

AMID ESCALATING PROSPECT OF COMMUNICATIONS LEGISLATION

They're trying to cool down Mount St. Hollings

Broadcasting Jun 23

The newswweekly of broadcasting and allied arts

Our 49th Year 1980



ALREADY POPULAR AMONG WOMEN, THE DONAHUE SHOW HAS JUST WON OVER TWO MORE.

1980 Daytime Emmy Awards for Outstanding Talk, Service or Variety Series; Richard Mincer, Executive Producer, Patricia McMillen, Senior Producer, Darlene Hayes and Sheri Singer, Producers. Outstanding Host; Phil Donahue.

DONAHUE



MULTIMEDIA

Multimedia Program Productions, Inc., 140 W Ninth Street, Cincinnati, OH 45202

361121188ARS134 XTK DEC/82
US AIR FORCE
SERIAL ACQ SECTION
MONTGOMERY
AL 36112

If it buy it

Source: Nielsen Television Index
(NTI) National Ratings


The Amsterdam Kill
Banjo Hackett
The Blackbird
Bob & Carol & Ted & Alice
Breakout
California Split
Dark Purpose
Eyes of Laura Mars

A Fire In the Sky
For Pete's Sake
The Fortune
Fun With Dick and Jane
The Greatest
Hard Times
Harry and Walter Go To New York

High Velocity
In the Glitter Palace
Man and Boy
Murder By Death
Nickelodeon
Obsession
The Odessa File

The Quest
Shadow of the Hawk
Shampoo
The Story of Jacob and Joseph
Taxi Driver
The Way We Were
White Line Fever

Sizzles,



Bob O'Connor, V.P., Program Director, KTTV, said it at the 1980 INTV.

"Sizzle" is why KTTV and five other Metromedia stations were the first to buy Volume One for the 80's.

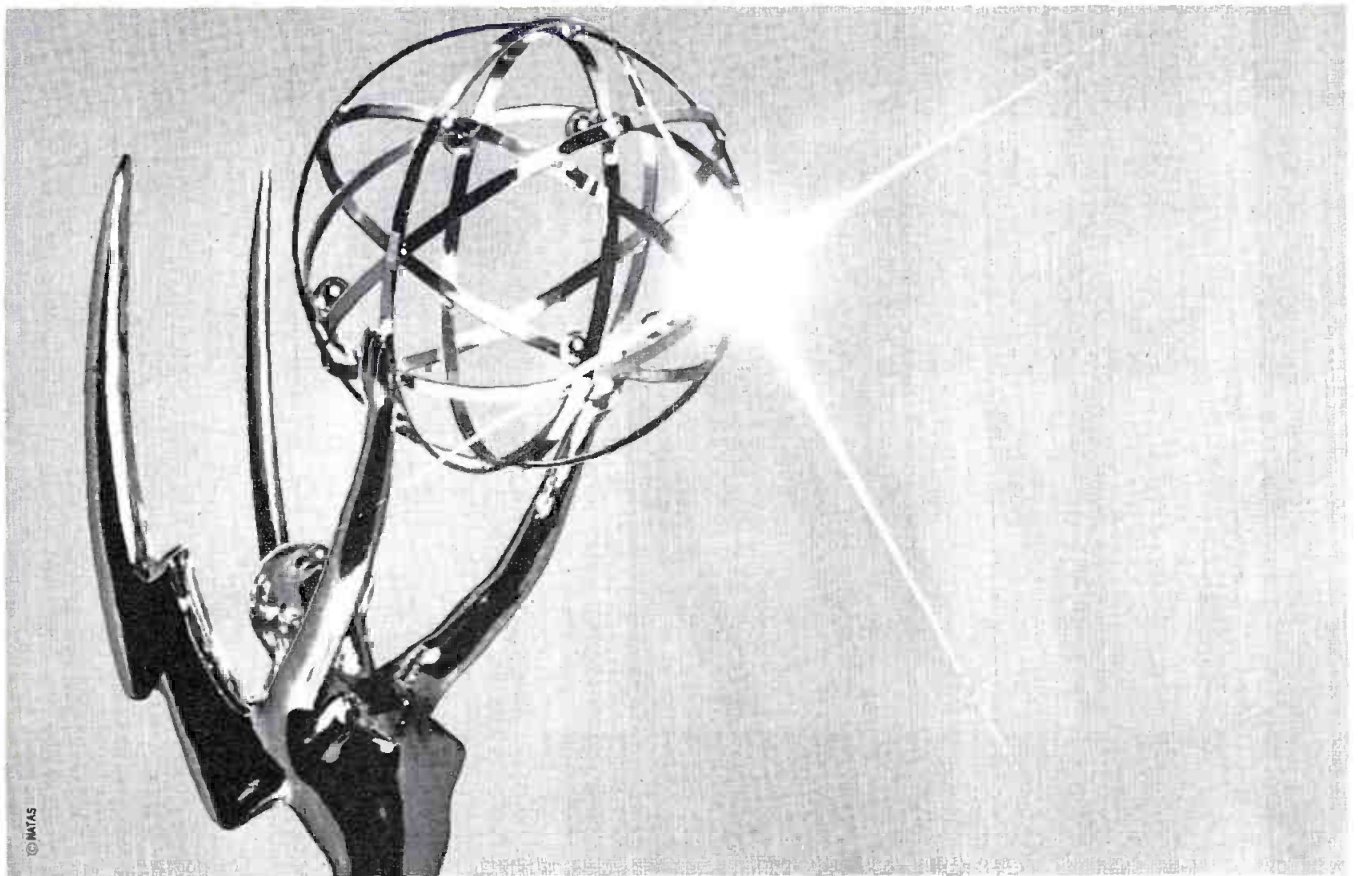
"Sizzle" is 16 of the 24 theatricals on *Variety's* list of All-Time Champs. And 10 of 18 that have played network were No. One time period hotshots.

After only 14 weeks, a total of 31 stations have heard the "sizzle" and bought.

Like the man said, if it sizzles, buy it.



Volume One For The 80's from Columbia Pictures Television



ABC SHINES WITH MORE DAYTIME & CHILDREN'S EMMYS THAN ANY OTHER NETWORK!

This year, the National Academy of Television Arts and Sciences awarded 28 Daytime Emmys to ABC for outstanding daytime and children's programming. We're proud of the outstanding efforts and excellent achievement of our most talented winners! Congratulations!

Outstanding Game or Audience Participation Show:

"The \$20,000 Pyramid"
Bob Stewart, Executive Producer
Anne Marie Schmitt and Jane Rathchild, Producers

Outstanding Actress in a Daytime Drama Series:

Judith Light "One Life to Live"

Outstanding Performance by an Actor in a Supporting Role for a Daytime Drama Series:

Warren Burton "All My Children"

Outstanding Performance by an Actress in a Supporting Role for a Daytime Drama Series:

Francesca James "All My Children"

Outstanding Direction for a Daytime Drama Series:

"Ryan's Hope" Lela Swift Jerry Evans

Outstanding Individual Direction For a Talk, Service or Variety Series:

Duke Struck
"Henry Fonda Tribute"
"Good Morning America"

Outstanding Writing for a Daytime Drama Series:

"Ryan's Hope" Claire Labine Paul Avila Mayer
Mary Munisteri Judith Pinski Jeffrey Lane

Outstanding Achievement in Technical Excellence for a Daytime Drama Series:

"All My Children"

Outstanding Achievement in Design Excellence for a Daytime Drama Series:

"All My Children"

Special Classification of Outstanding Program Achievement:

Producer: Yonna Kroyt Brandt "FYI" (with Hal Linden)

Outstanding Achievement in Religious Programming—Series/Specials:

"Directions"
Sid Darion, Executive Producer

Outstanding Individual Achievement in Religious Programming:

Sound Recordist: Justus Taylor

"Seeds of Revolution"

"Directions"

Outstanding Children's Entertainment Special:

"ABC Afterschool Special"
"The Late Great Me: Story of a Teenage Alcoholic"

Daniel Wilson, Executive Producer

Linda Marmelstein, Producer

Outstanding Children's Anthology/Dramatic Programming:

"ABC Weekend Special"

"The Gold Bug" (2 parts)

Linda Gottlieb, Executive Producer

Doro Bachrach, Producer

Outstanding Children's Informational/Instructional Programming—Short Format:

"ABC Schoolhouse Rock"
Thomas Yohe, Executive Producer
George Newall and Radford Stone, Producers

H.E.L.P.!!! (Dr. Henry's Emergency Lessons For People)
Ken Greengross and Phil Lawrence, Executive Producers
Lynn Ahrens, Producer

Outstanding Individual Achievement in Children's Programming:

Melissa Sue Anderson
"Which Mother is Mine?"
"ABC Afterschool Special"

Maia Danziger

"The Late Great Me: Story of a Teenage Alcoholic"

"ABC Afterschool Special"

Butterfly McQueen

"The Seven Wishes of a Rich Kid"

"ABC Afterschool Special"

Jon Hartman

"The Late Great Me: Story of a Teenage Alcoholic"

"ABC Afterschool Special"

Director: Arthur Allan Seidelman

"Which Mother is Mine?"

"ABC Afterschool Special"

Director: Anthony Lover

"The Late Great Me: Story of a Teenage Alcoholic"

"ABC Afterschool Special"

Audio Engineer: George Alch

"A Special Gift"

"ABC Afterschool Special"

Cinematographers: John Beymer Mike Fash

"A Movie Star's Daughter"

"ABC Afterschool Special"

Cinematographer: Robert Collins

"Heartbreak Winner"

"ABC Afterschool Special"

Cinematographer: Alex Thompson

"The Gold Bug" (2-parts)

"ABC Weekend Special"

Film Editor: Vincent Sklena

"The Late Great Me: Story of a Teenage Alcoholic"

"ABC Afterschool Special"

Make-up/Hair Designer: Steven Atha

"The Gold Bug" (2-parts)

"ABC Weekend Special"

**ABC TELEVISION
NETWORK** 

The Week in Brief

TOP OF THE WEEK

HOLLINGS BILL ABOUT READY □ The Senate will mark up the communications revamp legislation tomorrow. NAB objects to the elimination of signal carriage restrictions, wants time; NCTA and AT&T appear satisfied. **PAGE 21.**

PTAR HARVEST □ Broadcasters say that in the decade since the prime-time access rule was adopted, the time slot has generated profits and audiences. Syndicators want PTAR retained. **PAGE 22.**

MAGNUSON CHALLENGED □ Veteran broadcaster, Lloyd Cooney, declares Republican candidacy for Senate seat held by veteran Democrat. **PAGE 23.**

KALB TO NBC □ The veteran CBS News and diplomatic correspondent jumps network. Leonard's statement on Kalb's contractual demands is questioned. **PAGE 23.**

QUELLO OR WHO? □ The White House search team is making its final screening before it recommends a name for the FCC as Quello's term nears end. **PAGE 25.**

BUSINESS

VISITOR FROM THE NORTH □ Canadian Cablesystems Ltd., bidding to be the biggest cable operation in Canada and the U.S., is out to attract American investors. **PAGE 26.**

VALENTE OUT AT RCA □ The end comes after less than six months in the presidency. Griffiths creates an office of the chairman to run the company. **PAGE 28.**

M-E LOOKS AT '80 □ Agency's Coen predicts national TV expenditures will reach \$8.4 billion, national radio, \$980 million. **PAGE 28.**

MCI OVER AT&T □ Award of \$1.8 billion in the antitrust suit is seen as a prelude to continued fights in higher courts. **PAGE 29.**

JOURNALISM

FIRST HURRAHS COMING □ The national networks move equipment and personnel into place to report the summer national political conventions. **PAGE 34.**

MEDIA

BIENVENUE IN MONTREAL □ The few pessimistic

remarks by Canadian government spokesmen fail to lessen the euphoria of Broadcaster Promotion Association and Broadcast Designers Association delegates at their most successful seminar. **PAGE 38.** One highlight was the recognition of the best in promotion and design. **PAGE 40.**

PROGRAMMING

NBC-TV PICKS UP STEAM □ The network moves into second place in ratings with its best showing in months. **PAGE 44.**

SUTTON APPOINTMENT □ NBC makes it official, a move that may lead to resignations of Biggers and Mohamad. **PAGE 47.**

LAW & REGULATION

CLEAN BILL □ The FCC staff finds the three commercial networks have no monopoly over broadcasting. The PTAR, syndication and financial interest rules are said to be regulatory failures. **PAGE 49.**

VAN DEERLIN GETS HIS BILL □ The House Communications Subcommittee approves a measure that will significantly affect the Communications Act and common carriers. **PAGE 50.**

PERTSCHUK EDICT STANDS □ The Supreme Court refuses to review the decision that FTC chairman was free to discuss his views on the children's TV inquiry. **PAGE 51.**

FACE-OFF ON CHILDREN'S TV □ Filing comments at FCC, broadcasters present a united front against the proposal to establish guidelines. **PAGE 52.**

TECHNOLOGY

HOME COMPUTERS □ An increasing number of companies are gearing to capitalize on consumer video applications. **PAGE 58.**

PROFILE

VISION BECAME REALITY □ A Korean War vet joined the CBS mailroom back in 1954 on a hunch that broadcasting offered a future to him. John McCrory further proved his intuition was right last March when he stepped into the presidency of Times Mirror Broadcasting. **PAGE 81.**

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In January, WTEV-TV ACTION NEWS made broadcast history. We pioneered the first complete newsrooms in two states with our electronically linked New Bedford and Providence newsrooms... connecting the entire area with live news coverage.

