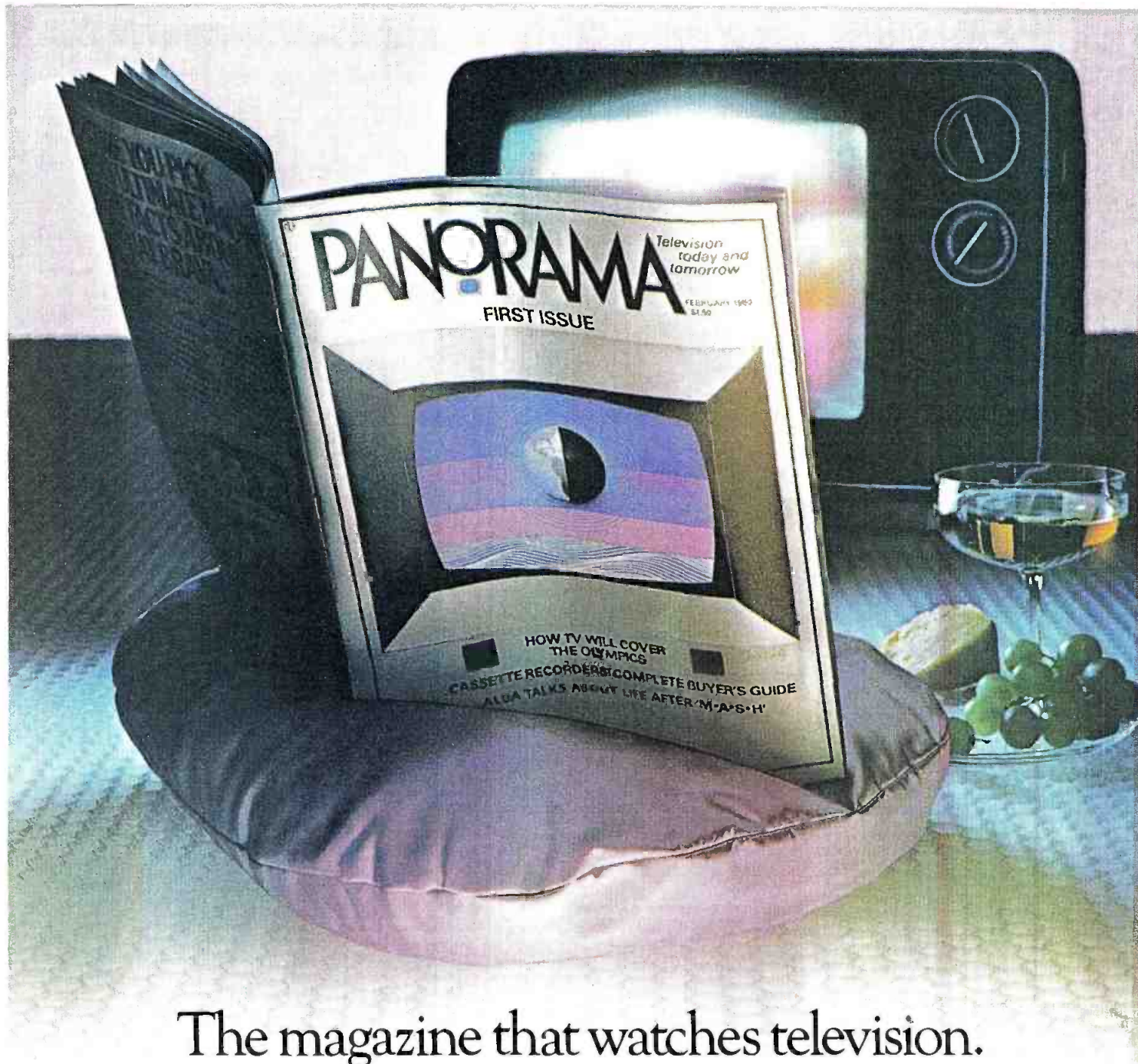
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Triple Crown Electronics 812
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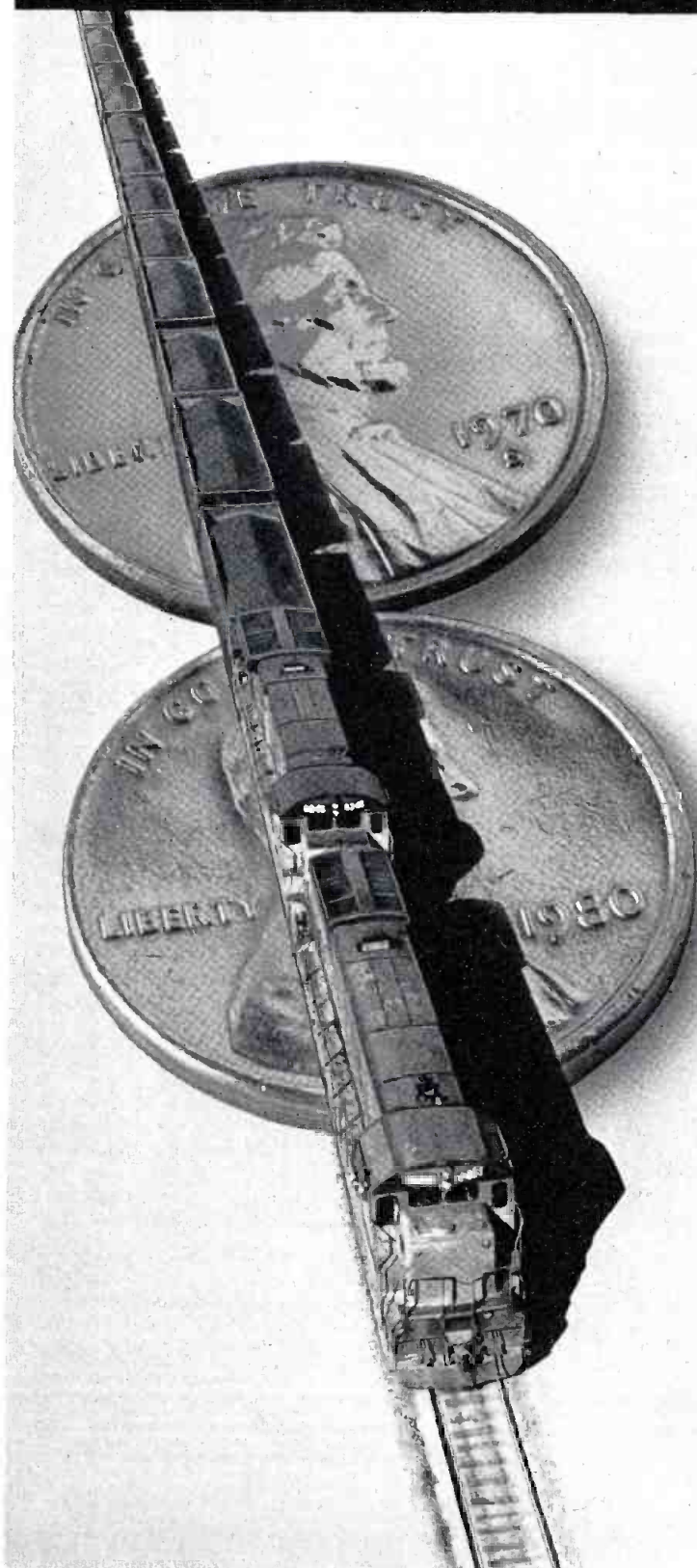
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Undeterred ABC-TV and its affiliates get ready for next year

L.A. convention looks to the future confidently; network leaders say they're going all out in the fall

If ABC-TV did indeed lose the 1979-80 prime-time season, no one, it seemed last week in Los Angeles, had bothered to tell the network. The talk was tough, the plans combative and the sights set high. The network's 200-plus affiliated stations gathered for their annual conference at the Century Plaza last Tuesday and Wednesday, and they left ready for a fall battle many expect will be their fiercest ever.

Signs of any discord among the affiliates were minimal. Some still expressed reservations about *Nightline*, the late-night news program that evolved from ABC's regular series of special Iranian broadcasts, but both ABC and many of the affiliates expressed their obvious pleasure at what looks like a ratings success. There was talk of expanding *World News Tonight*, but most want to watch CBS-TV's actions in that area first. The Washington regulatory scene still confounds many. Friday and Sunday nights this coming season will see movies run over into local news, but, given ABC's generally poor performance last year in that area, many affiliates feel the runovers may be worth the price.

"I don't know of one affiliate who thinks he lost the season," said one delegate. "Not a one."

At least one delegate did acknowledge the tenth-of-a-rating-point loss to CBS last season, but he looked at it pragmatically. "I think it woke them up a little," he said. "If you have to lose, it's better by a tenth than a point."

And one affiliate who attended the CBS meeting two weeks ago at the same hotel compared the two. "These guys have so much more spirit," he said. "They're younger, both in age and in time on the air. Winning's still new to them."

"It is what we learned in 20 years as number three that enabled us to become number one," said Leonard H. Golden-son, chairman of ABC Inc. in his speech Wednesday. "We can prevail—and we will prevail—but only with another application of the same spirit that carried us through the 1970's. Our talents and our resources are greater than they have ever been; let us be sure that our willingness to roll up our shirtsleeves and work is also greater

than ever. If it is, I have no doubt that, working together, we can make the 1980's a decade where we will continue to be number one and the industry leader."

ABC's theme for the 1980-81 season will be "You & Me & ABC." Promotional materials for the fall campaign were not yet ready, however. That led one delegate to suggest that CBS may be ahead in the promotional contest with its curiously similar "Looking Good Together" campaign.

It has been suggested that ABC might have rested on its laurels a bit in the past season, that the network went into the 1979-80 season with too great a lead, too much confidence and not enough diligence. ABC executives vehemently deny it, but Elton Rule, president of the corporation, seemed to address it in his remarks.

"This business of ours, this business of television, is one that's always in process," Rule said. "No matter how much we achieve, no matter how great our success, there's another day, another month, another season just ahead that needs all our attention. Any time we stop to admire our handiwork, we know we have to run just that much harder when we're done."

But the tough words of the week came from the executives on the line, led by Frederick Pierce, president of ABC Television and executive vice president of the corporation.

"Next fall," Pierce said, "we face perhaps our toughest season ever. But we are prepared and stronger than ever before. With aggressiveness, a focus on the basics that brought us leadership and total commitment, we will prevail."

"At ABC we have always thought of ourselves as fighters. Tough competition just brings out more of our fighting spirit. And I assure you, we are not only up for, but looking forward to the challenge."

Pierce's well-known scrappy style domi-

nated much of last week's meeting, either in his person or in his spirit. The rhetoric from his division chiefs was as tough as his. Last year Network President James Duffy took the opportunity to "relax and celebrate"; this year he spoke of the coming contest with CBS and was girding for the fight (see story, page 72). ABC Entertainment President Anthony D. Thomopoulos spoke of repairing "weaknesses" last year; last week he played a schedule of "trump cards" and, to show he wasn't bluffing, let his competition see his reserve series as well (see story, below).

Last season, Pierce said, "was incredibly competitive. And we are not glossing over our disappointments. But this season did not alter our pattern of growth or affect our long-range goals." As did others throughout the meeting, Pierce recited ABC's accomplishments last year as well as over the years.

"Leadership has not changed our willingness to try new ideas and take risks—sometimes too often," he said. "Occasionally we stub our toe. But in today's competitive atmosphere, it is very important—despite the risks—to seek new directions. I think competition is good for the industry. Good for the audience. Good for you. And good for ABC."

ABC-TV shows its ammunition for counterattack

Affiliates hear from confident programming team that expects strength of returning shows and new programs, mostly comedies, to put it firmly back on top in the prime-time rating race

ABC Entertainment President Anthony D. (Tony) Thomopoulos outlined his network's prime-time weaknesses last week and his plan to combat them. Throughout his two-day presentation of ABC-TV's 1980-81 schedule, Thomopoulos used the word "confident" to describe his feeling that the network is effectively rising to the challenge put to it by CBS-TV last season.

"The number-one network sign-on to sign-off will positively glow during the prime-time hours of 1980-81," Thomopoulos said to his network's affiliates last Wednesday. He was joined in his presentation by Brandon Stoddard, senior vice president, and Marcia Carsey, senior vice president, prime-time series.

"We go into the season with many trump cards," Thomopoulos said. "In our scheduling meetings it was obvious that our early evenings on Friday, Saturday and Sunday were areas of weakness. And we



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recognized that our Friday and Sunday movie franchises needed strengthening. Those were the initial targets we addressed ourselves to."

Thomopoulos and company introduced six new programs, moved four established shows and built their schedule around two traditionally strong programs—*NFL Monday Night Football* and *20/20*.

"Fully 70% of the schedule consists of hit shows," the entertainment division president said, "returning in their established time periods. Those programs are currently averaging a 32 share of audience. We have made strategic moves with four additional series, giving us a total of 18 prime-time hours of track-record hits, including a solid heart-of-the-evening line-up at 9 o'clock. Most significantly, we have brought new vitality to many of these shows, including our two movie franchises.

"To this we have added six new programs, concentrating on comedies since our only weaknesses were in the early evening. Each of the four new half-hour comedies is scheduled behind four half-hour comedy hits. They'll get the sampling and get off to a good start.

"With *Amazing Animals* and *Breaking Away* we are confident that we have effectively programed two time periods that have been ABC problem areas.

"And capping it all is the best stock bench any network has ever had before a new season ever started."



Meet the folks. Frederick S. Pierce, executive vice president of ABC Inc., and president of ABC Television (r) chats with Mrs. Leonard Goldenson, wife of the ABC chairman, and Tom Chisman, general manager of affiliate wvec-tv Norfolk, Va.

The entertainment division screened four full pilots and showed excerpts from two others. It also showed clips from some programs not included in the fall line-up but which will be added to the schedule as the season progresses.

New program pilots screened at the Century Plaza last week included:

Too Close for Comfort (Tuesday, 9:30-10)—Star Ted Knight plays the overly protective father of two very shapely young women. He is a 51-year-old cartoonist and landlord who feels slightly out of it all when faced with the problem of letting his daughters go out into the world on their own. He lets them go as far as an apartment in his building. Sight gags abound, and there are touches of genuinely witty dialogue. Nancy Dussault plays his wife, and Deborah Van Valkenburgh and Lydia Cornell are the daughters. Arne Sultan is executive producer for Taffner/Stolfi Productions. The program is in the hammock position between *Three's Company* and *Hart to Hart*.

Bosom Buddies (Thursday 8:30-9)—This is a variation on the theme of the film, "Some Like It Hot," which starred Marilyn Monroe, Jack Lemmon and Tony Curtis. The all-girl band setting has been changed to feature two male advertising agency workers living, as women, in a Chicago women's hotel, featuring comics Tom Hanks and Peter Scolari. Hanks, who plays the character Kip, is a new comedy find whom ABC executives compare to Robin Williams, whose *Mork & Mindy* provides the show's lead-in, and Bill Murray of *Saturday Night Live*. Complications arise in the pilot when Kip, as his alter ego Buffy, falls in love with his across-the-hall neighbor, Sonny. ABC expects to overcome the problem that could develop with what is essentially a one-gag show by emphasizing the relationship between Hanks and Scolari. Edie Adams plays the likable desk clerk of the Susan B. Anthony hotel. Thomas Miller, Edward Milkis and Robert Boyett are executive producers in association with Paramount Television.

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Capital greeting. Bob King (l), Capital Cities Broadcasting, and Elton Rule, ABC Inc. president, during the network's affiliates meeting in L.A.



Getting together. Also at the ABC gathering were (l to r): Thomas B. Cookerly, broadcast division president of Allbritton Communications; James E. Duffy, ABC Television Network president, and Terry K. Shockley, Wisconsin TV Network president.

8:30-9) — *Soap's* Diana Canova moves to a Georgetown (Washington) row house and a job in a think tank in this new Witt-Thomas-Harris production. She is joined in her new life by her father, Danny Thomas, and her daughter, Rory King, a talkative seven-year-old. The pilot sets up the basic conflict between the daughter and father when he, rightly, charges her boyfriend with being married. Sheree North plays Diana's boss, and she, too, has man problems. Her latest lover is into wearing rubber suits.

Breaking Away (Saturday, 8-9) — Based on the 20th Century-Fox film, it is a sensitive and clever story of teen-agers in small-town America—Bloomington, Ind. Shaun Cassidy plays bicycle-racing Dave Stohler. Barbara Barrie recreates her film role as his mother and Vincent Gardenia plays the father. The show revolves around four "townies" in a university city. The pilot dealt with their conflicts with the college crowd. Peter Yates is executive producer, and Steven Teisch is the writer. They made the film.

Two new ABC programs were not screened in their entirety:

It's a Living (Thursday, 9:30-10) — Five young women are waitresses in a night club in this half-hour from Witt-Thomas Productions. Each principal is different, and the stories will revolve around a different cast member each episode. Susan Sullivan, Barrie Youngfellow, Gail Edwards, Ann Jillian and Wendy Schasl are the waitresses, and Marian Mercer is their boss. Paul Witt and Tony Thomas are executive producers. The program is set to

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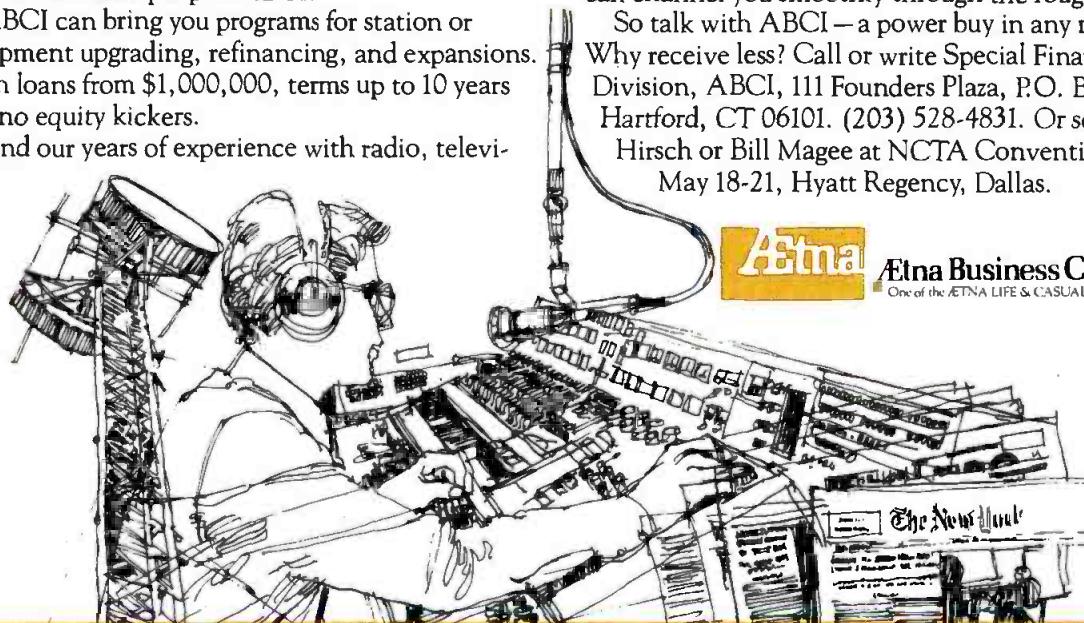
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Those Amazing Animals (Sunday, 7-8)—Executive producers Alan Landsburg and Merrill Grant have turned their ever inquisitive cameras on the bizarre world of animals. Hosts for the new hour, which must square off against CBS's *60 Minutes* and NBC's Disney hour, are veteran actor Burgess Meredith, Jim Stafford and Priscilla Presley. It is from Alan Landsburg Productions.

In addition to the programs already included in the fall schedule, ABC broke tradition last week and unveiled its line-up of series set to enter the schedule in the event that any of those in the line-up fail:

Mr. and Mrs. Dracula—ABC Circle Films will make its television production debut with this half-hour comedy about "a rather long-in-the-tooth immigrant family." Dick Shawn stars as the count who has moved his family to the Bronx because Transylvania "is no longer a decent place for a vampire to raise a family." Bob Klane is executive producer.

Oil—Aaron Spelling Productions "tells the story of wealth and power—and the men and women who manipulate both." Described as a "sprawling saga," each episode of the series will be self-contained. Esther and Richard Shapiro are executive producers.

Foul Play—Paramount and Miller/Milkis/Boyett have made this hour series that "combines mystery, action-adventure

and high comedy as a San Francisco police lieutenant and his dizzy female librarian friend team up to stamp out crime in the city." Hal Sitowitz is executive producer.

The Phoenix—Judson Scott plays "a new kind of super hero"—"a noble innocent from another time endowed with ESP, telekinesis and remarkable intelligence, cast adrift in the world of the 1980's. His mission—to better mankind." Mark Carliner is executive producer for his own company.

The American Dream—Filmed entirely on location in Chicago, this Mace Neufeld production is about a modern-day family that moves from the suburbs to the inner city. Excerpts of the pilot were screened at the affiliates meeting. Neufeld is executive producer for his own company.

Stoddard announced a number of miniseries and made-for-television movie projects, including: "Masada," "East of Eden," "The Duke," "A Whale for the Killing," "The Women's Room" and "Marilyn."

Acknowledging that part of ABC's problems last season had been the result of a weaker-than-usual package of theatrical films, Thomopoulos unveiled ABC's 1980-81 movie list last Tuesday and declared that ABC would establish itself as "the network of major theatricals" in the new season. He presented a package of 17 features for the new season and emphasized that "every one" will play in the coming season.

ABC's movie package for the new year includes: "Norma Rae," "Midnight Express," "California Suite," "Saturday Night Fever," "A Star is Born," "The Spy Who Loved Me," "Jaws II," "Invasion of the Body Snatchers," "Funny Lady," "The Enforcer," "Coma," "The One and Only," "The Main Event," "Convoy," "The Big Fix," "The Brinks Job" and "The Bad News Bears in Japan."

■ Seymour Amlen, vice president, ABC Entertainment, delivered the ratings report on daytime. The network, he said, is entering its 10th consecutive quarter as the leader in total households—a 13% margin over CBS and a 33% advantage over NBC.

Demographics played a major part in Amlen's presentation, and he reported that ABC's daytime programs delivered 3.8 million women in the 18-49 age group. That, he said, was 59% better than CBS's 2.4 million and 99% better than NBC's 1.9 million.

"Even more remarkable," he said, "ABC's time period wins among young women are achieved by substantial margins in almost every instance. As compared to CBS—with the exception of the prenoon hour—ABC's young-women advantage ranges between 43% and 82%. Against NBC's levels, ABC's superiority is an astounding 58% to 142%—an almost unheard of advantage across the board."

Duffy: We're still (over-all) No. 1

ABC Television Network President James E. Duffy set the tone for much of the public discussion last week. In a Tuesday morning speech during the opening ceremonies of the ABC-TV affiliates conference, Duffy left no doubt that in the eyes of ABC executives, the network was still number one.

"We are strong in every department, in every area of activity," he said. "No problem areas. No weak areas. None."

"In recent months," he continued, "much attention was focused, quite naturally, on prime time because of the neck-and-neck race between ABC and CBS. However you measure the results, one thing is certain: It was the most intensely competitive season in the history of the medium. And prime time is going to keep right on that way."

Duffy proceeded to highlight, daypart by daypart, ABC's strength in the three-network competition. By his count, ABC remained 10% ahead of CBS throughout the broadcast day.

"That total performance," he said, "that margin of leadership, can only be achieved through strength in every category of programing. No areas of weakness."

The network president also looked back at the past 10 years of ABC to mark its over-all improvement. Ten years ago, he pointed out, "our only consistent area of strength was sports."

ABC then was not a "full-service net-

Monitor

Backgrounder. ABC Entertainment's senior vice president for prime-time series, Marcia Carsey, called her network's development for fall "an embarrassment of riches" in her presentation to affiliates last week. But how rich are they? Jonathan Axelrod, vice president for dramatic development, reports that things look good in that area. They'll need it, too. According to Axelrod, this year's fourth quarter is likely to be "the most highly competitive that we've seen in a long time." He says "major stunting" will hallmark fall and it will be "very difficult to get a new show to get off the ground." ABC has announced package of five programs ready to go into schedule at first sign of line-up weakness. In long-term, Axelrod posits that 13-week network series commitment may well be on its way to extinction. In current competitive world of network television, increasingly cost-conscious executives are looking at 13-week deals for shows that are pulled after three or four episodes and wondering whether programs are worth it. "I don't know who came up with the number 13," say Axelrod. "In many cases you wind up making episodes and not playing them—which is expensive." Trend, he sees, is toward shorter deals with more producers.

□
Gone but not forgotten. Lawrence R. White, president of Columbia Pictures Television, and Edward A. Montanus, president of MGM Television, announced they were leaving their respective posts last week and returning to independent production. White will leave executive suite Aug. 1, but will remain on Columbia lot producing for studio under his reactivated Larry White Productions, which he closed in 1976 to become Columbia's executive vice president in charge of worldwide production. He was named president in June 1978. Montanus, recovering from surgery, will also continue with MGM as independent producer.

□
Still the one. Universal Television remains Hollywood's number-one production company with seven-and-half hours of programing set for networks' fall season. Lorimar Productions comes in second with six hours, replacing Aaron Spelling, which has total of five prime-time hours. Warner Bros. Television is up to four hours next September, and MTM Enterprises logs three-and-half. Tandem/TAT and 20th Century-Fox Television come in with three hours each. Paramount Television has two-and-half. Young Witt-Thomas-Harris group continues its prime-time rise with two hours. New kid on block is Alan Landsburg Productions, which has two ABC hours.

work"—it had no early-morning program; it had no complete Monday-through-Friday daytime schedule; late-night was virtually nonexistent.

As Duffy pointed out, in all but the last category, the network is either the leader or breathing closely on the neck of the leader.

"We've made late-night into an area of innovation—with *Fridays*, with our coverage of the Iranian crisis throughout practically the entire season, with the only extension in time in daily network news in more than a decade in our new program, *Nightline*, with Ted Koppel."

A close race

CBS is the ratings winner for the week ended May 11, but NBC is encouraged by the slim victory margin

Sometimes a loser can be a winner.

Despite its third-place finish in the 1979-80 television season, NBC-TV has been taking solace in recent prime-time numbers that show the networks closer together than in years past.

NBC can now use the week ended May 11 to press its case. Less than one rating point separated the three networks as CBS-TV turned in a winning 16.6 rating and 28.8 share to ABC-TV's 16.4/28.4 and NBC's 15.9/27.7.

For the trailing network, the loss by such a small margin represented a comeback. And this particularly was true since it came during the Arbitron and Nielsen sweep periods when local markets are being measured.

For the week, NBC's unusually competitive form meant wins on three nights: Monday, Wednesday and Friday. CBS took Thursday and Sunday and ABC, Tuesday and Saturday.

Among the week's top-10 programs, the countdown gave CBS five shows, NBC three and ABC two. Leading the pack was the season favorite, CBS's *60 Minutes* (22.6/47), followed by ABC's *Three's Company* (22.4/37); CBS's *Jeffersons* (21.9/36), *Johnny Cash: The First 25 Years* (21.7/34) and *Alice* (21.4/36); NBC's movie, "Breaking Away" (21.4/33), *Real People* (21.0/36) and *Little House on the Prairie* (20.9/36); CBS's *Archie Bunker's Place* (20.8/38) and ABC's movie, "Off the Minnesota Strip" (20.6/32).

Taking the list down to the top-20 programs, the race was tighter with CBS taking eight, with six each for NBC and ABC.

At the other end of the ratings spectrum, a *Kennedy for President* program-length commercial (five minutes) brought only an 8.6/15 for NBC, tied with the same network's *Prime Time Saturday* for the lowest scores of the week.

For the first 12 days of the Arbitron sweep, the scorecard had ABC and CBS tied at 16.4 and NBC behind at 15.3. The

Nielsen count, begun a day later, averaged 16.5 for CBS; 16.1 for ABC and 15.1 for NBC.

Controversial 'Princess' pulls ratings for PBS

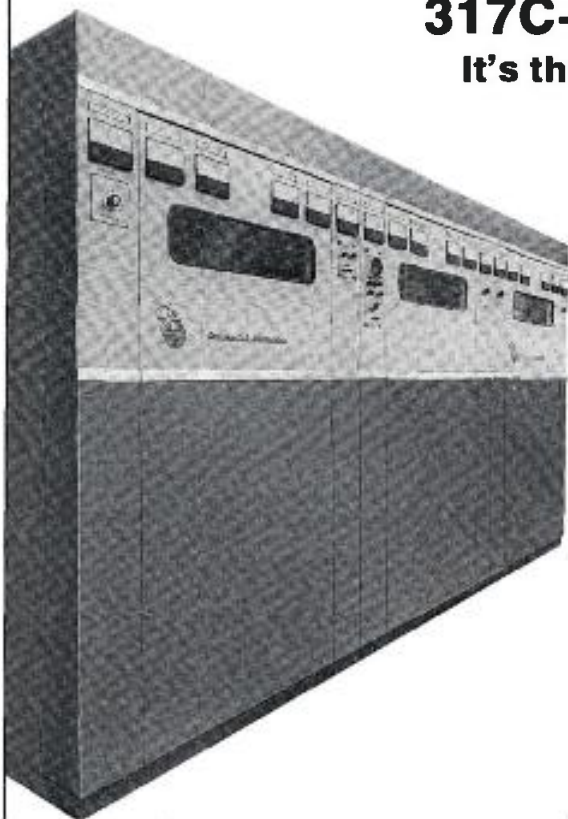
Despite protests and lawsuits, show airs; overnights give it 16.8 average rating; phone calls following broadcast are favorable

The storm surrounding *Death of a Princess*, the controversial docudrama aired on Public Broadcasting Service stations last Monday (May 12), left in its wake the highest overnight ratings since PBS started keeping tabs.

National ratings will not be available for about two months, but Nielsen overnights for New York, Chicago and San Francisco gave the show a 16.8 average rating. Arbitron coinidentals in Boston showed a 28.0/49.0, which far outdistanced the competition.

In New York, *Princess*, which was followed by a one-hour discussion on the noncommercial network was the second highest rated program for the evening, and WNET(TV) New York registered the

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highest prime-time average. In Chicago, the show got the third highest rating, while in San Francisco it was second.

The furor created by the two-hour show (BROADCASTING, May 12) quickly died down, but PBS headquarters, as well as member stations, were swamped with calls and telegrams right up until air time. The calls started again after the show, but the majority of later calls were made to express support for the decision to air the program.

Although most member stations carried the documentary, the Alabama and South Carolina networks, along with stations in Jacksonville, Fla., and Houston, chose not to air it. In addition, stations in New Hampshire, Philadelphia, Los Angeles and Corpus Christi, Tex. are planning to

run the show at a later date.

The Houston decision resulted in one of a series of four lawsuits. Last Monday, a U.S. Court of Appeals vacated the decision of a U.S. district judge requiring KUHT(TV) Houston to broadcast the show. KUHT, with PBS filing a friend-of-the-court brief in support of the appeal, argued that broadcast licensees should have the final say in whether a show should be aired. A petition to reinstate the district court's decision was filed with Supreme Court Justice Lewis Powell, but he denied the application shortly before the broadcast began.

A lawsuit seeking to require the Alabama ETV Commission to broadcast *Princess* was filed the day of the show, but the court refused to order that the

program be aired that evening. On the same day, a lawsuit against the Atlanta public TV station was filed, claiming that the show should not be aired because it violated the fairness doctrine and a section of the Public Broadcasting Act that prohibits public stations from editorializing. After a hearing, the suit was dismissed.

A fourth suit was filed in U.S. District Court in California, claiming that broadcast of the show would threaten the national security. This suit was also dismissed after a hearing. In all four cases, the plaintiffs were unknown to PBS and station attorneys.

Another suit, asking more than \$20-billion in damages, was filed in San Francisco following the show.

The suit, filed on behalf of the world's Moslem population by two Moslem attorneys who are among the plaintiffs, claims the film was produced as part of an "international conspiracy to insult, ridicule, discredit and abuse followers of Islam throughout the world..." Other plaintiffs included the Concerned Black Africans in Support of Africa and the Middle East, Islamic Centers of America, the Akbar Institute and the Muslim League of Canada.