And now...we're the only station in the Providence-New Bedford television market with a full hour of

early evening local news. Through innovation and quality people, we're out to be New England's news station. That's WTEV professionalism. And that's the Pulitzer standard of broadcast journalism.

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Pulitzer
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Lancaster/York/
Harrisburg/Lebanon

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Insider report: behind the scene, before the fact

Reagan people

Communications lawyers are among those flocking to banner of Ronald Reagan as he marches toward Republican presidential nomination next month. Former FCC Chairman Richard E. Wiley and Mark Fowler, who is Reagan campaign's communications counsel, are on steering committee of Lawyers For Reagan, now in formation, and are expected to serve as co-chairmen of special committee on FCC matters. Fowler was in charge of drafting answers Reagan supplied to National Association of Broadcasters' questionnaire on broadcast regulations (BROADCASTING, June 9). Aiding him in that enterprise were his partner, David Meyers, and three young communications attorneys—Eric Bernthal, Bryan Johnson, and Steve Sharp (the last legal assistant to Margita White when she was FCC commissioner).

Another communications attorney active in Reagan campaign is Clarence McKee, former aide to then-Commissioner Benjamin L. Hooks. He has been making speeches to black groups for Reagan. He ghosted Reagan letter to BROADCASTING on broadcast regulation (BROADCASTING, May 5), and is expected to take on additional duties.

Sitting pretty

Patricia Bailey, whose interim term as Federal Trade Commissioner expires Sept. 26, has quietly been renominated by President Carter for full seven-year term. Matter is now with Senate Commerce Committee, which would ordinarily hold hearings. But expectation is that Bailey, who has had few controversial votes to cast, will not be put through that.

Double trouble

FCC this week is expected to issue rulemaking to break up all crossownerships of cable systems and television stations that put grade B signal over cable site. It'll be reversion to original rule adopted in 1970 but amended in 1975 to apply grade A signal as criterion for divestiture. (Amendment barred creation or acquisition of crossownerships with grade B overlap but grandfathered those in existence.)

Amended rule was challenged in court by National Citizens Committee for Broadcasting. Before appellate court acted, FCC asked remand for reconsideration (BROADCASTING, Oct. 9, 1978). Deadline for FCC action is Thursday (June 26). If proposed rule is adopted, 31 crossownerships will have to divest.

Pitch misses

NBC-TV can relax. Hubbard Broadcasting's KOB-TV, its affiliate in Albuquerque, N.M., which had made presentation for affiliation with CBS-TV ("Closed Circuit," June 17), apparently won't be leaving, after all. CBS-TV officials say they've decided to stay with KGGM-TV Albuquerque, in deference to long relationship and because KGGM-TV lately has been making market advances that are expected to continue.

Times change

Veteran Senator Warren G. Magnuson (D-Wash.) may be detecting irony in news that Lloyd E. Cooney, president of KIRO-AM-FM-TV Seattle, hopes to be GOP challenger for Magnuson's seat next November (see page 23). Magnuson's political mentor, late Saul Haas, founded KIRO stations. At one time Magnuson owned interest in KIRO(AM). After Haas sold properties to Bonneville group, in 1963, he stayed on for several years as chairman, with Cooney as chief operating officer.

Price of failure

Official figures aren't available, but it's estimated that General Electric's out-of-pocket costs in futile effort to acquire Cox Broadcasting for \$560 million ran to some \$3 million. That should be end of it. GE has notified FCC that deal is down drain (BROADCASTING, June 16).

Cox meanwhile is getting operations back to normal after 16 months of dislocation while sale to GE was pending. Its costs for GE deal ran to \$2 million. Cox is entertaining no new offers for its properties.

Capital cable

Bob Johnson, president of Black Entertainment Television and former National Cable Television Association staffer, is organizing group to go after cable franchise for Washington. If group is formed, one of its first jobs will be to light fire under city council that has yet to enact franchise ordinance.

Doesn't matter

There is general feeling at FCC that scrapping prime-time access rule would be more trouble than repeal is worth, even though rule has failed to achieve some goals commission set in adopting it (see

page 49). Almost all commissioners have expressed disenchantment with rule at one time or other, and staff report released last week is most devastating criticism yet.

Commissioners would like to see general review of rule but not before network inquiry staff issues final report in October.

Stale data

FCC's release of annual television and radio financial figures, normally scheduled for late summer and late fall, respectively, is expected to be even later this year. Computer that produces data is in process of major reprogramming. Hope is that next year, with new system in order, television figures will come out in June, radio in July.

Sending in reserves

RKO General, faced with loss of three television stations and perhaps of 13 other broadcast licenses (BROADCASTING, June 9), has reinforced its legal counsel in Washington. Wilmer & Pickering (with J. Roger Wollenberg as lead lawyer) has been hired to work with RKO's long-time counsel, Pierson, Ball & Dowd. Wilmer & Pickering was Wilmer, Cutler & Pickering until Lloyd Cutler resigned to become counsel to President Carter. Pierson firm recommended Wollenberg.

Tit for tat and Ted

Purchases of satellite earth stations by broadcast stations are getting boost from unlikely source—Ted Turner's Cable News Network. Stations cooperating with hungry-for-regional-news CNN air mail tapes of their nightly news to cable network, which is free to take clips for its own use. In return, stations are free to cherry pick CNN report—if they have facilities to tap satellite feed.

Number of TV network affiliates are participating for chance to beat network feeds or use CNN exclusives. Big pieces of CNN reporting on Cuban refugees in Florida were aired by major TV station group, according to Reese Schonfeld, CNN president.

Behind scenes

With White House screening of FCC candidates all but done (see page 25), FCC Chairman Charles D. Ferris reportedly was working overtime with political contacts to block reappointment of James H. Quello. He wants fourth vote that Quello often has denied him. At week's end, however, Quello was said to be still in running.

ON TARGET FOR SEPTEMBER



JIM LANGE HOSTS

WHEEL

from Barry & Enright

THE TEAM THAT DELIVERS THE "ONE-TWO PUNCH"!

TIC TAC DOUGH—#1-rated game show in prime access nationally.*

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*Cassandra™: A.C. Nielsen Co., Feb., 1980.

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1980!

SEYE



Business Briefly

TV ONLY

Nestle □ Six-month campaign for chocolate Quik drink mix begins in July in about 85 markets including New York, Washington, Pittsburgh, Minneapolis and Houston. Early fringe times. Agency: Leo Burnett, Chicago. Target: children, 6-11; teen-agers.

Toys by Roy □ Thirteen-week campaign begins in August for toy stores in nine markets. Day, early fringe and week-end times. Agency: Avrea/Pugliese, Dallas. Target: adults, 25-49; children, 6-11.

Intercon □ Thirteen-week campaign for Forsana diet drink begins July 14 in Atlanta and Charlotte, N.C. Day time, fringe and prime times. Placed by: LSF Media Services, New York. Target: women, 25-54.

Anheuser Busch □ Third-quarter

campaign for Busch beer begins this month in over 75 markets. Prime and late fringe times. Agency: Needham, Harper & Steers. Target: adults, 25-49.

Chief Auto Parts □ Eight-week corporate campaign begins July 7 in Los Angeles and Las Vegas. Fringe, prime and sports times. Agency: Stanford Agency, Dallas. Target: men, 25-54.

General Motors □ Eight-week campaign for Pontiac cars begins this week in 31 markets including New York, Chicago, Los Angeles, Philadelphia and Pittsburgh. Prime, news and sports times. Agency: D'Arcy-MacManus & Masius, Bloomfield Hills, Mich. Target: men, 18-49.

A & W Beverages □ Four-week campaign for root beer begins June 30 in over 50 markets including New York, Chicago, Pittsburgh and Kansas City, Mo. Day times. Agency: Humphrey Browning

MacDougall, Boston. Target: women, 18-49.

Midwest Card Co. □ Two-to-four week campaign for Cheerful House cards begins Aug. 11 in 26 markets. Day times, early fringe, prime access and prime times. Agency: Vinyard & Lee, St. Louis, Mo. Target: children, 6-11; teen-agers.

Frigidaire □ Three-week campaign for refrigerators begins June 30 in 24 markets including Philadelphia and Cincinnati. Fringe times. Agency: Needham, Harper & Steers, New York. Target: women, 25-54.

Rustler's □ Two-week campaign to promote Barbeque Ribs begins July 7 in about 10 markets including New York and Washington. Day times. Agency: Lewis & Gilman, Philadelphia. Target: adults, 18-49.

Newskin Co. □ Three-week campaign for adhesive bandages begins June 29 in over 10 markets including Los Angeles, Minneapolis and Denver. Fringe and news times. Agency: S.R. Leon Co., New York. Target: total men and women.

Swift □ Four-week campaign for Peter Pan peanut butter begins July 21 in 85 markets. Day, late fringe and prime times. Agency: Leo Burnett & Co., Chicago. Target: women, 25-54.

THE NETWORKS-FROM SARNOFF TO SILVERMAN

Cut-throat competition. Blatant commercialism. Relentless worship of ratings. The charges being leveled against the networks in 1980 were just as true in 1930, says Laurence Bergreen. Taking off from Edward R. Murrow's prophecy that we would "look now, pay later" for commercial TV's insulation of the masses from the realities of the world, Bergreen traces the heated battle for control of America's airwaves—from RCA's two radio networks in the 1920's and the emergence of Paley's CBS, through the explosive growth of color TV, to the current threat of cable and satellite. The only complete, up-to-date history of all the networks, LOOK NOW, PAY LATER is "consistently absorbing...an exceedingly valuable as well as engrossing chronicle."—*Publishers Weekly*. With photos, \$12.95 at all booksellers.



The Rise of Network Broadcasting
by Laurence Bergreen

DOUBLEDAY

From light to dark. New network TV campaign for Gulden's mustard uses theme "Kitchen to Deli" in effort to convert users of yellow mustard to brown. Special effects transform kitchen before



camera. Campaign runs on all three networks through August. Credits: copywriter, Dean Crebbin; art director, Chuck Dickinson; producer, Vince Iole. Agency for Gulden's is Cunningham & Walsh, New York.

AdVantage

Centennial. Coinciding with Wella Corp.'s 100th anniversary is broadcast advertising campaign promoting re-packaging of three products: Kolestral hair conditioner, with spokeswoman Marjorie Wallace; Wella Balsam conditioning shampoo, with Priscilla Presley, and Wella Balsam Instant conditioner



with Cheryl Ladd. TV campaign, created by James Neal Harvey, New York, begins in July for Kolestral in West and South-west markets. Network TV is planned for other two products on ABC, NBC and CBS in September, following July introductory campaign on ABC radio network.

□

Focusing on TV. Ed Libov & Associates, New York, is the new buying service for Durling Optical Corp. of York, Pa. Spending \$1.1 million on spot TV for 1980, Durling plans to increase number of stores in balance of this year and through 1981. TV campaign begins in August for 111 stores in 12 states including Pennsylvania, Minnesota, Indiana, Missouri and Wisconsin.

Helene Curtis □ Four-week campaign for Suave begins Aug. 18 in 15 markets including Pittsburgh and Columbus, Ohio. Fringe times. Agency: LSF Media Services, New York. Target: women, 25-54.

Frigidaire □ Three-week campaign for refrigerators begins Aug. 4 in 24 markets including Dallas and Columbus, Ohio. Fringe times only. Agency: Needham, Harper & Steers, New York. Target: adults, 25-49.