The court was asked to award damages in excess of \$20-billion and to order the funds placed in a trust to spread Islam throughout the world.

The controversy, which was fueled by calls from Congress not to air the show (BROADCASTING, May 12), generated editorials nationwide, with a unanimous call in favor of airing it.

Following the show, stations in New York, Boston and Washington reported hundreds of calls, most of which were favorable, some of which expressed confusion over why such a fuss had been made.

In a closed circuit address to member stations Monday afternoon, Barry Chase, director of current affairs programming at PBS, said a 30-minute special on the role of Moslem women, scheduled for June 2, was in the works, and a two-hour special on Iran would be aired June 7. Chase said PBS would like to have other programs dealing with Islam, especially Saudi Arabia, and he invited stations to make available any appropriate films.

During the closed circuit presentation, PBS President Lawrence Grossman informed stations that he had replied to the letter from Deputy Secretary of State Warren Christopher, which had asked that PBS give appropriate consideration to the issues involved.

In his letter, Grossman said that airing *Death of a Princess* would help to bring insights to the problems in the Middle East.

"We believe, to paraphrase a recent [Mobil Oil] newspaper advertisement on the subject, that a free society requires open and candid discussion of issues so that an informed public may make rational judgments," Grossman added. "We are offering tonight's programming as one part of public television's ongoing examination of the major issues in the Islamic world."

PlayBack

Still growing. Number of full-time country radio stations has increased from 1,424 in May, 1979 to 1,534 in May, 1980, according to Country Music Association's annual survey of all stations in United States, Canada and Puerto Rico. While number of full-timers is up 8%, number of stations programming some country music is up 6% from 2,278 last year to 2,403 this year.

Ready now. Golden West Radio Productions is offering *Country Music's Magazine of the Air*, weekly, two-hour program hosted by Harry Newman, air personality at KLAC(AM) Los Angeles. Program is not countdown show, and will include current country music, interviews with special guests and features such as, "Harry Handicaps the Hits" and "Country Hotline." Program is being distributed on disks, and package includes camera-ready newspaper mats, press releases, publicity materials and sales merchandising materials. For information: (800) 420-4473.



Hot air. Radio listeners in Antelope Valley, Calif., may now receive traffic reports from hot air balloon. "Hot Air I" is answer of KKZZ(AM) Lancaster, Calif., to helicopter reports by big-city radio stations. Balloon owner Rod Duff trades advertising on station for piloting balloon each morning from 7 to 9 o'clock. Balloon's daily voyages began Jan. 2 and are now permanent feature, according to station general manager, Bob Adelman, who describes traffic condition in Antelope Valley as, "any time two or more cars are within a mile of each other at any given time, traveling in the same direction."

Eat to the beat. Tapes of on-air programming by WLS(AM) Chicago now provide background music at two overseas restaurants serving Chicago style deep-dish pizza. Chicago Pizza Pie franchise in Johannesburg, South Africa, recently began playing tapes, while L.S.

Grunt's in London has been doing so for more than year.

NBC Radio pow-wow. NBC Radio Network's series of regional affiliate meetings opened last week with one-day sessions on Tuesday (May 13) in New Orleans and on Wednesday in Denver. Others will be held in Washington, May 28; Chicago, May 29; San Francisco, June 10, and Albany, N.Y., June 17. Meetings focus on station management aspects of network programming, news and the network's Co-Op Dataline service. One session will be devoted to audience research and ways radio can compete with newspapers for local revenue.

First fives. The top five records in **contemporary radio** airplay, as reported by BROADCASTING's Playlist: (1) *Call Me* by Blondie on Chrysalis; (2) *Lost In Love* by Air Supply on Arista; (3) *Biggest Part Of My Life* by Ambrosia on Warner Bros.; (4) *Hurts So Bad* by Linda Ronstadt on Asylum; (5) *Ride Like the Wind* by Christopher Cross on Warner Bros. The top five in **country radio** airplay: (1) *Trying To Love Two Women* by the Oak Ridge Boys on MCA; (2) *Good Old Boys Like Me* by Don Williams on MCA; (3) *My Heart* by Ronnie Milsap on RCA; (4) *Don't Fall In Love* by Kenny Rogers and Kim Carnes on United Artists; (5) *Lucky Me* by Anne Murray on Capitol.

NBC gets specific about flaws in FCC report on children's TV

Network study says amount of available programming was seriously underestimated

NBC has completed a study that challenges a significant aspect of the FCC children's television task force study on children's programming.

NBC's report concludes that there is almost 50% more children's programming available than is shown in the FCC study, which was prepared by John D. Abel, associate professor in the department of telecommunications, Michigan State University, East Lansing.

The Abel study has become a centerpiece for the task force's conclusions that broadcasters have not been responsible in providing sufficient amounts of children's educational programming throughout the week. It surveyed programs broadcast by local commercial stations in 52 markets to determine any increase in programming from the 1973-74 to 1977-78 seasons. Abel concluded that there was only a 7.2% increase.

NBC said the "chief flaw in Abel's design was his failure to include public and out-of-town television stations that can and are being viewed in the markets surveyed." The study's other flaws, NBC said, was its use of a stratified sample of 52 markets that placed too much emphasis on small markets, and on the use of only two different composite weeks to estimate the programming during two year-long periods, "which provides neither a sufficient nor a consistent sample base."

NBC redid Abel's study and included out-of-town stations after analyses revealed that "the importation of distant signals was indeed an important factor in children's viewing behavior during the time periods studied by Abel."

NBC counted children's programs only on distant stations that Nielsen reported were being viewed. NBC did not count children's programming carried on pay cable systems. "Since many viewers now have the choice of seeing children's programs on these alternative sources, this omission makes NBC's count more conservative than a count of all program sources available in a market would be," NBC stated.

NBC's supplemental count also included a few local stations that the network contended Abel failed to count, plus local public television stations, distant commercial television stations and distant public stations.

The NBC study argues that there was a

42% increase in available children's programming between 1973-74 and 1977-78, primarily attributable to the increased availability of children's programs on commercial stations. The average amount of programming per week on commercial stations in the selected markets, the study said, increased from 36 hours in 1973-74 to 53 hours in 1977-78—a 47% increase.

NBC provided a breakdown of hours of children's programming provided by Abel during the two composite weeks, and the additional hours NBC counted from other program sources.

During the 1973/74 composite week, Abel said there were 32.38 hours of programming on local commercial stations. NBC said that in addition to this, there were 14.16 hours on local public TV stations, 1.02 hours on local commercial stations not surveyed by Abel, and 2.11 hours on distant commercial TV stations. For the 1977-78 composite week, Abel calculated there were 35.30 hours of children's programming on local commercial stations, and NBC added 16.45 hours from local public TV stations, .99 hours on local stations not covered by Abel, 1.96 hours on distant public TV stations and 16.43 hours on distant commercial TV stations.

NBC concluded that the task force study is "seriously deficient and that it has not answered the critical question about how much children's programming is available." By omitting this additional programming, NBC asserts, "the task force study has seriously misled the commission in important respects."

NBC is filing its study with the FCC so that others may comment on it as part of the children's rulemaking proceeding.

One FCC source who had seen the study felt it was not valid because NBC had included Canadian stations and conducted a market analysis, rather than a station

analysis, which was Abel's primary focus.

NBC did count Canadian stations, but a footnote in its report said that "there are only three markets with Canadian stations reaching minimum audience requirements; thus the impact of counting these stations is minimal."

Erlick: Prime issues are copyright, DBS

ABC executive says Washington is out to push media diversity, and may run roughshod over broadcasting in the process

"Broadcasters are facing a regulatory bias that calls for diversity at any price," the ABC-TV affiliates were told in Los Angeles last week. "Washington has a 'more is better' philosophy that, ultimately, may mean less for the viewing public."

ABC's senior vice president and general counsel, Everett H. Erlick, told the affiliates last Wednesday that Washington's regulatory view "must be countered with a unified effort by broadcasters to increase legislative understanding of the long-term impact of such decisions."

In reviewing industry matters now pending in Washington, Erlick focused on what he considered to be the two principal issues of concern currently facing the broadcasting industry: the necessity for new copyright legislation and careful consideration of direct-to-home satellite broadcasting.

Of the former, Erlick said there is a need to remedy the "unfair competitive advantage" of cable television, an industry that currently must make "only token copyright payments."

According to Erlick, unless cable's copyright liability is increased, the new industry will be able to channel its increasing financial resources toward the purchase of major television attractions for pay-cable outlets.

"Economically," he said, "it is not sensible for cable to commit relatively large sums of money for the development of alternative, diversified fare, when broadcast programming can be obtained virtually free of charge under the current copyright system."

On the second front, Erlick said that direct-to-home satellite delivery of programs is inconsistent with the current system of local television broadcasting and that the FCC cannot authorize the new technology without approval from Congress.

"Only Congress can decide such a major question of national communications policy," he said, "and it is incumbent upon the legislative branch to consider if this mode of non-local program transmission serves the over-all public interest."

Staying on. Speculation involving Senator Ernest Hollings's (D-S.C.) future with the Communications Subcommittee ("In Brief," May 12)—at least for the rest of the year—was put to rest last week. A resolution was passed by the Senate allowing for a waiver of Rule XXV, which says that a chairman of a full committee can only be chairman of one subcommittee. The resolution passed on the floor will allow Hollings to keep both Communications and Appropriations Subcommittee chairmanships through the duration of the 96th Congress. Senate Majority Leader Robert Byrd (D-W.Va.) said on the Senate floor that an exception to the rules was necessary so Hollings "may complete action on extremely complicated communications legislation pending before that subcommittee." There was no objection to the resolution.

Washington Watch

Hooks remembered. Last Monday it was at Washington Hilton hotel where Benjamin Hooks, executive director of National Association for the Advancement of Colored People, was honored for his role in fostering entrance of minorities into broadcast media. FCC Chairman Charles Ferris was to have spoken and Commissioner Tyrone Brown was invited, but their trip to China precluded appearances. Representative Parren D. Mitchell (D-Md.), principal speaker, praised Hooks's years of service, including tenure as first black commissioner at FCC. Approximately 550 attended dinner/reception with proceeds going to program Hooks instituted at NAACP: Afro-Academic Cultural Technological Scientific Olympics, designed to support minority youth achievement in arts, humanities and technical and social sciences.

Reforming. Senate Judiciary Committee passed regulatory reform bill that includes plan to establish Regulatory Policy Board that would oversee agency policy, and provision to allow for stricter review of new regulations by federal courts. Defeated, however, was plan for congressional veto, with presidential approval, of agency regulations. Bill differs from regulatory reform legislation already approved by Governmental Affairs Committee. House Judiciary Committee, meanwhile, will continue this week marking up its version of bill.

More support for Quello. New Jersey Broadcasters Association has joined line of state broadcaster associations supporting FCC Commissioner James H. Quello's renomination to FCC when his term expires this June. Resolution, adopted at association's recent executive board meeting, said Quello's "competence, integrity, and practical experience in broadcasting have provided balance and common sense to the commission," and "his reappointment would signal encouragement to broadcasters that this administration is sincere in its view that onerous and burdensome governmental overregulation, paperwork and intervention sorely need abatement ..."

Still talking. FCC has denied petition of ITT World Communications Inc. proposing adoption of new rules to regulate FCC's contacts with foreign governments and telecommunications agencies. ITT believes such rules are needed because FCC, through its telecommunications committee, may continue to meet informally with foreign administrations to discuss future services and entry of new U.S. carriers in international market. ITT says FCC lacks authority to hold such discussions, but should commission continue to do so, there should be regulations governing contacts. In responding to petition, FCC said that it has not "negotiated" with foreign entities, and contacts with foreign administrations are not only permissible but encouraged by law.

Price tag. Answering request, FCC has told House Appropriations subcommittee that cost of investigation that led to its removing licenses of three RKO General TV stations and imperiling others (BROADCASTING, Jan. 28) was \$363,917 over 10-year span dating from designation of WNAZ-TV Boston for hearing. Sources in position to know say there's no way to estimate RKO's total cost of defense, but legal fees alone far exceeded FCC's figure. Draft of RKO order, in work since FCC 4-3 vote, is now awaiting review by commissioners.

Gays in opposition. National Gay Task Force has asked FCC to ignore complaint filed by James Robison Evangelistic Association (JREA) against WFAA-TV Dallas. JREA complaint seeks to overturn FCC Feb. 27 ruling that held that WFAA-TV acted within licensee's editorial discretion in canceling JREA program after Robison preached sermon on morality, of which substantial portion dealt with one-sided view of homosexuality. WFAA-TV, in canceling program, said religious programs should not deal with controversial issues.

Semantics. Christian Broadcasting Network has filed petition for rulemaking at FCC seeking redefinition of term "network" so that syndication and prime-time access rules will be limited to ABC, CBS and NBC. CBN says step would "encourage alternative television programming, new program distribution arrangements and, ultimately, new television networks by making revenue from syndication and prime-time access available to CBN and other emerging networks engaged in producing new and alternative television fare."

Open for business. Allan I. Mendelsohn and Donald E. Ward have formed new law firm, Ward & Mendelsohn, P.C., and opened new offices at 1725 Eye Street N.W., Suite 310, Washington, 20006.

Hold that line. Joint Council on Educational Telecommunications is organizing ad hoc committee of educational telecommunications interests to plan coordinated response to FCC's proposal to reallocate 10 television channels from Instructional Fixed Services (ITFS) to pay TV, and another 10 channels to private video services for business and industry. Initial open meeting is planned for Friday (May 23) at 10 a.m. in JCET's Washington offices.

Optical comes out on top in pay fight

Judge rules Comcast system must provide it a channel

Optical Systems Inc. has won an initial and critical round in a court fight to continue operating a pay channel on a Comcast Corp. cable television system in Flint, Mich. Indeed, the victory may affect the way that Home Box Office, one of the defendants in the case, affiliates with cable systems it supplies with pay programming.

U.S. Judge Stewart A. Newblatt of the Eastern District of Michigan went beyond Optical's request for a temporary restraining order to issue a preliminary injunction barring Comcast from terminating Optical's access to the channel and from interfering with its use of the channel as a pay medium.

Newblatt said Optical had "raised questions going to the merits so serious, substantial and difficult as to make them a fair ground for litigation and, thus, for more deliberate investigation."

Optical had filed an antitrust suit against Comcast, its subsidiary, Comcast Cablevision, and HBO, and sought the restraining order after Comcast had ordered Optical off the channel by May 1. Optical had been unable to negotiate a renewal of its lease, which had expired in October, and said that compliance with the eviction order would threaten its existence. It also alleged that Comcast had informed it of plans to operate a pay service of its own on the system and had said that HBO would offer programming to Comcast but not to Optical "because it was in competition" with Comcast (BROADCASTING, April 28).

Thus, Newblatt's ruling could be significant in its effect on HBO's affiliation agreements. Optical had claimed that affiliation agreements barring HBO from supplying to others the features it provides the cable operator is an illegal restraint of trade. Optical also charged the agreements give HBO an unfair advantage in competing with leased channel operators, such as itself.

In any case, HBO has agreed to meet with Optical in an effort to settle their differences—although "to this point," Optical counsel Joel R. Kaswell said, "HBO has insisted that its affiliation contracts hinder it from offering the relief requested." An initial meeting of attorneys, on Wednesday, ended inconclusively. But both sides said later they still hoped for an out-of-court settlement.

Kaswell said the suit, in his view, could have implications beyond the impact on HBO's manner of affiliating with cable systems. If Newblatt's finding is sustained, he said, it could help "re-establish the access rights on cable systems, regardless of the Supreme Court's decision that the FCC cannot require such access as part of its authority to regulate cable."

For, Kaswell said, Newblatt recognized merit in the claim that a leased pay-channel operator "has rights, even in the ab-

sence of a lease contract," to a cable system in order to provide its service. Kaswell also saw the judge "implicitly" finding that a valid case had been made for the argument that a cable operator may not use the limited monopoly it has been granted "to exclude competing pay-TV users."

The court victory did not come cheap for Optical. Newblatt required the company to post a bond of \$85,453, the amount it owes Comcast for back lease charges. He also directed Optical to pay, while the case is pending, a monthly charge of 37 1/2 cents for each Optical subscriber who subscribes to no other pay service, or \$2.25 a month for each Optical subscriber, regardless of other subscriptions, whichever is greater.

Comcast will receive two-thirds of the total; the remainder will be placed in an escrow account and will eventually be paid either to Comcast or Optical, depending on the eventual lease charge. The total is 150% of the last fee offer Optical had made before negotiations were ended.

D.C. court's newest on revolving door

Proposal would allow lawyers at agencies to bar firms from participating in cases if they have attorneys who formerly practiced at that agency

A former government-agency attorney's law partners and associates can practice before the agency in a case on which the attorney had worked while in government only if the agency grants a waiver. And it could be left to the current agency lawyer involved in the case to decide whether to grant the waiver.

That was one of the "revolving door" amendments proposed by the Washington Court of Appeals after considering proposals submitted by the D.C. bar's board of governors in February 1979. And it is stiffer than the rule proposed by the board. That would simply require firms to certify that the disqualified lawyer would not consult with other lawyers on the matter or share in the fees received.

Under the proposed rules, a former government lawyer is barred from working on a matter "in which he or she participated personally and substantially as a public officer or employee, which includes acting on the merits of a matter in a judicial capacity."

And the disqualification would be imputed to the lawyer's partners and associates unless a waiver of the disqualification standard is issued by the government lawyer who has principal operational responsibility for the matter involved, or by a higher official in the agency or department.

The waiver is to be made in writing, and state the reason it is in the public interest. As part of the basis for the waiver, the former government lawyer must file an



Washington after hours. Last Tuesday the place to be was across the Potomac at the Arlington (Va.) YMCA Tennis and Squash Club. Occasion was CBS's eighth annual doubles tennis tournament, where CBS corporate figures were hosts to 60 participants and partygoers invited from the ranks of official Washington and broadcasting. The nearly 20 congressmen included Representative Lionel Van Deerlin (D-Calif.), Tom Luken (D-Ohio) and Martin Russo (D-Ill.). NAB's contingent included Joint Board Chairman Tom Bolger, President Vincent Wasilewski and Executive Vice President and General Manager John Summers. From White House: Presidential Counsel Lloyd Cutler. Senator Thad Cochran (R-Miss.) and FBI Director William Webster were the doubles winners this year, defeating a team of Bolger and Representative Bill Archer (R-Tex.). Among the non-winners (l-r): James Rosenfield, president, CBS Television Network; Andy Rooney, writer-producer, CBS News; Van Deerlin, and William Lilley, CBS Washington vice president.

affidavit asserting he or she will not participate in the matter in any way, or share in the fees involved.

The court is accepting comments on the proposals until June 2. It will issue the rules in final form on or after June 10.

Broadcasters pushing for big-picture approach to radio frequency planning

NAB and ABC affiliates ask for government-industry committee; stations also propose inquiry

The FCC has been prodded by two broadcast organizations to institute a comprehensive inquiry into its proposed policies and procedures governing the allocation and assignment of AM and FM frequencies.

Both the National Association of Broadcasters and the affiliates of ABC's four radio networks have asked the FCC to form a government-industry advisory committee to develop a plan for aural assignments.

But the prodding will not stop there. NAB last week was host to a meeting of about 50 attorneys from various communications interests who discussed, principally, the new FM allocations proceedings at the commission, as well as other aural proceedings. And several of the attorneys present indicated that there will be a concerted industry effort to get an

advisory group formed.

NAB first requested an advisory committee when the FCC conducted its 9 khz proceeding. But the FCC argued that an inquiry would be a better forum for input, and NAB's request was denied. NAB then filed a request in February for an advisory committee to prepare "in-depth studies of the advantages and disadvantages of various methods to accomplish this national allocations goal."

NAB's latest request came in the form of a May 1 letter to FCC Chairman Charles Ferris. The letter enclosed a resolution passed at last month's NAB executive committee meeting that called for a committee to "help develop a sound plan for radio broadcasting's growth and to consider fully all the social, economic, engineering and public policy implications of the many proposals now before it to increase radio assignments."

ABC, in calling for a single, full-scale commission inquiry into radio allocations, noted the current developments affecting aural assignments: the 1979 World Administrative Radio Conference proceedings, the Region 2 proceedings, Canadian-United States relations, the 9 khz proposal, the FCC's new FM allocations proceeding and the National Telecommunications and Information Administration's proposal for FM assignments.

The affiliates said these developments and proceedings are so closely related that "FCC or United States action on any one of the developments would affect the underlying rationale for positive action on a number of the other proposals."

Senators demand autonomy for BIB

Foreign Relations Committee members send President letter requesting insurance that RFE/RL stay free of CIA influence

A policy question regarding the control and direction of Radio Free Europe and Radio Liberty, presumably settled six years ago, may be reopening. Four members of the Senate Foreign Relations Committee, at least, are sufficiently concerned about that prospect to have written President Carter on the matter.

At issue—in the senators' view—is the maintenance of the role of the Board for International Broadcasting as a force to "legitimize" the broadcasts of RFE/RL and "to free them from any suspicion of continuing influence by the Central Intelligence Agency," which had originally, and secretly, provided their funds.

The letter—signed by Senator Frank Church (D-Idaho), chairman of the committee; its ranking minority member, Senator Jacob Javits (R-N.Y.), and by the chairman and ranking minority member of the Subcommittee on International Operations, Senators Claiborne Pell (D-R.I.) and Charles H. Percy (R-Ill.)—was prompted in part by reports "of attempted interference in the board's work by former CIA officials inside and outside the administration." The CIA itself, committee staffers say, has steered clear of involvement with RFE/RL, and has shown no interest in re-establishing contact.

Beyond expressing concern about such reports, the senators made clear they are interested in the reappointment of three board members whose terms are ending—Chairman John Gronouski, former ambassador to Poland, Rita Hauser, a New York attorney who once served on the U.S. mission to the United Nations, and Frank Markoe Jr., vice chairman of Warner Lambert. The terms of the board's two other members expire in 1982.

The letter said the senators had been "deeply impressed" by the performance of BIB, the nonprofit, private corporation that Congress established in 1973 to provide funding for and oversight of RFE/RL. The "radios," as they are referred to, report on developments within Eastern Europe and the Soviet Union to those areas.

And, the senators said, "The board as currently constituted has secured the journalistic independence of RFE/RL from all forms of political or bureaucratic interference while maintaining scrupulous federal oversight of radio finances and administrative practices."

Reports circulating in Washington last week were that the President's national security adviser, Zbigniew Brzezinski, has been urging the replacement of at least two of the directors. His candidates, reportedly, are Leo Cherne, a former member of the President's Foreign Intelligence Advisory Board, and Paul Seabury, professor of political science at the University of California at Berkeley and a friend of Brzezinski. And the recommendations are said to have been suggested by Paul Henze, who had served with the radios in the 1950's and later maintained contact with them while in the CIA. At one time he was CIA chief in Ankara. He now serves on the NSC staff.

One source cautioned against the assumption the senators have fault to find with Cherne or Seabury. But, as the senators said in their letter, "we believe the work of a decade in assuring the professional integrity of RFE/RL would be undone if any of the present members of the BIB were to be replaced by persons who could even remotely be identified as presently or formerly associated with the CIA or intelligence activities in any capacity."

According to sources on Capitol Hill and elsewhere in Washington, the interest in replacing present board members with

individuals more congenial to the intelligence community grows out of dissatisfaction with the strictness of BIB's oversight performance and a fondness for pre-BIB days. Henze has sided with the radios in several disputes with the board.

The sensitivity on the part of the Senate Foreign Relations Committee regarding the appearance of intelligence community representatives on the board is not new. Three years ago, Brzezinski was backing William Griffiths, a member of the political science faculty of the Massachusetts Institute of Technology who now serves NSC as a consultant and who in the 1960's was a policy adviser to the radios. However, the White House decided not to make the nomination after the committee expressed its concern.

Neither the White House nor the NSC was prepared to comment last week on the senators' letter. Although it was dated May 5, spokesmen for the President and Brzezinski said the letter had not yet been received.

However, one official indicated that, apart from any consideration regarding the nature of BIB's oversight role, or the identity of a possible candidate for the board, Hauser is at least one director who will not be reappointed. "She has not endeared herself to the administration," the official said. "She is a very vigorous Republican of an outspoken breed."



He's heard better. Coverage of the Carter administration is complicated by the President's "dangerously careless" use of language, John Scali, ABC News senior correspondent, has told the third annual Long Island Associated Press Broadcasters conference. Scali called Carter "an oratorical mortician" who "doesn't give a speech, he embalms it," and said the President's language tends to be either "ordinary and pedestrian ... or gushing with superlatives of dubious accuracy." Scali, who served more than a year as adviser to President Nixon and nearly three years as the U.S. representative to the United Nations before rejoining ABC News in 1975, spoke at May 8 luncheon at West Islip, N.Y., attended by 130 representatives of radio, TV, cable and other media and public and civic leaders. He is shown here (second from l) with (from l) Roy Steinfort, AP vice president and director, broadcast services; James Donna, AP chief of bureau, metropolitan New York, and Pat Milton, correspondent in charge of AP services on Long Island.

Freedom of the press

It's not absolute, says GWU's Barron, and must be balanced with fair trial concerns

Normally, speakers who address gatherings of journalists offer heaping portions of First Amendment absoluteness. Not so Jerome Barron, dean and professor of law at George Washington University. He is for freedom of speech and press, all right—but, as he indicated in luncheon remarks at a conference of the Washington Journalism Center, not without qualification. Indeed, he made it clear he hasn't changed his view that the press cannot exercise its First Amendment rights to the exclusion of what he sees as the public's right to speak.

"We often have rights that compete," Barron said. There is no mathematical means of determining the right that shall prevail. Decisions regarding rights, he said, should be made in a particular context.

For instance, he said, "It's not true to say there is no conflict between a fair trial and a free press." That is not to say conflict can't be dealt with. "But we do have a problem."

Then, too, in terms of the press's access to information, he cited the Supreme Court ruling protecting from public scrutiny the notes Henry Kissinger had made of his telephone conversations when he was secretary of state.

The policy question is whether that was a "good" decision. It's true that the public was denied important information, Barron said. But, he added, "if the court held that all records of all secretaries of state were available to the public, secretaries would not make notes—or would keep them a secret if they did."

"So you push the level of secrecy down a little bit further."

And while some press lawyers view recent Supreme Court decisions in libel cases as weakening First Amendment protections, Barron said only that the decisions "show the Supreme Court has gone as far as it can to limit the law of libel to permit freedom to publish."

He acknowledged the deadlines and other pressures of preparing news stories that must be taken into account in libel cases. "We don't want to turn journalists into research historians." But, he said, "if the material is false and the journalists knew it, the law says redress must be granted."

One area of conflict involving the First Amendment in which Barron is probably best known to those who follow the issue involves his backing of members of the public in their effort to gain access to the broadcast and print media. And he made it clear he has not joined the bandwagon of those who feel technology is rendering the issue moot.

"The hope is that technological engineering will make social engineering

unnecessary," he said. "But this won't work." He said cable, for instance, "shows no promise of promoting diversity and variety. Most systems just offer more choices among networks."

The question, he said, is, "How do we give voice to citizens?" And while new technology may offer some measure of a solution, he said, "there is a tremendous disparity between freedom of speech of the public and the freedom of press of the media. The perspective of the First Amendment is not elitist," he added. "It's individualistic and extends to everyone in the country."

Sloan sponsors RTNDA updates, via satellite, for journalists

Orientation on current topics will be offered via satellite to broadcast news directors and other journalists ("Closed Circuit," April 14).

The idea was conceived by Sig Mickelson, one-time head of CBS News who now is executive director of the Center for Communications at San Diego State University, and Curtis Beckmann,

NewsBeat

Start the presses. Texas judge on Monday canceled an order barring *Wall Street Journal* from publishing story on report of in-house investigation by law firm of troubled OKC Corp., oil and cement company based in Dallas. Judge Joe Smith lifted his order after lawyers for *Journal* argued it constituted prior restraint in violation of First Amendment. Smith had issued temporary restraining order on previous Friday (May 9) at request of OKC's attorneys. OKC, concerned about impact of story on stockholders meeting set for Tuesday—date story had been scheduled to run on proposal to dissolve company—said *Journal* had "wrongfully obtained" copy of law firm's report.

This is his life. Ted Turner will introduce cable systems and local press throughout country to his Cable News Network in satellite-to-cable press conference at 3 p.m. on May 30, two days before scheduled start-up of CNN. Press conference will feature Turner-guided tour of Atlanta studios and taped news reports from CNN's various bureaus, followed by question-and-answer session with Turner and several CNN executives. Questions will come from Atlanta press in studio and from press in other cities via telephone. CNN requests that local press wishing to ask questions reserve time on telephone line as soon as possible. Conference will be transmitted via Satcom 1, transponder 14, assigned by RCA for carriage of CNN.

Other side. Ralph Nader and his Public Citizens Inc. will do their bit to help Cable News Network fill its 24 hours of programming each day. Nader is one of number of commentators who will do three two-minute commentaries each week. Representatives of groups under public interest umbrella, including National Citizens Committee for Broadcasting, will fill five two-minute spots weekly. And, once each week, CNN will air 8-10-minute debate on topic suggested by Public Interest Inc. which will also provide participant to take one side while CNN provides other.

What they wanted. President Carter pleased League of Women Voters members with answer to at least one question in his appearance at league's national convention in Washington. He said he would participate in league-sponsored presidential debates, if he is renominated. White House had said earlier Carter would debate his Republican opponent, but had not referred specifically to league sponsoring.

Call for action. Representative Les Aspin (D-Wis.) called on Congress to set up independent appeals board to clear manuscripts written by intelligence employees for publication. Aspin said law should not be permitted to demand secrecy agreements from employees whose agencies do not deal in classified information, nor should intelligence agencies be permitted to mark for exclusion data not properly classified.

APB adds ambassador-hostage. Diego C. Ascencio, U.S. ambassador to Colombia who was one of hostages held by leftist terrorists in Bogota, will speak at June 7 closing luncheon of Associated Press Broadcasters convention in Denver.

Reporting on reporting. With \$50,000 grant from William and Mary Grove Foundation and perhaps another \$100,000 if matching funds are found, development work has begun on possible half-hour public television series on print and electronic journalism. Tentatively titled *The Press and the Public*, pilot is in hands of Ned Schnurman, formerly National News Council's associate director, and Don Dixon, former director of public affairs programming for National Educational Television. Hopes are for fall pilot that would take look at how press affects public perception of elections.

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president of the Radio-Television News Directors Association and news director of WCCO(AM) Minneapolis.

Mickelson and Beckmann have announced that the Alfred P. Sloan Foundation had made a \$20,000 grant to finance the planning of a pilot series for the continuing education program. Working with RTNDA and the Center for Communications will be noncommercial KPBS-TV San Diego and PBS.

RTNDA will choose the curriculum and recruit the "student body." The center will handle the logistics, production and broadcasts of the teleconferences on closed circuit and over PBS's Red and Green satellite services.

At 162 PBS receiving outlets, small groups of newsmen, broadcast and print alike, will be invited to hear experts elsewhere in the nation expound on their special areas of knowledge in connection with a news subject. The experts will answer telephone questions during the two-and-a-half-hour sessions.

The pilot series will include four Saturday-morning programs starting next fall. Tuition will be low, designed only to defray expenses.

Rather deplores TV's foreign news coverage

CBS correspondent Dan Rather says his and other networks have inadequately covered the Soviet invasion and subsequent unrest in Afghanistan because they and viewers share "a lack of language, knowledge and interest."

Rather, who secretly entered Afghanistan with a camera crew in March

for a report aired last month on *60 Minutes* (BROADCASTING, April 14), told a Harvard audience that journalism "frequently doesn't understand the world at large, and we often fail at foreign coverage."

He said Asia is "on the brink of becoming one huge refugee camp." He called coverage of Afghanistan "too seldom, too little, too late—narrow and shallow." He called the story a "watershed" that the media will gradually de-emphasize because of a lack of photo opportunities, difficulty of access and the expense of maintaining crews.