Norcliff-Thayer □ Four-week campaign for Pretty Feet and Hands moisturizer begins this week in 23 markets including St. Louis and Charlotte, N.C. Fringe times. Agency: William B. Tanner, Memphis. Target: women, 18-49.

RADIO ONLY

Delta Airlines □ Forty-week campaign for business travel begins in July in four markets. Agency: Burke Dowling Adams, Atlanta. Target: men, 25-49.

Century 21 □ Twelve-week campaign for insurance begins in July in 130 markets including Albany-Schenectady-Troy, N.Y., Boston, Pittsburgh, Atlanta and Nashville. Agency: Wells, Rich, Greene/Townsend, Newport Beach, Calif. Target: adults, 25-49.

Jos. Kirschner Co. □ Nine-week campaign for hot dogs begins this week in 15 markets including Portland, Me., and Burlington, Vt. Morning drive, middays and afternoon drive. Agency: Harold Cabot & Co., Boston. Target: women, 25-49.

Joan of Arc Co. □ Nine-week campaign for beans begins June 30 in Nashville, Memphis and Little Rock, Ark. Morning drive, midday and afternoon drive times. Agency: Vitt Media International, New York. Target: women, 18 plus.

Jim Dandy □ Ten-week campaign for grocery stores begins this week in about 10 markets including New Orleans and Orlando, Fla. Agency: Liller Neal Weltin, Atlanta. Target: adults, 25-49.

Pharmacraft □ Eight-week campaign for Cruex begins June 30 in 10 markets including Baltimore, Detroit and Atlanta. Agency: Rumrill Hoyt, New York. Target: men, 18-34.

United California Bank □ Eight-week campaign for banking begins July 7 in eight California markets. Morning, midday, afternoon drive and weekend times. Agency: Foote, Cone & Belding/Honig, Los Angeles. Target: adults, 25-54.

Bristol Myers □ Seven-week campaign for Herbal Essence products begins July 1 in about 16 markets including Boston, Philadelphia, Chicago, Denver, San Francisco and Los Angeles. Agency: Foote, Cone & Belding, New York. Target: women, 18-24; women, 25-34.

Huber Brewing Co. □ Four-to-ten week campaign for Augsburger beer begins this month in Chicago and in August in Madison and Green Bay, Wis. Morning drive, midday and afternoon drive times. Agency: Zechman & Associates, Chicago. Target: men, 18-34.

P & R Macaroni □ Five-week campaign for macaroni begins this week in various New York markets including Syracuse. Agency: Spiro & Associates, Philadelphia. Target: women, 25-49.

British Tourism □ One-week campaign to promote travel in Britain begins June 26 in San Francisco. Agency: Ogilvy & Mather, New York. Target: adults, 25-49.

Remember Lassie When You Were A Kid?



"I like Lassie. She's really pretty. The other dogs on TV are just small."

There's A Whole, New Generation Waiting To Watch!



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■ indicates new or revised listing

This week

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 FCC Commissioner Tyrone Brown; Kathleen Nolan, Corporation for Public Broadcasting board, Nicholas Johnson, president, National Citizens Committee for Broadcasting. Century Plaza hotel, Los Angeles.

June 23—*National Association of Broadcasters* "Dollars and Sense" legal contracts workshop. Century Plaza hotel, Los Angeles. Information: (202) 293-3560.

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 25-27—*Alabama Broadcasters Association* summer convention. Grand hotel, Point Clear.

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

June 26—*Electronics Industries Association* regional luncheon. Princeton Club, New York. Information: Herbert J. Rowe, (202) 457-4930.

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 As-

sociation, 1390 Market Street, Suite 416, San Francisco 94102; (415) 552-7660.

June 27-28—*Tennessee Associated Press Broadcasters Association* ninth annual convention. River Terrace motel, Gallatinburg.

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

July

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

July 26—*United Press International Broadcasters of*

Major Meetings

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

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

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

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

Oct. 28-30—*National Association of Educational Broadcasters* 56th annual convention. Las Vegas.

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

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

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

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

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

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

Jan. 25-28, 1981—Joint convention of *National Religious Broadcasters and National Asso-*

ciation of Evangelicals. Sheraton Washington hotel, Washington.

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

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

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

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

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

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

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

■ **June 10-14, 1981**—*Broadcasters Promotion Association* 26th annual seminar and *Broadcast Designers Association* third annual seminar. Waldorf-Astoria hotel, New York. Future seminars: June 6-10, 1982, St. Francis hotel, San Francisco; June 8-12, 1983, Fairmont hotel, New Orleans; June 10-14, 1984, Caesars Palace, Las Vegas; 1985, Chicago.

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Louisiana meeting. Hilton hotel, Baton Rouge.

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

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

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

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

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

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

August

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

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

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

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

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

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

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

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

September

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

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

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

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

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

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

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

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

Sept. 15—Comments due in FCC proposal to revise broadcast financial reporting requirements. Docket 80-12. Replies are due Nov. 14 FCC, Washington.

Sept. 15—Deadline for entries for 12th National Abe

Lincoln Awards program sponsored by the *Southern Baptist Radio and Television Commission*. Information: Bonita Sparrow, SBRTC, 6350 West Freeway, Fort Worth 76150.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

October

Oct. 1—New deadline for comments in FCC rulemaking proposal to modify FM rules to increase availability of commercial FM assignments (Docket 80-90) and

Errata

In June 9 issue, **WTMJ-TV Milwaukee** was incorrectly listed as being in Minneapolis (page 55) and in obituary of George Comte, retired president of WTMJ Inc. (page 94), company's properties should be WTMJ-AM-TV and WTKF(FM), all Milwaukee.

□

"In Brief" update for June 9 of marketing plans for **Pioneer optical videodisk system** incorrectly quoted price of \$500. As reported in **BROADCASTING** (March 31), suggested retail price will be \$749.

□

Noncommercial **KPBS-FM** is located in **San Diego**, not San Francisco, as stated in "Fates & Fortunes" item on John Clark, May 5, page 102.

inquiry to streamline FM rules to expedite processing (Docket 80-130). Replies are due Dec. 1. FCC, Washington.

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

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

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

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

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

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

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

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

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

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

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

Oct. 11—Florida Association of Broadcasters 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 second conference on business advertising research and research fair. Stouffer's Inn on the Square, Cleveland.

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

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

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

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

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

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

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

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

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

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

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

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Open Mike®

Geography lesson

EDITOR: I can't help commenting on my amusement at the FCC's designation of Haines City, Fla., and Orange Park, Fla., as "unserved communities" likely to gain "first service" from the break-up of the I-A clear channels.

Apparently, [the FCC doesn't] know that Haines City receives a 25 mv/m signal, day and night, from WGTO(AM) Cypress Gardens (50 kw day, 1 kw night, and originally licensed to Haines City); or that Orange Park is the physical site of WAPE(AM) Jacksonville (50 kw day, 10 kw night).

I recognize that these huge stations may not be gearing their programming toward these small towns, but "unserved" they ain't. Nor, I suppose, is Canonsburg, Pa.—less than 20 miles from Pittsburgh.

I know. It's the computer's fault.—
Michael McGough, program director,
WEEQ(AM) Waynesboro, Pa.

In unison

EDITOR: The "international allocations contests" mentioned in the "Still looking" item of the June 2 "Closed Circuit" column apparently refers to the U.S. posi-

tion taken at the 1979 World Administrative Radio Conference concerning high frequency broadcasting.

I did share responsibility on behalf of the Board for International Broadcasting in drafting the final U.S. position, which took into account important foreign policy and national defense interests of the U.S. as well as frequency allocations. While there were differing views in the preparatory stage, I know of no opposition by the FCC to the final U.S. position.

Indeed, the favorable results achieved at WARC '79 with regard to high frequency broadcasting would not have been possible without the capable and untiring efforts of the two highest ranking FCC officials on the delegation, who served as deputy chairmen.

I have been assured by my colleagues at the FCC that there is no justifiable basis for the opposition alleged in the referenced item.—George Jacobs, director of engineering, Board for International Broadcasting, Washington.

Editor's note. The item referred to the one-time consideration of Jacobs as a candidate for senior vice president for engineering at the National Association of Broadcasters, and said opposition to his candidacy had come from FCC circles "where engineers fared badly in international allocations contests in, which Jacobs prevailed."

Remember Lassie When You Were A Kid?

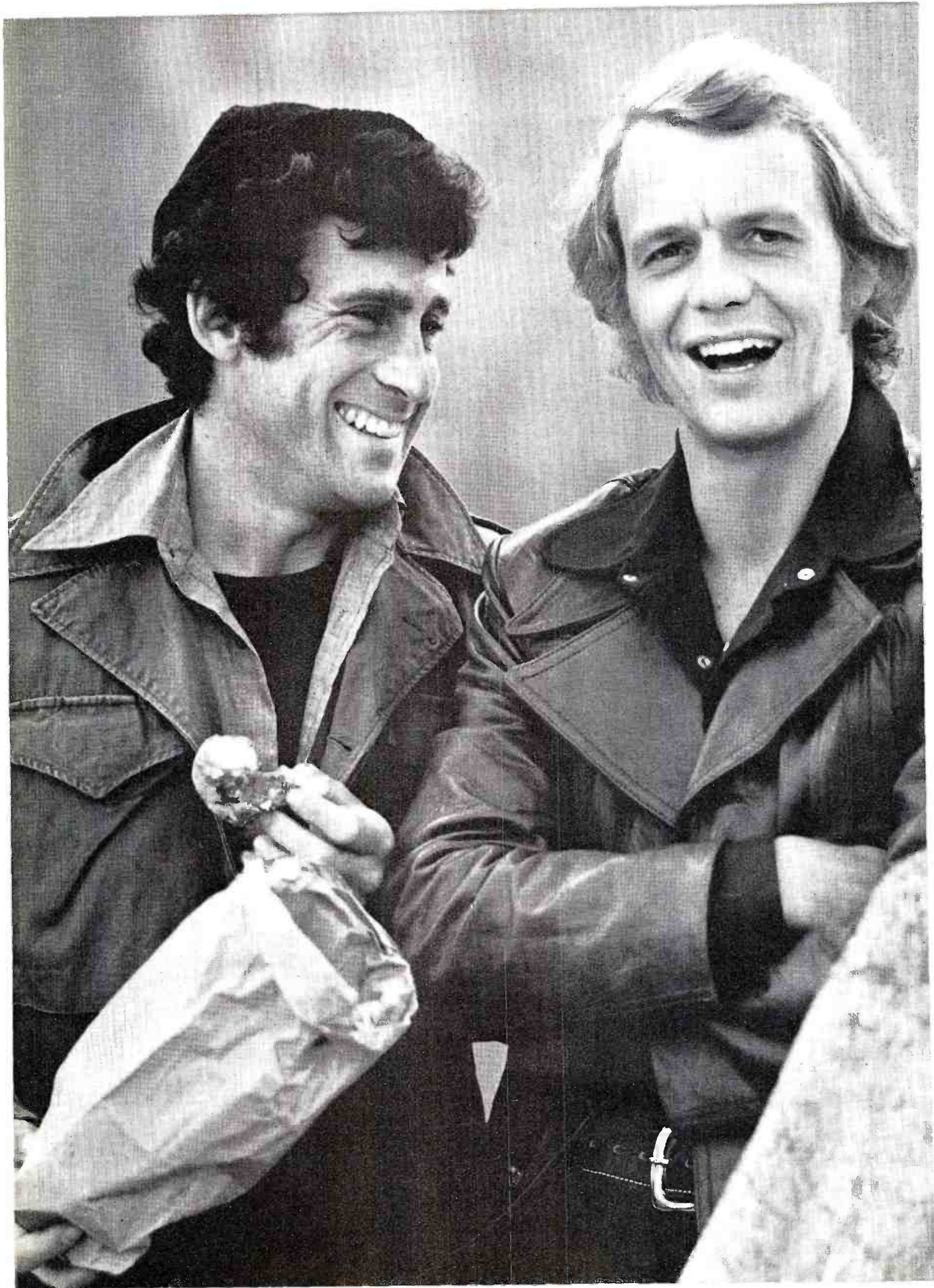


"I think Lassie's older than
my mother. But younger
than my father."

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STARKY & HUTCH: TWO OF THE MOST SUCCESSFUL HALF-HOURS IN SYNDICATION

You probably think of Starsky & Hutch as an hour show. No wonder. Women 18-49 have made it the No.1 dramatic hour in the country.