APB's top choices

Associated Press Broadcasters has announced awards to AP writers of outstanding scripts during 1979 and to member television and radio stations for excellence in news gathering.

The awards will be presented during APB's annual convention in Denver June 5-7, at which time William S. Paley, chairman of CBS Inc., will be given the Robert E. E. Award for "distinguished service to broadcasting and broadcast journalism."

The APB winners:

William S. Paley □ Robert E. E. Award.
Dan Murphy □ For best regional summary.
Richard Lawyer □ For best regional enterprise.
Brad Kalbfeld □ For best national enterprise.
Liz Carver □ For best national summary.
Nick D'Alessio □ For best spot news coverage.
WHIO(AM) Dayton, Ohio and **KNX(AM) Los Angeles** □ Tied for enterprise reporting.
WKYT-TV Lexington, Ky. □ For over-all cooperation.
KHBT(FM) Humboldt, Iowa □ For spot news coverage.
KVSF(FM) Santa Fe, N.M. □ For weekend coverage.

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Hi, mom. ABC affiliates KOMO-TV Seattle, KSTP-TV Minneapolis-St. Paul, WCVB-TV Boston, WJLA-TV Washington and WRAL-TV Raleigh, N.C., will pre-empt their 10-11 p.m. NYT block on June 10 to broadcast *What Does Your Mom Do?*, a program on the changing role of working mothers. It will be hosted by Ed Asner and narrated by local anchorwomen from each city. The program was produced by the Eighth Decade Consortium, formed by the stations last fall. Anchors with Asner are (l-r): Renee Poussaint, WJLA-TV Washington; Kathy Cunningham, show's executive producer, from WJLA-TV; Cyndy Brucato, KSTP-TV; Natalie Jacobsen, WCVB-TV; Wallye Rasulala, WRAL-TV, and Ruth Walsh, KOMO-TV.

Kennedy, Bush make their last television stands

Fighting presumably losing battles for presidential nomination, they both will throw as much money into TV as failing campaigns allow

It seems like a long time ago, but once there were 10 presidential candidates whose commercials were punctuating the radio and television programming of stations in primary state after primary state. Now there are four seeking the Republican and Democratic nominations, and as the campaign enters its final weeks, Republican George Bush and Democrat Ted Kennedy are, like battered fighters in the final round, throwing their remaining resources into what virtually everyone in the arena regards as a vain effort to score a decisive win.

Kennedy's situation seems particularly desperate, at least in terms of the resources he can call on, and his campaign must cut back on earlier, grander plans.

The Bush campaign, on the other hand seems better fixed financially. It is buying time in half-hour chunks for town-meeting-type format programs that have served Bush well in earlier primaries.

For both, hope of success is rapidly dwindling. President Carter and Ronald Reagan, because of their wins in Maryland and Nebraska last week, could clinch their respective nominations, in terms of delegate strength, even before the final Tuesday, June 3, when nine primaries will be held.

Kennedy's problems are evident in the planning now under way for three of those primaries—in California, Ohio and New Jersey—where the senator still hopes to score the kind of success that could slow the President's drive to the nomination.

Campaign aides at one time talked of—hoped for, at least—a \$500,000-\$600,000 media buy in California alone. David Sawyer, who had been retained two weeks before the New York and Connecticut primaries to produce the senator's television commercials, had created a half-dozen spots stressing a positive image of Kennedy. Meetings with voters had shown that they perceived Kennedy to be more capable than his rival, President Carter, and the aim was to focus on those feelings, with spots on Kennedy's accomplishments as a senator and his agenda for the future. Previous ads designed to counteract Chappaquiddick-type charges, even though done subtly, were regarded by some in the campaign as "too defensive."

Sawyer also produced two five-minute programs for showing on each of the television networks on succeeding Satur-

day nights (they began on April 26, on ABC) that were intended to set the tone for the spots. One (shown on ABC and CBS) borrows from footage of Kennedy's announcement speech, in November; the other presents Kennedy's activist and hopeful view of the Presidency. ("Our history shows a President can make a difference.")

But last week, it appeared that the effort was being scaled down. The plan is to begin airing the spots in the three states a week or 10 days before the primaries, not three weeks. And the campaign had budgeted roughly \$220,000 for television in California and upwards of \$60,000 for radio, plus about \$175,000 for television and a relatively modest amount for radio both in New Jersey and Ohio. (However, there are tentative plans to run the ads in some other primary states, as well—New Mexico, West Virginia and Rhode Island.) And it seemed that only one more five-minute program would be produced instead of the two that had been planned. One, on the economy, is to run on ABC, on June 1.

The stripped-down version of the advertising effort is a disappointment to some associated with the Kennedy campaign who saw the ads and the programs

as establishing for the first time a positive image for the senator. The intensity of the campaign needed to make it effective would not be possible, they feel, in a 10-day campaign.

Phil Bakes, deputy campaign manager, said firm figures on the media expenditures would not be available until late this week. "It depends on reports we get from the field and on the money available." The campaign, aides noted, operates on a cash-flow basis.

Not making it easier for the Kennedy forces is the knowledge that Carter is already on the air with spots in Ohio. The material includes commercials, shown in earlier primary campaigns, in which men and women interviewed on the street criticize Kennedy on grounds of credibility and trust. (Sawyer has produced a man-in-the-street commercial of his own. Not surprisingly, Sawyer's interviewees find Kennedy qualities to praise. One bearded man expresses what Sawyer hopes is a widely held view in stating that, although he had had doubts about Kennedy, the "strength and courage" the senator has exhibited in the primary campaigns had ended them.)

The Bush campaign also has the problems of operating on a cash-flow basis. It

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plans to spend \$250,000 on media in Michigan—which holds its primary on May 20—and Ohio and hopes to raise enough to spend \$400,000 on media for the California campaign.

A substantial amount of the money will be spent for time to air *Ask George Bush* town-meeting-type programs.

Bush will introduce the format to Michigan tonight (Monday) in a half-hour program that will be broadcast live by four stations, three in Detroit and one in Lansing. Later, it will be rebroadcast on stations around the state. He will repeat the formula in Ohio, with a live broadcast in Cleveland that will be rebroadcast on stations in other markets in the state. Besides those programs, the campaign will air a number of 30- and 60-second TV and radio spots dealing with the issues.

Campaign officials tentatively plan to do two *Ask George Bush* programs in California, in Los Angeles and San Francisco. But final plans depend on the success of fund-raising efforts.

As for Reagan, he is looking to the fall contest. He has hired Peter Dailey, Los Angeles advertising man and head of Dailey & Associates, to serve as media adviser to the presidential campaign. Dailey ran the November Group, which did the advertising for Richard Nixon's reelection campaign in 1972, and served in a similar capacity for Gerald Ford during the 1976 primary campaign, in which Reagan had challenged the incumbent president for the Republican nomination, and lost.

While Kennedy and Bush stagger toward the finish line, another presidential hopeful is laying plans for the start of a campaign that will be based largely on use of the media. Representative John Anderson (R-Ill.), who dropped out of the race for the Republican nomination last month, is planning strategy for his campaign for the Presidency as an independent. He has retained David Garth of New York as a media consultant, and aides foresee spending \$10 million to \$12 million in radio, television and newspapers—out of a campaign treasury no one expects to exceed \$15 million.

Storer hits snag in Minneapolis

Northern Cablevision subsidiary, which had won franchise, has it held up by state board and by protest from local access group

Northern Cablevision, the Storer Cable subsidiary that won the franchise for Minneapolis last December after a long and bitter fight, has had new obstacles thrown in its path. Because of a number of unanswered questions raised by its own staff and a public interest group, the Minnesota Cable Communications Board has balked at putting its final stamp of approval on the franchise ordinance drawn

up between Northern and the city and has referred the matter to a state hearing examiner for investigation.

Northern can't begin building its promised 40-channel cable system until it gets a certificate of compliance from the cable board, and the cable board can't act until the hearing examiner holds hearings, gathers evidence and makes his report—a process that could take from two to six months.

Northern's problems began several weeks ago when the cable board's staff came up with 15 examples of what it felt was the franchise ordinance's failure to comply with the minimum cable requirements set by the state. But the number was reduced to five after representatives of the city met with the cable board.

Northern's problems grew again when the Committee for Open Media filed a petition with the cable board, charging irregularities in the franchising process and requesting that the cable board deny certification. According to Greg Moore, who is in charge of cable for the city, Open Media claimed that the city didn't hold enough public hearings, that the city allowed Northern to make changes in its proposal and that the franchise ordinance was improperly passed.

Moore said that the objection raised by the cable board's staff dealt specifically with minimum requirements for public access channels.

On May 9 the cable board met to consider the objections that had been raised. After a day-long discussion, however, the board, instead of adopting Executive Director Wilbur Donaldson's recommendation to instruct the Minneapolis city council to amend the franchise ordinance, decided to turn the matter over to a state hearing examiner. The state hearing examiner would use his quasi-judicial post to collect evidence, hear witnesses and report back to the cable board with recommendations for action. According to Donaldson, the state examiner has scheduled hearings for June 16 and 17.

Moore, who believes that the hearing process will take four to six months, was upset by the string of events for a couple of reasons. First, it delays the appearance of cable in the city. "Nobody builds," he said. "It just sits there." Moore also doesn't understand why the cable board staff waited so long to make its objections known. "We sent them a draft ordinance last June. They made some suggestions all along the way and we made all the changes they suggested . . . The five unresolved questions were never raised before April."

Donaldson had no reply to Moore, fearing he might say something "possibly prejudicial" to the hearing examiner's proceeding. Donaldson did feel, however, that Moore had exaggerated the delay. He said it would take just two months for the hearing examiner to report out. He mentioned that the hearing dates had already been set and that "the issues are isolated enough" to be addressed in the two days. He expects the hearing examiner to take an additional month to review and weigh the evidence and make his recommendation.

Like Moore, Beverly Land, vice president of Storer Cable, is distressed most by the delay the cable board's action will cause. "We are in a hold pattern," she said. "Without that certificate, we aren't able to build."

Land suggested that part of the problem is that the cable board has never had to deal with the franchising of a major market before. She said some of the minimum requirements built into the state's cable rules in 1972 are "no longer applicable to the 40 or 50 channel systems that they're building these days."

She also feels that the staff's questions are minor ones and that if the cable board had requested that they make the changes they would have been willingly made. But, she said, the May 9 meeting never got around to the questions brought up by the staff.

And, she said, the decision to turn the matter over to the hearing examiner was based mostly on the issues raised by the Open Media.

Both Moore and Land recognize that the far more serious objections are those raised by Open Media. If the cable board, based on the hearing examiner's findings, decides that the franchising process was flawed, the cable board could conceivably force the city council to start the franchising process all over. But none thinks this scenario likely. Donaldson said that he has no way of speculating on what the hearing examiner will report, but he thinks that a recommendation of denial of certification "is not likely." When the prospect was suggested to Land, she said she "didn't know how they could possibly do that. The state board worked with the city throughout the entire process. It just can't happen."

What does concern Land, however, is that other groups might take Open Media's lead and petition the cable board to deny certification. And since a precedent has now been set to defer the matter to a hearing examiner, each petition could result in a minimum two-month delay. When Storer starts to build, Land said, "depends on how long people want to string it out."

Harris finds majority want separate NAB radio and TV conventions

Survey finds favor for either that or longer meeting, with days devoted to each segment

About three out of five broadcasters responding to an industry poll taken by the Harris Corp. say they would be willing to attend separate National Association of Broadcasters radio and television conventions. About the same number also say

they would be interested in a six-day convention, with three days devoted to radio and three to TV.

Harris's principal interest in conducting the survey ("Closed Circuit," May 12) was to get ideas on how best to exhibit at future conventions. With the growing size of broadcast conventions—this year's NAB featured 410 exhibitors and 200,000 square feet of space—the cost of transporting equipment and personnel is a prime consideration.

Harris sent a questionnaire to 3,600 broadcasters, 905 of whom responded—representing 498 AM stations, 482 FM stations and 369 television stations—for a response rate of 25%.

Harris's questions centered on the NAB and National Radio Broadcasters Association conventions. Some of the questions and the responses:

■ What was the last convention you attended? Six hundred and twenty-six attended NAB's 1980 convention in Las Vegas; 524 attended NAB's 1979 Dallas convention, 122 went to NRBA's 1979 Washington convention, and 88 attended NRBA's 1978 San Francisco convention. (Of the respondents, 711 were NAB members and 183 were NRBA members.)

■ Is the convention too crowded? NAB's—25% yes, 29% no, 45% undecided. NRBA's—3.3% yes, 66% no and 29.9% undecided.

■ What do you attend at the convention? NAB—19.1% sessions, 13.1% exhibits, 67.2% both. NRBA—19.9% sessions, 13.1% exhibits, 66.5% both.

■ Do you favor Las Vegas as a permanent site for NAB's convention? Yes, 42.3%; no, 37.1%, undecided 20.5%.

■ If NAB would hold conventions at different times of the year—one for radio and one for television, would you attend? Radio broadcasters, 69% yes, 31% no. Television broadcasters, 58.2% yes, 41.8% no.

■ If NAB would lengthen its convention to six days, three days for radio and three days for television, would you attend? Radio—71% yes, 29% no. Television—57.4% yes, 42.6% no.

Of the 905 responses, 47.7% were from management and 51.8% were from the technical side, while 0.4% listed job category as "other."

RCA conducted a survey on the floor at NAB's April convention in Las Vegas, but those results have not yet been tabulated. Harris also polled broadcasters in a separate study on the FCC's selection of the Magnavox AM stereo system; results are reported on page 87.

But, NAB's convention committee says its present format is best

The National Association of Broadcasters convention is such an industry event that NAB may just keep it as it is, with modifications each year only to adjust to increasing size.

That, at least, is the consensus of NAB's long-range convention planning committee, which was formed to take a look at NAB's annual extravaganza and

see if or how it could be better handled. This year alone, with broadcasters, exhibitors, families and guests, attendance totaled almost 27,000.

The problems the committee looked at were varied: how to handle so many people, how to get more attendance at workshops, how to separate the serious buyers on the exhibit floor from the lookers, how to stagger time on the exhibit floor and how to handle advance hotel registrations.

One recommendation the committee will make in its report that it will present to the full board in June is that there should be a site selection committee formed on an annual basis. The committee would determine if the most recent convention statistics would eliminate any particular site.

One prime consideration is sufficient exhibit space. The planning committee estimates that there is a two-to-one ratio on the need for space; i.e., if 200,000 square feet of space is rented (as it was this year) an actual 400,000 square feet is needed to accommodate aisles and walkways.

The convention planning committee had a number of alternatives to consider: Should the convention be split into separate radio and television meetings? Should it be lengthened to one week, with radio sessions the first three days and television sessions the next three?

The committee agreed to a large extent

that the convention is such a spectacle that splitting it would be counterproductive. But the committee will forward a number of alternatives with its report to the board.

But any drastic changes may be a long way off—NAB has already firm bookings for its conventions through 1988.

PBS studies changes in underwriting

It ponders whether to solicit cigarette and liquor firms and seek use of corporate logos

The Public Broadcasting Service is considering whether to allow the underwriting of nationally distributed programming by cigarette and liquor companies and to seek FCC reversal of its rule against the use of corporate logos in on-air underwriting announcements.

Current PBS policy prohibits underwriting by cigarette and liquor manufacturers, but because of the potential for new underwriting revenues, PBS is considering abolishing these prohibitions.

In a series of issue papers prepared by the office of the general counsel, discussing a number of possible changes in PBS policy, the idea of underwriting by such companies was treated cautiously.

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is not advertising, and that no law bars our accepting underwriting from either cigarette companies or liquor companies," one paper said. "However, in the past, we have been reluctant to relax our prohibitions because of the possible legal or public relations ramifications that underwriting by either type of corporation might have."

Some of the problems involved, the paper said, could include the possibility of litigation on whether underwriting constitutes advertising for some purposes.

"Similarly, some congresspersons may use the relaxed standards as an opportunity to castigate public broadcasting for becoming insensitive to public policy concerns," it added. "We may also be confronted with significant audience/public criticism."

The paper noted, however, that there is another side to the story. "Refusing underwriting by cigarette or liquor companies may give the appearance of our passing moral judgments about particular kinds of companies," it said.

The proposals, which were discussed at the last Distribution and Support Committee meeting, will be further explored at the annual meeting in June.

The proposal to press for the use of corporate logos in on-air announcements came from member stations, which reported that the current policy has, over-all, "a negative impact on attracting corporate

underwriting."

Although the FCC now prohibits the use of logo credits, the paper says the time might be right to ask the commission to change its rules.

It noted, for example, a speech by FCC Chairman Charles Ferris before the Public Radio Conference (BROADCASTING, March 24) in which he predicted a shift in the way the commission would view public broad-

casting.

"In light of this statement and the current federal budget cutbacks, the FCC may be more receptive to arguments that public broadcasting must aggressively pursue corporate funding in order to support itself," the paper said. "It may, therefore, be an appropriate time to raise the issue of permitting corporate logos in underwriting credits."

Changing Hands

PROPOSED

■ **WXIL(FM)** Parkersburg, W.Va.: Sold by Electrocom Inc. to Burbach Broadcasting for \$1 million. Seller is owned by David Strock and wife, Carolyn (26% jointly), James Fenton and wife Dorothy (25% jointly), Ruby Carter (14%) and others. They have no other broadcast interests. Buyer is owned by Robert H. Burstein (50.5%) and John L. Laubach (49.5%). Burstein owns Pittsburgh scrap brokerage company and has real estate interests there. Laubach is Pittsburgh attorney. He owns 50% of coal business there and also has various real estate interests in Pittsburgh. They also own WESA-AM-FM Charleroi and WWGO(AM)-WCKC(FM) Erie,

both Pennsylvania, and 75% of WBSR(AM) Boca Raton, Fla. WXIL is on 95.1 mhz with 50 kw and antenna 500 feet above average terrain. Broker: Chapman Associates.

■ **KEUN(AM)** Eunice, La.: Sold by Tri-Parish Broadcasting to Karl R. and Ferdinand DeRoven, brothers, and E. Warner and Joseph Veillon, brothers (25% each), for \$633,500. Seller is owned by Paul H. DeClouet Jr. (23.8%), Roland Fink and Vincent Riehl (20% each), Joseph Riehl (10%) and five others. DeClouet owns 19% of KVPI-AM-FM Ville Platte and 21.25% of KFRA-AM-FM Franklin, both Louisiana. Fink and Riehl brothers own 15% each of KVPI. Tri-Parish is applicant (in hearing) for new FM in Eunice. Karl DeRoven is assistant general manager of KEUN. Ferdinand DeRoven is Eunice physician. Warner Veillon is president and 25% owner of Eunice bank. Joseph Veillon is Eunice certified public accountant. They have no other broadcast interests. KEUN is on 1490 khz with 1 kw day and 250 w night.

■ **WBBX(AM)** Portsmouth, N.H.: Sold by Kressmann Broadcasting Co. to Seacoast Broadcasting Co. for \$550,000. Seller is owned by J. Harrison Holman who has no other broadcast interests. Buyer is owned by Earl H. Goldstein and wife, Lois (50% each). Goldstein is 50% owner of Boston clothing manufacturer, of which his wife is a director. They have no other broadcast interests. WBBX is 1 kw daytimer on 1380 khz.

■ **KSEE(AM)** Santa Maria, Calif.: Sold by Cal-Coast Broadcasters Inc. to Pueblo Broadcasting Co. for \$450,000. Seller is owned by Buddy Black who has no other broadcast interests. Buyer is owned by Frank Oxarart, son, Frank Jr., John Young, Al Sturges and Milton Zack (20% each). Senior Oxarart is president and 52% owner of KIBS(AM) Bishop, Calif. Junior Oxarart is general manager of KFVB(AM) Los Angeles. Young is general manager and 10% owner of KIBS. Sturges is sales manager of KRUI(FM) Santa Barbara, Calif. Zack is Santa Maria investor. KSEE is 1 kw daytimer on 1480 khz. Broker: Hogan-Feldmann, Inc.

■ **WTNC-AM-FM** Thomasville, N.C.: Sold by Thomasville Broadcasting Co. to Radio Thomasville Inc. for \$425,000 plus \$125,000 noncompete agreement. Seller is

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owned by R.F. Van Landingham (33%) and wife, Evelyn (67%). They have no other broadcast interests. Buyer is owned by Donald Curtis. He owns shopping mall and 25% of real estate development company in Laurinburg N.C. He also owns WEWO(AM)-WSJS(FM) Laurinburg and 20% of WDIX(AM)-WPJS(FM) Orangeburg, S.C. FCC, recently granted approval of his purchase of WTAB(AM)-WKSM(FM) Tabor City, N.C., (BROADCASTING, March 17). WTNC(AM) is 1 kw daytimer on 790 khz. WTNC(FM) is on 98.3 mhz with 3 kw and antenna 259 feet above average terrain.

■ WHAP(AM) Hopewell, Va.: Sold by Chessie System Inc. to First Christopher Corp. for \$400,000. Seller, major railroad company (parent of Chesapeake & Ohio Railway, Baltimore & Ohio Railroad, Western Maryland Railway and others) seeks waiver of three-year rule to eliminate any problems that broadcast ownership may present in its proposed merger with Seaboard Coastline Industries, major Southern railway company. Chessie is publicly traded corporation based in Baltimore. Hays T. Watkins is chairman and president. It has no other broadcast interests. Buyer is owned by Caryl Anne Adams Trust. Caryl Anne Adams is president of corporation but father, Carl Adams, is sole trustee with unrestricted power to vote all shares of corporation. He is Loraine, Ohio, business and financial consultant as well as president and principal owner of WQTY(AM)-WFMI-FM Montgomery, Ala., KLUR(FM) Wichita Falls, Tex., and KNCY-AM-FM Nebraska City, Neb. Caryl Anne Adams has no other broadcast interests. WHAP is on 1340 khz with 1 kw day and 250 w night.

■ KXAR(AM) Hope, Ark.: Control (56%) sold by Arch Wylie to James M. Mason and Jerry G. Westmoreland for \$356,000. Wylie has no other broadcast interests. Mason is chief engineer, director of operations and current 10% owner of station. Westmoreland is general manager and 7% owner of station. Each will own 36% of station after closing. They have no other broadcast interests. Interests of four other KXAR stockholders will not be affected. Two of them, Gerald Keith (10%) and Paul Coates (7%), are part owners of KCON(AM) Conway, Ark., which has been sold, subject to FCC approval (see below). KXAR is on 1490 khz with 1 kw day and 250 w night.

■ KCON(AM) Conway, Ark.: Sold by Conway Broadcasting to KCON Broadcasting Co. for assumption of liabilities (\$337,000 plus interest). Seller is owned by Gerald Keith and Paul Coates (29% each), J.W. Rowe and Yancey Reynolds (21% each). Keith and Paul Coates (29% each), J.W. interest in KXAR(AM) Hope, Ark., control of which has been sold subject to FCC approval (see above). Both also have interests in KBJT(AM) Fordyce, Ark.—Keith, 25%, and Coates, 15%. Buyer is owned by Madge Clayton (35%), Billy F. Johnson (25%), wife, Rosanne (20%), Adair S. Howell and Paul W. Logan (10% each). Clayton is former president and principal

owner of KCON. Johnson is Conway banker. Rosanne Johnson is housewife. Howell is sales representative with KCON. Logan is reporter with KCON. They have no other broadcast interests. KCON is on 1230 khz with 1 kw day and 250 w night.

■ WLCL-FM Lowell, Ind.: Sold by William J. Dunn to White Advertising Metro Inc. for \$250,000. Dunn has no other broadcast interests. Buyer is owned by Dean V. White and family. He is president of White Advertising which is involved primarily in outdoor advertising but also has interests in charter airplane services, health clubs, restaurants, screen printing, building supplies, sewage services, real estate and condominium development. Whites have no

other broadcast interests. WLCL-FM is on 107.1 mhz with 3 kw and antenna 300 feet above average terrain.

■ Other proposed station sale is WVLI(FM) Monticello, Ill. (See "For the Record," page 91).

APPROVED

■ KDNL-TV St. Louis, Mo.: Sold by Evans Broadcasting Corp. to Buford Television Inc. for \$17 million. Seller is owned by Thomas M. Evans; wife, Betty; their son, Edward (30% each), and Jack Petrik (10%). They have no other broadcast interests. Buyer is owned by Robert P. Geoffrey and Gerald Buford, brothers



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(one-third each). Robert is president and Geoffrey is secretary and treasurer of Buford Television. Gerald is executive vice president and 4.65% owner of Daniels Properties, subsidiary of Daniels & Associates, Denver-based MSO and cable and broadcast consultant and broker. Closing on sale of Daniels Properties to Newhouse Broadcasting for approximately \$95 million is expected at end of this month (BROADCASTING, Feb. 11). Buford Television owns KLTU-TV Tyler and KTRE-TV Lufkin, both Texas. It sold KFSM-TV last July (BROADCASTING, Aug. 6, 1979). It is permittee for new UHF with STV authority in Cincinnati. It is applicant for new UHF's with STV authority in Minneapolis, Baltimore and Kansas City, Mo. It owns cable systems serving 16 Indiana communities and has recently purchased cable systems serving five Florida communities (BROADCASTING, March 3). KDNL-TV is independent on channel 30 with 1,190 kw visual, 212 kw aural and antenna 1,100 feet above average terrain.

■ Station sale approved by FCC is WXLs(FM) Willimantic, Conn. (See "For the Record," page 92).

Anselmo would rather go hungry

Rene Anselmo, president of the Spanish International Network and of WXTV(TV) Paterson, N.J., insists he will continue his hunger strike, despite indications last



Anselmo

week from the Port Authority of New York and New Jersey that WXTV and WNJU-TV Linden, N.J., would be permitted to broadcast from atop the World Trade Center, starting June 8.

Anselmo, who began a fast restricted to water and juices on May 9 (BROADCASTING, May 12), said in an interview last week that he will not stop his hunger strike "until the switch is turned on." He said he had received assurances in the past from the port authority that WXTV could begin operations from the WTC but delays have always occurred.

Last week Peter C. Goldmark Jr., executive director of the port authority, announced he was recommending that permission be granted to WXTV and WNJU-TV, Spanish-language UHF stations. Goldmark said both WXTV and WNJU-TV

have agreed to broadcast from the WTC at 40% of the maximum power and output and have asked for FCC approval. No TV station is now operating from the WTC.

The port authority earlier had cited possible health hazards from radiation but, according to Anselmo, had agreed to permit WXTV and WNJU-TV to start telecasting on May 11 after the stations agreed to drop power output. A few days before May 11, Anselmo said, the port authority announced another delay, touching off Anselmo's hunger strike.

He has been living since then in a 30-foot van parked near the WTC. The outside of the van is decorated with posters denouncing the port authority and pedestrians are asked to sign a petition supporting Anselmo's cause.

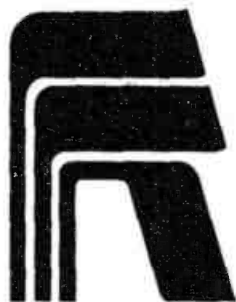
The Spanish-language broadcaster says he is able to perform some work—but not much—in the van but spends most of his time with interested New Yorkers, particularly Hispanic-Americans, who, he says, complain of the poor reception of WXTV, which now transmits from lower Manhattan.

Anselmo noted that TV stations have been attempting to relocate to the WTC since 1964. He said he found it "curious" that other TV stations in the New York area were not backing his hunger strike and added:

"I'm fighting their battles, but still there's been a virtual blackout of all that I'm trying to do. Only WNEW-TV New York sent a crew out here to interview me, but even they treated it like a lark."

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Intermedia

Howl over Wolf. ABC Inc. has filed suit against CBS Inc. and WABC-TV New York sportscaster Warner Wolf asking New York State Supreme Court to issue preliminary injunction preventing Wolf from joining CBS's WCBS-TV New York. ABC contends that Wolf's two-year contract with ABC stipulates that during three months following expiration of Wolf's contract last March, Wolf would not accept employment as sportscaster at another station without first giving ABC opportunity to match offer. ABC claims Wolf breached contract by reaching agreement for employment with WCBS-TV and said CBS "intentionally and wrongfully" induced Wolf to refrain from negotiating in good faith with ABC. Wolf reportedly earns \$250,000 per year at WABC-TV and WCBS-TV offer is said to be upwards of \$400,000. CBS declined comment.

Fleming status. Due to "speculation within the public broadcasting community" over health of Corporation for Public Broadcasting President Robben Fleming, CPB issued statement that "evidence of lymphoma," form of cancer, had been diagnosed in Fleming's groin area. Fleming is undergoing treatment on outpatient basis, and tests indicate disease has not spread, said CPB statement. "Mr. Fleming expects to actively continue his duties as the corporation's chief executive officer," it added.

When disaster struck. WOLR(FM) Kalamazoo, Mich., was hardest-hit broadcast facility when three tornadoes struck that area last Tuesday. Station was knocked off air at 4:10 p.m. when twister tore away its microwave disk atop Industrial State Bank Building and destroyed much of its offices and studios in building. It resumed operation at 3 a.m. Wednesday. Other stations in area, including WKZO-TV Kalamazoo, suffered only brief power losses. Also in damaged ISB building in downtown Kalamazoo was local news bureau of WOTV(TV) Grand Rapids, Mich., which transferred operations to home of its bureau chief, Jim Childress. WOTV(TV) Grand Rapids, Mich., which transferred operations to home of its bureau chief, Jim Childress. Stephen Trivers, WOLR president and general manager, estimated its damages at \$50,000. Twisters and storm killed five and injured 84 while inflicting area damage of more than \$50 million.

Disagreement with decision on AM stereo is quantified by Harris Corp.

Majority of those surveyed in study sponsored by one of losers in FCC decision don't like Magnavox

Harris has fueled the fire of controversy surrounding the FCC's selection of the Magnavox AM stereo system as the industry standard. It released last week the results of a survey it commissioned that clearly indicated a great deal of broadcaster dissatisfaction with the Magnavox choice.

Harris is one of the four companies that had an AM stereo system rejected by the FCC in favor of the Magnavox system at an open FCC meeting last month (BROADCASTING, April 14). The poll was conducted between April 28 and May 7 by Weeks Research Associates, Morgan Hill, Calif., under contract to Harris. Its polling sample was 250 broadcasters—112 general managers and 138 chief engineers of AM and AM-FM facilities in 233 cities in 48 states.

The survey showed that 138 (55%) of the respondents were "not satisfied" with the Magnavox choice, 102 (41%) were "moderately satisfied" and only 10 (4%) were "very satisfied." Furthermore, the survey said that only six of the broadcasters felt that the Magnavox system was the best of those proposed, while 82 were sure that it wasn't.

The survey also said that 92% of the broadcasters would have no qualms about the FCC reconsidering its decision as long as there were no "significant" delay in implementing AM stereo and that under that circumstance 77% would actually encourage the FCC to reconsider.

The survey also asked questions pertaining to AM stereo apart from the Magnavox system and found that the responding broadcasters are indeed eager for AM stereo. It said well over half the broadcasters (62%), said that they would convert to AM stereo and nearly three-quarters of them said they would do so within a year.

The chief concerns among broadcasters wishing to convert to stereo, the survey found, are: the possibility of diminished coverage and loudness, the cost of conversion, compatibility of the approved system with transmitters and directional antennas arrays and degradation of the monaural signal.

Of least concern to the broadcasters in the changeover from mono to stereo was

the complexity of the receiver. A total of 76 broadcasters felt the receiver complexity was "not important." In analyzing the data, Weeks said, "A substantial number of interviewees even commented that AM stereo might force a reversal of the trend toward low-cost, low-fidelity AM receivers that has taken place over recent years and force a return to higher quality products."

(This reaction of the broadcaster is particularly significant, as Magnavox has stated repeatedly that the chief advantage of its system is the low cost and simplicity of the receiver, qualities that apparently hold little weight with the broadcasters.)

Weeks said the 21% of the respondents who said they had no intention of converting to AM stereo fell into three categories: religious stations, most of whose music is recorded monaurally; news and talk stations, and stations in markets with little competition.