But it's an hour show with a striking difference. It performs like two half-hours. Two terrific half-hours.

And the second half actually improves its first half-hour "lead-in."

KTLA, Los Angeles	RTG.	SH.	Total Homes (000)	Total Women (000)	Women 18-49 (000)	Total Men (000)	Men 18-49 (000)	Total Teens (000)	Total Kids (000)
6:00-6:30	11	19	460	300	209	278	183	139	143
6:30-7:30	12	20	526*	336	234	321	213	161	166

* Homes increased 14%, nearly 3 times the 5% HUT level increase from 1st to 2nd half-hours.

So if you want the two most successful half-hour shows on TV, stick with the winners. Starsky & Hutch and Starsky & Hutch.

Starsky & Hutch. A Spelling-Goldberg Production distributed by



Columbia Pictures Television

Source: Arbitron, Feb. 80

Monday Memo®

A broadcast advertising commentary from Bernard S. Owett, senior VP and creative director, J. Walter Thompson Co., New York

Commercials reflect changing life styles

We finished our fifth month of this new decade, pondering as we constantly do, where advertising is headed. I for one, feel that it is the changing consumer who will make us make the really big changes in advertising executions.

These changes are taking place at the beginning of, yes, yet another revolution. This time a media revolution. In the last revolution, known to us as television, we all woke up one morning and discovered that the very nature of our society had changed.

The media revolution I'm talking about is perhaps a part of that television revolution. It represents the conjunction of two powerful forces, one emerging from technology, the other from the new attitudes and new life styles of the American people.

It may be several years before advertising is affected by all of the technological breakthroughs, but the changes in people's attitudes and values and life styles are apparent right now. These changes have been surfacing for years. They're affecting advertising today, affecting the way men and women are portrayed in advertising and also affecting the techniques used to sell products.

As I watch television commercials and print ads these days, I find that advertising is already accommodating itself to change. For example, look how women are beginning to be portrayed in ads now. They are no longer depicted as that gender that sleeps, wakes up and lives its little life in the kitchen.

It is increasingly recognized that while most women still have kids and keep house, many women are working—or also working—at the same jobs as men. Today's woman should be shown juggling career and children or enjoying a life that doesn't depend on domesticity. And she's more aggressive socially and sexually.

Last month a perfume spot acknowledged that wearing the stuff to get the guy is not a woman's sole preoccupation. The singers sing that "this gal is so contemporary, she's having too much fun to marry," and we see that she wears cologne for her own, and only her own, pleasure and enjoyment. At the same time another perfume is running a spot that shows that a woman does not give up her romantic life even if she has a high-powered career. This woman is so successful she even picked up the dinner check for a group of men. A commercial first.

Spots for One-A-Day Vitamins are more



Bernard S. Owett, senior VP and creative director of J. Walter Thompson Co., New York, went to New York and JWT fresh from UCLA and Art Center College in 1950 and has been there ever since. He has been art director, writer and television producer. Though currently creative director, he is still actively writing, art directing and producing print, radio and television advertising.

transitional in their portrayal of women who plan to return to work when the kids get a little older. These women open businesses of their own. And succeed.

An Alka-Seltzer commercial saluting American working women features female blue-collar workers and athletes. The spot proclaims that it's no longer a man's world.

I saw a Pepsi spot that featured a female bronco buster, a commercial for the Army designed to recruit women and a sherry spot that promises it is "downright upright" for a woman to invite a man over for a drink.

An airline commercial shows a businesswoman/spokesperson in what has been a traditional male role, the guy who likes the airline for a particular and meaningful reason. The announcer tells this woman that on this airline she's the boss.

And, of course, if the little lady, now the big boss, is a bit late from the airport or the office, the little man may have to prepare dinner. A Campbell soup commercial proves that new roles for women inevitably mean new roles for men. He gets home first and cooks the dinner.

If dad's in the kitchen shouldn't his teen-age son emulate dad and clean up after himself if he's made a mess? A paper towel spot from Scott shows him in that role. And if it's no longer odd to see men in the kitchen, it's no surprise to see dad diapering baby as he does in a Baby Fresh Wipe spot.

And mom, just like dad, sometimes has to get to work early, so in a recent McDonald's spot, dad copes almost as well as mom would have coped, taking the kids to breakfast at you-know-where. In a Burger King spot, a man's Saturday chores are more than just fertilizing the lawn and changing storm windows. He does what a woman would have done in yesterday's ads. He takes the kid for the haircut.

Another change, just as real as the fact that half the work force is female, is the rising percentage of older Americans. There's a need to recognize these people—to recognize their importance as citizens and as consumers.

I see more and more older people in vignette-type commercials and in a recent Jovan male fragrance spot, two octogenarians "meet cute" and flirt in an elevator. That same advertiser is reversing roles for its Musk cologne and showing women as aggressors who treat men as sex objects. Why not?

And I see spots reflecting our new attitudes toward ourselves to sell some products. There's a great deal of narcissism in the new Calvin Klein jean spot and the latest Chanel No. 5 commercial. They're both beautifully photographed, but I'm going to miss Catherine Deneuve.

Another spot that reflects our loosening up is the one for Jordache Jeans where the model rides bare back and bare topped. The young lady appears very discreet to me but many stations rejected the spot. Another version where the model wears a top was shot and ran on those stations that rejected the topless version. Probably in the next few years the first version can play on any station.

There are changes too in the nuclear family. Our relatives and friends and neighbors no longer look as much like one another as they used to. We are becoming international families, less expected, less homogenized. A new Kodak spot guaranteed to put a lump in your throat and a tear in your eye shows an Oriental girl graduating from college and thanking her Occidental adoptive parents for the good life they have given her.

The times they are a-changing. Will the trends that have already started continue through the 80's? Are these changes real trends or mere fads? I think they're here to stay. Am I right or am I wrong? I'll let you know in a few years.

IF YOU DON'T LIKE THE FREQUENCY YOU CAN AFFORD IN TELEVISION...

TRY RADIO!

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
5-6							
6-7							
7-8							
8-9							
9-10							
10-11							
11-12							
12-1							
1-2							
2-3							
3-4							
4-5							
5-6							
6-7							
7-8							
8-9	●					●	
9-10			●				
10-11				●			
11-12							
2-5							

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
5-6	●●	●	●●	●●	●●	●	●
6-7	●●	●●●	●●	●●	●●	●●	●
7-8	●●	●●	●●●	●●	●●●	●●	●
8-9	●●	●	●	●●	●●	●●	●
9-10	●	●	●	●	●●	●●●	●●
10-11	●●	●	●●●	●●	●●	●●	●
11-12	●●	●●	●	●●●	●●	●●	●
12-1	●●	●●	●●●	●●	●	●●	●●
1-2	●●	●●	●	●●●	●●	●●	●●
2-3	●●	●●	●●	●●	●●●	●	●
3-4	●●	●●	●●●	●●●	●●●	●	●
4-5	●●●	●●●	●●●	●●●	●●●	●●	●●
5-6	●●	●●●●	●●●	●●●	●●●	●●	●●●
6-7	●●●	●●	●●●	●●●	●●●	●●	●●
7-8	●●	●●	●●	●●	●●	●	●●
8-9	●●	●	●●	●●	●●●	●●	●●
9-10	●●	●●	●	●●	●●	●●	●●
10-11	●●	●	●	●●	●●●	●●	●●●
11-12	●●	●	●	●	●	●●●	●●
2-5	●	●	●	●	●	●●	●●

Here are two hypothetical campaigns—one in television, one in radio—for the same annual budget: about \$30 million a year.

It's pretty clear what you can buy in network television—three or four one-minute announcements a week in top-rated programs.

Somewhat more surprising is what that \$30 million a year will buy you in radio.

First, you can buy five radio networks, comprising more than 2,000 radio stations. You'll have approximately 200 one-minute network announcements *per week*, fifty-two weeks a year.

In just eight weeks, with this type of schedule, you would reach some 98 million different adults 18+—64 percent of the adult population of the country.

And you would reach them an average of 29.3 times.

That's frequency.

In eight weeks, with this network radio schedule alone, you would have delivered 2,870,400,000 commercial impressions!

Two billion, eight hundred and seventy million plus. In eight weeks.

And now, on top of that—but still within your \$30 million budget—add a national spot campaign in 100 key markets.

You could get a campaign of *twenty* one-minute announcements per week per station on *four* different stations per market!

The bottom line on all this? On the national level—network radio plus national spot radio—you'd have a truly formidable campaign. You'd reach almost everyone in America. Again, and again, and again.

How would you like a radio schedule like the one above? Every week, fifty-two weeks a year. (Or how would you like it if your competition threw a schedule like that at you?)

The quickest, most effective way to turn a product into a household name is through sustained saturation advertising. You can't afford it in television or print. You can afford it in radio.

That's right. No advertiser—not General Motors, not Procter & Gamble, not Chrysler, Sears, Ford or General Foods—can dominate television or print the way they can dominate radio.

One more thing about the respective media. When you buy advertising, what are you buying? You're not really buying space or time. *You're buying the expectation of selling your products or services.*

And that's where radio comes in. That's what we in radio want to talk about.

We don't want to sell you advertising. We want to sell your product. We want to improve your share of market.

And we have a track record of success after success in doing just that. Above all, of course, the cash register gives the ultimate, the definitive proof of advertising effectiveness. And in cash registers all over the country, as local advertisers well know, radio rings the bell.

Please write or call us for more specific information as to how radio can work for *your* business.

Or call the other radio networks: ABC, Mutual, National Black, NBC, RKO or Sheridan.

Ask radio station representatives to tell you what radio can do for you.

Call on your local radio station.

Or call on the Radio Advertising Bureau. It has been helping advertisers for years and would welcome the chance to be of service to you.

We *all* believe.

Sam Cook Digges, President
CBS Radio 51 West 52 Street
New York, N.Y. 10019 (212) 975-4421

Yes, I'd like information on how radio can work for me.
(Indicate type of business.)

(Name)

(Title & Company)

(Address & Zip)

CBS RADIO

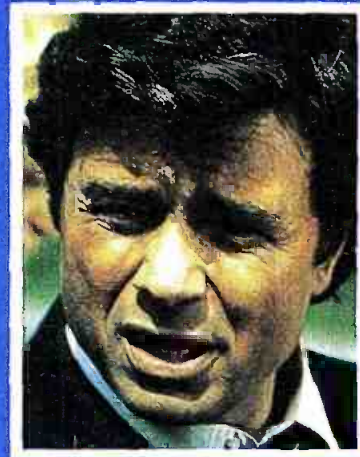
Source: RADAR 20 Spring/Fall 1979. These data are estimates subject to qualifications available on request.



CASANOVA



VALENTINO



BARETTA

**Each of them attracted large numbers
of young women.
But only Baretta's appeal is documented
by A.C. Nielsen!**

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

Moreover, *Baretta* was the sixth highest rated series among young women 18-49

in all of TV during the 1976-77 season, beating such shows as *All In The Family*, *Barney Miller*, *Mary Tyler Moore*, *The Jeffersons*, *Starsky & Hutch* and *Welcome Back, Kotter*!

So if you're looking for a ladies' man (with extraordinary appeal among kids and teens*)—you should be buying *Baretta*!

BARETTA STARRING **ROBERT BLAKE**

HE'S GOT WHAT ROCKFORD'S GOT.
FOR EARLY NEWS LEAD-IN,
PRIME TIME OR LATE NIGHT.

Source: NTL Prime Time Season Averages 1/75-1/78. Subject to survey limitations.

*When *Baretta* played at 9pm, he delivered 22% more teens and kids than his CBS and NBC competition—combined!

82 ACTION HOURS
STARTING THIS FALL **MCA TV**

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TOP OF THE WEEK

Oops: There just may be communications bill after all

But it will be over the broadcasters' dead bodies; lobbyists mobilize to head Hollings bill off at pass; NAB objects to elimination of signal carriage restrictions, absence of deregulation order and plan to study spectrum fees; NCTA and AT&T are satisfied with cable, carrier provisions

The betting this year was that enactment of communications legislation didn't stand a chance, but Congress now appears eager to prove the skeptics inaccurate.

With the House Communications Subcommittee having reported out a substantial telecommunications bill last week (see page 50), the Senate is scheduled to take its turn tomorrow (June 24)—much to the displeasure of a host of interests, including broadcasters.

Unlike the House bill, the Senate version contains broadcast and cable provisions, along with language that would change the face of the telecommunications industry. And although there are different sorts of gripes about the bill, S. 2827, coming from different camps, they have one complaint in common: time.