Weeks also summarized some of the comments broadcasters made during the interviews, which covered a wide range of topics. It said, "An unusually large number of respondents admitted that their decision to install stereo gear was to use stereo as a sales persuader... The attitude is a reflection of the increased competition from FM."

Weeks also said that "a great many respondents used such terms as 'shock,' 'surprise' and 'dismay' in describing their reactions to the FCC decision on Magnavox... Several broadcasters have stated that the decision was 'the worst thing that ever happened to AM radio.'"

Although Weeks said the respondents were not asked which system they considered best of the five, some volunteered

opinions. Of those, Weeks said, "a majority said they thought Harris was the best with the Kahn [another system proponent] system a close second." Weeks said it found "little positive support for either Motorola or Belar," the two other system proponents.

Weeks also said that while Harris and Kahn were the top choices, "a number of respondents" also said that they have been "harassed" by the various companies—principally Kahn and Harris—attempting to promote their systems.

FCC's plan for New Jersey U's gets mild reception

Comments on proceeding suggest plan for six new stations may not solve problem; some propose switching ch. 9 slot from New York

Though the FCC has extended until July 8 the deadline for comments in its proceeding on how best to utilize New Jersey television assignments, it has received a few comments in another arm of that proceeding—a proposal to provide New Jersey with six new UHF stations.

The action the FCC is proposing would make UHF channel assignments available in Asbury Park (ch. 60), population, 16,533; Atlantic City (ch. 62), population 47,859; Newton (ch. 63), population 7,297; Vineland (ch. 55), population 47,399; West Milford (ch. 66), population



Future is now. Proposed Intelsat building is futuristic in appearance but will be set back in 12-acre wooded site to blend with Northwest Washington neighborhood (BROADCASTING, April 21). Plan of Australian architect John Andrews has satisfied at least one critic. Wolf Von Eckardt, writing in *Washington Post*, said proposed new quarters "is the first institutional building in Washington, or anywhere, to herald a new architecture, perhaps the New Architecture... Human comfort, energy efficiency and respect for the site and the cityscape are not separate features of [the] building, but the elements and functions that form the design." Cost of project, due for completion in 1983, is \$30 million.

17.304, and Wildwood (ch. 34), population 4,110.

To accomplish the assignment of these six additional channels, assignments from other communities in neighboring states would have to be deleted. The threatened channels are unoccupied and unapplied for, except one, ch. 60, Bethlehem, Pa., for which there is a pending application.

Representative Andrew Maguire (D-N.J.), in a letter to the FCC, said that although he is not opposed to the UHF proposal, he is "skeptical" of its "usefulness." He believes that it is "exceedingly difficult" for UHF's to thrive in a market where all antennas are aimed at the VHF stations north and south of the state.

Maguire did offer a solution, though. He feels that if the FCC's decision to revoke RKO's licenses for its stations in New York, Boston and Los Angeles (BROADCASTING, Jan. 28) is upheld, it would provide a final solution to the problem. Maguire asked the FCC to consider assigning ch. 9, now occupied by RKO's WOR-TV New York, to New Jersey.

The New Jersey Coalition for Fair Broadcasting agreed with Maguire in the request for ch. 9. The coalition said it did not believe that the UHF proposal would provide needed television service in New Jersey. "The basic problem," according to the group, is "lack of VHF service."

The New Jersey Public Broadcasting Authority endorsed the proposal wholeheartedly, and asked that the ch. 66 facility in West Milford be assigned to it so it could serve northern New Jersey.

The Association of Public Broadcasting, the lobbying arm of the Public Broadcasting Service, said the commission should adopt the proposal as long as it is not to the detriment of television service in the state of Delaware. "The cost of the commission proposal to Delaware is very great compared with the limited benefits which would accrue to New Jersey..."

Satellites: flying the crowded skies

Demand for orbital slots exceeds supply; FCC tries to get on top

The demand for orbital slots for domestic communications satellites became so great that the FCC set May 1 as a deadline after which all satellite applications would have to wait until all the applications filed before the deadline are run through the mill.

The FCC's files are now full of applications, many inspired by the announcement of the deadline, staking claims to the few desirable orbital slots that remain and describing plans for the launch of satellites to replace the aging first generation. The map and accompanying explanation summarize these files.

For purposes of clarity, the satellites operating in the C band and K band frequencies as well as the hybrid satellites

using both frequency bands are shown on different arcs. In reality all satellites orbit above the equator at the same geosynchronous altitude of 22,300 miles.

The number of domestic communications satellites that can be placed in orbit is limited primarily by the same thing that limits broadcast stations on earth—radio interference. Since satellites use the same set of frequencies, it is necessary, as a general rule, to maintain four degrees separation between satellites using the C band frequencies (3.7 ghz-4.2 ghz for downlinking and 5.9 ghz-6.4 ghz for uplinking) and three degrees separation for satellites using the K band (the term K-band is somewhat misleading as it now includes several different bands in the 11 ghz-14 ghz range).

Satellites are also confined to the orbital arc between 55 degrees west longitude and 136 west longitude. Beyond these points, it is impossible for a satellite to serve the entire continental United States and even at the extreme ends of the arc the elevation angles needed by the earth stations that send and receive signals from the satellites are so low as to be impractical for service to some parts of the country. Given the 55-136 degree arc, there are 21 orbital slots available for operation in the C band. But if the demands of the satellite carriers are accepted as the parameters for which orbits are practical, this number is reduced to the 12 slots between 75 degrees and 136 degrees (there are actually 16 slots but four are allocated to Canada).

Of those 12 slots, eight already have operational satellites and the remaining four are being contested.

In contrast to the C-band "arc," the K band is wide open. There is only one satellite currently using the frequencies in the western hemisphere, the Canadian B-1 hybrid at 109 degrees. There are, as the map shows, several proposed satellites that plan to use the K-band. Western Union Space Communications, a sister company of Western Union, and Southern Pacific Communications have both proposed hybrids and Satellite Business Systems and GTE have proposed satellites that will use the K band exclusively.

C BAND

At 55 degrees. Proposed—RCA Satcom V. In its filing to FCC to construct and launch the satellite, RCA requested no specific orbital slot, but suggested it would be willing to accept any available slot between 55 degrees and 71 degrees, inclusive.

At 60 degrees. Proposed—Brazilian SBTS. According to FCC, extent to which satellites serving North America interfere with those serving South America hasn't been determined. Therefore, whether they can share the same orbital slot, or how much separation is needed between them, isn't precisely known.

At 67.5 degrees. Proposed—Brazilian SBTS.

At 72.5 degrees. Proposed—Columbia Satcol.

At 75 degrees. Proposed (in contest)—Two U.S. carriers, Hughes and Western Union, and

Brazil all have laid claim to this slot. Hughes has requested this slot, along with 132 degrees and 79 degrees for three-satellite system it hopes to have operational by mid-1982. Western Union wants it for Westar V and Brazil wants it for another of its SBTS satellites. The SBTS may or may not be mutually exclusive with the domestic satellites (see 60 degrees).

At 79 degrees. Proposed (in contest)—Hughes's second satellite (see 75 degrees). Western Union has requested this slot if it is unable, due to competition, to be assigned 83 degrees (see below).

At 83 degrees. Proposed (in contest)—RCA has asked to launch Satcom IV into this slot in 1981. But Southern Pacific Communications has also requested it to accommodate one of the two hybrid satellites of its proposed system in early 1983. SPC wants to fly other satellite at 132 degrees beginning in late 1982. Western Union has also requested this slot for Westar I, which it wants to move in from 99 degrees to make room for Westar IV there. Western Union also plans to fly the first of its Advanced Westar hybrids here when Westar I runs out of fuel in 1982.

At 87 degrees. Operational—Comsat Comstar III; Proposed—AT&T satellite. AT&T has asked to launch its own satellite to replace Comstar satellite it currently leases from Comsat.

At 91 degrees. Operational—Western Union Westar III, launched in August 1979; Proposed—Western Union Advanced Westar hybrid. Western Union plans to move Westar III to 123.5 degrees to replace Westar II now there when it expires. That would free this slot for use by Western Union's second Advanced Westar hybrid (see 83 degrees).

At 95 degrees. Operational—Comsat Comstar II; Proposed—AT&T satellite. As at 87 degrees, AT&T has proposed replacement satellite for currently orbiting Comstar. To extend life of Comstar II and Comstar I, now at 128 degrees, Comsat has proposed moving Comstar I into same slot with Comstar II. By using just 12 transponders of 24 transponders on each satellite, they would not interfere with each other and each would conserve life extending energy. AT&T satellite would be launched when both satellites expire.

At 99 degrees. Operational—Western Union Westar I; Proposed—Western Union's Westar IV. Western Union has proposed moving Westar I to 83 degrees in 1982 to clear slot for Westar IV.

At 104 degrees. Operational—Canadian Anik I.

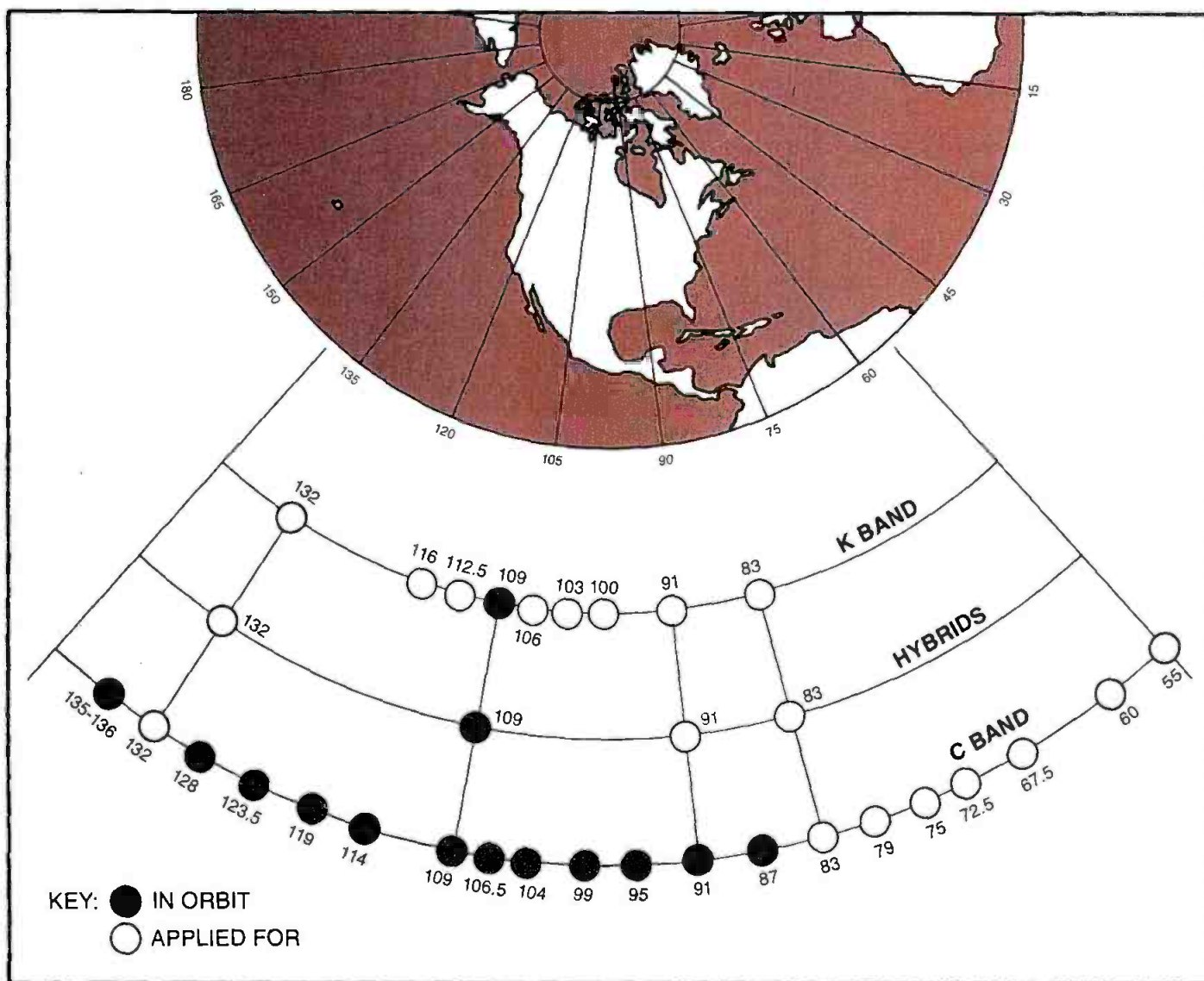
At 106.5 degrees. Operational—Canadian Anik II.

At 109 degrees. Operational—Canadian Anik B-1 hybrid.

At 114 degrees. Operational—Canadian Anik III.

At 119 degrees. Operational—RCA Satcom II; Proposed—RCA Satcom II-R, replacement satellite for Satcom II, scheduled to die sometime in 1983.

At 123.5 degrees. Operational—Western



Today and tomorrow in domestic communications satellites

This polar projection of the northern hemisphere shows where the 20 orbital slots now existing and proposed in the C band and the nine existing and proposed in the K band are positioned in terms of degrees of west longitude. (Hybrid satellites operate on both C and K band frequencies.) Although this diagram shows them in different arcs, in actuality all

would be at the same 22,300 miles altitude over the equator. And although each slot is indicated at a point in space, at that distance one degree of longitude equals over 400 statute miles, leaving ample room for each satellite to maneuver within its assigned space. Each of the existing and projected satellites is described in the accompanying story.

Union Westar II; Proposed—Western Union Westar III. When Westar II expires, Western Union plans to replace it with Westar III, launched just last August at 91 degrees. Westar III's place at 91 degrees will be filled by one of the Advanced Westar hybrids.

At 128 degrees. Operational—Comsat Comstar I; Proposed—Comsat Comstar IV and AT&T satellite. Under current proposals at FCC, Comsat will launch Comstar IV, heretofore the ground spare, into this slot and move Comstar I over to 95 degrees where it will fly alongside Comstar II (see 95 degrees). The AT&T satellite will be launched in 1986, near the end of Comstar IV's design life.

At 132 degrees. Proposed (in contest)—RCA Satcom III-R, Southern Pacific Communications second hybrid satellite (see 83 degrees) and Hughes's third satellite. RCA

hopes to launch Satcom III-R in 1981 and erase memories of ill-fated Satcom III that disappeared in space three days after launch.

At 135-136 degrees. Operational (at 135 degrees)—Satcom I; Proposed (at 136 degrees)—Satcom I-R. Since Satcom I is scheduled to run out of gas in 1983, RCA has proposed launching replacement satellite in October 1982. Satcom I is currently flying at 135 degrees, but when satellite is launched at 132 degrees it will be bumped over one degree west to maintain four degrees separation.

———— K BAND ————

At 83 degrees. Proposed—Southern Pacific Communications hybrid satellites and Western Union's first Advanced Westar hybrid.

At 91 degrees. Proposed—Western Union's second Advanced Westar hybrid.

At 100 degrees. Proposed (in contest)—GTE's satellite and Satellite Business Systems SBS III.

At 103 degrees. Proposed (in contest)—GTE's second satellite and Satellite Business Systems SBS II.

At 106 degrees. Proposed—Satellite Business Systems SBS I.

At 109 degrees. Operational—Canadian Anik B-1 hybrid.

At 112.5 degrees. Proposed—Anik C-1.

At 116 degrees. Proposed—Anik C-2.

At 132 degrees. Proposed—Southern Pacific Communications second hybrid satellite (see 83 degrees).

AMST takes new tack in fighting ch. 6 interference

It asks NTIA to use funding power to force noncommercial FM's to clean up signals

The Association of Maximum Service Telecasters has asked the Administration's communications arm to help stop the spread of and reduce educational FM interference to television channel 6 interference.

AMST filed a petition with the National Telecommunications and Information Administration urging it to use its funding authority under the Public Telecommunications Act to provide FM stations with a "strong incentive" to take steps to remedy the "impairment and losses of television broadcast service they cause."

AMST recognizes that NTIA does not have the authority to order FM stations to take these steps, and offered suggestions as to how a remedy can be achieved. First, AMST said, "no application for funds for construction of a new educational FM station or changes in facilities of an existing station" should be granted unless the applicant shows that no interference to television broadcast reception would be caused.

Second, the petition said that "existing educational stations should be required to use funds granted by NTIA to finance projects to eliminate interference to channel 6 service before being permitted to use such funds for any other purpose." AMST added that if changes in facilities cannot be accomplished without substantially reducing a station's existing service area, "then priority should be given to applications to finance comprehensive on-going programs to install and maintain filters to help eliminate or at least reduce the interference."

AMST said that by requiring the FM stations to use the funds first for reducing television reception interference, they would clearly strengthen their capability to service the public.

The National Association of Broadcasters has filed a brief with NTIA supporting AMST's petition. NAB believes the interference problem is "severe" and that there is a need for "prompt government action" in the overall allocations process, by offending FM stations on a "case-by-case" basis.

AMST also has filed reply comments with the FCC in its educational FM proceeding. AMST reiterated its concern to the FCC that programs must be implemented immediately to deal with FM interference to television reception through improvements in receivers and related technologies.

AMST, which submitted its own set of proposed standards for FM interference, said that "no action should be taken on any application for an educational FM station whose facilities would not meet those standards." AMST added that if the FCC

feels that this step cannot be taken without further proceedings, then an oral argument should be scheduled "without delay." AMST explained that in urging the FCC to take immediate action on the matter of FM interference, it was not abandoning its support for a table of FM educational assignments. AMST noted that both the Corporation for Public Broadcasting and National Public Radio have filed comments, each suggesting a table of assignments for FM educational channels, during the course of this proceeding (BROADCASTING, Jan. 28) and that these "intramural" debates on the best alternative will take time to resolve. However, AMST told the commission that these debates should not stop the FCC from acting now "to preserve and improve the public's existing television channel 6 broadcast service."

New mobile service could open up UHF spots in some cities

The FCC is considering implementation of a nationwide cellular mobile communications system that would greatly increase the capacity for mobile telephone service.

At present, the demand for mobile services far exceeds the available channels. But last January, the commission issued a notice of proposed rulemaking to examine how 40 mhz in the UHF TV band, set aside in 1975 for mobile telephone use, could be used to provide more service.

The cellular system, which the commis-

sion believes will offer the best means for meeting future demands of the mobile communications market, allows for the use of each radio channel many times in separate zones, or cells, within an area. When a mobile customer moves from one cell to another, electronic switching equipment transfers the call to the next cell—each cell ranging in size from one to eight miles in radius.

Two experiments with cellular technology have been going on, one in the Chicago area and one in the Baltimore-Washington area. Interested parties recently filed comments with the FCC on how the space allocated for cellular service should be used.

According to the Association of Maximum Service Telecasters, cellular technology could, conceivably, lead to a number of UHF TV assignments opening up. At present, approximately 35 TV assignments in 13 of the largest markets can't go on the air because of temporary sharing of UHF channels 14-20 by broadcasting and land mobile.

AMST said that licensees of small land mobile systems could be expected to shift to cellular systems, and the commission could shift other lower band users to cellular systems or to more efficient private systems at a different frequency, thereby reclaiming the lower bands for other assignments.

AT&T has recommended that in addition to the 40 mhz already allocated to cellular service, an additional 20 mhz of adjacent reserve frequencies be used for cellular systems.

In Sync

Foreign objects. U.S. International Trade Commission decided last Wednesday that United States color television receiver manufacturers would not be hurt if import limits on Japanese sets are lifted. It warned however, removal of limits on Korean and Taiwanese sets could be injurious. It is now up to President Carter to heed or ignore ITC's recommendations by deciding whether to extend "orderly marketing agreements" that limit imports from those countries. Agreements expire June 30.

Inflation. Harris raised prices by 6% for all Harris and Harris-labeled products of its Broadcast Products Division. Prices went into effect last Friday (May 16).

Optics topics. Valtec Corp. has been awarded contract by Central Telephone Co. of Texas to install fiber optics telephone link between telco's main office in Humble, Tex., and South Humble. According to Valtec, link will be 8.57 kilometers long and capable of carrying 9,408 voice circuits over 14 individual fibers of three-quarter-inch cable.

Power in the people. Pieter C. Vink, chairman and chief executive officer of North American Philips, said attractiveness to buying public of optical videodisk system of Magnavox subsidiary will insure its success among competing systems and equipment. "Its advantages and flexibility will win the consumer acceptance that will establish it as the industry standard," Vink told stockholders at annual meeting in Wilmington, Del.

Stereo, almost. United Video, satellite carrier of wgn-tv Chicago to cable systems throughout America, will enhance audio of wgn-tv with "synthesized stereo sound." Although not true stereo, United Video feels synthesized stereo will give "large-as-life sound" to normal television. To receive improved audio, subscriber hooks special FM drop to stereo receiver. Cable operator must shell out \$925 for head-end converter to receive audio.

For the Record

As compiled by BROADCASTING May 5 through May 9 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aural.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. trans.—transmitter. TL—transmitter location. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New Stations

TV application

■ Wichita, Kan.—Columbia-Kansas TV Ltd. seeks ch. 24; ERP 2570 kw vis., 247 kw aural. HAAT: 1020 ft.; ant. height above ground: 1065 ft. Address: Box 36169, Houston, Tex. 77036. Estimated construction cost: \$2,843,000; first-quarter operating cost: \$618,857; revenue: \$433,383. Legal counsel: Wilner & Scheiner, Wash.; consulting engineer: Jules Cohen & Assoc. Principals: Columbia Communications Kansas Inc. (general partner) and limited partners. Columbia Communications is owned by Columbia Communities Inc. Houston-based investment corp. (95%) and Lee Hanna (5%). Communities is owned by Richard A. Rudy and Harold S. Goldstein (40% each) and Louis Freedman (20%). Rudy is president and Goldstein and Freedman vice presidents of Communities which invests primarily in real estate and communications properties. Hanna is former vice president of NBC and currently owns New York television consulting firm. Communities has 40% interest in four cable franchises under construction in Houston vicinity. Rudy and Goldstein both have additional 33.3% interest in cable system being built in Houston area (Blue Ridge CATV Inc.). Two are also 33.3% (each) owners of co. that has 45% interest in Westland CATV Ltd., franchisee of system covering part of Houston. Columbia Communities is also principal owner of applicant for new UHF in Des Moines, Iowa (BROADCASTING, Apr. 21). Ann. May 7.

FM actions

■ Grass Valley, Calif.—ALJ Lozner granted merger agreement between Nevada County Broadcasters (granting its application) and Mother Lode Broadcasting (dismissing its application [see below]) for 92.1 mhz, 290 kw, HAAT 980 ft. P.O. address: 3350 Watt Ave., Sacramento, Calif. 95821. Estimated construction cost \$9,570; first-year operating cost: \$6,975; revenue not given. Format: MOR. Principal: Carroll E. Brock, who has various business, real estate and energy exploration interests. Brock is also applicant for FM at Healdsburg, Calif. Ann. March 4.

■ Grass Valley, Calif.—ALJ Lozner granted merger agreement between Mother Lode Broadcasting Co. (dismissing its application) and Nevada County Broadcasters (granting its application [see above]) for 92.1 mhz, 2 kw, HAAT 1160 ft. P.O. address: 2040 Maple Glenn Rd., Sacramento, Calif. 95825. Estimated construction cost: \$42,457; first-year operating cost: \$21,265; revenue \$35,650. Format: MOR. Principal: Jack J. Lawson, who is senior vice president for marketing, Sparta division, Cetec Corp., Sacramento. Ann. March 23.

■ Corpus Christi, Tex.—ALJ Frysiak dismissed A.V. Bamford's application for 99.1 mhz, 100 kw, HAAT 894 ft. P.O. address: 1805 Parliament Road, Leucadia, Calif. 92024. Estimated construction cost \$87,438; first-year operating cost \$46,000; revenue \$90,000. Format: ethnic, progressive country. Principal: Bamford is former owner of KBER-AM-FM San Antonio, Tex. (BC Docs. 79-223-26). Action May 2.

■ Corpus Christi, Tex.—ALJ Frysiak dismissed Radio KCCT Inc.'s application for 99.1 mhz, 100 kw, HAAT 752 ft. P.O. address: 701 Benys Road, Corpus Christi 78405. Estimated construction cost \$99,404; first-year operating cost \$93,000; revenue \$102,000. Format: Spanish. Principals: Manuel G. Davila, his son Manuel Davila Jr. (40% each) and Willie G. Egerton (20%). They also own KCCT(AM) Corpus Christi and KEDA(AM) San Antonio, Tex. (BC Docs. 79-223-26). Action May 2.

Seller: Gerald Keith and Paul Coates (29% each), J.W. Rowe (21%) and Yancey Reynolds (20%). Keith and Coates own 10% and 7% (respectively) of KXAR(AM) Hope (see below) and 25% and 15% (respectively) of KBJT(AM) Fordyce, Ark. Buyer: Madge Clayton (35%); Billy F. Johnson (25%); wife Rosanne (20%); Adair S. Howell, and Paul W. Logan (10% each). Clayton is former president and principal owner of KCON. Johnson is Conway banker. Rosanne Johnson is housewife. Howell is sales representative with KCON. Logan is reporter for KCON. They have no other broadcast interests. Ann. May 5.

■ KXAR(AM) Hope, Ark. (AM: 1490 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of Sandia '76 Inc. from Arch Wylie (56% before; none after) to James M. Mason and Jerry G. Westmoreland (17% before; 72% after). Consideration: \$356,000. Principals: Wylie has no other broadcast interests. Mason is chief engineer, director of operations and current 10% owner of station. Westmoreland is general manager and 7% owner of station. Both will own 36% of station after completion of transaction. Interests of other four stockholders (none of whom owns more than 10%) will not be affected. Transferees have no other broadcast interests. Ann. May 5.

■ WVLI(FM) Monticello, Ill. (FM: 105.5 mhz, 3 kw)—Seeks assignment of license from WVLI Broadcasting Inc. to Sound Alternatives Inc. for \$140,000. Seller: Leon Buck (50.4%), W.D. McLuen (20%), D. Richard Teubner (19.6%) and Virginia Bingham (10%). Buck also owns 66.33% of WVTL(FM) Monticello, 50.5% of WFDT(FM) Columbia City, both Indiana, and 100% of KRIB(AM) Monette, Ark. McLuen owns one third of WVTL and 30% of WFDT. Teubner is one of buyer principals. Buyer: Roy J. Kleven and D. Richard Teubner (40% each) and Ronald L. Weishaar (20%). Kleven is chief engineer of WVLI. He also owns Cisco, Ill., farm. Teubner is vice president and general manager of WVLI and Weishaar is salesman for same. They have no other broadcast interests. Ann. May 5.

■ WLCL-FM Lowell, Ind. (FM: 107.1 mhz, 3 kw)—Seeks assignment of license from William J. Dunn to White Advertising Metro Inc. for \$250,000. Seller: Dunn has no other broadcast interests. Buyer: Dean V. White and family (100%). He runs family held corporation which is involved primarily in outdoor advertising but also has interests in charter air plane services, health clubs, restaurants, screen printing, building supplies, sewage service, real estate and condominium development. They have no other broadcast interests. Ann. May 5.

■ KEUN(AM) Eunice, La. (AM: 1490 khz; 1 kw-D, 250 w-N)—Seeks transfer of control of Tri-Parish Broadcasting from existing stockholders (100% before; none after) to Karl R. DeRoven, F.J. DeRoven; E. Warner Veillon and Joseph D. Veillon (none before; 100% after). Consideration: \$633,500. Principals: Paul H. DeClouet Jr. (23.8%), Roland Fink and Vincent Riehl (20% each), Joseph Riehl (10%) and five others. DeClouet owns 19% of KVPI-AM-FM Ville Platte, and 21.25% of KFRA-AM-FM Franklin, both Louisiana. Fink and Riehl brothers each own 15% of KVPI. Buyers are equal (25% each) partners. Karl is assistant general manager of station. Brother Ferdinand is Eunice physician. Warner Veillon is president and 25% owner of Eunice bank and his brother Joseph is Eunice CPA. Tri-Parish is applicant (in hearing) for new FM in Eunice. They have no other broadcast interests. Ann. May 5.

■ WBBX(AM) Portsmouth, N.H. (AM: 1380 khz; 1 kw-D)—Seeks assignment of license from Kressmann Broadcasting Co. to Seacoast Broadcasting Co. for \$550,000. Seller: J. Harrison Holman who has no other broadcast interests. Buyer: Earl H. Goldstein and wife Lois (50% each). Earl is 50% owner of Boston clothing manufacturer. Lois is director (no interest) of same. They have no other broadcast interests. Ann. May 5.

■ WTNC-AM-FM Thomasville, N.C. (AM: 790 khz, 1 kw-D)—Seeks assignment of license from Thomasville Broadcasting Co. to Radio Thomasville Inc. for \$425,000 plus \$127,500 non-compete agreement. Seller: R.F. Van Landing (33%) and wife Evelyn

Ownership changes

Applications

■ KCON(AM) Conway, Ark. (AM: 1230 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Conway Broadcasting Co. to KCON Broadcasting Co. for assumption of liabilities (\$337,000 plus interest).

Summary of broadcasting

FCC tabulations as of March 31, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,546	3	9	4,558	104	4,682
Commercial FM	3,165	2	1	3,168	181	3,349
Educational FM	1,030	0	5	1,035	96	1,131
Total Radio	8,741	5	15	8,761	381	9,142
Commercial TV						
VHF	514	1	2	517	9	526
UHF	224	0	5	229	68	297
Educational TV						
VHF	99	1	5	105	6	111
UHF	155	2	5	162	8	170
Total TV	992	4	17	1,013	91	1,104
FM Translators	293	0	0	293	152	445
TV Translators						
UHF	1,262	0	0	1,262	412	1,674
VHF	2,510	0	0	2,510	187	2,697

*Special temporary authorization

**Includes off-air licenses

(67%). They have no other broadcast interests. Buyer: Donald Curtis (100%). He is president and owner of WEWO (AM)—WSJS (FM) Laurinburg, and WTAB (AM)—WKSM (FM) Tabor City, both North Carolina. He owns shopping mall and 25% of real estate development co., both Laurinburg and 20% of WDX (AM)—WPJS (FM) Orangeburg, S.C. Ann. May 5.

■ WHAP (AM) Hopewell, Va. (AM: 1340 khz, 1 kw, D, 250 w-N)—Seeks assignment of license from Chessie System Inc. to First Christopher Corp. for \$400,000. Seller, major eastern railroad company (parent of Chesapeake & Ohio Railway, Baltimore & Ohio Railroad, Western Maryland Railway and others) seeks waiver of three year rule to alleviate beforehand any possible problems that broadcast ownership may present to its proposed merger with Seaboard Coastline Industries, major Southern railway co. Chessie is publicly traded corporation based in Baltimore, Md. Hays T. Watkins is chairman, president and less than 1% owner. It has no other broadcast interests. Buyer: Caryl Anne Adams Trust (100%). Caryl Anne Adams is president of corporation but father Carl Adams is sole trustee with unrestricted power to vote all shares of corporation. He is Lorain, Ohio business and financial consultant. He is also president and principal owner of WQTY (AM)—WFMI Montgomery, Ala., KLUR (FM) Wichita Falls, Tex., and KNCY-AM-FM Nebraska City, Neb. Caryl Anne has no other broadcast interests. Ann. May 5.

■ WXIL (FM) Parkersburg, W.Va. (FM: 95.1 mhz, 50 kw)—Seeks transfer of control of Electrocom Inc. from David A. Strock et al (100% before; none after) to Burbach Broadcasting Co. (none before; 100% after). Consideration: \$1 million. Principals: David Strock and wife Carolyn (26%), James Fenton and wife Dorothy (28% jointly) Ruby Carter (14%) and others. They have no other broadcast interests. Buyer is owned by John L. Laubach Jr. (49.5%) and Robert H. Burstein (50.5%). Laubach is Pittsburgh, Pa., attorney. He owns 50% of Pittsburgh coal business and has various real estate interests in Pittsburgh. Burstein owns Pittsburgh scrap brokerage company and also has real estate interests there. They also own WESA-AM-FM Charleroi, WWGO (AM)—WCKK (FM) Erie, both Pennsylvania and 75% of WBSR (AM) Boca Raton, Fla. Ann. May 5. Broker: Chapman Associates.