The bill was introduced on Thursday, June 12, but because of a late Senate session, the *Congressional Record* containing the language was not available until the following Monday. And printed copies of the bill (with one to a customer) were not available until last Tuesday, meaning less than one week to study the specific language.

Opponents of the legislation, who wanted time to suggest possible changes, lobbied hard last week to postpone the mark-up. But to no avail. Heading into the weekend, the word was that consideration of the bill would go ahead as planned.

Vincent Wasilewski, president of the National Association of Broadcasters, sent a letter to Senator Howard Cannon (D-Nev.), chairman of the Commerce Committee, asking that the mark-up be pushed back. "Although the pressure of the congressional schedule may preclude hearings on this measure, it doesn't seem reasonable to suggest that a modest delay before committee mark-up would serve the pro-

cess of enlightened decision-making," he wrote.

Wasilewski, who followed the letter with a visit to Cannon Thursday afternoon, outlined four specific complaints in his dispatch: (1) the provisions that eliminate restrictions on cable signal carriage; (2) the lack of a mandate to deregulate radio to any significant degree; (3) the proposal to study implementation of a fee based on the value of the spectrum, and (4) a vagueness in the language dealing with comparative renewals. Wasilewski said, however, that the NAB supports a provision that would prevent the FCC from interfering in decisions on radio formats.

Industry representatives continued to press all week for a delay, saying that the language needed to be studied fully before the mark-up.

The feeling on Capitol Hill, however, was that, given the schedule, it was now or never. Some were also saying that the affected industries had close contact with staff during the drafting of the bill, and there certainly weren't any major surprises in the bill.

Beyond tomorrow, no additional mark-up dates have been scheduled, and the sentiment being expressed late last week was that no additional dates may be needed, as compromises appear to have been agreed upon by subcommittee members.

The only parties satisfied with the bill seemed to be the cable industry and, according to sources, AT&T. Thomas Wheeler, president of the National Cable Television Association, said NCTA fully supported the bill, as it was in keeping with the direction the FCC was taking.

AT&T competitors were clearly unhappy with the bill, and also lobbied hard for more time, although they sensed they wouldn't get their way.

Although there has not been much pressure in the House for broadcast amendments, which are entirely missing from the common-carrier bill the Communications Subcommittee voted out last week, the scenario that unfolded late in the week in-

dicated that a final bill emerging from a Senate-House conference committee could in fact contain broadcast provisions.

According to sources, there have been private indications from House members that they would be willing to accept cable and broadcast language if reported out by the Senate.

Representative Lionel Van Deerlin (D-Calif.), chairman of the Communications Subcommittee, said he will continue to focus on common carrier provisions, calling them the most urgent business. Van Deerlin said he is not opposed to some of the broadcast language in the Senate bill, such as longer license terms, but any opposition to a comprehensive bill would probably be directed against the broadcast measures, "and that might be enough to bog the legislation down."

Reliable sources say, however, that Van Deerlin may be more interested in broadcast legislation than he indicates. They say that Van Deerlin thinks he may have stronger common carrier provisions than the Senate, and he may try to bargain in conference committees to keep those provisions in the bill, while giving in to Senate broadcast measures.

But Van Deerlin and Hollings will likely find considerable opposition to the broadcasting provisions, with heavy lobbying going on to kill that language. The same forces that mobilized against Van Deerlin's rewrite bills have already started gearing up for a fight. One coalition that has decided to fight these provisions includes the National Education Association, the American Federation of State, County and Municipal Employees, the United Auto Workers and the International Association of Machinists. In addition, the AFL/CIO is said to be studying the bill, and will probably oppose these same sections.

Also included in the effort to keep the bill from receiving consideration were public interest groups, including the National Citizens Committee for Broadcasting.

Opponents of the bill were hoping that if

The ayes. While opponents of the Senate bill were making their opinions known, proponents were also gearing up to put their views on the record. A coalition in favor of legislative reform was planning strategy last week, and plans a Washington press conference today (June 23) to urge passage of a bill at the earliest opportunity. Initial members of the coalition include the National Cable Television Association, the International Brotherhood of Electrical Workers, the Communications Workers of America, the International Communications Association and the Electronic Funds Transfer Association, among others. According to a press release issued late Friday, the group was not formed to reach a consensus on portions of the legislation, but to demonstrate the need for expeditious reform. Their main reasons for supporting such action are "to create a better environment for capital investment; to reduce or terminate unnecessary litigation; and to foster early introduction of new computer/telecommunications and information goods and services."

they couldn't postpone the mark-up, they could at least find a way to have it carry over into a second or third session. With the schedule full, it is not likely time could be found for subsequent sessions before the next recess, which runs July 3-20. With that much time, lobbyists were hopeful they could put their points across to key members. They also knew that with such a long hiatus, momentum might be lost, and the bill might never make its way to the Senate floor.

Input on the Senate bill was also coming from other areas of the government. An Administration letter, signed by Secretary of Commerce Philip Klutznick, urged quick action on common carrier provisions. The letter did not comment, however, on the broadcast provisions of the bill.

Also getting into the act was the FCC, which sent a letter of its own to the Hill Friday.

In a letter to Senator Ernest Hollings (D-S.C.), chairman of the Communications Subcommittee, and Senator Barry Goldwater (R-Ariz.), ranking minority member, FCC Chairman Charles Ferris

offered "enthusiastic and wholehearted support" for the bill.

In a six-page missive, Ferris offered nothing but praise for the bill, calling it "a carefully crafted, balanced, and comprehensive blueprint for telecommunications policy and regulation for the 1980's and 1990's." He offered support for the common carrier, broadcast and cable provisions in the legislation.

As of late Friday, it appeared that the only thing that might stand in the way of a Tuesday mark-up was the health of Senator Barry Goldwater (R-Ariz.), a key player in moving a bill this far. Goldwater, who was admitted to Andrews Air Force Base hospital last Tuesday on orders of his doctors, underwent minor hip surgery June 11, and apparently got back to work too quickly. His doctors then advised bed rest to help the healing process.

When Goldwater would be released from the hospital was uncertain last week, but his staff said he would definitely want to be on hand for any mark-up. Whether the session will be postponed to accommodate the senator, should he still be bed-ridden, was also uncertain.

Perhaps the happiest person on Capitol Hill last week was Van Deerlin, who has repeatedly seen his efforts to move a bill through the legislative process prove unfruitful. There were predictions that Van Deerlin would have a hard time in full committee; in fact, some were predicting that he may not get to full committee in time. That problem was eliminated, however, when Representative Harley Staggers (D-W.Va.), chairman of the Commerce Committee, promised Van Deerlin a mark-up next week on Tuesday and Wednesday.

If Hollings and Van Deerlin get their way, then, Congress could return from the Republican convention to face floor action on Communications Act amendments. And by the time the session ends, a bill—possibly including broadcast legislation—could be on the President's desk awaiting his signature.

If broadcast measures are not included in a conference bill, the speculation is already starting that next year, with common carriers out of the way, broadcasting will resurface and receive the most serious consideration to date.

They're still bullish on prime-time access

In 10 years since rule was adopted that time period has become a gold mine; stations and syndicators want rule to stay

The prime-time access rule, unsuccessful as it may have been in doing what it was intended to do, has succeeded so well in another respect that its basic principle would almost surely endure, even if the FCC rescinded the rule.

What it has succeeded in doing—at least in the top 50 markets, to which it specifically applies—is help stations make so much more money than they would get from networks that most would not return the time to the networks even if allowed to do so—unless the compensation for it were increased.

That was the clearest conclusion to emerge from a BROADCASTING canvass last week following release of the FCC network inquiry special staff report that found the PTAR rule to be a regulatory failure (see page 49). Less clear were the answers to related questions such as whether the networks would, indeed, try to get the time back if the rule were rescinded, and whether they would re-enter program syndication if that barrier also were removed. The early betting was they'd want both.

It was considered likely that the networks would want to be free to invest in program production if once more permitted to do so, although this could be expected to meet strong opposition from major producers. Smaller producers, however, might welcome network participation in financing to help them spread the risk.

A network return to syndication would almost surely be opposed by major producers and all syndicators.

Broadcasters' answers ranged from "unlikely" to "inconceivable" when asked whether they would permit networks to recapture access time if PTAR were eliminated. All agreed access time had been financially good for them, but most could not or would not put a dollar figure on the increment.

One broadcaster in a top-50 market, however, consulted his books for BROADCASTING and reported back with an estimate that his profits from access were 30 times what they would be if his network programed the period at standard compensation rates.

The possibility of the networks' getting back into the access period through expansion of their early-evening news—which seemed their best bet—or through special financial arrangements on entertainment programs, was not entirely written off.

Jack Harris, president of the Houston Post's television division, suggested that the networks might supply some programs of better quality than is typically available but do so on "a different financial basis"—in the way barter programs are distributed, for example, with networks and stations sharing commercial availabilities on an equitable basis.

But he would much prefer, Harris said, that networks use the time—if the access rule were rescinded—to expand their early-evening newscasts, as all three networks have wanted to do. He suggested that a 45-minute network newscast followed by 45 minutes of local news would represent "the best of both worlds," with the network news running, say, from 6:30 to 7:15 p.m. New York time and local news from 7:15 to 8.

Though nobody claimed the rule has

done what it was supposed to do, several broadcasters felt that it was beginning to work. They cited specifically the growing number—and growing audience popularity—of news and information shows in the access period.

"I think that if the FCC will be patient for another two years," said Alvin G. Flanagan, president of the Gannett Broadcasting Group, "if it will be patient and not pass any more silly program rules, it will see more programs of value in that time period."

As one example of a general widening of broadcaster interest in news and information, he said Gannett Broadcasting is buying for all seven of its TV stations next fall a KCRA-TV Sacramento, Calif., program called *Week Night*, which he called "a combination of *PM Magazine* and *Real People*."

A similar tone was sounded at Westinghouse Broadcasting Co., the father of the access rule. William F. Baker, president of the Television Group, cited a variety of local and syndicated programming that "only the prime-time access rule could have spawned," including his company's syndicated *Evening Magazine/PM Magazine*. That program, he said, represents an estimated production cost of \$52 million with a capital investment of \$26 million at the local level, and will have generated 1,000 jobs and more than 12,000 stories.

"It is our belief," Baker said, "that programs like these that are succeeding in the access period would be placed in serious jeopardy and face possible extinction if PTAR were abolished. Our research has indicated that in the last five years [of PTAR], 93 different programs have been

telecast in the top 10 markets alone, with new forms of local production just beginning to emerge."

Daniel L. Ritchie, president of Westinghouse Broadcasting, said FCC members apparently understood the importance of local program decisions better than the FCC staff did. The data the staff relied on, he added, was three years old and "failed to take into account important new developments such as the degree of local programming now being dedicated to the access half-hour every evening in most major cities."

Not all broadcasters favored the access principle on news-and-information grounds. One, for example, said that he was stripping *Tic Tac Dough* and that in the latest rating book it was averaging 89,000 homes as opposed to 74,000 for network prime-time programming. "We're serving our audience better than the network is," he said.

The networks themselves had little or no comment on the staff report, on the ground that they hadn't seen it. ABC, which did not oppose imposition of the rule in the first place—because the rule curtailed the amount of programming the then-hard-pressed network had to produce—said the staff report seemed to favor market competition over government regulation and that "in general, we have always favored this approach." NBC said that "the staff supports the conclusion that the restrictions previously imposed by the FCC should be re-evaluated and ultimately removed, a position NBC has maintained for some time."

Representatives of syndicators and producers in the canvass were almost universally critical of any move to eliminate the syndication and financial-interest rules and most, but not all, were opposed to repeal of the access rule.

Grant Tinker, president of MTM Enterprises and the chairman of the Caucus for Producers, Writers and Directors, said it would be "just deplorable" if the networks were again allowed to enter the syndication business or to have ownership interests in independently produced programming. "It's just dead wrong," he said, adding that the caucus would almost certainly resist—"individually and collectively"—any move to reopen those fields to the networks.

Bud Yorkin, partner in Tandem Productions, said he felt the rules barring the networks from ownership or syndication "did what they were intended to do." He agreed that unknown producers might be able to get their product on the home screen more easily under such an arrangement, but "then they [the networks] are blackmailing you."

Yorkin called the staff's suggestion that a producer could better bargain with the network if he could sign over the syndication rights "naive."

"Why would anybody offer syndication rights to a network?" Yorkin asked.

Tinker pointed out that the bargaining power would lie with the networks in such a case. Programs could be selected for net-

Broadcaster declares for Magnuson seat.

Lloyd Cooney, a 26-year veteran of the broadcasting business, has entered politics with the hopes of unseating a veteran shepherd of broadcast legislation, U.S. Senator Warren Magnuson (D-Wash.).

Cooney has resigned his position of president of KIRO-AM-TV Seattle to begin full-time campaigning. His decision to run came after an exploratory committee—without Cooney's knowledge—conducted a statewide poll that showed he would be a strong contender.

Cooney's quest to face Magnuson—a 36-year veteran of the Senate and for years the chairman of the Commerce Committee before moving his present chairmanship of the Appropriations Committee—must first survive a September Republican primary. Cooney has two primary opponents, Washington state's attorney general, Slade Gorton, and attorney William Treadwell, the latter touted as a long shot.

Cooney, 57, was president and general manager of KIRO for 16 years, and during that time gained high visibility doing 90-second editorials. A campaign aide, Merrill Jacobs, said a statewide poll showed that 75% of the voters recognized Cooney's name.

Magnuson campaign workers are confident, however, that the senator will be back for a seventh term. Cooney, they say, is well known only in parts of the state, and his conservative views will not appeal to enough voters. In fact, they say, their last survey, conducted in mid-March, before Cooney declared, showed Magnuson ahead of Cooney and Gorton by a 5-to-3 margin.

But Jacobs says that Magnuson, now 75 years old, has lost his appeal, and their polls show that Cooney has a good chance of winning in November.

Magnuson has never lost a political campaign, and recently made his first campaign appearance for this race. "He's running extra hard on this one," a campaign worker said last week.



Magnuson



Cooney

work run according to their syndicated attractiveness and not on their own merits. The networks could virtually force a producer "to give up a piece of his show" if he wanted to see it aired, Tinker said.

Both agreed that prime-time access had been a failure. "I'd be pleased if that half-hour went back to the networks where it belongs," said Yorkin.

Don Menchell, president of MCA TV, said the scrapping of the rule would be "a harsh remedy" and "a return to the dark ages," although he agreed that the direction programming has taken in prime access could be questioned with respect to certain programs. Menchell was particularly critical of the staff criticism of the syndication and financial interest restraints on the networks.

Sandy Frank, president of Sandy Frank Film Syndication Sales, said it would be an "outrage" if prime-access is removed. He suggested there might be "some modification in the rule," but commented "you don't keep the water in the bath and throw the baby out." He voiced concern that the repeal of the rule would be "disastrous" to firms such as his that sell primarily to syndication.

But another syndication specialist, Jim Victory, president of Jim Victory Television Sales, seemed unconcerned. He said, "I can't believe there will be a change in the rules. I don't believe the networks want the change. The FCC may complain about game shows, but the audience will respond to the better game shows and they are the ones that will survive."

Len Firestone, president of Firestone Program Syndication Co., said it would be "difficult" to turn back the clock and felt

TV stations would be solidly against a repeal because they are earning more money. Firestone conceded that as an independent distributor of game shows he has a vested interest in retention of prime access. But he feels access has become established and will be difficult to uproot.

Edward Bleier, executive vice president of Warner Bros. Television, reflects the view of major companies that have not produced for access. He said last week the company was opposed to the rule at the time it was proposed and is still opposed because it's difficult to produce quality programs for the time slot. He said the record bears out this contention. On the other hand, Bleier said Warner is against relaxing rules that bar TV networks from syndication and from obtaining financial interests in programs they carry.

Kalb is latest CBS veteran to switch to NBC

Diplomatic correspondent will have wider role, including documentaries and 'Meet the Press'; statement from CBS's Leonard says there was disagreement on demand to be guaranteed air time

Marvin Kalb, a 23-year veteran of CBS News and diplomatic correspondent there since 1963, has jumped networks and next month joins NBC News where he will be working not only on evening news broad-

casts but also on documentaries and as a reporter on *Meet the Press*.

With Kalb taking over the State Department beat for NBC, Richard Valeriani's responsibilities shift from diplomatic reporter to interviewer/correspondent in Washington for the *Today* show.

The Kalb move is the latest in a succession of CBS News executives and correspondents who have joined the ranks of NBC—including Richard Salant, NBC vice chairman; William Small, NBC News president; Leslie Midgley, vice president, special programs; Sylvia Westerman, vice president and executive assistant to Small, and correspondents Bill McLaughlin and Betsy Aaron. Another may well be Roger Mudd who is in negotiation with NBC, with some word expected this week or next.

While the news of any established correspondent shifting networks provokes considerable interest, Kalb's move also became a source of controversy, prompted by a statement to the press that went out under the name of CBS News President William Leonard.

The statement from CBS, aside from praise for Kalb's work, was that the network "would not meet Marvin's contractual demands. Most important of these considerations was his insistence on a guarantee of his appearance on a specified number of evening news broadcasts each week. Had we agreed to this demand, we



Kalb

would have distorted our news content, tailoring the broadcast to meet a contractual arrangement. This, of course, we would not do."

The implication that NBC would be willing to do just that wasn't taken lightly by the competition. Small's subsequent statement said: "I can understand Bill Leonard's disappointment at losing Marvin Kalb but I cannot believe that Bill Leonard said that. He must have been misquoted." A staffer for NBC said Leonard's statement was greeted with "incredulity." And across NBC ranks there was a belief that, with Leonard in Europe covering President Carter, his name simply was attached to the statement and he wasn't

responsible for it.

At CBS, however, a spokesperson stood behind the statement as Leonard's, saying that "he is a phone call away" and had dictated it.

Kalb, in his home near Washington preparing for a short vacation before moving to NBC early next month, explained that his CBS contract expired in April and Bill Small, a professional and personal friend, came up with a better offer. Kalb wouldn't comment on the subject of guaranteed air time but said he would be afforded a "far broader range of opportunity" at NBC.

He explained that he will be appearing "regularly" on the *NBC Nightly News*, have a chance to move beyond just foreign affairs as a reporter on *Meet the Press* and also work on documentaries—the last, he said, not possible at CBS because of the news division's structure.

Having just celebrated his 50th birthday, Kalb said, "at a certain time in your life, when fresh opportunity comes along, you take it." Kalb explained that the major reason for his network shift was professional and not financial. He also added that he has the "highest regard for CBS" and for Leonard.

Questioned further about the CBS statement, Small said that Kalb had received his assurance that he will appear "frequently" on NBC News but he emphasized that "we will not put anyone on" if it "distorts the news."

In Brief

National Association of Broadcasters President Vincent Wasilewski and staff members met with **FCC commissioners last week** explaining NAB's idea for joint industry-government advisory committee to conduct **comprehensive study of aural allocations**. FCC Chairman Charles Ferris put ball back in NAB's court in letter after meeting saying Region 2 committee, which includes representatives from broad segment of radio industry, already reviews number of AM allocations issues currently before FCC. He then asked NAB for list of issues "not already being comprehensively addressed through FCC rulemaking and the existing AM advisory committee." NAB plans to send detailed reply letter after first meeting of its radio allocations task force on Tuesday (BROADCASTING, June 16). NAB's concern is that there is no committee to study all issues, that FCC is taking incremental steps in adding new aural allocations, and that over-all prospect of 4,000 new AM and FM stations if all proceedings are approved is threat to broadcasters.

Procter & Gamble was new name to surface on list of **Cable News Network** advertisers that Turner Broadcasting VP George Babick read to New York luncheon of National Academy of Television Arts and Sciences last Thursday. Babick wouldn't provide dollar figure, but termed it "substantial commitment" for five years. On general subject of cable advertising, he told audience CNN will be "catalyst" that will make cable part of advertising picture. Unscheduled speaker was CNN New York bureau chief Mary Alice Williams, who filled NATAS members in on first 19 days of service she said is "exceeding expectations" of audience and staffers.

Senate Judiciary Subcommittee unanimously approved bill (S. 1790) that would **protect newspaper and broadcasting offices**, as well as authors' premises, from police searches such as that in *Stanford Daily* case. Bill, similar to one (H.R. 3486) approved earlier by House Judiciary Subcommittee, would require subpoena for material

sought with sufficient advance warning of request for subpoena.

Board of Corporation for Public Broadcasting last week adopted fiscal year **1981 budget of \$166,170,000**, which includes \$5 million increase for TV and \$3 million increase for radio over FY '80.

Stung. Representative John M. Murphy (D-N.Y.), member of Communications Subcommittee, was indicted last week on bribery and conspiracy charges in wake of FBI Abscam case. His indictment stems from alleged solicitations to undercover FBI agents to use his position as chairman of House Committee of Merchant Marine and Fisheries to aid



agents' "clients" in proposed shipping venture investments. Murphy, ranking majority member of Communications Subcommittee, was first elected in 1962. Murphy told reporters last week he not only refused to make deals with FBI undercover agents, but lectured them on ethics as well.

Down to the wire: It's Quello against the field

White House staff recommendation is due to go to President this week; incumbent is still in the running, but staff likes the caliber of candidates it's seen

A White House search team is in the final stages of checking references before making a recommendation to President Carter on filling the FCC seat now held by Commissioner James H. Quello. The commissioner, whose term expires June 30 and who has strong backing for the reappointment he seeks, remains in contention. But the competition is said to be strong—particularly among Hispanics at a time when pressure is building for naming a Hispanic to the commission.

Persons said to be still in contention, along with Quello, are understood to include Peter Lopez, a Los Angeles attorney; Jay Rodriguez, NBC's West Coast vice president for corporate affairs (who has made the rounds of congressional, industry and public interest groups in Washington); Ernie Sanchez, general counsel for National Public Radio, and Brian Moir, legal counsel to House Commerce Committee.

The emphasis on Hispanic-Americans in the final list is said to be a result largely of the interest on the part of Hispanics and Hispanic groups to claim the Quello seat

for one of their own. White House aides conducting the search have said throughout the process they have received no instructions from administration officials to focus on any particular group.

Quello has received backing from a number of Italo-American groups. But the principal backing for the former manager of WJR(AM) Detroit has come from broadcast interests—including some Hispanics in broadcasting. Earlier this month, for instance, Ed Gomez, of KABQ(AM) Albuquerque, N.M., who is president of Spanish Radio Broadcasters of America, wired Carter's top campaign aides, Hamilton Jordan and Robert Strauss, to urge Quello's reappointment. Gomez said Quello's "experience as a broadcaster is an invaluable asset to the commission."

The telegram in behalf of what Gomez says are the "approximately 50 stations" [with Spanish language formats; not necessarily Spanish-owned] that SRBA comprises was not the first message of support for Quello Gomez has sent. Earlier in the year, Gomez sent a letter in behalf of the Southwest Broadcasters Association, which he heads and which includes 14 Hispanic-owned stations (BROADCASTING, Jan. 28).

White House aides say Quello's name will be included in the memorandum on the FCC appointment that they hope to

submit to Carter by the end of this week, one that will offer the President a number of options. It will note that Quello seeks reappointment, describe his strengths and weaknesses and sources of support; describe other finalists in the same manner, then conclude with a recommendation.

And the candidates who have been interviewed for the job are said to have made a strong impression on the White House interviewers. One staff member said the quality has been such that they will be kept in mind for other posts in the government. "The search," the aide said, "has worked out better than any other appointment process I've been involved in."

No matter what the staff memorandum says, Quello could remain in his post for weeks and perhaps months. The presidential appointment could not be made until after the routine Federal Bureau of Investigation background check of the President's choice is made—a process that could take two or three months. And an incumbent commissioner may stay in his job until his successor is confirmed.

What's more, there is no guarantee of a prompt decision by the President. There has been considerable speculation that, given the feelings the contest over the appointment is generating, Carter may decide to defer a decision until after the election.

Federal Trade Commission last Friday instructed staff to prepare recommendations, by Oct. 15, on possible courses of action—including rulemaking—in **children's advertising inquiry**, and to prepare test of proposed rule. Commission will solicit public comments on recommendations and future of proceeding, and will then decide whether to resume inquiry.

Charter Media will pay \$2 million cash and about \$29 million in promissory notes for Philadelphia Bulletin (BROADCASTING, April 14). CM is venture equally owned by Charter Co., Jacksonville, Fla., conglomerate heavy in petroleum, and Karl Eller, former president of Combined Communications Corp. Charter proxy statements last week also divulged that Charter Co. and Eller each will contribute up to \$4 million for their 50% stakes in CM. In addition, Charter Co. will put up three magazines, its five radio stations—subject to FCC approval—and its subscription fulfillment service. Proxy also said Eller is giving CM his right to acquire KIOI-FM San Francisco for \$12 million.