Actions

■ WXL (FM) Willimantic, Conn. (98.3 mhz, 3 kw)—Granted assignment of license from X.L.S. Broadcasting Corp. to Delta Communications Corp. for \$175,000. Grant is contingent upon Delta being found fully qualified to be licensee (BROADCASTING, May 12). Seller is principally owned by Kenneth Dawson who is also selling WXL and WKND (AM) Windsor, Conn., under FCC distress sale policy (BROADCASTING, Aug. 20, 1979). Buyer is owned by Frank A. Jacobs Jr., Jeffrey A. Menzel, Trevor E. Thorington, Jose Oaks and Bradford Carson (17.2% each) and Sullivan Brown (14%). Jacobs is Windsor, Conn., realtor. Menzel is employee of Hartford, Conn., broadcast training school; Thorington and Brown work for Hartford insurance companies; Oaks is supervisor of jet engine plant in Hartford; and Carson is Hartford investment banker. They have no other broadcast interests. Action May 1.

■ WAVS (AM) Fort Lauderdale, Fla. (AM: 1190 kw, 5 kw-U)—ALJ Chachkin dismissed application for assignment of license from Radio WAVS Inc. to Gore Broadcasting of South Florida for \$500,000 including \$182,000 in liabilities. Seller: Jordan E. Ginsburg, son Scott and Roy H. Bresky who have no other broadcast interests. Buyer: Harold W. Gore (principal), who has sold, subject to FCC approval, WTOW (AM) Towson, Md., WGOR (AM) Toledo and WZIP (AM) Cincinnati, both Ohio (BROADCASTING, March 24) and KLIT (AM) Pomona, Calif. (BROADCASTING, Feb. 4). He also owns WINQ (AM) Tampa, Fla., and part of KBZT (FM) San Diego (BC Doc. 80-17-18). Action May 2.

Facilities changes

Application

■ WWSG-TV Philadelphia—Seeks mod of CP to change ERP to 709.6kw (H) vis.; 177.4kw (aur); change type trans. Ann. May 9.

Action

■ WJRO (AM) Glen Burnie, Md.—Granted CP to increase ERP to 1 kw. Action Apr. 24.

Allocations

Petitions

■ Loogootee, Ind.—Charles N. Cutler requests amendment FM Table of Assignments to assign 94.3 mhz to Loogootee, Indiana. This petition for rulemaking will be treated as counterproposal in BC Doc. 80-74. Responsive statements to this counterproposal should be submitted as reply comments in this Doc. not later than date on which reply comments are due, rather than within 30 days after date of this public notice. Ann. May 7.

■ Vincennes, Ind.—Original Co. requests amendment FM Table of Assignments to assign 92.1 mhz to Vincennes, in lieu of previously requested 102.3 mhz (RM 3369). Ann. May 7.

■ Spirit Lake, Iowa—Paul C. Hedberg requests amendment FM Table of Assignments to assign 103.9 mhz to Spirit Lake (RM 3649). Ann. May 7.

■ Wiggins, Miss.—Community Broadcasting Co. Inc. requests amendment FM Table of Assignments to assign 95.3 mhz to Wiggins (RM 3650). Ann. May 7.

■ Los Lunas, N.M.—Frieda Brasher et al request amendment FM Table of Assignments to assign 102.3 mhz to Los Lunas (RM 3648). Ann. May 7.

■ Millersburg, Ohio—Dale G. Davis requests amendment FM Table of Assignments to assign 101.9 mhz to Millersburg (RM 3647). Ann. May 7.

■ KIT1 (AM) Centralia-Chehalis, Wash.—Requests amendment FM Table of Assignments to assign 96.1 mhz to Chehalis. This petition for rulemaking will be treated as counterproposal in BC Doc. 80-37. Responsive statements to this counterproposal should be submitted as reply comments in this Doc. not later than May 22, 1980 which is extended reply comment date, rather than within 30 days after date of this public notice. Ann. May 7.

Actions

■ Corning, Calif.—In response to petition by Valley FM Radio proposed assigning either 100.7 mhz or 92.1 mhz to Corning as its first FM assignment, comments due June 30, replies July 21 (BC Doc. 80-203; RM-3422). Action May 1.

■ Lewiston, Idaho—In response to petition by The Call of the Cross Bill Dawkins Evangelistic Association proposed assigning 99.5 mhz to Lewiston as its third FM assignment, comments due June 30, replies July 21, Canadian concurrence must be obtained (BC Doc. 80-200; RM-3322). Action May 1.

■ Auburn, Me.—In response to petition by The Great Down East Wireless Talking Machine Co. proposed substituting 99.9 mhz for 100.1 mhz at Auburn, comments due June 30, replies July 21, Canadian concurrence must be obtained (BC Doc. 80-204; RM-3421). Action May 1.

■ Pecos, N.M.—In response to petition by Sesta Communications Corp. proposed assigning 105.9 mhz to Pecos, comments due June 24, replies July 14 (BC Doc. 80-196; RM-3445). Action Apr. 25.

■ Santa Fe, N.M.—In response to two separate petitions by Robert C. Burris and Signe M. Burris and Frederick Daniel Marcy proposed assigning 104.1 mhz and 105.1 mhz respectively to Santa Fe, comments due June 24, replies July 14 (BC Doc. 80-195; RM-3185, 3441). Action Apr. 25.

■ Lawton, Okla.—In response to petition by Linda A. Meyer proposed assigning 95.3 mhz to Lawton as its third FM assignment, comments due June 24, replies July 14 (BC Doc. 80-194; RM-3472). Action Apr. 24.

■ Goose Creek, S.C.—In response to petition by William K. Durst proposed assigning 101.7 mhz to Goose Creek as its first FM assignment, comments due June 30, replies July 21 (BC Doc. 80-202; RM-3234). Action May 1.

■ North Charleston, S.C.—In response to petition by T.B. Trammel proposed assigning 96.1 mhz to North Charleston as its first FM assignment, comments due June 30, replies July 21 (BC Doc. 80-201; RM-3249). Action May 1.

Translators

VHF applications

■ Greasewood, Ariz.—Greasewood Community Club seeks CP for new VHF translator on ch. 8 (TPO: 1 w, HAAT: 42 ft.) to rebroadcast indirectly KOB (TV) Albuquerque, N.M. Ann. May 7.

■ Aguilar, Colo.—Univ. of Southern Colorado seeks CP for new VHF translator on ch. 4 (TPO: 10 w, HAAT: 15 ft.) to rebroadcast directly KTSC (TV) Pueblo, Colo. Ann. May 5.

■ Del Norte, Colo.—Univ. of Southern Colorado seeks CP for new VHF translator on ch. 2 (TPO: 10 w, HAAT: 70 ft.) to rebroadcast indirectly KTSC (TV) Pueblo, Colo. Ann. May 5.

■ East Elk Creek, Colo.—Garfield County seeks CP for new VHF translator on ch. 8 (TPO: 1 w, HAAT: 25 ft.) to rebroadcast indirectly KWGN (TV) Denver. Ann. May 7.

■ East Elk Creek, Colo.—Garfield County seeks CP for new VHF translator on ch. 10 (TPO: 1 w, HAAT: 25 ft.) to rebroadcast indirectly KRMA (TV) Denver. Ann. May 7.

■ Grand Valley, Colo.—Garfield County seeks CP for new VHF translator on ch. 11 (TPO: 5 w, HAAT: 30 ft.) to rebroadcast indirectly KWGN (TV) Denver.

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Ann. May 7.

■ Grand Valley, Colo.—Garfield County seeks CP for new VHF translator on ch. 13 (TPO: 10 w, HAAT: 30 ft.) to rebroadcast indirectly KRMA(TV) Denver. Ann. May 7.

■ La Veta, Colo.—Univ. of Southern Colorado seeks CP for new VHF translator on ch. 3 (TPO: 1 w, HAAT: 35 ft.) to rebroadcast directly KTSC(TV) Pueblo, Colo. Ann. May 5.

■ Merrill, Ore.—Southern Oregon Education Co. seeks CP for new VHF translator on ch. 4 (TPO: 5 w, HAAT: 20 ft.) to rebroadcast directly KSYS(TV) Medford, Ore. Ann. May 7.

■ San Luis, Colo.—Univ. of Southern Colorado seeks CP for new VHF translator on ch. 2 (TPO: 1 w, HAAT: 23 ft.) to rebroadcast indirectly KTSC(TV) Pueblo, Colo. Ann. May 5.

■ Sutank, Colo.—Garfield County seeks CP for new VHF translator on ch. 4 (TPO: 5 w, HAAT: 30 ft.) to rebroadcast indirectly KWGN(TV) Denver. Ann. May 7.

■ Sutank, Colo.—Garfield County seeks CP for new VHF translator on ch. 12 (TPO: 10 w, HAAT: 30 ft.) to rebroadcast indirectly KRMA(TV) Denver. Ann. May 7.

■ Lordsburg, N.M.—Regents New Mexico State Univ. seek CP for new VHF translator on ch. 2 (TPO: 10 w, HAAT: 30 ft.) to rebroadcast directly KRWG-TV Las Cruces, N.M. Ann. May 7.

■ Oregon Canyon, Ore.—John Echave seeks CP for new VHF translator on ch. 11 (TPO: 1 w, HAAT: 12 ft.) to rebroadcast directly KIVI(TV) Nampa, Idaho. Ann. May 7.

UHF applications

■ Alamosa, Colo.—Univ. of Southern Colorado seeks CP for new UHF translator on ch. 55 (TPO: 100 w, HAAT: 80 ft.) to rebroadcast indirectly KTSC(TV) Pueblo, Colo. Ann. May 5.

■ Salida, Colo.—Univ. of Southern Colorado seeks CP for new UHF translator on ch. 53 (TPO: 100 w, HAAT: 20 ft.) to rebroadcast directly KTSC(TV) Pueblo, Colo. Ann. May 5.

■ Trinidad, Colo.—Univ. of Southern Colorado seeks CP for new UHF translator on ch. 69 (TPO: 100 w, HAAT: 28 ft.) to rebroadcast directly KTSC(TV) Pueblo, Colo. Ann. May 5.

■ Walsenburg, Colo.—Univ. of Southern Colorado seeks CP for new UHF translator on ch. 56 (TPO: 100 w, HAAT: 75 ft.) to rebroadcast directly KTSC(TV) Pueblo, Colo. Ann. May 5.

■ Providence, R.I.—Boston Heritage Broadcasting Inc. seeks CP for new UHF translator on ch. 48 (TPO: 100 w, HAAT: 304 ft.) to rebroadcast directly WQTV(TV) Boston. Ann. May 7.

Cable

■ Following cable service registrations have been filed:

■ West Fork Cable Inc. for Hutchinson, South Worthington and Swisher Hill, all West Virginia (WV0622-4) new system.

■ West Union City TV Cable Inc. for West Union and Bristol, both West Virginia (WV0206, 198) new system.

■ Mill Creek Antennae Co. for Mill Creek, Pa. (PA1868) new system.

■ County Cablevision Inc. for Madawaska and Fort Kent, both Maine (ME0001, 40) add signal.

■ Hawaiian Cablevision Corp. for Lahaina, Hawaii (HI0002) add signal.

■ Redden Enterprise Inc. for Thomas, Okla. (OK0110) add signal.

■ Douglas Communications of New York Inc. for Verona, N.Y. (NY0843) new systems.

■ Presido TV Cable for Presido, Tex. (TX0296) add signal.

■ Fort Davis TV Cable for Fort Davis, Tex. (TX0062) new system.

■ Marathon TV Cable for Marathon, Tex. (TX0091) new system.

■ Hillcrest Cablevision Co. for Highland Heights, Ohio (OH0751) new system.

■ Pierce TV Cable Service for Pierce, Idaho (ID0100) new system.

■ Ohio Valley Cable Corp. for Sistersville, W. Va. (WV0168) add signal.

■ Horizon Communications Corp. of Indiana for Mount Vernon, Ind. (IN0105) add signal.

■ Teleprompter of Tucumcari for Tucumcari and Quay, both New Mexico (NM0022, 65) add signal.

■ Hillsboro Cable Inc. for Hillsboro, Kan. (KS0166) new system.

■ Stuck Electric Inc. for Grand Ronde, Ore. (OR0228).

■ Claremore Cable Television for Claremore, Okla. (OK0112) add signal.

■ Community Antenna Systems Inc. for St. Marys, Kan. (KS0023) add signal.

■ Audubon Electronics Inc. for Medford, N.J. (NJ0410) add signal.

■ Selkirk Communications Inc. for Sea Ranch Lakes, Fla. (FL0463) add signal.

■ Silver Screen Inc. for Dallas, Tex. (TX0618) new system.

■ Cable of Chicago et al for Hodgkins, Ill. (IL0861) new system.

■ Rannels Clive et al for Missouri City, Stafford and Aleif, all Texas (TX0613-17) new system.

■ River Bend Cablevision Inc. for West Bend, Wis. (WI0218) new system.

■ Cheaha Cablevision Inc. for Childersburg, Ala. (AL0198) new system.

■ Metro Cablevision Inc. for East Detroit, Mich. (MI0433) new system.

■ Cox Cable of Yakima Inc. for Yakima, Wash. (WA0307) new system.

■ First Illinois Cable TV Inc. for Rochester, Ill. (IL0386) new system.

■ The Las Colinas Association Inc. for Las Colinas, Tex. (TX0619) new system.

■ Bazine Cable Co. for Bazine, Kan. (KS0219).

■ Gloucester County CATV Associates et al for National Park and Greenwich, both N.J. (NJ0423, 24) new system.

■ Gulfstream Cablevision Inc. for Tarpon Springs, Fla. (FL0488) new system.

■ Panhandle TV and Cable Co. Inc. for North River, Augusta and Shanks, all West Virginia (WV0619-21) new system.

■ Cablevision of New Jersey et al for Woodcliff Lake and Old Tappan, both New Jersey (NJ0425) new system.

■ United States Department of Energy for New Shoreham, R.I. (RI0002) new system.

■ Coconut Creek Cable TV Inc. for Coconut Creek, Fla. (FL0489) new system.

■ New England Cablevision Inc. for Farmington, N.H. (NH0084) new system.

■ Warner Amex Cable Communication Inc. for Barstow, Calif. (CA0068).

Satellites

■ There are approximately 3,330 licensed earth stations. Approximately 330 are transmit-receive earth stations with remaining 3,000 being receive only earth stations. Receive-only earth stations are not required to be licensed with FCC (BROADCASTING, Oct. 22, 1979). FCC estimates that ratio of unlicensed to licensed receive-only earth stations is approximately 3 to 1.

Earth station applications

■ American Satellite Corp.—Clarks Summit, Pa. (10 m; S-A; E2114).

■ Satellite Business Systems—San Francisco (5.5 m; Hughes; E2113).

■ Satellite Business Systems—New York (5.5 m; Nippon Electric; E2114).

■ Teleprompter Corp.—Marianna, Fla. (6 m; Harris; E2095).

■ OVC Communications Inc.—London, Ky. (4.6 m; S-A; E2096).

■ Community Communications Co.—Boulder, Colo. (5 m; Hughes; E2097).

■ Northern Video Inc.—Benson, Minn. (5 m; S-A; E2098).

■ OVC Telecommunications Inc.—Lebanon, Ky. (4.6 m; S-A; E2099).

■ CATV of Burlington Inc.—Burlington, Iowa (5 m; S-A; E2100).

■ Chariton Cablevision Inc.—Chariton, Iowa (5 m; Hughes; E2101).

■ Hawkeye Communications Inc.—Leon, Iowa (5 m; Hughes; E2102).

■ Hi-Net Communications Inc.—Covington-Cincinnati, Ky. (5 m; Microdyne; E2103).

■ Metromedia Inc.—Washington (4.3 m; AFC; E2104).

■ Colfax Cable TV—Colfax, Wash. (5 m; S-A; E2105).

■ Skiatook Cablevision—Skiatook, Okla. (5 m; Comtech; E2106).

■ Hominy Cablevision—Hominy, Okla. (5 m; Comtech; E2107).

■ Hi-Net Communications—High Point, N.C. (4.6 m; S-A; E2108).

■ Waseca Cable Television Inc.—Waseca, Minn. (5 m; S-A; E2109).

■ Spencer Community Antenna System—Spencer, Iowa (5 m; S-A; E2110).

■ Marsh Media of Smithville Inc.—Smithville, Tenn. (4.6 m; S-A; E2111).

Earth station grants

■ Community Cable Service—Logan, Ohio (E2018).

■ Continental Cablevision of Ohio—Springfield, Ohio (E2019).

■ Paxton Community Antenna System Inc.—Paxton, Ill. (E2021).

■ Caribbean Communications Corp.—St. Thomas, V.I. (WW24).

■ Mutual Broadcasting—Downers Grove, Ill. (WS41).

Call Letters

Applications

Call	Sought by
	New FM's
KDTA-FM	Delta Radio Co., Delta, Colo.
WGRC	Boswell & Dingle, Greensboro, Ga.
WDME-FM	Frank A. Delle, Jr. Dover-Foxcroft, Me.
	Existing AM's
KPRZ	KIIS Los Angeles.
KBLO	KBLW Logan, Utah
	Existing FM
WZZY	WIUC Winchester, Ind.

Grants

Call	Assigned to
	New AM's
KKCM	Kleven Broadcasting, Waite Park, Minn.
KHND	Shamrock Communications Inc., Harvey, N.D.
	New FM's
KLIL	Cajun Broadcasting Inc., Moreauville, La.
WXMW	Donald Manuel, Lexington, Miss.
WNYK	Nyack College, Nyack, N.Y.
WZMB	East Carolina Univ., Greenville, N.C.
	Existing AM's
KCRX	KKAT Roswell, N.M.
WECK	WNIA Cheektowaga, N.Y.
WKGM	WEOO Smithfield, Va.
	Existing FM's
KRKN	KJZZ Anchorage, Alaska.
KKBG	KKEA Hilo, Hawaii
WRCK	WDAI Chicago
WCKQ-FM	WTCO-FM Campbellsville, Ky.
KDDC	KDNT-FM Denton, Tex.
WABN-FM	WBBJ-FM Abingdon, Va.

Classified Advertising

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

RADIO

HELP WANTED MANAGEMENT

The Robert Ingstad Broadcast group with properties from Montana to Florida is filling a few key management positions. Managers and sales managers... If you have a record of success and are looking for an opportunity to join a professional, aggressive, growing group ... respond now. Send resume immediately to Jerry Gutensohn, WTNT Radio, Box 1047, Tallahassee, FL 32302.

Sales Manager for central Maine MOR class IV. Successful applicant will sell; train and motivate sales department. EOE. Box E-78.

General Manager small market AM and to put Class A FM on air. Pleasant Western New York state location. Excellent compensation plus meaningful profit participation. Should be strongly oriented toward sales and community involvement. EOE. Call 312-433-0802 or send resume to Box E-120.

Radio station engineer/television studio manager. Sandwich High School, Sandwich, Ma. Requirements: 1st or 2nd class radio/telephone license. Ability to serve as manager/engineer for an educational FM station. Knowledgeable of FCC regulations. Ability to repair, service, and maintain audio-visual equipment. Duties including management of color television operations. Salary dependent on background and experience. Application and resume to be sent to Mr. Robert Fraser, Principal.

Aggressive, experienced, sales-oriented person to manage a successful FM station in medium-size Northern Wisconsin City. Send a confidential resume to: Box E-142.

Looking for experienced manager strong on sales, who can handle a new beautiful music station in deep south market of 40,000. Our manager is already a pro, and is looking for possible equity. J. Boyd Ingram, President, Superior Broadcast Group, PO Box 73, Batesville, MS 38606.

Major market station looking for a Sales Manager to motivate local sales staff by leadership and utilization of sales tools including research. Must be able to maintain strong personal billing. Excellent opportunity for the right professional. Excellent base, incentives and fringes. EOE. Box E-154.

HELP WANTED SALES

Virginia growth oriented station in recession immune market offers first year earnings of \$25,000 plus for a seasoned account executive. If you believe your time should be spent selling, we agree. We provide a budget for you to hire your own personal advertising administrative assistant, to assist with your paperwork and service calls. Send resume to Manager WKCY, PO Box 1107, Harrisonburg, VA 22801. EOE.

Sales Manager and Account Executives needed for expanding sales department Eastern Massachusetts AM. Excellent opportunity for aggressive growth oriented individuals. Box E-132.

Very successful South Florida radio station seeking experienced sales people for expanding sales force. Excellent pay and benefits. Equal Opportunity Employer. Send resume to Box E-122.

Can you sell time for only station in 100,000 CT. market? We've got product, CP for night, but just 1 salesman. We're looking for right person. You? Resume to WMMW, 21 Colony Street, Meriden, CT 06450. An EOE.

Florida—30,000 immediate pop. market size. I need a pro—you do it, wear em down or RAB. Do it your way and make us both big \$ Partners in profit. Please don't answer this ad unless you have a proven sales record. Age no factor, amount of radio experience same. Station is already making money, but I need you so we can grow. Reply in total confidence to sole owner. Box E-131.

Sales Manager. Country music station below Washington. Rapidly growing rural/suburban area. Opportunity for an experienced salesperson to advance to sales manager. Box E-130.

New Southern Oregon FM. Region's most powerful station. Manager, plus 3 creative, assertive, hard-workers who know or are willing to learn consultant selling. Sales guarantee \$1000 p/mo. 2805 Irvington Way, Madison, WI 53713.

2 good salespeople for eastern Washington college—agricultural market AM-FM. Aggressive, persistent, determined to produce results for clients. Welsh Co. station. Start at \$850. Plus 5%, paid medical. KNOI, 509-332-6551.

Experienced Sales Manager, for California daytimer, who can and will personally sell, recruit, motivate, direct sales staff, community oriented, with successful history of promotional, merchandising programs. Resume, references. Box E-148.

HELP WANTED ANNOUNCERS

Talent wanted—Heftel Broadcasting now searching nationwide for dynamic air aces from all formats. This is for all positions at our newly acquired Cincinnati facility. Send T & R's, in confidence, to Employment Director, Heftel Broadcasting, John Hancock Center, Suite 3750, 875 N. Michigan, Chicago, IL 60611. We're an equal opportunity employer—minorities encouraged to apply.

Chicago classical music/fine arts station. You must have fluent pronunciation of major languages and a working familiarity with all periods of classical music. Candidates must be able to evaluate and prepare news for broadcast, and excellent writing/editing skills are required. This is a full-time position. Combo operation. Send letter detailing interest and resume to: Mr. Mace Rosenstein, Chief Announcer, WFMT Inc., 500 North Michigan Avenue, Suite 440, Chicago, IL 60611.

Country opportunity for Program Director and/or announcer in northeast Ohio. New country station looking for talented people who want the challenge of building this new format. Strong production, promotion, music necessary. Excellent location, pay, benefits. EOE. Box E-32.

Exceptional morning DJ for exceptional radio station needed. WHYN-AM, Springfield. Number one in western Mass. One to one communicator, quick wit, and experienced with morning drive. Tape and resume only, no calls, to: Doug Hawkes, Program Director, WHYN AM/FM, 1300 Liberty Street, Springfield, MA 01101.

Top rated Northern Indiana station looking for an afternoon jock with easy relaxed personality who can entertain audience with more than introduction of records. You will be working with other professionals in an MOR format. An excellent opportunity to hone your skills before the big time! Send air-check and resume to Allen Strike, PO Box 699, Elkhart, IN 46515. E.O.E.

Major southeastern station ... looking for talent. Several dayparts open. Applicants must be talented, natural, mature and mentally together. All inquiries confidential. Excellent compensation for right people. 4/28/80. E.O.E. Box E-58.

New Southern Oregon FM. Region's most powerful station. All new equipment. Want announcers with pride in air work and production abilities. 2805 Irvington Way, Madison, WI 53713.

Maryland adult contemporary daytimer has immediate opening for 1st ticket/DJ. Send tape, resume. WSER, 192 Maloney Road, Elkton 21921.

Intelligent, solid voice announcer—recent college graduate or experience needed. Send tape, resume to WMMW, 21 Colony Street, Meriden, CT 06450. An EOE.

KJO is growing again! We need another natural sounding jock/production person. Top 40 or AOR experience preferred. Tapes to Tom Greenleigh, KJQ, 1506 Gibson Ave. Ogden, UT 84404. EOE ml.

HELP WANTED TECHNICAL

Expanding group owner seeks Chief Engineer with minimum of five years engineering experience for large market directional AM and class C FM. If you know quality audio, work well with programming and management and are ready for a career opportunity working with state-of-the-art equipment, reply with resume and salary requirements to Box E-92.

Engineer, broadcast, experienced, installation, construction and maintenance, AM-FM, knowledgeable FCC rules and regulations. Contact Bob Howard, WYSL/WPHD, 425 Franklin St., Buffalo, NY 14202. Equal Opportunity Employer.

Our Chief Engineer is moving up. We need a pro to take his place. Growing 1000-watt directional AM in pleasant college community. Send resume to WTKO, Box 10, Ithaca, NY 14850. EOE.

Chief Engineer, KZZP Phoenix. 100 kw FM, 5 kw AM directional. Large, group operation looking for hard working perfectionist. Construction, rebuilding required. Excellent benefits. Contact Scott Hower, PO 3068, Tucson, AZ 85702. 602-624-2431.

Chief Engineer for automated Class A FM in University town, some air work. Resume with references or call: General Manager, WUUN, 412 West Washington, Marquette, MI 49855. (An equal opportunity employer)

Quality conscious chief needed for Class C in Lake Charles, Louisiana. Informal atmosphere and nice equipment. 15K 318-433-0700 EOE.

A Brazilian radio corporation needs an AM-FM radio project engineer to work in Brazil. Must have experience with Harris equipment. Minimum contract for one year in Brazil. Salary \$30,000 to \$35,000 per year plus apartment. Send resume and references to Box E-136.

Chief Engineer, KXPR-FM, Sacramento public radio. Required: BA or higher; experience in supervisory or chief position; First Class Radiotelephone License; knowledge of FCC rules; familiarity with audio, FM & RF transmission systems. Salary: \$18-22,000. Send resume and 2 letters of recommendation by May 30, 1980 to: Foundation of CSUS, 6000 J Street, Adm. 169, Sacramento, CA 95819. An EOE.

HELP WANTED NEWS

News Director for midwest AM/FM. Midwest experience or native only. 30,000 market. Box D-145.

Experienced, mature-sounding and aggressive newsperson needed for major market MOR afternoon drive. Self-starter who can communicate with adults. Reply Box E-53.

Opening for a newsperson. Broadcasting and journalism skills required. Job includes gathering, writing and airing news. Send tape, resume, three references to WSLB, Box 239, Ogdensburg, NY 13669. EOE.

News Director for respected adult news station. Guide four person department of pros. Emphasis on strong delivery with conversational content. Need experienced 2 years+. Beautiful Big 10 city in aggressive media market. Good salary plus benefits in broadcast group ... respond immediately with tapes and resume Mark Renier, KXIC/KKRO, Box 2388, Iowa City, IA 52244.

All-News WTOP, Washington, D.C. is need of a News Manager. Applicants should possess a solid background in broadcast news, a creative, investigative mind, and a pair of track shoes. Resumes, references, and salary requirements to Ed Tobias, Director, News & Programming, WTOP Newsradio 15, 4646 40th Street, N.W., Washington, DC 20016.

HELP WANTED NEWS CONTINUED

News Reporter. WBT Radio is still looking for that right combination of experience in street reporting and anchoring. We'll hold the job until we find it. Tapes and resumes only, no calls, to Scott White, News Director, 1 Julian Price Place, Charlotte, NC 28208. An Equal Opportunity Employer.

KRLD Radio is looking for an all news anchor. Minimum 3 years experience in writing, gathering and delivering news. Send resume, tape and salary requirements to: Tony deHaro, News Director, KRLD Radio, 7901 Carpenter Freeway, Dallas, TX 75247. E.O.E.

News Director—Pacific Northwest, superb lifestyle, AM-FM powerhouse. A minimum of 10 years broadcast journalism experience and 5 years news-director or assistant news director experience required. Salary commensurate with qualifications. Send resume and recent aircheck to Dave Woodward, KPWN AM-FM, PO Box 1120, Eugene, OR 97440. No calls please. Equal Opportunity Employer.

News and sports combination. Sports play by play, sports talk show development, and local news writing ability. Must be experienced and a good voice. Excellent benefits. Send resumes, tapes to PD, WSOW Radio, Box 2250, Decatur, IL 62526. EOE.

Radio News Director—top 50 market: Must be solid pro with a feel for feature and promotional news. Top staff, salary open. Send tape, sample of writing and resume to—WROW AM/FM, 341 Northern Blvd., Albany, NY 12204, Attention: Bill Patrick 518—436-4841. WROW is an equal opportunity employer.

News Director for AM/FM CBS Affiliate. We want a hard worker with good voice and writing to assume responsibility for maintaining news leadership in this market. Call or write Cynthia Georgina, WKNE, Keene, NH 03431.

Experienced News Director, (California daytimer) to gather, dig, write, produce actualities, community participating. Resume, references. Box E-162.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

FM Program Director/Air talent opening. experience preferred in Top 40. Send tapes and resumes to Andy Bickel, WBCY, 1 Julian Price Place, Charlotte, NC 28208. An Equal Opportunity Employer

Top rated Southern 5kw AM seeks experienced Program Director and announcer for C & W. format. Excellent opportunity and working conditions. EO/ME. Send resume to Box E-89.

Program Director/Morning Personality for Modern Country top 100 glamour market in Sunbelt. Good management skills and real one to one personality needed. Please, no screamers or time and temp people. Send tape and resume to our Dallas office at PO Box 6003, Richardson, TX 75080.

Program Director—Duties: Responsible for overall program schedule, station formats and on-air sound. Responsible for supervising, selecting, planning, producing programming and assist with program related publicity and guide. Qualifications: Bachelor's degree in related field and two to four years' experience at supervisory level. Preferred qualifications include intimate familiarity with classical music genre, pronunciations, good on-air voice and delivery. Contact: Joel Hartman, General Manager, WCBU-FM, 1501 W. Bradley Ave., Peoria, IL 61625 WCBU FM (Bradley University) is an affirmative action equal opportunity employer.

Alaska—Kenai Peninsula. Announcer/production specialist needed at once. AM/FM, Cetec Automation. Minimum 2 years experience required. Heavy on production. Only professional need apply. \$1600-\$1800 per mo. to start. KSRM/Q-100, Soldotna, AK 99669, 907—262-5811.

Wanted: Continuity/Production Director at KTBB Radio, Tyler, Texas. Looking for an experienced, creative professional. Send tape, copy examples and resume to Larry Wuerger, KTBB Radio, PO Box 929, Tyler, TX 75710.

Program Director to organize and implement information based adult format. Tape, philosophy, resume, compensation requirements to: KNOI, Box 1, Pullman, WA or 509—332-6551.

New Southern Oregon FM. Region's most powerful station. All new equipment. Want program/operations director who can establish objectives and follow through. 2805 Irvington Way, Madison, WI 53713.

SITUATIONS WANTED MANAGEMENT

General Manager. Lengthy experience with exceptional performance record in major and medium markets, AM & FM, various formats. Availability due to sale of station. Excellent administrator, strong sales management, plus all other qualifications for successful station management... with references to prove it. Carefully looking for long term association with quality organization. Box E-7.

Station Manager. 13 years experience, 3 years management, B.S., M.A. Prefer MOR and Fine Arts. East of Mississippi. Box E-6.

Experienced station manager/sales manager looking for either position in Ohio, Michigan, Indiana. 12 years radio experience offering heavy programming, sales and leadership skills. Take charge individual currently employed in southwest major market. Box E-62.

Wanted: an opportunity and challenge with a progressive and expanding organization. Your reward. An experienced general manager with 19 years as a successful professional broadcaster. Skills include heavy sales & sales promotions. Strong leadership & motivator. Managed both AM & FM in medium and major markets. Track record can be checked. Box E-104.