Nation's second experimental **"satellator" station**, as **Spanish International Network** refers to it, is set to go on air in Washington on channel 56 on Sunday (June 29), as 24-hour, Spanish-language SIN affiliate. Station—KA2XEH—will receive SIN programming by Westar satellite from San Antonio. KA2XEH, licensed to Los Cerezos, and satellator that began operating as SIN affiliate in Denver in February, were licensed by commission in connection with its ongoing inquiry into use of low power television stations and satellites as means of expanding diversity of programming in urban and rural areas. SIN said that KA2XEH will transmit programs from number of countries, including more than 20 hours weekly from Televisa Network in Mexico.

Videodisks were hit of annual **Consumer Electronics Show** in Chicago last week. Companies exhibiting there, either on show's floor or in private, included RCA, Pioneer, JVC and Magnavox. AM stereo was other broadcast-related product line to attract attention with several Japanese firms showing equipment. Also at show, Recording Industry Association of America announced it's formed new division—RIAA/

Video with Cy Leslie, president of CBS Video Enterprises elected chairman.

FCC has approved \$19.5 million sale of WTVG(TV) Chattanooga from Martin Theaters to Belo Broadcasting (BROADCASTING, March 31). WTVG is ABC affiliate on channel 9.

Bill Moyers of PBS's *Bill Moyers Journal* will return to former employer, **CBS News**, on special assignment as political analyst for coverage of Democratic and Republican national conventions and election-night returns, CBS News said Friday.

Up4Coming

Expected from Supreme Court □ Decision in Richmond Newspapers case concerning closing of courtrooms. **On Capitol Hill** □ Senate Commerce Committee starts mark-up of Hollings Communications Act revision bill (Tuesday). **At White House** □ Staff is expected to forward recommendations to President Carter on filling that James Quello seat on FCC. **At NAB** □ Executive committee meets Tuesday and Wednesday with "packed" agenda, including contraceptive advertising research, direct broadcast satellites and radio task force concerns. **On West Coast** □ Network press tours continue at Century Plaza; NBC was to end Sunday, Television Critics Association meets Monday, ABC picks up baton on Tuesday and CBS takes over on Friday to go through following Monday (June 30) when PBS gets its turn. **In New York** □ There's AAAA media seminar at Biltmore on Tuesday and Wednesday and ANA-RAB radio workshop at Waldorf-Astoria Wednesday and Thursday. **At FCC** □ Commission will meet Wednesday to consider (and presumably deny) petitions for reconsideration of its EEO processing guidelines and to reassess entire EEO program. **Also in Washington** □ National Broadcast Editorial Association holds four-day meeting at Mayflower hotel Tuesday through Friday. And NAB, NATPE hold three-day conference on children's TV programming Wednesday through Friday, across Potomac river in Rosslyn, Va. **On air** □ NBC-TV's new *David Letterman Show* premieres Monday, 10-11:30 a.m. NYT.

The Canadians are coming

Major cable owner, out to attract U.S. investors, woos New York analysts

Having run out of room at home, Canadian Cablesystems Ltd. is out to make the United States its principal arena for franchising and acquisition efforts. That was the word the company's management had for security analysts in New York last Wednesday, the first time Wall Street's entertainment analysts as a group were visited by a cable venturer from north of the border.

As reviewed by Canadian's vice president for investment planning, Graham Savage, the company is already one of the five largest cable companies in North America, with 780,000 subscribers on 16 systems in Canada and this country. If its proposal to acquire another Canadian firm, Premiere Cablesystems, is approved by that country's regulatory authorities, Canadian Cablesystems will pass currently first-ranked Teleprompter, with a total subscriber count of about 1.25 million.

A point Savage sees as significant in the upcoming battles to wire urban areas of the United States is that Canadian's experience at home is largely in urban markets, giving the company a per-system average of 50,000 subscribers against the 5,000 per system that are average here. And that's with an average penetration of 80% in each franchise area. Canadian thinks this urban experience will weigh in its favor in future franchising contests in the U.S.

These were among factors that Savage used to illustrate his contention that Canadian Cablesystems offered American investors "unusually attractive investment opportunities" at a low price. (Canadian's stock recently was listed over-the-counter in the United States, which Savage said made this New York visit "timely.") Right now Canadian's stock is selling at about \$12, or five times cash flow, compared with 8 to 11 times cash flow multiples for United States-based systems. That works out to about \$185 a subscriber.

As both Savage and company chief executive officer Edward Rogers noted to the analysts, one of the reasons for the low stock price relative to the United States cable firms is that pay television, which adds substantially to system cash flow and profit, is not at present permitted in Canada. But it's coming soon, they believe (Rogers put it at September 1981 in response to an analyst's question), and, according to Rogers, "pay television will have a monumental effect in terms of cash flow." Still,



Rogers



Savage

it was suggested that pay in Canada might not prove to be quite as profitable as it has been in this country.

Part of the company's essential philosophy, as explained Wednesday, is that "we want to become more of a North American company, and we want shareholders where we do business." In fact, Rogers extended this to say he wanted to see Canadian become "a world-scale communications company."

Looking past the immediate future, with its promise of pay television, Rogers said "the future of cable is the sale of discretionary services," which he broke into en-

tertainment, educational services, information services, security services, and advertising-revenue-related programing, such as classified advertising, for which he urged that cable operators suggest joint ventures with local newspapers.

Rogers also voiced his feeling that the biggest threat to cable's future comes from telephone companies. Improving cable plant and equipment to create two-way capability is necessary to ward off that danger, something he said Canadian intends to do. For cable operators, "it's a mug's game to postpone capital expenditures," according to Rogers.

Bottom Line

M/A Com acquisition. Cable equipment supplier Valtec of West Boylston, Mass., will become part of M/A Com Inc. of Burlington, Mass., under agreement in principle announced last week. M/A Com will make one-for-one exchange of common stock, about 4.6 million shares, putting value of deal at more than \$135 million. Company promises "to make every effort" to close purchase by end of its fiscal year in September. Other acquisitions M/A Com has pending are purchases of LINKABIT, Omni Spectra and Prodolin.

Broadening the base. Telepictures Corp., which recently went public, announced that all holdings of principal Telepictures shareholder, Unimax Group, were purchased for \$1,335,000 by group of private investors and unidentified company director. Acquisition includes all 1,200,000 outstanding shares of 8% preferred stock and one million shares (41%) of common stock. Separate agreement also provides for exchange of preferred stock for \$1.2 million principal amount 12% convertible subordinated debentures.

For sale. RCA's recently acquired subsidiary, C.I.T. Financial Corp., announced plans for \$200-million debenture offer. Proceeds from sale are to be used for working funds and reduction of short-term borrowings. Debentures will be due June 15, 2005.

Disney moves. In restructuring of Walt Disney Productions' operations and top management, Ron Miller, executive producer of motion pictures, is now president and chief operating officer of company. Miller, son-in-law of late Walt Disney, continues as executive producer of motion pictures and is now in charge of Walt Disney Motion Picture and Television Division, one of three divisions created in restructuring. He succeeds Card Walker, now chairman of board of Walt Disney Productions who continues as chief executive officer. Donn Tatum, who had been chairman of board, is now chairman of executive committee and continues as member of board of directors of Walt Disney Productions. Other two new divisions reporting to Miller are Walt Disney Outdoor Recreation Division and Walt Disney Marketing Division.

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RCA gives up on Valente as president

Griffiths creates office of the chairman to run company; former ITT executive said not to have met 'expectations'

RCA President Maurice R. Valente, less than six months on the job, resigned last week in the face of the RCA board's verdict that he had not performed up to "expectations."

The move was not unexpected ("Closed Circuit," June 16).

Chairman and Chief Executive Officer Edgar H. Griffiths said the post of president and chief operating officer—which Valente also held—would be eliminated. Its functions will be performed by an office of the chairman, headed by Griffiths.

Announcing that the board had accepted Valente's resignation, Griffiths said it did so after "a careful evaluation" of his "performance since he became president of RCA on Jan. 1, 1980."

"It was the board's unanimous decision," Griffiths said, "that Mr. Valente's performance over nearly six months did

not meet expectations in terms of the company's long-range needs and objectives. It was decided that the creation of the office of the chairman would give RCA a more flexible management structure with a greater depth of operating and staff experience at the senior level.

"The management change does not relate in any way to the company's current performance. RCA has had three consecutive years of record earnings and continues to perform well..."

Five RCA executive vice presidents and board members were named to serve with Griffiths as the office of the chairman. They are as follows (with their principal areas of responsibility):

George Fuchs, industrial relations; William C. Hittinger, research and engineering; Julius Koppelman, RCA American Communications, RCA Global Communications, distributor and special products, picture tube division and RCA Service Co.; Frank A. Olsen, president and CEO of RCA's Hertz Corp., and Roy H. Pollack, consumer electronics, solid state, SelectaVision videodisk project and government and commercial systems.

All but Olsen had been RCA executive vice presidents and RCA board members before the creation of the office of the chairman. Olsen was elected to those posts last week and will also serve as Hertz chairman.

Valente was a 50-year-old executive of ITT when RCA, after a two-year search, settled on him for the presidency late last year, effective Jan. 1. RCA's NBC and Hertz subsidiaries, however, continued to report to Griffiths.

He was signed at that time to a three-year contract (extending to Dec. 31, 1982) at an annual salary of \$400,000, plus at least \$200,000 a year in incentive awards, with an additional provision that he would be paid another \$400,000 "if his employment should terminate before Jan. 1, 1990, for any reason other than death."

McCann-Erickson sees ad volume in 1980 higher than anticipated

Coen predicts TV will reach \$8.4 billion, radio \$980 million

Despite the economic recession, a projection by McCann-Erickson Inc., New York, indicates that advertising spending in 1980, including TV and radio, will exceed earlier estimates made by the agency.

Robert Coen, senior vice president of

special programming for special sponsors.

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McCann, who prepares semiannual advertising estimates, placed national TV expenditures for 1980 at \$8.41 billion, a 13.2% rise over 1979, and national radio at \$980 million, a 15.3% increase. Coen estimated that network TV would climb by more than 13%; spot TV by about 12%; network radio by 25%, and spot radio by 12%. He said local TV would increase by 12% and local radio by almost 10%.

In a run-down of other national media, Coen said magazine advertising would gain by 12.3% to \$3.29 billion and newspapers by 12.6% to \$2.35 billion.

Coen projected that total advertising, including local, would increase by 11.4% to \$55.44 billion, an 11.5% jump over 1979 and slightly higher than he had predicted last November.

In reply to a question on the up-front buying for network prime-time programs, Coen said he has had reports from various media directors that comparatively few purchases have been made, but added that networks are not retreating from their prices. He estimated that up-front prices for 1980 are about 12% higher than last year.

He replied to another question by saying that advertisers now are preparing budgets for 1981 and he said he does not anticipate there will be a reduction in expenditures for next year.

MCI wins big over AT&T

Ma Bell is ordered to pay Washington-based firm \$1.8 billion in damages for blocking entry into long-distance business

U.S. District Court Judge John F. Grady has ordered AT&T to pay MCI Communications Corp., a Washington-based microwave telecommunications company, \$1.8 billion in damages for violating federal antitrust laws.

The order came June 13 after a 12-person jury decided that AT&T denied MCI intracity phone connections needed to complete long-distance telephone calls on its microwave network, resulting in \$600-million damages to the company. The award by Grady, sitting in a federal court in Chicago, was based on MCI's request for treble damages.

The jury deliberated two days, after listening to four months of testimony, and decided that AT&T had willfully maintained or attempted to maintain a monopoly on long-distance calls.

MCI brought suit in 1974 after AT&T allegedly refused to supply interconnection to the MCI long-distance system—a regulatory obligation AT&T claimed was

not required of the company. MCI, however, argued that interconnection was ordered in a 1971 FCC decision.

Attorneys for the two sides said that MCI needed to prove four issues to win the case: AT&T had the power to monopolize; there was a relevant market for the two companies; AT&T used its power to damage MCI, and MCI was damaged financially.

The MCI case was the first of more than 30 civil antitrust suits filed by AT&T competitors to go to the courts.

Advertising honors

Della Femina garners six Clio's for TV spots, Dick & Bert win three for radio productions

Clio awards for excellence in advertising have been presented to 41 winners in radio and 57 winners in television.