Young energetic station manager looking for new challenges. Proven track record, 17 years in radio currently managing station in 100,000 plus market. Have taken this station to the top, will relocate almost anywhere. Well versed in FCC rules, regs., renewals, etc. Box E-126.

GM/GSM presently employed Central California Coast looking for opportunity to grow with small to medium market station. 22 years all aspects radio. I'll look at opportunity before \$\$\$\$\$\$. Box E-144.

Religious Radio Station Mgr.—successful medium & major market experience in all aspects of commercial and religious sales and management. Thoroughly professional. Box E-143.

Seventeen years getting results in Sales and Management. Sales and profit oriented with proven ability in motivating, programming, planning, promotion, building local acceptance and administrative detail. Looking for small to large market challenge with opportunity to invest. Box E-147.

Full-service programmer. Community oriented family man, ten years experience in all phases of radio, seeks East Coast programming, operations, or general management. Box D-2.

SITUATIONS WANTED SALES

Attention Florida—(preferably)—50kw sold. Professional/talented AE—print, R-TV—seeks AE/ AE/ Sports. Group ownership. Sharp appearance. Credentials. Box E-129.

Four years of creative, consultant selling with lots of results for two New England radio corporations. Looking for opportunity to work with mentor-type manager. Prefer growing company. Box E-158.

SITUATIONS WANTED ANNOUNCERS

Black female dedicated, talented, reliable, mature, 3rd. Will relocate immediately. Call for tape and resume. Sharon Givens 312—276-7647 or 312—787-3188.

Ted Kennedy wants me as V.P. But I'd rather stay in radio. Experienced D.J., newscaster, and production man. Currently working and available. Audience pleaser. Let's talk. Jan Oberman. 505—445-5307.

16-year morning pro wants a New England home. Vast music knowledge and production expert. Box E-12.

First ticket plus me are you ready or in need, hard tenacious communicator, radio or TV, Tech School grad, BA, first phone, military veteran and married. Graphic preference America. EOE. Box E-74.

Witty, warm and wide format experience, including part time forty miles from N.Y.C. Smooth at 18 months all AM & PM drive. Joe King 201—288-6358.

Mature & Exp. small operation (AM or FM), to grow with—Don Wilson, 12834 Meadow, Creasptown, MD 21502.

Mature-responsible family man, married 12 years. 1st Phone. Prefer MOR MD slot. Experienced in news, sales, sales manager, programming, production. I wake up happy. 35 years old. 4 children. I can be helpful in all areas of your station. Looking for permanent position in Rockies or Southwest. I'm not looking for a fortune—just to live comfortably. Reply Box E-79.

Young black jock air personality 3rd will relocate immediately. Knowledgeable, creative, versatile. For tape, resume call 219—845-5978 Clarence Collins, 2912 178th Dr. Apt. 1, Hammond, IN

Lady announcer wants day shift and 16K. I've worked personality formats in a top 25 market and I'm currently employed. Resume and tape available. Box D-106.

Combo? Yes! I have a first class ticket and personality to go with it. Call Doug Crounse 215—785-6100.

Creative, hardworker desires medium western market MOR or contemporary. Year's experience in AM personality, news creation and production. Salary open. Available immediately. Tape and resume on request. Contact John Duncan, 723 Scranton St., Aurora, CO 80010.

Mr. Rawls' song says it all! "You'll never find a better resume than mine." Mature, stable, 29 year old professional seeks move up to a sound talk, talk/news or MOR operation. Box E-168.

This "Country Personality" sells products, service and "our" station! No "super pipes" or production "genius" but good copy, promotions, program director, music director, operations manager and sales experience. Top references, maturity, leadership and dependability in exchange for "home"; prefer small/medium market. Box E-125.

Good deep voice, experienced top forty jock, up-tempo with production seeks solid gig, east preferred, other areas considered, available now. Bill 516—423-0167.

Ready to go! Male DJ know country inside and out! Prefer country. Tape and resume ready! Matt Swanson, 2149 Hartley, Evanston, IL 60201. 312—864-3304.

1st phone jock with limited experience desires OH, Western PA, WV area, any format, any size market. Box E-128.

Versatile D.J. 22, creative, intelligent and five years experience. Specialty: Interviews. Can work any format. No hype, just quality. Will relocate. Tape and resume available. Call or write Mike Cronin at 312—251-5041. 465 Highcrest Drive, Wilmette, IL 60091.

Excellent employee. Good pbp, sportscasts, sales contact Dan Magnotta, 314 W. 1st, Pratt, KS 67124. 316—672-2468 anytime.

Four years board experience, know "modern country" format, one year PBP; T. McGowan 307—672-7965 weeknights 7-11 PM.

AFRTS broadcaster, 12 years on duty, 6 in field, wants to come home. Experienced all phases broadcasting, broadcast management. Box E-137.

Need first break-DJ, sports, news, prod., 3rd Eng. MOR/Rock/CW. Tightboard. Will go anywhere. Jim Gomes 415—791-0692.

Employed dependable, conscientious professional seeks advancement to operations manager/public relations. Free to travel. Box E-150.

SITUATIONS WANTED TECHNICAL

Network and major market experience, former assistant director of engineering for group. Heavy experience in AM/FM construction and maintenance. Box E-153.

SITUATIONS WANTED TECHNICAL CONTINUED

Young, adaptive First Class Technician seeks entry level TV/Radio position. Graduate industrial electronics and broadcast engineering. Dave Dellinger, 303-986-9786, 1987 So. DeFrame Way, Lakewood, CO 80228.

Chief Engineer: Experienced; diverse background. 1st phone. Resume available. Box E-117.

Studio installations—licensed professional engineer available for construction projects. Complete packages available from conception to delivery. References. Box E-165.

SITUATIONS WANTED NEWS

Just 23, six years radio. Worked two 100,000 watt stations. Experienced college, high school PBP most sports, features, interviews. Also news director, board shift, some sales. Looking for job with heavy college sports, and fill in elsewhere if needed. Looking for medium market. Can relocate. Resumes, references, airchecks available. Box E-70.

Experienced Sports Director, 4 years exciting PBP can combine with news. Sales experience can help you set up profitable sports programming. 208-624-3246.

Experienced News Director wishes to return to the business. Strong delivery, writing and beat work. Knows agriculture and sports. Smaller market preferred in Midwest or West. Box E-96.

Experienced pro seeks sportscasting/PBP position in top 150 market. Now doing college ball in medium market. 516-781-0037, Gary or Box E-27.

Experienced woman interviewer, newswriter; producer-editor of Public Affairs Programming. Ten months commercial radio experience. Extensive music background, AOR personality. Broadcast Journalism Degree, self-starter. Eastern Seaboard preferred, Phone Judy 212-847-9702.

Hard working sportscaster with strong writing skills. 3 years sports, news experience in Milwaukee. Some PBP. Will relocate. Afternoons calls 414-276-8294.

Outside reporter position sought by stable professional. 4-1/2 years experience in all phases of radio news, including small market ND. Prefer Rocky Mountain, or South Central areas. Box E-146.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Program Director. Station sales makes available P.D./O.M. Solid experience includes motivation, budgeting, promotions, community service, sales, Arbitron Nr. 1, engineering, A.A., dedication. Box E-19.

Miami-Ft. Lauderdale, SRDS Market No. 10: Thanks for waking up with me every morning. I loved working with Jennifer P. Pierson as 1360/WKAT Talkradio's News/Talk Co-anchor. It was fun talking with Senators, Congressmen, Business and Economic leaders, oil people and oily people, movie stars, religious leaders, soothsayers, and frog giggers, the wonderful folks who make News/Talk Radio interesting and exciting. Thanks, too, Dick Fixaris, WKAT's General Manager, for having faith in my ability as WKAT's Operations Manager. It was a learning experience working with Craig Worthing, South Florida's number one two-way telephone talk artist. Thanks, Stanley Bush, owner, KSXX-Talk/63, Salt Lake City, for investing to educate me in Sales and Programming Promotion and Sales Concepts (Jennings and RAB) and for allowing me to learn. Now, Don Karnes is available for a new programming/news challenge. Call 717-547-6289 for an in-person interview and information.

I am a multi-talented ambitious professional, who has worked at a top ten NBC affiliate. My experience there included co-producing the flagship broadcasts for two professional sports teams, promotional copywriting, newswriting, production work, interviewing entertainers, and securing their appearance on other programs I produce. Also ran one hell of a tight board. I'm looking to serve in one or more of the above capacities at your station, and would like to learn sales, if possible. Market size is NOT important, but my only requirement is at least a 40 hour work week. Excellent references. Immediate availability. Don't hesitate, call now. 516-884-3238, ask for John.

TELEVISION

HELP WANTED MANAGEMENT

National Sales Manager job opportunity for a 4-station regional TV network in 143rd ADL. Must have experience in working with national rep and agencies. Sales development experience desirable. Send resume to Dave Stuart, General Sales Manager, KFYR-TV, Box 1738, Bismarck, ND 58501. Equal Opportunity Employer.

Operations Manager: Sunbelt area. Aggressive station wants an individual with heavy promotion background for southwestern market. Call, will discuss on phone—Station Manager 713-833-7512. EOE.

Qualified Chief Accountant for TV station in dynamic Top-40 sunbelt market. Must have broadcast accounting experience. Promotion to Business Manager in sight. Box E-63.

Pacific Northwest network affiliate has immediate need for a TV Program Director. Must have broadcast management and TV operations experience and knowledge of FCC procedures and program buying. Equal Opportunity Employer. Send resume and salary requirement to: Forest Amsden, General Manager, King Broadcasting Co., PO Box 24525, Seattle, WA 98124.

Local Sales Manager—NBC affiliate, WESH-TV, Orlando-Daytona Beach TV market. Full administrative responsibility and direction of local/regional sales. Requires background of proven sales record. Other media experience, marketing and research background desired. Send resume to: Robert M. Fowler, WESH-TV, PO Box 7697, Orlando, FL 32854.

General Sales Manager—Network Affiliate—second fifty market in Southwest sun belt. Applicants must have a minimum of two years as TV sales manager with impressive results to show. An Equal Opportunity Employer. Write Box E-116.

Director Business/Personnel for KOCE-TV (PBS), Huntington Beach, California. Develop and administer operating budgets for KOCE-TV (CCCD) and KOCE-TV Foundation. Broad knowledge of CPB/PBS budgeting required. Administer personnel services to KOCE-TV employees. Negotiate union contracts. SALARY: \$29,000. Excellent benefits. To apply contact: Coast Community College District, 1370 Adams Avenue, Costa Mesa, CA 92626. 714-556-5947. Written notice must be received on or before June 6, 1980. Equal Opportunity Employer M/F.

Top station in southeast's seventy-first market seeks Promotion Manager. Some experience helpful. Creativity and team work essential. Salary competitive. Send resume to Box E-152.

President/Development Director: Duties: Plan and direct station goals, achievement of community identity, fundraising including memberships, underwriting, auction, grants, volunteers, and the offices of business management and public relations assisted by the director of broadcasting and staff. Requirements: minimum of 10 years TV station experience, 4 years of upper level PTV station management position with established track record of successful fundraising: minimum B.A. degree. Application Deadline: May 21, 1980. Contact: Mr. Noel Palmer, Chairman, Search Committee, WLIW/21, 1425 Old Country Road, Plainville, NY 11803.

HELP WANTED SALES

Local Sales Manager with know-how and drive for VHF in beautiful Texas Gulf Coast city. EOE. Box E-98.

Account Executive. North Central ABC top 100 station anxious to fill opening due to retirement. Top list \$30M. Must be experienced either in buying or selling with top references. Equal Opportunity Employer. Send resume to Box E-149.

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.

Maintenance Engineer—two public television stations in Dayton, Ohio. Background in transmitter/studio maintenance. Must have 1st FCC license and strong "state-of-the-art" technical background. Stations offer an excellent benefit program. Apply to WPTD(TV), 3440 Office Park Drive, Dayton, OH 45439. An equal opportunity employer.

Maintenance Technician. Minimum 2 years of maintenance experience. First phone and state of the art technical background required. Send resume and salary requirements to Ken High, KAMR-TV, Box 751, Amarillo, TX 79189. 806-383-3321. An EOE.

Assistant Chief Engineer with proven ability for South Texas or Gulf Coast VHF EOE. Box E-91.

Needed immediately. Two good TV supervisors, heavy on maintenance. One studio and one transmitter with studio responsibilities. Salaries low 20's. Opportunity Assistant Chief Engineer. Contact Bob Hardie 918-583-3344, 507 So. Main, Tulsa, OK 74103. EOE.

Immediate opening for 1st class engineer. Must be experienced in set-up, operation and maintenance of color cameras, ENG and other equipment in both radio and TV labs at a major university. Will assist in maintenance of two radio stations on campus. Solid experience required. Salary commensurate with ability and experience. Must relate well with students and faculty. Apply by July 1 to Ed Paulin, Chairman RTVF, Oklahoma State University, Stillwater, OK 74078. An Equal Opportunity Affirmative Action Employer.

Chief Engineer with best technical qualifications for South Texas VHF Box E-105.

Engineering Supervisor for Midwest AM/FM/TV. Must have experience in state of the art audio systems, directional antennas and UHF. Box D-73.

Looking for good Assistant Chief Engineer, familiar with RCA transmitter—TR 600, TK 630, Sony, Phillips Engineer. Contact: Jim Robinson/WCEA-TV 904-893-3127.

Maintenance Engineer & Videotape Engineer/Editor for KUAT-TV-AM/FM, University of Arizona. Maintenance engineer installs, operates and maintains electronic equipment. Evaluates technical quality of production and maintains highest quality standards. Proven experience in the field, particularly in video is required. Videotape engineer/editor operates and maintains videotape recorders. Edits videotape segments for production. Assists in installation and maintenance of all television electronic equipment. Proven experience is required. Both positions require FCC first class license. Please send resume and salary requirements to KUAT-TV-AM/FM, Technical Services, Modern Languages Building, University of Arizona, Tucson, AZ 85721. The University of Arizona is an equal opportunity/affirmative action employer.

Possible opening. Engineer/production persons needed to perform basic engineering duties including set-up of remote van and light equipment repair work as well as write, direct EFP First class not required. Salary negotiable. Reply to Ty Warren, Coordinator of Radio, Television and Film Production, Department of Public Relations, The University of Mississippi, University MS 38677. Application deadline June 19, 1980, to ensure consideration. Equal Opportunity Employer.

Chief Engineer—TV. VHF group owned Rich., Va. TV station. Strong administrative and technical skills required. Modern, well-equipped facilities. Excellent opportunity for the right individual. Forward resume to or contact Don Watkins, PO Box 2349, Knoxville, TN 37901; phone—615-637-9666. EOE.

Maintenance Engineer—Excellent opportunity at network affiliate (TCR100, TR600, Ampex type C1"). Vital switching, color radar, full E.N.G. Sony BVU, TK76). Must be very good maintenance engineer with good work habits. Send resume, including salary requirements, to Box E-28.

HELP WANTED NEWS

Managing Editor—will supervise day-to-day operations of department. Looking for strong assignment editor with managerial skills. Strong ABC affiliate in 52nd market. Send your letter and resume to: Henry Urlick, Director of Operations, WJRT-TV, 2302 Lapeer Road, Flint, MI 48503. EOE/MF.

HELP WANTED NEWS CONTINUED

Wanted: Anchor—outstanding person as anchor for 6 & 10pm Newscasts at small to medium size Southwestern market. Must have a minimum of 3-years commercial television experience in either news reporting, producing, co-anchoring, weekend anchoring, or combination of each. Salary depending on experience and education. Equal opportunity employer. Send complete specific resume including any salary requirements to Box D-168.

Midwestern station looking for talented, motivated news and sports reporter ... weekend anchor work, good pay, strong benefits, growing company that appreciates initiative ... immediate opening. EEO, M/F. Box E-66.

Reporter/Photographer experienced, good writer. VTR, resume to Fred C. Douglas, News Director, WKZO TV, 590 West Maple, Kalamazoo, MI 49008. An Equal Opportunity Employer

Week-end anchor/reporter, upper midwest CBS affiliate, experience preferred, tape and resume to News Director, WISC-TV, 4801 West Bellline Highway, Madison, WI 53711. EOE.

Producer—For newscasts and special projects at WPLG-TV, 10, South Florida's No. 1 in News. Reply with 3/4" cassette of recent news production, to: Dick Moore, Executive Producer, WPLG-TV 10, 3900 Biscayne Blvd., Miami, FL 33137. EOE/AA.

Meteorologist: To appear on prime evening newscasts. Minimum two years television weather-casting experience. Send resume, VTR and salary requirements to Don Hickman, News Director, WICS-TV, 2680 East Cook St., Springfield, IL 62708. E.O.E.

Good Opportunity for an experienced TV news reporter in a growing small market area. Send resume to Box E-161.

Sports Director—our man is ready to move on and we are looking. Field packages and anchoring plus keen sports knowledge a must. Eastern top 50 with professional approach to news and sports. Resumes to Box E-164.

Sports Director: Minimum two years experience, with ENG and 16 mm equipment. Strong emphasis on local sports. Send resume, VTR and salary requirements to Don Hickman, News Director, WICS-TV, 2680 East Cook Street, Springfield, IL 62708. E.O.E.

Co-anchor. Top salary for top station which wants top return on its money. Very demanding job for someone who can dig up the news as well as deliver it. Sunbelt seacoast market. Box E-121.

Anchor/Producer opening for 6:00 and 11:00 News, M-F, on Northern California CBS affiliate. We are aggressive, No. 1, and looking for someone with a solid news background who can communicate. Send tape, resume to Dan Adams, KHSL-TV, PO Box 489, Chico, CA 95927. EOE.

News Producer Prior broadcast experience as commercial TV news producer. College education preferred. Must have strong writing and production skills, working knowledge of state of the art techniques and live ENG. Must be able to type. Send tape and resume to News Director, WTCN-TV, 441 Boone Avenue North, Minneapolis, MN 55427.

Co-anchor—Top on-air performance and journalistic know-how is a must. Field reporting background is a plus. Pleasant eastern community near the mountains and the sea. A top 60 market. EEO employer. Send details to Box E-166.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Position open for writer, co-producer of film, video productions depicting research, instruction and clinical efforts of faculty, University of Florida Health Center. Must be skilled in writing, cinematography, and film editing. Masters degree required. Starting date 6/20/80, Title, Assistant-In. Send resume by 6/2/80, to J. Chance, College of Journalism, University of Florida, Gainesville, FL 32611. Equal Employment Opportunity/Affirmative Action Employer.

TV Creative Director. ... need person with TV background for developing and communicating visual ideas through illustration and graphics. Some set designing and prop building. Writing skills a plus. Degree in design preferred. Send resume to Personnel Department, KITV, 1290 Ala Moana, Honolulu, HI 96814. An equal opportunity employer.

Producer/Director—3 to 5 years commercial experience. Northeast large market, independent. Good salary and benefits. An Equal Opportunity Employer. Send resume and salary requirements to Box E-56.

PM Magazine Co-Host. San Diego needs co-host to work with male on staff. Strong production skills a must. PM Magazine experience desired but not required. Send tape and resume to Producer, PM Magazine, KFMB-TV, Box 80888, San Diego, CA 92138. E.O.E. M/F.

TV Staff Artist ... Top ten owned network affiliate is looking for a full time staff artist. Must have minimum of two years experience in television art. Must also have experience in graphic illustration, keys, print, courtroom drawings and photography. Salary commensurate with experience. An Equal Opportunity Employer. M/F. Send resume to: Ray Coleman, PO Box 1986, Pittsburgh, PA 15230.

Producer/Director (2): Need applicants with extensive experience in directing news programs, public affairs programs, commercials and remotes. Must have at least two years of solid media production background. Responsible for supervising production personnel and will be assigned on occasion to produce specific projects. Send resume or tape to WJXT-TV, PO Box 5270, Jacksonville, FL 32207. EEO/AA Employer.

Promotion Director: Pacific NW VHF has an opening for Promotion Director to handle creation and execution of on-air and other promotion and sales promotion. At least two years of commercial station experience essential—preferably at an independent. Small town living; city wages. Send tape and resume immediately to Frank Jank, General Manager, KVOS-TV, PO Box 1157, Bellingham, WA 98225. Equal Opportunity Employer.

Production Manager. Top ten network affiliate is seeking an experienced, organized, creative producer/director ready to move up to first line management. Applicants should have a minimum of four years directing and producing experience. Production expertise should involve news, sports, talk, ENG field production. Individuals must have demonstrable record of achievements and strong positive supervisory and motivational skills. This position will have some producing and directing responsibilities. Equal Opportunity Employer. Send resume to: Box E-123.

Producer/Director/Writer with track record in ITV, emphasis in elementary education. Proven ability to translate objectives into scripts. Excellent opportunity for quality-oriented professional to work with production team and develop innovative graphic animation for Science Series. Send resume, sampler and salary requirements to: Paul Stankavich, University of Wisconsin-Stout, Menomonie, WI 54751.

Producer for No. 1 rated 6 and 10 PM. newscasts in large Midwest market. Must be aggressive, innovative and experienced. Equal Opportunity Employer. Send resume and salary requirements to Box E-151.

Producer/Director. Minimum 5 years experience directing commercials and news with heavy remote experience. Medium market, midwest. Good salary and benefits. Send resume and salary requirements. Box E-157.

Producer/Host—We're looking for a producer for our Public Affairs Program. This person should have at least two years of experience in television public affairs or news with some on-air studio experience. Qualified applicants should send resumes and tapes to: Public Affairs Director, WTVD, PO Box 2009, Durham, NC 27702.

SITUATION WANTED MANAGEMENT

In return for an Admin. Asst. position, I'll provide you with twelve years broadcast experience with four years in mid-management, a background in license renewal, broadcast news, and project development and implementation (problem solving). Box E-160.

SITUATIONS WANTED SALES

I like selling radio, but I'd like selling it better if it had pictures. Conscientious, aggressive woman with successful track record in radio sales seeks TV sales opportunity. Box E-159.

SITUATIONS WANTED TECHNICAL

Television Maintenance Professional. BA Communications, First, 12 years UHF-TV/FM design, construction, maintenance of studio, ENG, remote, transmitter, translators, microwave and CATV. Seeking engineering management. Prefer telecommunications oriented PBS stations. Resume, references. Box E-64.

One-man band with 6 years production/editing experience, modest maintenance background, 1st phone, B.A., seeks production or operations position with opportunity to broaden maintenance ability. Call Doug Landman 607-739-3636 or 734-0690.

TV-FM-AM-Field Engineering Service. Established 1976. Installation-maintenance-system design-survey and critique-interim maintenance or chief engineer. Available by the day, week or duration of project. Phone Bruce Singleton 813-868-2969.

Engineer-Switcher husband-wife team. Both have First. Sobet, hardworking, conscientious, dependable. 20 years combined experience. Box E-141.

SITUATIONS WANTED NEWS

One of Texas' best talents is seeking a return to fulltime sports or weather after a year away in management at a small station. Heavy background includes 8 years at KMOL, San Antonio, and 3 years at KXAS, Dallas. Jerry Desmond, 1710 North A No. 35, Midland, TX 79701. 915-683-9101.

Willing to pay overtime? Young aggressive male out of the midwest with five years of broadcasting experience. Two in TV news. Able to work news and/or sports with authority. Leave name and number for Lee at 913-798-3389. I will contact you.

The magazine show which I host, write and field produce was just nominated for an Emmy in Los Angeles. I am looking for new challenges in news and public affairs. 714-673-7086.

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.

Sportscaster with three years experience seeking medium or large market. Statewide play-by-play exposure, solid newspaper background. Hard worker who has helped raise station ratings 25 per cent. Box E-87.

Major market newswoman. 8 years experience including Milwaukee, Tampa. Seeking street reporting or anchor position in top 35 market. Call 414-282-0508 after 6:30 CST.

Seeking entry level position. MA Mass Communications/Broadcast Journalism, BA Journalism. 1 year radio experience. Experienced all phases news and production; videotape. 303-989-6424.

Minority TV News reporter/anchor/producer/editor/photographer/writer/master control technician seeks challenging position in medium or major market only. 6 years experience. Excellent track record. 1st phone. Spence 615-632-2831.

Nationally Known Sportscaster. Professional play by play network sportscaster and sports director radio/TV all sports, seeks to relocate in top 25 market. 21 years experience in all phases of sports announcing and sports production. Current contracts expiring please respond immediately to Box E-134.

I am what you have been looking for Anchor-Reporter with small and medium market experience, seeks career advancement. Call mornings and evenings at 609-561-8532.

Can't miss prospect looking for first sports anchor/reporter job. Creative, writing talent. Solid sports background. Intelligent approach good presence. Tape available call Lou Frangella 312-944-3488.

SITUATIONS WANTED NEWS CONTINUED

Qualified black man: Producer-director turned reporter and on-camera talent. M.A. degree. Eleven years of commercial, public, and corporate TV preparing investigative documentaries, public and cultural affairs shows, and corporate CCTV news programs. Seek medium market or corporate communications management position. Box E-145.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

College grad, with two years commercial television experience, desires creative, challenging, responsible and rewarding production/writing position. Box E-77.

Writer, Cinematographer, Editor: Versatile, imaginative and hardworking, seeks position in Southwestern U.S. Familiar with film and all tape formats. Box E-80.

Production/operations manager position being sought by professional with twenty years production experience. Looking for station that realizes creative people are its biggest asset. Box D-121.

Experienced EFP Production Manager in 70's market seeks challenging position. Strong directing, editing, remote system operations and administrative background. Box E-139.

Photographer, 32, hardworker. Knows 16 & 35mm, eager to learn all facts of ENG. Relocation or travel O.K. A.B. Brown, Box 276, Manchester, VT 05254. 802-362-1379.

Versatile Producer-Director, Editor, Technical Director, Cameraman seeking new challenges. All the production talent you need wrapped up in one eleven year professional package. Box E-163.

ALLIED FIELDS

HELP WANTED SALES

Syndication Salesperson—knowledge of both film sales and half-hour shows. Aggressive, goal setter with eye on the future. Good salary, incentive and benefit package. Send resume to Box E-115.

HELP WANTED TECHNICAL

A National Organization is looking for a Broadcast Technician with two years of electronic training (technical school or military) and at least one year of television engineering experience. The person must also have a basic knowledge of radio production facilities. Send resume to: Box E-138.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Producer to function as an integral part of production staff committed to issue-oriented programming for local, state and national distribution. Minimum of four years producing experience in related field required. Bachelor's degree in appropriate field of study. Excellent benefits. Application deadline: 5/30/80. Send resume, writing samples, and videocassette of on-camera performance to Personnel, WITF-TV/FM, Box Z, Hershey, PA 17033. Affirmative action/equal opportunity employer.

San Francisco ... Recording studio needs "Audio Production Pro" part time. Our specialty: Radio commercials, instructional sound tracks, duplication. Warren Weagant, Command Productions, Box 26348, San Francisco 94126.

HELP WANTED INSTRUCTION

Assistant or Associate Professor: To teach a minimum of three courses each semester including at least one in Broadcast Law and one in Radio-Television and the Society. Be expected to pursue research and creative activities. Doctorate preferred, with a minimum of two or more years experience in public or commercial broadcasting. Effective date of appointment: August 16, 1980. Deadline for applications: June 23, 1980. Salary is competitive. Letter of application, complete credentials, and names of professional and academic references should be sent to: H. Eugene Dybvig, Departmental Executive Officer, Department of Radio-Television, Southern Illinois University, Carbondale, IL 62901. SIU-C is an equal opportunity/affirmative action employer.

Visiting Assistant Professor. Teach 9 credits/semester in radio/television production, media history, other courses in mass/organizational communication. Nine month appointment. Ph.D. preferred; will consider ABD. \$13,500-15,000, dependent on qualifications. Send letters of application and vitae by May 30 to: Chairperson, Humanities Division, University of Wisconsin-Parkside, Kenosha, WI 53141. Late applications will be considered until the position is filled. Affirmative Action/Equal Opportunity Employer.

Communication Arts: Full-time position for Communications specialist with sensitivity to program that integrates humanities with media-communications. Primary teaching responsibilities include understanding media, media presentation, audio production, and scriptwriting; possibility of teaching speech and communications law. May assist with internship program. College teaching experience, advanced degree (or equivalent professional experience) required. Appointment for one year with possibility of one year renewal. Begins August 19, 1980. Send application letter, resume, letters of recommendation, and transcripts by June 15 to Dr. William L. Sipple, Chairman, English Department, Waynesburg College, Waynesburg, PA 15370. An equal opportunity, affirmative action employer.

Visiting Instructor of Broadcasting: For academic year 1980-81; Salary, \$12,000; MA in Broadcasting required or MA in Communications with heavy emphasis in electronic media. Instructor will teach in one of the following areas and assist in another: basic broadcast writing; audio and recording production; radio/TV sales and advertising; radio/TV journalism and news production. Send resume and names of three references (include addresses and telephone numbers) to John Eric Anderson, College-Conservatory of Music, University of Cincinnati, Cincinnati, OH 45221. Deadline: May 30, 1980. The University of Cincinnati is an equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

Hard-working, enthusiastic business manager seeks accounting, traffic or writing position leading to sales/management opportunities. Charles Tatter, Box 47121, Atlanta, GA 30362. 404-329-9292.

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.)

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

5" Air Heliex Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfgs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

1 KW AM Continental 314-D, all new tubes, s.s. rectifiers, excellent condition. M. Cooper 215-379-6585.

For sale: Harris system 90 automation equipment with two NTI "go carts", logging and full encoder, less than one year old. Call George Langan 217-789-0880.

For sale: FM antenna. Circular polarized 10 bay Harris FM S 10 presently tuned to 92.5 MHz. \$7,500 FOB Greenville, SC. Contact John Davenport, WESC Radio, 803-242-4660.

Four Series 750 ITC Reel-to-reel reproducers. Best offer over \$2500. Call 301-228-4800.

Collins 831G1 transmitter \$22,500. Call Paul Schafer, 714-454-1154.

3 KW FM CSI FM 3000E, 3 yrs. old w/exciter and stereo. Excellent condition. M. Cooper 215-379-6585.

5KW Bauer 5000J, 18K hours, spare tubes. Dave Remund, 408-280-7061.

FM Equipment, used-Collins 310Z1 exciter with factory warranty. Spectrosonic 610 comp limiter, Microtack 6401 stereo preamp, Wilkinson SR-20-12 rectifiers. Revco A77. M. Cooper 215-379-6585.

QRK Omega 10 channel audio console \$2,900. One set Gates GTM-88 FM monitors \$450, 350' Andrew 3" on reel \$2,500, 350' Andrew 1 5/8" \$1,300, all ready to ship—Contact: Andy Booth, WQRK, 804-497-1067.

For Sale or Lease: Microwave MA-12G transmitter, MA-12G receiver, PAC-4 Audio MOD, PAC-5 Audio DEMOD, four 4' dishes and 2 radomes with waveguide and all accessories. 617-655-5115.

RCA TT-10AL VHF Transmitter—Working good. Channel 6, many spares. \$5,000.

RCA TT-35CH VHF Transmitter—All spares, good condition, Channel 10, \$20,000.

RCA TT-50AH VHF Transmitter—Excellent, many spares, Channel 11, \$12,000.

Complete film island—PE 240, Eastman 285's, TP7, Eastman multiplexer, \$30,000.

CVS 5048 Time Base Corrector—Recently reconditioned, \$4,000.

GE PE-400 Color Cameras—Pedestals, racks, super low price! ea. \$7,000.

GE PE-350 Color Cameras—All accessories, good condition, ea. \$4,000.

GE PE-240 Film Camera—Automatic gain & blanking, \$8,000.

ADC 558-3 Switcher—\$40,000 if new, loaded, perfect, \$20,000.

CDI VSF 741 Switcher—12 input, chroma key, \$4,000.

RCA TK-27A Film Camera—Good condition, TP 15 available, \$12,000.

RCA 1600 Film Projectors—New, factory cartons, TV shutter, ea. \$900.

Eastman 250 Projectors—Recently removed from service, ea. \$2,000.

Eastman CT-500 Projector—Optical and mag sound, ea. \$7,000.

RCA TP-6 Projectors—Reverse, good condition, ea. \$1,000.

Ampex 1200 A VTR'S—Amtec, Colortec, one with editor, ea. \$22,000.

IVC 960C VTR'S—Portable model, working good, ea. \$3,000.

Norelco PC-70 Color Camera—16x1 200M Lens, 2 available, new low price, ea. \$14,000.

Norelco PCP-70 Color Camera—Portable or studio use, \$4,000.

VHF Antenna—RCA Batwing. Available now. \$8,000.

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30 Brands of New Equipment—Special Prices We will buy your used TV equipment. To buy or sell, call Toll Free 800-241-7878. Bill Kitchen, Quality Media Corporation In GA call 404-324-1271.

General Electric professional light valve TV projection system PJ500. \$2,000. Mike Lincoln 415-956-5101.

RCA-TK-44B w/head, pedestal 75' cable, Angenieux 18-180, 2.2 lens. Good condition 15,000 EmCom, Inc. 612-835-4001.

RCA BTA-50G 50KW AM Xmtr. excellent cond., spare tubes, parts. Asking \$15,000. John Perry 415-956-5101.

Remanufactured Ampex 1200B VTR, Amtec, Colortec, Mark II Editec, overhead bridge, spare head, compressor, Venturi Vacuum System, manuals, and extenders. Less than 125 hrs. use since AFA rebuild, mint condition. Call Bob Chetrick 616-774-8338.

Ampex RA-4000 Editing Systems, Ampex HS-100 Slo-Mo Disc Recorders, Ampex VR-2000 Video Tape Machines, Ampex VR-1200 Video Tape Machines, Mobile Unit-1969 Reliance 40 feet complete with 6 PC-70 Cameras, excellent operating condition. For more detailed information and inventory list contact: Jim Richards/ABC, 40 West 66 Street, NYC 10023. 212-887-4906.

1000 watt FM like new. Gates 1-C with stereo generator and solid-state exciter. Low hours, used as stand-by. Perfect condition, recent proof. Delivery from stock. Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600. Other AM and FM units in stock.

FOR SALE EQUIPMENT CONTINUED

Video Tape Equipment. 1. Datatron Videocue Editor 5200-202 SMPTE Time Code, perfect condition, cost—\$31,000, sell—\$9,000. 2. IVC Color CDR 1", Model 900 Rack Mounted, cost \$16,000, sell—\$1,950. 3. IVC VTR 1" Model UC 800, cost \$3,000, sell \$750. 4. Microphones Phillips LBB, 3 Lavalier and 2 desk types, each sell \$50. 5. Video Tape Sound Reader Quad 2" SRV, cost—\$495, sell—\$95. 6. Film Chain Norelco PCF 701 Color Camera System variable matrix, multiplexer, 2 16mm TC510D 16mm Projectors, RCA TP-7 Slide Projector and Pedestal, cost—\$91,845, sell—\$29,950. Byron Roudabush, 65 K Street, N.E., Washington, D.C. 20002. 202—789-1100.

2 SMC Carousels with 50 event random select controller. \$3000. Call 609—468-2585.

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Free sample of radio's most popular humor service! O'LINERS, 1448-C West San Bruno, Fresno, CA 93711.

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Disc-Jockey and News openings—all formats—all markets—rush your tapes and resumes—Air Talent Placement, Box 87121, Chicago, IL 60680.

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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.

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Radio News Directors! Let Washington's largest independent radio service cover your delegations at NY, Detroit political conventions. Discounts for early sign ups. The Berns Bureau, Box 23067, Washington, DC 20024. 202—234-4676.

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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.

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We are one of the hottest radio groups in the country. In a few months we will begin operating (subject to approval) our seventh station, in Detroit. We are constantly looking for good management talent to fill occasional openings throughout the chain. If you are a General Manager, Sales Manager or programming person looking for the right career move to put you in the mainstream we would like to know about you. Resumes in confidence to:

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Doubleday Broadcasting Company, Inc.
P.O. Box 9338
Minneapolis, MN 55440

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Major FM facility, WTPA, Harrisburg. Newhouse Broadcasting. Newly formed position result of sale of TV Station. Solid sales background, program awareness, strong community sense. Send full resume, salary requirements to Hugh Barr, WSyr, 1030 James Street, Syracuse, NY 13203. Newhouse Broadcasting is an Equal Opportunity Employer.

FUTURE JOB OPENINGS

Adult contemporary WTTS and modern country WGTC (FM) in Bloomington, Indiana, home of Indiana University are soliciting resumes from prospective applicants for future job openings, particularly from experienced air personalities, news announcers, copy writers, sales persons, and audio technicians with first phone licenses. Air personality and announcer resumes must be accompanied by tapes. Both stations insist upon high standards of professionalism and are regarded as leaders in the community with WGTC showing also as No. 10 in average quarter-hour listeners in the Fall '79 Indianapolis Arbitron TSA. Stations in Indianapolis and Louisville view our staff as choice prospects to fill their job openings. Both stations are equal opportunity employers. Send resumes and tapes to Charlotte Webb, Administrative Assistant. WTTS/WGTC, 535 South Walnut Street, Bloomington, IN 47401.

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TOP G.M. AVAILABLE NOW!

Profit, sales, people and community oriented. Super track, fine references. Turns a station ON! Send for details. Box E-127.

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CREDENTIALS: Top voice, top production, 15 year pro. Dependable, mature, single, stable. Now working in N.Y.C. Looking for very stable operation in Top-20 markets only please. Call 607-722-9593.

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wanted immediately for AM radio station in large, progressive southern city, pop 300,000-plus. Must know programming and be able to direct sales dept. Only motivated, self-starters willing to work hard to turn around an ailing AM need apply. Compensation for right person in the 60's. Write Box E-156.

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Continued**

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Wife/Husband Talk Team, successful in small and medium markets. Provocative, entertaining and controversial chatter and phone participation you can take neat or mix with music for a great AOR show. Prefer Western States. (714) 342-4607.

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Major market television station seeking individual with a minimum three years experience in producing, directing, and writing commercials. Background in video tape recording, lighting, editing, and sound recording techniques. Must understand "state-of-the-art" equipment with thorough knowledge of studio and on location shooting. College graduate—television production major preferred. Please send tape of work.

Send resumes to: Nancy Fields, WMAR-TV, 6400 York Road, Baltimore, Md. 21212.
E.O.E. M/F



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Talent and Photographer/Editor positions now available for our brand new PM Magazine team.

If you are one of the best and brightest in our industry, rush resume and tape to Ron Loewen, KAKE, Box 10, Wichita, KS 67201.

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Top 50 market station seeks an individual with a minimum of 3 years TV print & graphics or agency experience. Must have working knowledge of type specing, illustrations, photography & set design. Must be knowledgeable in all current phases of TV production. Excellent company benefits. Send resume in confidence to: Manager of Employment, P.O. Box 010787, Miami, Fla. 33101.

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**Help Wanted Programing,
Production, Others
Continued**



Producer and co-hosts for PM Magazine premiering in Sept. on no. 1 station in the market. On-air and production experience preferred. Send resume to Marijane Landis, WGAL-TV, P.O. Box 7127, Lancaster, Pa. 17604. No phone calls please.

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Lancaster, Pa.

Help Wanted Management

**Help Wanted Management
Continued**

GENERAL MANAGER

West Coast Network Affiliate. Fast-growing station in excellent market needs dynamic, productive leader. Excellent compensation and benefits. Send resume to Box E-111

Equal Opportunity Employer

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**WANTED: News Director
Who Wants To Live In Sun-
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Who Is Tired Of Waiting.**

We're an aggressive, young, ABC affiliate in South Florida that has need of your special news management abilities.

Applicants must have at least three (3) years experience as News Director or Assistant News Director.

We're Ready and Waiting!

Send your resume and salary requirements (mandatory) to:

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Continued**

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seeks an experienced reporter and an experienced photographer for Washington, D.C. News Bureau. Send resume and salary requirements to Box E-59.

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A Troubleshooter Reporter and a Health Reporter Top 25 market station with strong commitment to News. Heavy into microwave, including live helicopter. Please send resume to Box E-57. An Equal Opportunity Affirmative Action Employer. M/F.

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Will build strong TV sports department as non-air sports director.
20 years experience and dedication in all phases of local TV station sports.
Success built on hustle, organization and discipline. Currently on-air. Box E-4.

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Two consultants call me the best all-around sports talent they've seen. Unique on-air presentation, award winning packages. Polished pro, early thirties. 313-354-3234.

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super on-air presentation, knows and loves sports, age 31, 10 years experience, network sports reporting 816-942-0076.

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Strong Female Anchor. Feminine but credible. Proven in market research. Seeks anchor slot in Top-25. Solid Reporter-Producer. A real attention-getter. Write Box E-118.

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Situations Wanted Management

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Knowledgeable, take-charge professional with 10 years experience in cable desires responsible position in management, customer service, marketing/sales, p.r. or production. Creative, accurate, dedicated & energetic individual who gets things done. Eager to be productive part of your company. Free to travel or relocate. Reply to Box E-140.

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Are you an innovator? A take-charge executive?

Here is an outstanding opportunity for you in a highly creative organization which will have a major impact on national television viewing in the next five years!

The person we select will identify and help us create consumer demand and tap potential markets. If you are, or have the drive to become, a successful marketing/promotion executive and have experience in network TV, production, syndication or related consumer electronics, send your resume to:

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**Help Wanted Programing,
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Continued**

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TM Productions, Inc.

PRODUCTION DIRECTOR

Must be well-versed in all facets of creative production and supervisory/management skills.

Experience needed in radio, multi-track equipment to include: 4, 8, 16 and 24-track, and all phases of recording studio operation, mixing, etc.

Strong copywriting and creative skills with musical background a must.

Only thoroughly experienced professionals need apply.

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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.

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We represent a major electronic corporation. Our client is looking for additional outstanding talent to continue a tradition of excellence. You'll be joining a well established world-wide equipment manufacturer. Immediate openings in the following areas:

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Interpret new engineering developments for manufacturing and marketing as well as the customer; develop training manuals & audiovisual training tools. You should have a BSEE & the ability to communicate effectively verbally and in writing.

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You'll be liaison between engineering and manufacturing staffs and customers in all areas affecting quality. Assure technical compliance with customers' quality requirements; handle customers problems, review quality control specifications/assurance procedures. Product assurance experienced in broadcast systems.

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Direct technical projects in a field that extends around the world! You should be willing to travel WORLD WIDE 50% of the time. To qualify you must have understanding of the latest generation of T.V. Broadcast equipment.

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Station Business Systems, one of the nation's leading suppliers of business automation for broadcasting and cable television, is expanding its national marketing operations.

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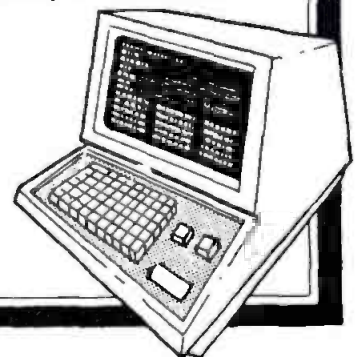
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Excellent career opportunities are immediately available with the Grass Valley Group for talented people with television industry experience in these areas:

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These challenging positions combine chances for U.S. travel plus marketing and engineering career opportunities. Individuals with experience designing and/or maintaining television broadcast systems are required to provide after-sales support for our wide variety of complex systems.

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This excellent growth opportunity requires an individual with video project experience plus BSEE or equivalent, to assume responsibility for challenging research and development projects.

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This key position requires someone with an excellent technical background in broadcasting. Preference will be given to people with proven sales experience. Excellent company benefits plus sales and commission program are available to the successful candidate.

The Grass Valley Group offers a state-of-the-art technical environment in a serene rural setting. We are located at the foothills of California's Sierra Nevada mountains, where you'll find a relaxed lifestyle and abundant recreational activities.

Interested and qualified candidates are invited to send a resume in confidence to Sylvia Smith, The Grass Valley Group, Inc., P.O. Box 114, Grass Valley, CA 95945. An Equal Opportunity Employer M/F/H.

Grass Valley Group

A Tektronix Company

Transmitter Designer

AM broadcast rigs to 1,000 watts. 100% transistorized. Class "D" finals. State of the art. Degree optional, skill a must! (FCC first phone ticket required, some experience as CE at AM station(s). New firm, California. Equity offered. Idealists extra welcome! Please send resume. Box E-169.

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OUTSTANDING OPPORTUNITY

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The person we're seeking should have at least 5+ years experience in Television Broadcast Sales. You should be a self starter, ready to travel, committed to hard work and ready to meet the challenge of a competitive environment.

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North Shore Villages Cable
Television Advisory Committee
c/o Village of Flower Hill
One Bonnie Heights Road
Flower Hill, Manhasset, New York 11030
(516) 627-2254

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Private Individual wants to invest in—

with option to purchase, small full time FM. Station. Prefer Southern Idaho, but will consider any location. (No participation at this time) Principals only—Complete confidence) Box E-133

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100% transistorized. Best and probably least expensive on market. (Subject to FCC type approval) Order now to minimize delay. 250, 500, and 1,000 watt versions. With the "biggies" from Illinois, Penna., and California you will pay more, wait more, and probably fix more! Call for data. Mr Meyer (415) 751-1974, eves. Best to 9 p.m. PDST or write: Box E-167.

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- Class C in Colorado. \$590,000. Terms.
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- AM/FM near North Florida resort city. \$340,000. \$35,000 D.P.
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- Dynamic Fulltimer covering half of Alaska population. \$1,600,000.
- Two stations in California.
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- Daytimer. Northeast Texas. \$660,000.
- Fulltimer in large North Carolina city. \$1,500,000.
- Ethnic station in large Northern city. \$1,900,000.
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- Indiana. Large metro. \$200,000 down. Good coverage.
- Daytimer. Boston area. \$680,000.
- Fulltimer. Dominant. Metro. TX. \$1,200,000.
- Daytimer. Ft. Worth/Dallas area. \$1,000,000. Terms.
- 1 kw AM in Southern Ga. Real Estate. \$250,000. Good terms.
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KS	Non-Commercial FM	350K	Metro
GA	Daytime AM	400K	Medium
MA	Daytime AM	650K	Major
SC	Daytime AM	150K	Small
FL	Fulltime AM	340K	Medium
SC	Daytime AM	440K	Medium
VA	Daytime AM	180K	Small
GA	Daytime AM	385K	Small
NC	Fulltime AM	750K	Medium
AL	Fulltime AM	175K	Small
IN	Daytime AM	1.25 M	Major
CO	Daytime AM	300K	Small
SC	Daytime AM	155K	Small
CO	Fulltime FM	500K	Metro

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Fates & Fortunes

Media

Patrick Kenney, general sales manager for Kelly Broadcasting's KCRA-TV Sacramento, Calif., named general manager of KCPQ-TV Tacoma, Wash., which was recently purchased by Kelly. Station was formerly noncommercial. Kelly will operate it as commercial independent, scheduled to return to air in September. **Jullanna Guy**, who was Western region controller for Wometco Enterprises, joined Kelly last year, and will be station manager of KCPQ-TV.

Frank Melton, executive VP-general manager of resources for Buford Television's KLTU-TV Tyler, Tex., named executive VP-general manager. **Miles Jackson**, creative services director for Buford's KTRF-TV Lufkin, Tex., named general manager-resources.

F. Craig Magee, general manager, KWK(AM) St. Louis-wwwk(FM) Granite City, Ill., named president and general manager, LIN Broadcasting's WIL Music, Inc., licensee of WIL-AM-FM St. Louis.

Nolan Quam, station manager and general sales manager, KCCI-TV Des Moines, Iowa, elected executive VP.

Mel Querio, general manager, KCIK(TV) El Paso, Tex., joins KLOC-TV Modesto, Calif., in same capacity.

Steve Dinetz, general sales manager, WXLO(FM) New York, joins WSRF(AM)-WSHE-FM Fort Lauderdale, Fla., as VP-general manager.

Roger Stockton, local sales manager, WSJS(AM)-WTQR(FM) Winston-Salem, N.C., named VP-general manager.

Leonard Cohen, in local and regional sales for KWAV(FM) Monterey, Calif., named general manager.

Theodore Pierce, station manager, WEST(AM)-WLEV(FM) Easton, Pa., named general manager of stations and VP of parent company, Sound Communications Corp.

Bill Mockbee, national sales coordinator and director of research, sales promotion and development, WCVB-TV Boston, joins WJIB(FM) there as manager of operations.

Mike McGee, national sales manager, KCMO(AM)-KCEZ(FM) Kansas City, Mo., named operations manager for KCMO.

Roger R. Smith, VP and director of investor relations, Warner Communications Inc., New York, named VP, corporate affairs, with responsibility for investor relations, public relations and corporate communications.

Mason Johnson, mid-South director of operations for Storer Cable Communications division, named VP-director of operations for mid-South area, based in Atlanta. **Douglas Price**, director of operations for Storer Cable Television systems in Houston area, elected VP of Storer Cable TV of Texas Inc.

Larry Aldridge, director of marketing for

cable systems in Iowa operated by Dowden Communications, Atlanta-based cable firm, named director of corporate development for Dowden. **Stephen Eggers**, with forerunner of Dowden, T.C. Dowden Co., named business manager. **Scott Garrett**, investment analyst in securities division of Life Insurance Co. of Georgia, joins Dowden as controller.



Stengel

Robert Stengel, senior staff member of Carnegie Commission on Future of Public Broadcasting, and formerly with Public Broadcasting Service, Corporation for Public Broadcasting and National Telecommunications and Information Administration, joins Continental Cablevision, Boston, as director of governmental affairs. **Karen Gagen**, marketing manager for Continental's Lansing, Mich., system, named to same position for Continental Cablevision of Cook County, Morton Grove, Ill.

Robert Schleimer, controller, WINS(AM) New York, named director of finance and administration for NBC AM Radio, New York.

Alan Baumgardner, manager of labor relations and compensation for RCA facility in Circleville, Ohio, named manager of labor relations and compensation for NBC's WRC-AM-TV and WKYS(FM) Washington.

Karen Olson, VP-administration for Data Courier, subsidiary of Courier Journal and Louisville (Ky.) Times Co., joins co-owned WHAS-AM-TV Louisville as business manager.

Karen Nance, personnel manager, WBBM-TV Chicago, named director of personnel.

Advertising

Robert L. James, chairman and chief executive officer of Marschalk Co., New York, Interpublic Group of Companies agency, named vice chairman of Interpublic. **Michael Lesser**, who continues as president of Marschalk, will become chief executive officer of agency. **Stephen O'Leary**, management supervisor, Marschalk, elected senior VP.



James



Baumwoll

Joel Baumwoll, executive VP of J. Walter

Thompson Co., New York, named president of Needham, Harper & Steers/New York, responsible for New York and Dayton, Ohio, operations of agency.

Barbara Fisher Hughley, broadcast buying supervisor, and **Alan Orlick**, assistant media director, Ogilvy & Mather, New York, elected VP's.

Frank Holland, VP-director of media operations, Ketchum, MacLeod & Grove, New York, joins Martin Landey, Arlow Advertising there as VP-media director.

Pamela Steward, media director, Fessel, Siegfried & Moeller Advertising, Louisville, Ky., elected VP-media planning. **Dana Ferguson**, associate media director, named media director.

Walter Meyer, advertising manager for Caribbean cruise ships, Cunard Lines, New York, joins Chiat/Day/Hoefer, San Francisco, as account coordinator.

Alma Drill, consultant to Noxell Corp., joins Ketchum, MacLeod & Grove, Washington, as account executive.

Michael Moran, network television buyer in media department of Kenyon & Eckhardt, Birmingham, Mich., named account executive.



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Deborah Ryan, assistant media buyer, CPM Inc., media management firm based in Chicago, named media buyer. **Vicki Hubert**, account executive, Chicago's All Canada Radio and TV, and **Deborah Small**, director of media support group, Arthur Meyerhoff, join CPM as media buyers. **Joan Bernstein**, traffic coordinator, CPM, and **Nancy Schnell**, former office manager for Katz Television in Chicago, named assistant media buyers for CPM.

William Snyder, art director, NW Ayer ABH International, New York, joins Hecht, Higgins & Peterson there as senior art director.

Bobbie Bender, former creative group head, Grey Advertising, New York, joins Stiefel/Raymond Advertising there as copy chief.

Harry Paster, senior VP, American Association of Advertising Agencies, New York, named executive VP.

Elaine Linker, Group A sales manager, and **Ted Van Erk**, Group B sales manager, MMT Sales, New York, named VP's. **Tony Thompson**, assistant sales manager of Team B in MMT's Los Angeles office, named VP. **Charlie Lizzo**, account executive in Chicago office of MMT, named Team A sales manager.

Alan Fuller, account executive, Katz Radio, Los Angeles, joins CBS Radio Spot Sales there as account executive. **Maureen Floyd**, senior sales assistant, CBS Radio Spot Sales in Detroit, named account executive there.

Annette Jacaruso, former assistant television buyer at Air Time, New York, joins Peiry Television there as research analyst.

Tom Cassetty, national sales manager, WSM-TV Nashville, named general sales manager.



Cassetty



Backus

Bruce Backus Jr., general sales manager, WYLD-AM-FM New Orleans, joins E.O. Roden & Associates as director of corporate sales for radio division, which includes five AM and four FM stations in Mississippi and Florida. He will be based at company's WGCM(AM)-WTAM(FM) Gulfport, Miss.

John Mackin Ade, general sales manager and assistant general manager, WKTU(FM) New York, joins WTAE(AM)-WXXX(FM) Pittsburgh as general sales manager.

Elliott Schneider, local sales manager, WTFM(FM) New York, named sales manager.

Jeff Clark, local sales manager, WHWH(AM)-WPST(FM) Princeton-Trenton, N.J., named general sales manager. **Joan Gerberding**, former VP-director of sales, WCOD-FM Hyannis, Mass., named sales development manager for WHWH-WPST.

Donald Zink, in sales at WJYE(FM) Buffalo, N.Y., named general sales manager.

Will Dougherty, VP, Television Bureau of Advertising, Atlanta, joins WANX-TV there as director of retail and local sales. **Judy Hippler**,

sales manager, WACX(AM) Austell, Ga., and **Carla Keserson**, former publisher of *TV Tempo*, Atlanta, join WANX-TV as account executives.

Gary Heathcott, sales manager, KLPQ(FM) Little Rock, Ark., named general sales manager for KLPQ and co-owned KAAZ(AM) there. **Gary Waldrop**, VP-sales, Universal Motel Service, Heber Springs, Ark., joins KLPQ as account executive.

Joe Davidman, local sales manager, WBSB-TV New York, joins WSRF(AM)-WSHE-FM Fort Lauderdale, Fla., as general sales manager.

Charles Bortnick, regional sales manager, WINX-AM-FM Miami, named local sales manager for WSHE-FM. **Sam Consiglio**, general sales manager, WGMA(AM) Fort Lauderdale, named local sales manager for WSRF.

Darlene Jones, account executive, WRET-TV Charlotte, N.C., named retail sales manager.

Programing

Ned Kandel, director of special programing, RCA SelectaVision, New York, joins CBS Video Enterprises there as VP-programing.

Judith Ann Bresler, program attorney, ABC, named assistant general attorney and associate director of business affairs for ABC Video Enterprises, New York.

Glenn Britt, VP of network and studio operations, and **Kevin Senie**, director of sales planning and development, Time Inc.'s Home Box Office, New York, given special assignments by Time Inc.'s group VP-video, Gerald Levin. **Edward Horowitz**, VP-general manager of central region, HBO, named to succeed Britt. **Dennis Garcher**, Southeast regional director, succeeds Horowitz. **Gail Sermersheim**, mid-South and Florida regional director, succeeds Garcher.

Frank Blair, newscaster on NBC's *Today* show for 23 years, has been named co-host, with Hugh Downs, of Public Broadcasting Service's *Over Easy*, series about issues affecting older Americans.

Barry Jay Reiss, senior VP-administration and business affairs, Infinity Records, New York, named VP-business affairs for MCA DiscoVision at MCA in New York.

Lynn Smith, communications specialist for Faulkner & Associates, Little Rock, Ark., joins Falcon Productions there as regional sales manager.

Rick Abrams, formerly with WUC-TV Pittsburgh, joins TPC Communications, Sewickley, Pa., as manager of commercial sales.

William Shock, production manager, WDOH-TV Toledo, Ohio, named to newly created position of program and operations manager. **Dennis Sherer**, in production, named creative services director.

Jerry Eaton, producer of *Evening Magazine* on WJZ-TV Baltimore, named executive producer for WJZ-TV.

David Ulrich, producer of public affairs, WAGA-TV Atlanta, joins WANX-TV there as production manager. **Becky Lewis-Congdon**, national sales coordinator, WXIA-TV Atlanta, joins WANX-TV as traffic manager.

Lance Russell, former production manager for WAGA-TV Atlanta, joins WXIII-TV Winston-

Salem, N.C., as production manager. **Dave Piyler**, account executive, WXII, named director of special services in program department. He will anchor 6 and 11 p.m. weather reports and will perform various talent duties for program department. **Jay Paul**, from WTAR-TV Norfolk, Va., joins WXII as producer-director.

Peter Restivo, senior producer of *Good Morning New York* on WABC-TV New York, joins WNEW-TV there as producer of *PM Magazine*.

Jose Villarreal, production manager for non-commercial KUHT(TV) Houston, joins Connecticut Public Television, Hartford, as executive producer for cultural affairs.

Theresa Dowell, Seattle attorney, joins KOMO-TV Seattle to report on legal matters on 5 p.m. news three times a week.

Dan Vrabel, from WWBT(TV) Richmond, Va., joins WCMH-TV Columbus, Ohio, as producer-director. **Wilhelmina Walker**, claims representative for insurance company, and former production intern with WBZ-TV Boston, joins WCMH-TV as film editor.

Lou Tilley, sports reporter, weekend sports anchor and co-host of weekly basketball magazine show on WRET-TV Charlotte, N.C., named sports director.

Mike Wolfe, sports director, KXLY-AM-FM Spokane, Wash., joins WTVQ-TV Lexington, Ky., in same capacity.

Corey McPherrin, weekend sports anchor and assistant sports director, WDSU-TV New Orleans, joins KBTB(TV) Denver as weekend sportscaster.

Tom Maloney, sports director, WSGW(AM) Saginaw, Mich., joins WOOD-AM-FM Grand Rapids, Mich., as sports reporter.

Mike Dorn, air personality, KEEZ-FM Mankato, Minn., joins WHBC-AM-FM Canton, Ohio, as program host.

News and Public Affairs

Dennis Sullivan, senior producer with ABC News's *20/20*, appointed senior producer of NBC News's *Prime Time Saturday*. **Cameron Swayze**, anchor for NBC's News and Information Service, New York, named NBC News correspondent, primarily for NBC Radio Network. **Bill Vitka**, anchor of overnight newscasts for The Source, NBC's young adult radio network, named correspondent.



Mullen

Jacquie Mullen, news director of Gateway Communications' WOWK-TV Huntington, W.Va., assumes additional duties as news coordinator for all of Gateway stations: WTAT-TV Altoona, Pa.; WBNG-TV Binghamton, N.Y.; WLHY-TV Lancaster, Pa., and WOWK.

Rene Ford, former associate producer, WSB-TV Atlanta, joins WANX-TV there as news director.

Rick Brown, associate producer of CBS's *Morning*, based in Chicago, named assistant manager of CBS News's Chicago bureau. **Christine Welcher**, who has been assistant manager of Chicago bureau, succeeds Brown as

associate producer of *Morning Derrick Blakley*, general assignment reporter. WBNS-TV Columbus, Ohio, joins CBS News as reporter, based in Chicago bureau.

Chuck Biechlin, news director, KATU(TV) Portland, Ore., joins WTCN-TV Minneapolis in same capacity.

Jerry Sander, managing editor, WSAZ-TV Huntington, W.Va., joins WTVQ-TV Lexington, Ky., as news director. **Dave Winters**, anchor, WDBJ-TV Roanoke, Va., joins WTVQ-TV in same capacity.

Tony deHaro, formerly with KMBC-TV Kansas City, Mo., joins KRLD(AM) Dallas as news director.

Dan Abernathy, news director, WHN(AM) New York, joins WSYR(AM) Syracuse, N.Y., in same capacity.

Charlie Gaddy, 6 and 11 p.m. anchor, WRAL-TV Raleigh, N.C., assumes additional duties as executive news producer.

Patrick Emory, anchor-reporter, WTHR(TV) Indianapolis, joins KYW-TV Philadelphia as anchor.

Wendy Tokuda, noon anchor, KPIX(TV) San Francisco, named 11 p.m. anchor, and in June will assume additional duties as 6 p.m. anchor.

Scott Newell, reporter, WXIA-TV Atlanta, and **Mary King Rose**, reporter and weekend co-anchor, KTUL-TV Tulsa, Okla., named weekend co-anchors: WXIA-TV.

Mike Brunswick, weekend anchor-producer, WILX-TV Onondaga, Mich., joins WSVJ(TV) Elkhart, Ind., as 10 p.m. co-anchor and producer. **Cathleen McVeigh**, formerly of KMPH(TV) Fresno-Tulare, Calif., joins WSVJ as reporter.

Dave Guilbault, field producer for ABC's *World News Tonight*, based in Washington, joins Cable News Network as producer based in Atlanta headquarters of CNN. **Dini Diskin**, associate director in Washington bureau of ABC News, joins CNN as director based in Atlanta. **Sandi Freeman**, co-host of *AM Chicago* on WLS-TV Chicago, joins CNN as host of evening talk and phone-in show, *Cross Talk*.

Rick Sallinger, formerly with WRTV(TV) Indianapolis, joins KBTU(TV) Denver as reporter.

Jordan Edmunds Weinstein, staff announcer and audio production engineer, KSTU(TV) Salt Lake City, joins WICZ-TV Binghamton, N.Y., as general assignment and weather reporter.

Don Bumpus, public affairs producer, Maine Public Broadcasting Network, joins Maine Information Radio Network, Augusta, as assistant managing editor. **Bill Muldoon**, news director, WFAU-AM-FM Augusta, joins network as anchor-reporter.

Art Newman, formerly with KHOW(AM) Denver, named traffic reporter and roving reporter for KOA(AM) there.

Bill Welch, news photographer, WFMV-TV Greensboro, N.C., named chief news photographer and ENG supervisor.

Pete Yackley, KJOY(AM) Stockton, Calif., and **Bill Cooper**, KPCC(AM) Pasadena, Calif., elected president and VP, respectively, of California Associated Press Television-Radio Association.

George Tomek, KTVY(TV) Oklahoma City, elected president of Oklahoma Associated Press Broadcasters Association. **Kevin Lynch**,

KEBC(FM) Oklahoma City, elected president-elect. **Tom Watkins**, WIMA-AM-FM Lima, Ohio, elected president of Ohio Associated Press Broadcasters. **Heleen Paes**, WBBW(AM) Youngstown, named president-elect. **Reg Miller**, WSVJ(TV) Elkhart, Ind., elected president of Indiana Associated Press Broadcasters. **Jack McQuate**, noncommercial WBST(FM) Muncie, named president-elect.

New officers, Association of News Broadcasters of Kansas: **Lance Ross**, noncommercial KFKU(AM)-KANU(FM) Lawrence, president; **Mark Elliott**, KLEO(AM) Wichita, VP; **Richard Baker**, noncommercial KSAC(AM) Manhattan, secretary, and **Joel Bohr**, KAKE(AM) Wichita, treasurer.

Jim Bittermann, NBC News correspondent, named Journalism Alumnus of the Year at Southern Illinois University at Carbondale. He was graduated in 1969.

Promotion and PR

Randi Cone, associate director, public information, Public Broadcasting Service, named manager of program publicity for Showtime, New York. **Sybil Sever**, account executive, Schecter & Schwei Public Relations, New York, joins Showtime as senior publicist, program publicity. **Ricka Kanter**, manager of publicity at Grosset & Dunlap, New York, joins Showtime as publicist, program publicity.

David Newell, associate producer and coordinator of station relations, Family Communications, which produces *Mister Rogers' Neighborhood* and *Old Friends ... New Friends*, named director of public relations for Family, based in Pittsburgh. **Janet Hamnett**,

from Laura Walcher Public Relations in San Diego, joins Family as assistant director of public relations.

Anthony Garcia, account executive for public relations firm of Hill & Knowlton, New York, joins Modern Talking Picture Service there as sales promotion manager.

Barbara Krefetz-Wright, advertising and promotion manager, WSB-TV Atlanta, joins WANX-TV there in same capacity. **Kathryn Kelly**, former continuity director for WANX-TV, rejoins station as assistant advertising and promotion manager.

Clive Brash, freelance Los Angeles consultant, joins KXTV(TV) Sacramento, Calif., as advertising and promotion manager.

Judy Hernandez, assistant media buyer, Kelly, Scott & Madison, Chicago, joins WKYC-TV Cleveland as on-air supervisor in promotion department.

Joyce Hammond, director of advertising and display for Bernie's and Bottoms stores, Seattle, joins KJR(AM) Seattle as sales promotion manager.

Debbie Katzman, former promotion director for WIOD(AM)-WALA(FM) Miami, joins noncommercial WUFT(TV) Gainesville, Fla., as information specialist.

Ann Elizabeth Abernethy, former partner of Kizer & Kizer Advertising, Oklahoma City, joins KOCC-TV there as promotion manager.

Vivi St. Amand, creative services director, KSBY-TV San Luis Obispo, Calif., named promotion manager.

John Calver, promotion director, WWJ-AM-FM

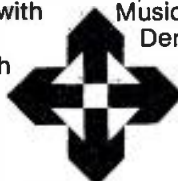
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Detroit, joins WFIE-TV Evansville, Ind., in same capacity.

Jan Kowal, sales and programing assistant, KNIX-AM-FM Tempe, Ariz., named to publicity and promotions department.

John Asher, former VP in charge of advertising and promotion for Golden West Broadcasters, Los Angeles, has formed John Asher & Associates and will handle advertising and promotion for KRLA(AM) Pasadena, Calif.

Gerard Corbett, technical communications editor, Creamer Dickson Basford/New England, Providence, R.I., and **Norman Brown**, former head of his own public relations firm in Westbury, N.Y., named program supervisors in program services group at Creamer.

Debbie Ziska, publicity and public relations coordinator, WDM-TV Washington, joins National Commission on Working Women in Washington as public information specialist.

John Maddigan Jr., VP of Ketchum MacLeod & Grove Public Relations, Pittsburgh, named associate director. **Nicholas Hill**, account supervisor, named VP.

Technology



Schubarth

Herbert Schubarth, VP-chief engineer of Gannett Co.'s KBTW(TV) Denver, named VP-director of engineering for Gannett Broadcasting Group, which operates seven television, six AM and six FM stations. He will continue to be based in Denver.

Joseph Don Powers, from Crawford Communications, Wen-

onah, N.J., joins Outlet Broadcasting's WIOQ(FM) Philadelphia as chief engineer. **Gerald Cushing**, chief engineer, WBCN(FM) Boston, joins Outlet's WQRS-FM Detroit in same capacity. **Kevin McNamara**, from engineering staff of WNAC-TV Boston, named chief engineer for Outlet's WJAR(AM) Providence, R.I.

Gibson White, engineering supervisor, non-commercial WITF-TV Hershey, Pa., joins WLYH-TV Lancaster, Pa., as chief engineer.

Kerwin McMahon, general sales manager, RMS Electronics, Bronx, N.Y., named VP-cable division. **Ray Perez**, assistant sales manager, named general sales manager of cable division.

D. Richard Gilbert, formerly with WMBB(TV) Panama City, Fla., joins WDHN(TV) Dothan, Ala., as chief maintenance engineer.

Dennis Doyle, acting chief engineer, noncommercial WEDU(TV) Tampa, Fla., named chief engineer. **Robert Borum**, field service engineer, radio division of Rockwell International and formerly with WEDU, rejoins station as engineering supervisor.

Joseph Fedele, from WMTR(AM) Morristown, N.J., and WDHA-FM Dover, N.J., joins WIMG(AM) Trenton, N.J., as chief engineer.

Bruce M. Brown, formerly with E.A. Butler Associates, Stamford, Conn., joins Times Wire & Cable, Wallingford, Conn., as senior VP-cable sales and marketing. **Frederick Brown**, formerly with Frederick (Md.) Cablevision,

joins Times Wire & Cable as Atlantic Coast sales manager.

Robert Anderman, broadcast sales manager, McMartin Industries, Omaha, named director of domestic operations. **Ron Briggs**, international contract and sales administrator, named director of international operations. **Don Denver**, national sales administrator, named district sales manager for Illinois, Indiana, Iowa, Nebraska and Kansas. **Bill Hoisington**, part owner of WKYD(AM) Andalusia, Ala., named district sales manager for McMartin for Georgia, Mississippi, Alabama, North Carolina, South Carolina and Tennessee.

Martin Siskel, VP-manufacturing, Signal-Stat division of Abex Corp., joins Blonder-Tongue Laboratories, Old Bridge, N.J., as manager of production control.

Arnold Spain, formerly with North American Philips, joins Dranetz Engineering Laboratories, South Plainfield, N.J., as Southeast regional sales manager.

Terry Bequette, manager of toll and special services, Illinois Bell Telephone, Rockford, joins Rockford/Park Cablevision there as director of cablevision.

Norman Reinhardt, former officer in U.S. Army, joins Continental Cablevision of Ohio, Findlay, as assistant to VP of engineering. Lyle Kneeskern.

Robert Lee, former chief engineer for UA-Columbia Cablevision's Long Island, N.Y. system, named systems engineer for Viacom Cablevision of Suffolk County, Central Islip, N.Y.

Jim Woodworth, president of Control Technology Inc., Fort Lauderdale, Fla., has announced that Control Technology will act as independent consultant to IGM Communications, Bellingham, Wash.

Ernest B. Kelly, with COMSAT, Washington, named congressional and government relations manager.

New officers, National Society of Broadcast Engineers: **Robert Jones**, consulting engineer in LaGrange, Ill., re-elected president; **Ron Arendall**, WTHR(TV) Indianapolis, elected VP, and **Ed Karl**, KMOX(AM) St. Louis, elected secretary-treasurer.

New officers, Association of Federal Communications Consulting Engineers: **Robert E. Ritch**, Moffet, Rich & Larson, P.C., Washington, president; **Frederick G. Griffin**, P.C., Lynchburg, Va., VP; **William C. King Jr.**, Jules Cohen & Associates, Washington, secretary, and **Dr. Jeremy K. Raines**, of Rockville, Md., treasurer.

Allied Fields

J. Michael Cummins, senior economist in FCC's Common Carrier Bureau's policy and planning division, named chief of international facilities planning division in Common Carrier Bureau. Division was formed as part of bureau's reorganization.

James Crawford, account manager and scanning specialist in Boston office of A.C. Nielsen Co., named VP-account manager of marketing research group USA.

Dennis Spragg, account executive in Chicago, Arbitron Television Station Sales, named

Northwestern manager, San Francisco. **Clifford Fletcher**, account executive, mid-Atlantic region, Arbitron Radio, named regional manager, Arbitron Radio Southeastern sales in Atlanta.

New officers, American Women in Radio and Television, Atlanta chapter: **Mary Jean Meadows**, Liller Neal Weltin, president; **Hatti Jackson**, WXIA-TV Atlanta, president-elect; **Beth Sheahan**, WPLO(AM)-WVEE(FM) Atlanta, treasurer; **Debbie Roquette**, Clem and Lowrance, corresponding secretary, and **Sybil Freeman**, TV Guide, recording secretary.

Phil Donahue, host of television show, Donahue, will receive Silver Satellite Award from American Women in Radio and Television at annual convention to be held June 6 in San Antonio, Tex. Award was established in 1968 to "honor those individuals who have made outstanding contributions to the field of broadcast communication ... Phil Donahue has perhaps done more to attract public attention to women's issues than anyone else in the industry."

Kris Glen, visiting professor, Hofstra University, Hempstead, N.Y., joins New York Law School as associate professor and will also be associate director of Communications Media Center.

Gary Miller, information coordinator, Pennsylvania State University, University Park, named assistant director for educational services. He will coordinate instructional program on non-commercial WPX-TV Clearfield, Pa., and cable television. **Jack Eggert**, producer-director for television, University of Nebraska, Omaha, joins broadcasting services at Pennsylvania State as producer-director for instructional programs.

International



Brittain

Jack Brittain, manager of studio projects, Marconi Communication Systems Ltd., joins Rank Cintel, Ware, Hertfordshire, England, as area sales manager, responsible for telecine sales in England, Spain, Portugal, Italy and Eastern Bloc countries.

Gaston Poulin, manager of radio sales for Canadian Broadcasting Corp.'s French Network, named manager of television sales, English services division for Quebec region, CBC. He will be based in Montreal.

Deaths

John A. (Jack) Fawcett, 49, Western manager of Arbitron Radio Station Sales, Los Angeles, died of cancer in La Habra (Calif.) General hospital May 12. He is survived by his wife, Betty.

Frances Wolfson, 73, director of Wometco Enterprises, Miami, and wife of Mitchell Wolfson, founder and president of Wometco, died May 9 after long illness. Wometco is owner of five television stations, one FM station and cable systems. She was elected to board in 1943. In addition to her husband, one daughter survives.

Stock Index

Exchange and Company	Closing Wed. May 14	Closing Wed. May 7	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC.....	27	26 7/8 +	1/8 +	.46	6	761
N Capital Cities.....	47 1/4	46 5/8 +	5/8 +	1.34	12	625
N CBS.....	44 3/8	44 1/2 -	1/8 -	.28	6	1,286
N Cox.....	74 1/4	74 3/4 -	1/2 -	.86	15	500
A Gross Telecasting....	20 1/2	20 1/2			7	16
O LIN.....	43 1/2	42 3/4 +	3/4 +	1.75	11	119
N Metromedia.....	65 1/4	63 +	2 1/4 +	3.57	9	300
O Mooney.....	7 1/4	6 3/4 +	1/2 +	7.40		3
O Scripps-Howard.....	57 1/2	57 +	1/2 +	.87	10	148
N Storer.....	24 7/8	24 5/8 +	1/4 +	1.01	13	270
N Taft.....	27	27 3/4 -	3/4 -	2.70	9	235

BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell.....	18 3/8	19 -	5/8 -	3.28	15	33
A Affiliated Pubs.....	19 1/2	19 5/8 -	1/8 -	.63	7	100
N American Family.....	7 5/8	7 3/4 -	1/8 -	1.61	3	80
N John Blair.....	15 1/8	15 5/8 -	1/2 -	3.20	3	56
N Charter Co.....	23 1/2	23 +	1/2 +	2.17	20	654
N Chris-Craft.....	21 3/4	21 3/4			12	59
N Coca-Cola New York..	5	5 1/8 -	1/8 -	2.43	6	88
N Cowles.....	22 1/4	20 7/8 +	1 3/8 +	6.58	18	88
N Dun & Bradstreet....	44 1/8	42 7/8 +	1 1/4 +	2.91	18	1,227
N Fairchild Ind.....	47	50 1/2 -	3 1/2 -	6.93	10	268
N Fuqua.....	14	14			4	178
N Gannett Co.....	41 3/4	41 1/2 +	1/4 +	.60	13	1,450
N General Tire.....	16 3/8	16 1/2 -	1/8 -	.75	3	387
O Gray Commun.....	32	33 -	1 -	3.03	10	15
N Harte-Hanks.....	23	22 1/2 +	1/2 +	2.22	13	215
O Heritage Commun.....	10	9 7/8 +	1/8 +	1.26		30
N Insilco Corp.....	11 1/4	11 1/8 +	1/8 +	1.12	5	121
N Jefferson-Pilot.....	28 1/2	28 3/8 -	1/8 -	6.60	7	581
O Marvin Josephson.....	13 1/2	12 +	1 1/2 +	12.50	7	34
O Kansas State Net....	28 1/2	28 1/2			24	53
N Knight-Ridder.....	23 3/4	22 1/4 +	1 1/2 +	6.74	10	773
N Lee Enterprises.....	18 7/8	18 3/8 +	1/2 +	2.72	10	135
N Liberty.....	15	14 3/4 +	1/4 +	1.69	7	194
N McGraw-Hill.....	30	28 5/8 +	1 3/8 +	4.80	12	739
A Media General.....	24 3/8	23 7/8 +	1/2 +	2.09	10	176
N Meredith.....	37 3/8	35 +	2 3/8 +	6.78	8	117
O Multimedia.....	18 1/2	18 1/2			8	184
A New York Times Co....	21 1/4	20 1/4 +	1 +	4.93	16	255
N Outlet Co.....	15 1/2	14 +	1 1/2 +	10.71	4	39
A Post Corp.....	14	14			6	25
N Rollins.....	23 5/8	24 1/4 -	5/8 -	2.57	11	316
N San Juan Racing.....	15 5/8	14 3/8 +	1 1/4 +	8.69	20	39
N Schering-Plough.....	37 5/8	37 1/8 +	1/2 +	1.34	10	2,007
O Stauffer Commun.....	35	35			9	35
A Tech Operations.....	8 3/8	7 1/2 +	7/8 +	11.66	21	11
N Times Mirror Co.....	30 5/8	29 3/4 +	7/8 +	2.94	8	1,040
O Turner Broadcasting..	12 1/4	12 1/4				121
A Washington Post.....	17	16 5/8 +	3/8 +	2.25	6	240
N Wometco.....	16 1/2	15 7/8 +	5/8 +	3.93	8	146

CABLECASTING						
A Acton Corp.....	12 1/4	10 3/4 +	1 1/2 +	13.95	8	35
O Ameco+.....						
N American Express....	33 5/8	33 7/8 -	1/4 -	.73	7	2,397
O Athena Comm.....	5 1/8	5 1/8				10
O Burnup & Sims.....	9 3/8	9 1/8 +	1/4 +	2.73	49	81
O Comcast.....	25 1/2	23 1/4 +	2 1/4 +	9.67	25	65
O Entron*.....	5	5			5	4
N General Instrument...	43 7/8	42 7/8 +	1 +	2.33	12	368
O Geneve Corp.....	27 3/8	28 5/8 -	1 1/4 -	4.36	12	30
O Tele-Communications	22 3/4	21 1/4 +	1 1/2 +	7.05	28	242
N Teleprompter.....	18 3/4	18 7/8 -	1/8 -	.66	25	318
N Time Inc.....	40	39 7/8 +	1/8 +	.31	7	1,127
O TOCOM.....	15 1/4	12 1/2 +	2 3/4 +	22.00	32	45
O UA-Columbia Cable..	48 1/2	41 +	5 1/2 +	13.41	22	156
O United Cable TV.....	30 1/4	28 1/4 +	2 +	7.07	21	124
N Viacom.....	34 1/8	35 1/2 -	1 3/8 -	3.87	18	130

Exchange and Company	Closing Wed. May 14	Closing Wed. May 7	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
A Amer. Intl. Pics.....	8 3/4	8 3/4				21
O Chuck Barris Prods...	5	3 3/4 +	1 1/4 +	33.33	2	15
N Columbia Pictures.....	29 7/8	29 3/4 +	1/8 +	.42	5	287
N Disney.....	49 3/4	46 1/4 +	3 1/2 +	7.56	16	1,615
N Filmways.....	8	8 3/8 -	3/8 -	4.47	5	44
O Four Star.....	1 5/8	3/4 +	7/8 +	116.66	16	1
N Gulf + Western.....	15 3/4	15 3/8 +	3/8 +	2.43	4	705
N MCA.....	49 3/8	49 1/8 +	1/4 +	.50	9	1,152
O Medcom.....	3 7/8	3 3/4 +	1/8 +	3.33	16	6
N MGM.....	20 3/4	20 5/8 +	1/8 +	.60	9	672
O Reeves Commun.....	21	19 3/4 +	1 1/4 +	6.32	20	50
N Transamerica.....	17 1/8	17 1/4 -	1/8 -	.72	5	1,119
N 20th Century-Fox....	47 3/4	47 3/8 +	3/8 +	.79	7	384
O Video Corp. of Amer..	4 1/8	4 3/4 -	5/8 -	13.15	14	4
N Warner.....	42	42			9	1,194
A Wreather.....	14 3/4	14 1/4 +	1/2 +	3.50	40	33

SERVICE						
O BBDO Inc.....	35 1/4	35 1/4			8	88
O Compact Video.....	13 1/2	13 +	1/2 +	3.84		25
N Comsat.....	33 1/8	30 3/4 +	2 3/8 +	7.72	8	265
O Doyle Dane Bernbach	23 1/4	24 -	3/4 -	3.12	8	60
N Foote Cone & Belding	28	24 1/2 +	1 1/2 +	6.12	9	67
O Grey Advertising.....	43	43			5	26
N Interpublic Group....	28 1/2	27 7/8 +	5/8 +	2.24	6	127
O MCI Communications..	5 5/8	5 3/4 -	1/8 -	2.17	70	156
A Movielab.....	8	6 3/8 -	3/8 -	5.88	11	9
A MPO Videotronics....	4 1/4	4 3/8 -	1/8 -	2.85	4	2
O A. C. Nielsen.....	24 5/8	24 3/8 +	1/4 +	1.02	11	270
O Ogilvy & Mather.....	24 1/4	22 3/4 +	1 1/2 +	6.59	8	99
O Telemation.....	1	1			1	1
O TPC Communications..	6 1/2	6 3/4 -	1/4 -	3.70	12	5
N J. Walter Thompson..	30 1/2	30 3/4 -	1/4 -	.81	7	92
N Western Union.....	20 1/2	20 +	1/2 +	2.50	9	311

ELECTRONICS/MANUFACTURING						
O AEL Industries.....	7	7 1/2 -	1/2 -	6.66	5	11
N Ampex.....	20 3/4	19 1/8 +	1 5/8 +	8.49	14	237
N Arvin Industries.....	10 3/8	10 3/8			3	80
O CCA Electronics*.....	1/8	1/8			1	
A Cetelec.....	5	4 7/8 +	1/8 +	2.56	11	10
A Cohu.....	5 5/8	5 7/8 -	1/4 -	4.25	19	9
N Conrac.....	18 3/8	17 -	5/8 -	3.67	26	33
N Eastman Kodak.....	53 1/4	51 3/4 +	1 1/2 +	2.89	10	8,594
B Elec Missile & Comm..	3 3/8	3 3/8			31	9
N General Electric.....	46 1/2	47 1/2 -	1 -	2.10	9	8,583
N Harris Corp.....	31 5/8	30 +	1 5/8 +	5.41	14	956
O Harvel Ind.....	6 1/2	6 1/2			17	3
O Intl. Video*.....	7/8	7/8				2
O Microdyne.....	18 3/4	22 1/2 -	3 3/4 -	18.66	20	2
N M/A Com. Inc.....	23 5/8	24 -	3/8 -	1.56	31	216
N 3M.....	54 5/8	53 5/8 +	1 +	1.86	11	6,362
N Motorola.....	45 1/2	46 3/8 -	7/8 -	1.88	11	1,298
O Nippon Electric.....	45 1/8	43 5/8 +	1 1/2 +	3.43	41	1,481
N N. American Philips...	28 1/8	26 1/4 -	1/8 -	.47	5	314
N Oak Industries.....	31 5/8	31 3/8 +	1/4 +	.79	22	164
A Orrox Corp.....	5 7/8	6 -	1/8 -	2.08	8	9
N RCA.....	22 1/8	22 1/8			6	1,656
N Rockwell Intl.....	50 1/8	51 1/2 -	1 3/8 -	2.66	8	1,764
A RSC Industries.....	3 1/2	3 5/8 -	1/8 -	3.44	19	8
N Scientific-Atlanta....	42 1/4	44 1/8 -	1 7/8 -	4.24	24	205
N Sony Corp.....	9 1/4	8 5/8 +	5/8 +	7.24	15	1,994
N Tektronix.....	43 3/4	45 3/4 -	2 -	4.37	11	787
O Texscan.....	7	7			41	5
O Valtec.....	20 1/4	19 1/4 +	1 +	5.19	43	80
N Varian Associates....	24	22 7/8 +	1 1/8 +	4.91	133	164
N Westinghouse.....	23 1/2	23 +	1/2 +	2.17	7	2,021
N Zenith.....	10	10 5/8 -	5/8 -	5.88	9	188






Standard & Poor's 400 Industrial Average 119.81 120.07 -.26

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

Earnings figures are exclusive of extraordinary gain or loss. Footnotes: *Stock did not trade on given day; price shown is last traded price ** No P/E ratio computed, company registered net loss. *** Stock split + Stock traded at less than 12.5 cents.

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:

- Jun 9  **The Washington Lawyers.** Who's who among the influential legal elite populating the communications corridors of the nation's capital, who occupy so pivotal a role in affecting both the country's telecommunications policy and protecting their clients' interests.
- Jul 7  A long hard look at the prospects for **satellite-to-home TV**—whether, when, how and why.
- Jul 14  The annual **Awards Issue**, pulling together in one place all the major winners of the principal national awards competitions during the preceding 12 months.
- Jul 28  A special report on **local TV journalism**—a national canvass of extraordinary news coverage and public affairs efforts on the local firing line.
- Oct 13  The beginning of BROADCASTING magazine's celebration of its own **first 50 years**—with a companion, year-by-year celebration of the Fifth Estate with which its fortunes are joined. A major historical retrospective that will illuminate each issue of the succeeding 12 months, and climax in **BROADCASTING's 50th Anniversary Issue** on Oct. 12, 1981.

BROADCASTING will continue to update this schedule as appropriate, (a) to give readers an idea of what's upcoming, (b) to give sources due notice that we're at work in their territories and (c) to give advertisers a chance to plan their own marketing strategies in tandem with these editorial opportunities.

You Belong in Broadcasting Every Week

** Publication dates are subject to change, dependent on the progress of research and the pressures of and pre-emptions by other breaking news developments.*

NCTA's Dittrick: the skills of a politician plus the drive of a businessman

It's a shame that Doug Dittrick has no political ambitions beyond the school board of his hometown of Ridgewood, N.J. He'd make the perfect candidate: trim, well groomed and conservative in both dress and manner. His speech is clear and strong and he clearly loves the political game playing. But, most important, the man can garner votes. In February he was elected to an unprecedented second term as chairman of the National Cable Television Association.

Sitting comfortably in the dark, wood-paneled conference room of the headquarters of the NCTA in Washington, Dittrick chooses his words carefully, often drawing on his pipe to find the right way to articulate his thoughts. The hesitation, however, disappears when the conversation turns from the realm of NCTA policy and the activities of his own company, subjects that require delicacy when talking with a reporter, to cable financing or local, state or national politics about which he is not at all hesitant to express his right-of-center views.

At 47, Dittrick considers himself "an old man in the cable business." His introduction to it occurred in 1965 while working for General Electric, which he joined upon graduation from Ohio Wesleyan in 1955. Dittrick says GE formed a three-man team, including himself as "the financial fellow," to study the cable television business.

Following their study, Dittrick says the "team recommended to GE that they get involved in this business called cable television as an operating company." GE took the advice and instructed Dittrick and another member of the team to implement it. General Electric Cablevision Corp., an MSO that now serves approximately 200,000 subscribers, was thus created.

As manager of operations of the GE cable division, he first joined NCTA in 1967. His membership on the board introduced him to a number of persons in the industry and eventually led to a job offer from Monroe Rifkin, during the formation of American Television and Communications in 1968. Dittrick served in the number-two role there for five years until "an opportunity to run an entire cable operation" presented itself.

Dittrick joined Viacom Communications in 1973 as president, taking over the West Coast cable properties that CBS had acquired in the late sixties and spun off in compliance with an FCC order in 1971.

Viacom fulfilled Dittrick's ambition un-



Douglas Harper Dittrick—president, Douglas Communications; b. May 30, 1933, Cleveland; BA, business administration, Ohio Wesleyan, 1955; captain, U.S. Air Force, 1956-58; trainee, General Electric, 1955-56; traveling auditor, General Electric, 1958-65; cable television study group and manager of operations for cable division, General Electric, 1965-68; vice president of operations, American Television and Communications, 1968-73; president, Viacom Communications, 1973-78; present position since January 1979; m. Barbara Slocum, Oct. 7, 1956; children—Tracy, 21; Christy, 18, and Lindsey, 14.

til the itch to get out on his own became overpowering and he formed Douglas Communications in January 1979. Since its incorporation then, Dittrick says his firm has acquired nine systems in three deals. Dittrick says his firm now serves 31,000 subscribers in three states—Tennessee, Maryland and New York.

Revealing his roots as a financial man, Dittrick says that his move into his own business was precipitated by his desire for "capital appreciation of equity in a business I know and enjoy." He says owning a piece of a business is a much better way to build "an equity base as an individual than through a salary." And, he adds, it's "more fun and totally different" from anything he experienced in his 25 years in the corporate ranks.

Was it hard leaving the relative comfort and security of those ranks? "You don't

do it," Dittrick says, "without some trepidation," but after a short time "you discover that it's not all that hostile out there if you know what you're doing." And Dittrick leaves no doubt about his confidence in his abilities and knowledge of the business.

Dittrick expects his fledgling company, backed by three of the largest banks in the country, to grow and prosper, but just how that growth will come is hard for him to predict. "In today's interest market, it's going to be tough to make acquisitions... If you conventionally look at a deal with a third equity and two-thirds debt, it's tough to make that thing walk. We have the equity dollars, but not the debt dollars."

Winning cable franchises also is replete with obstacles, particularly for MSO's no bigger than Douglas Communications. "Most of us in the smaller companies are trying to stay out of the way of the elephants who are very active and aggressive in the franchise market." He says it's difficult to "go head-to-head with them," but there are areas like Montgomery county, Md., where he recently purchased a 1,000-subscriber system. "where we could do something because we have a niche... near Gaithersburg, [Md.], and hopefully we could expand that."

And, he says, the smaller company may have some advantages over the big MSO's. "The smaller company," he says, "has an opportunity to sell itself and its people much more so than the major company." But, he says, the smaller companies have to work harder and the boss is involved full time. "You're out there doing a lot of things the staff is doing for the big companies. You're putting the proposal together, not the franchising department."

Dittrick possesses at least one other quality of the professional politician—the ability to stretch a finite number of hours to cover an impossibly wide range of interests. In addition to the school board and the NCTA, Dittrick is finance committee chairman of the congressional campaign of Marge Roukema, a Republican running for the seat of Andrew Maguire (D-N.J.), a member of the House Commerce Committee. The political jobs reflect his belief that "it's important to support the process. You've got to support it with money and you've got to support it with some time."

Dittrick has a couple of explanations of how he manages to devote time to his avocations without ignoring his own business. For one thing, he says, things are rather quiet now. "Quite frankly, if something doesn't happen in the credit market things might be slow for three to six months." His other explanation is less satisfying but perhaps just as true. "You don't sleep and you spend a lot of time on airplanes."

Editorials

The majors

Judged by prearranged events, the convention of the National Cable Television Association in Dallas this week is to be more a programing bazaar than a hardware market. That is not to predict inactivity in the equipment displays. It is to say that the emphasis in modern cable operation is changing from technology to content. Multipath access to a significant percentage of American homes is now an established condition, subject, of course, to expansion and refinement. The problem is what to send down all those paths.

It is a problem that increasingly attracts heavyweight attention. Getty Oil no sooner teams with Columbia Pictures, MCA, Paramount and 20th Century-Fox to sell subscription movies to cable homes than CBS scares its television broadcasting affiliates with news of its entry into cable networking. Lest corporate interest in the new video ventures be dismissed as transitory, at Time Inc. the man who had run the company's pay cable service, cable systems and related enterprises is rewarded with the presidency of the whole corporation—magazines, book houses, newspapers, forests, paper mills and all. Mom and pop and their five-channel wire strung down the hill no longer rate even a reliquary. Make way for Teleprompter, Cox, Viacom, Warner, American Express. . . .

As Alvah Johnson ended a memorable *New Yorker* profile of Henry Luce and his upstart magazine, in *Time*-style parody a generation ago: "Where it all will end, knows God."

Tenure

Once again William S. Paley has been disappointed in his search for whomever he is seeking. John Backe joins others in the silent limbo to which contract settlements commit failed executives who fall or are pushed from the upper slopes of Black Rock.

Paley's plans as characterized elsewhere in this issue are those of a man very much in charge of a company where he has exercised undisputed authority since he bought CBS in its infancy 53 years ago.

The successor to Backe will know he enters an office with a hidden trap door that can be sprung from the corner suite down the hall. Stockholders will hope for a compatible and lucky choice. Meanwhile it can be said of the chairman still on duty that for longevity and brilliance in broadcasting management, nobody else comes close. But he musn't expect the miracle of cloning to be perfected in time.

A noncommercial hit

The Public Broadcasting System stood its ground against considerable opposition, including that of one of its most valued underwriters, and presented *Death of a Princess* as scheduled last Monday night—to probably the biggest audience the noncommercial network ever drew. The republic still stands. For all we know, the Saudis last Wednesday would have raised the price of oil another two dollars anyway.

There was really nothing else that PBS could do, once it had committed itself to carry the program. Knuckling under to the pressures from Saudi Arabia, the hints from our own State Department and the widely publicized entreaties of Mobil Oil would have disqualified PBS from serious consideration as a national program service.

Indeed PBS came out well ahead of Mobil, which has pretty well disqualified itself from serious discussions of freedom of the press. An oil company urging censorship on behalf of a foreign government with which it does huge business might as well save the money it would have spent on future newspaper ads clamoring for access to commercial television network time.

None of the above, however, relieves concerns expressed about the form of the disputed program. The "docudrama" is at best a mongrel, neither honest fiction nor objective fact. Whatever may be said of this particular application of it, the form itself should be put to further scrutiny, especially when sensibilities on so large a scale are involved.

Uneven justice

Officials and stockholders of General Tire had reason to wonder last week whether punishments always fit the crimes as meted out in Washington.

The Firestone Tire and Rubber Co. was fined \$500,000—by federal standards an inconsequential sum—for marketing tires that the National Highway Traffic and Safety Commission found that the company knew to be unsafe. The contrast between that penalty for that offense and General Tire's recent experience before the FCC is shocking.

Last January the FCC voted, 4 to 3, to take three television station licenses from General Tire's subsidiary, RKO General Inc., and imperil the rest of the licenses held by the station group. The potential penalty adds up to something like \$400 million.

If offenses are to be judged by punishments, General Tire must have committed crimes infinitely more heinous than knowingly selling tires that could kill innocent motorists. Not quite. The FCC's harsh judgment was based on the parent company's foreign payments and domestic political contributions of a kind generally made by American corporations before such practices fell out of favor in Washington. Not only that, the charges had already been resolved by consent decrees reached with the Securities and Exchange Commission and the Justice Department.

The drafting of the FCC's order in the RKO General case is still incomplete ("Closed Circuit," May 5). If it comes out as originally directed, the Bureau of Weights and Measures ought to run a check on the scales of justice used at 19th and M Streets, Washington, these days.



Drawn for BROADCASTING by Jack Schmidt

"That's right. The new bulb doesn't work either."



WHAT A SWITCH!

WTVK-CHANNEL 26 GAINS BIG AS NEW NBC AFFILIATE!

	1978* w/ABC	1979** w/NBC	% of change
Mon-Fri 7-9 AM	7	20	up 185%
Mon-Fri 10-12 N	8	22	up 175%
Mon-Fri 12-4 PM	6	27	up 350%
Mon-Fri 4-5 PM	14	20	up 43%
Mon-Fri 5-6 PM	9	16	up 78%
Mon-Fri 6-6:30 PM (Metro News)	3	8	up 166%
Mon-Fri 6:30-7 PM	3	10	up 233%
Mon-Fri 11-11:30 PM (Metro News)	8	10	up 25%
Mon-Fri 11:30-1 AM	11	19	up 73%
Sun-Sat 8-11 PM	18	18	EVEN!
Mon-Sun Sign-on/Sign-off	12	17	up 42%

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