In radio, Dick & Bert, Los Angeles, picked up the most statues, three, for commercials for Carnation Tuna, Welch's Frozen Cranberry Cocktail and K-Mart Stores. In television, Della Femina, Travisano & Partners, New York, won six Clio's for commercials for Bigelow Tea, Borden Ice Cream, Goldkist Chicken Hot Dogs, Dow Saran Wrap and Pacific South-

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Local advertising is booming and Newsweek wants you to get your share of the dollars. That's why we've created Sponsor Showcases, television mini-programs tailored especially for local sponsorship.

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west Airlines (two statues).

The awards are presented by Clio Enterprises to companies showing a high degree of excellence in advertising. The winners:

Radio

Dansk □ Danskins Are For Dancing (Peter Rogers Associates).

Sohio Auto Tires □ Atlas Cushionaire (Marschalk & Co.).

Datsun 210 □ New and Nimble (Wm. Esty).

Brentwood Savings □ Visa (Albert, Newhoff & Burr).

Michelob Beer □ George Benson Solo (D'Arcy, MacManus & Masius).

Wrigley □ Doublemint Gum (BBDO).

North American Van Lines □ King Tut (Perfect Pitch Inc.).

Lawson's Lowfat Milk □ Macbrezhnev (Murray & Channing).

Centre Video Home Box Office □ Do It Before the Movie Starts (Fred Arthur Productions).

Conquest Life-Line Pool Alarm □ Life-Line Pool Alarm (Chickering/Howell).

Mocap □ Insects (Martin Agency Inc.).

Carnation Tuna □ Last Can of Tuna (Dick & Bert).

CBS-TV □ Earning a Degree (Chuck Blore & Don Richman Inc.).

Kroy Lettering Machines □ Radio Station (Chuck Ruhr Advertising).

Sony Cassette Recorder □ Boss and Peterson (McCann-Erickson).

Friends of Animals □ Leghold Trap, Herb and Larry (Friends of Animals Inc.).

Gribin Von Dyle Real Estate □ Valley Full Song (Chickering/Howell).

Arista Records □ The Mind of Gil Scott-Heron (Arista Records).

BASF Tapes □ Huh? (W.B. Doner & Co.).

Qbex □ Personnel (Paddock, Smith & Aydtotte).

Cottman Transmissions □ Free Towing (Radio Band of America).

McDonald's □ Nobody (Labunski Productions).

Dayton's Warehouse □ Mr. Shirley's Big Test (Grey Advertising).

Welch's Frozen Cranberry Cocktails □ Grandbunnies (Dick & Bert).

KHJ(AM) Los Angeles □ 93 KHJ (Tuesday Productions).

Parker Bros. □ Black Box (Humphrey Browning MacDougall).

Greyhound Bus Lines □ Fabulous Bus Brothers Destination (Bozell & Jacobs).

Western Electric Business Telephones □ Intercom (Foote, Cone & Belding Inc.).

Marathon Oil □ Aggressor (Labunski Productions).

Frontier Auto—Le Car □ The Picture (KTWO[AM] Casper, Wyo.).

Martin/Williams Advertising □ Burned Up, Not Out (Martin/Williams Advertising).

K-Mart Stores □ Chain Saw-Savings Are Yours (Dick & Bert).

Dr Pepper □ David Naughton (Young & Rubicam).

C & S Bank □ Sunny Day Jazz (Tom Anthony Music Inc.).

Peck Freans Cookies □ A Very Serious Cookie (Michlin & Co.).

North American Van Lines □ Selket (Perfect Pitch Inc.).

Attack of the Killer Tomatoes □ Killer Tomatoes Strike (WMMS[FM] Cleveland).

Lonliness □ Alone, Alone Again, Left Alone (Bon-neville Productions).

Michigan Bell Telephone □ No Reason, Rain in Flint (Ross Roy).

North American Van Lines □ Out For a Drive (Perfect Pitch Inc.).

Le Car □ The Picture (KTWO[AM] Casper).

Television

IBM Series III Copiers □ The Original (Doyle Dane Bernbach).

Eastman Kodak Colorburst □ First Day in School (Young & Rubicam).

Tuffy's Dog Food □ Look Alikes (Chuck Ruhr Advertising).

Humane Society □ Rodeo (Earle Palmer Brown).

Yamaha Motorcycle □ Beauty or the Beast (Chiat/Day).

U.S. Army □ Tank Course (N W Ayer).

Aamco □ Trout Season (Sedelmaier Films).

McDonald's □ Morning Glory (Needham, Harper & Steers).

Barney's □ New York (Ally & Gargano).

Coca-Cola □ Mean Joe Greene (McCann-Erickson).

ABC-TV □ Special Presentation (Sullivan & Associates).

Ideal Toy □ Detective (Halfgott, Towne & Silverstein).

Federal Express □ Easy to Use (Ally & Gargano).

Pacific Southwest Airlines □ Lowfares not fanfares (Della Femina, Travisano & Partners).

AT&T □ Vignettes (N W Ayer).

Max Factor □ Maxi-Moist (Steve Horn).

Washington Post □ Landscape (Richard Williams Animation).

Church of Jesus Christ of Latter-Day Saints □ Walking (Myers & Griner/Cuesta).

Holocaust Memorial Fund □ We Shall Not Forget (Mathis, Burden & Charles).

Schlitz Malt Liquor □ Cotton Club (Bob Giraldd).

Eastman Kodak Colorburst □ First Day (Young & Rubicam).

AT&T Communications □ Dimension Green Giant (Robert Abel & Associates).

Pacific Southwest Airlines □ Lowfares Not Fanfares (Della Femina, Travisano & Partners).

American Savings □ The American Craftsman (Gartner, Hough, Sandy).

Jello □ Cousins' Reunion (Young & Rubicam).

Continental Airlines □ Grand March (HEA).

New York State □ Broadway at Night (Steve Karmen).

Wrigley's Doublemint Gum □ Single Most Favorite (Tom Anthony Music).

Polaroid One Step □ Warm Up the Parts (Doyle Dane Bernbach).

Coca-Cola □ Mean Joe Greene (McCann-Erickson).

Canon Calculator □ Best Seller (Robert Abel & Associates).

Eastman Kodak Colorburst □ First Day. Two Families, Circus (Young & Rubicam, New York).

Fiat Strada □ Cruising (Benton & Bowles).

Anco Wiper Blades □ Piano Movers (Paisley Productions).

Wembley Ties □ Tie Fetish (Ferber & Strauss).

Henry Weinhard Beer □ Texas (Ogilvy & Mather).

Right Guard Deodorant □ Lime Twist Dance (David Hale).

Smith Barney □ Stock Exchange (Myers & Griner/Cuesta).

Brentwood Savings & Loan □ Orient Express (Albert, Newhoff & Burr).

Quaker Standard Oats □ Perfect II (AdCome Inc.).

Bigelow Tea □ 40's Woman (Della Femina, Travisano & Partners).

Frito Lay □ Baseball Baby (Foote, Cone & Belding).

Texaco □ Taxi (Paisley).

Federal Express □ Phone Antics (Ally & Gargano).

Borden Ice Cream □ Playground (Della Femina, Travisano & Partners).

Flintstones Vitamins □ Larry's Liver (Tatham-Laird & Kudner).

Evita □ Evita (Serino, Coyne & Nappi).

Goldkist Chicken Hot Dogs □ Top Dog (Della Femina, Travisano & Partners).

Mobil □ Gas Savings (Doyle Dane Bernbach).

Northern Electric Blanket □ Patent Office (Sedelmaier Films).

General Electric □ It's The Light (BBDO).

Dow Saran Wrap □ Ice Cube (Delta Femina, Travisano & Partners).

Independent Life & Accident Insurance Co. □ More Excuses (Cecil West & Associates).

Playboy Magazine □ Stolen Issue (Bob Giraldd).

Chaps Cologne □ City (Kurtz & Tarlow).



Gift for the givers. Comedy partners Anne Meara and Jerry Stiller, who handed out radio Clios, were themselves presented with a special award for "bringing so many smiles to the public and the ad industry over the years, through the medium of radio and television commercials." (Among their best known efforts: the Blue Nun commercials.) Presenting the special award (at left): Clio Awards Festival President Bill Evans.

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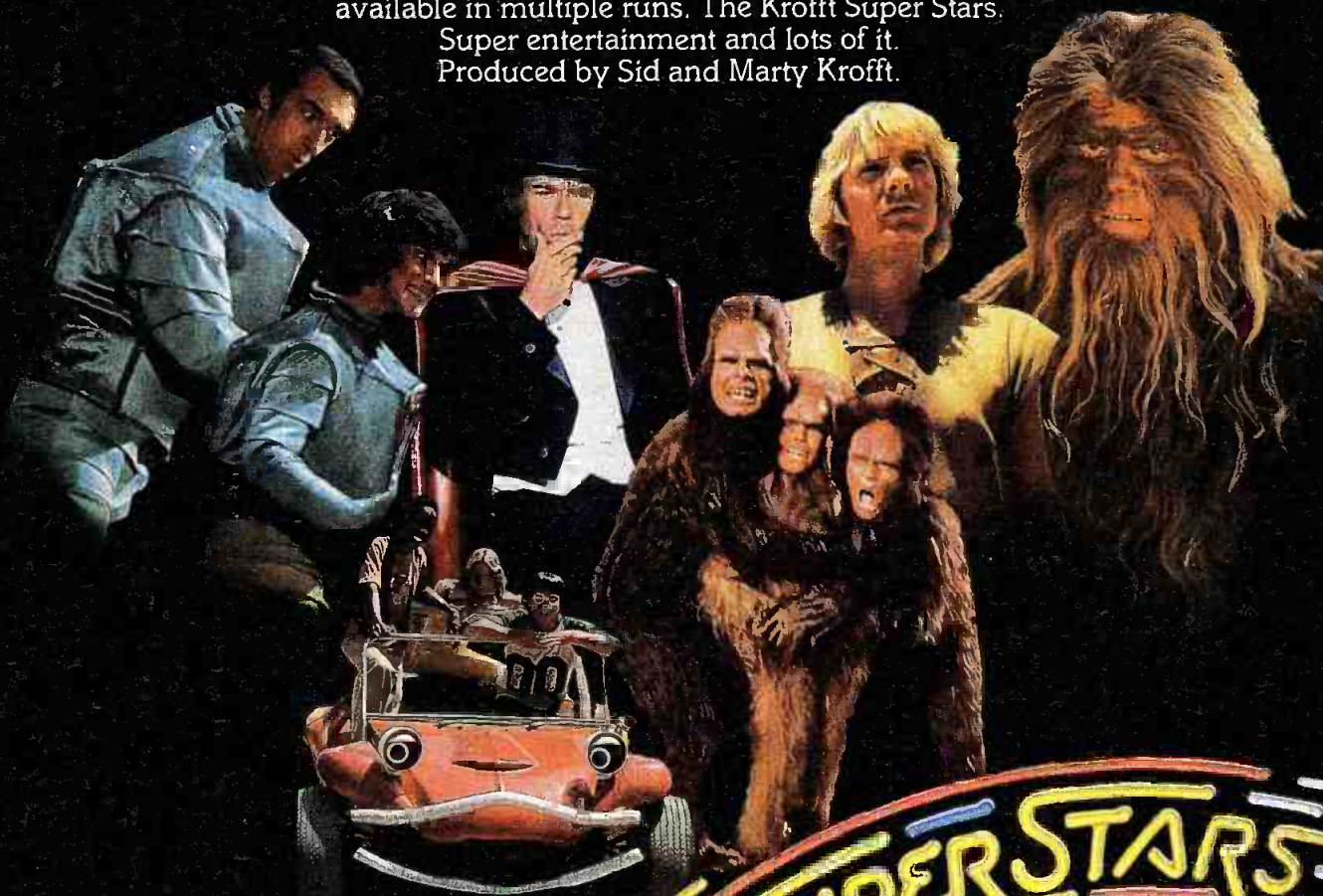
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Network convention news teams have Detroit, New York in their sights

NBC will be sporting a new look, logistically, and along with CBS will go wall-to-wall in prime time; ABC plans special '20/20's'

Both CBS News and NBC News are preparing to devote all of prime time—and more—to the Republican national convention in Detroit July 14-17. ABC News says it will do the same, if necessary, but as for now, it is planning to cut away on the first two GOP nights for two special hour-long broadcasts of the news magazine *20/20*.

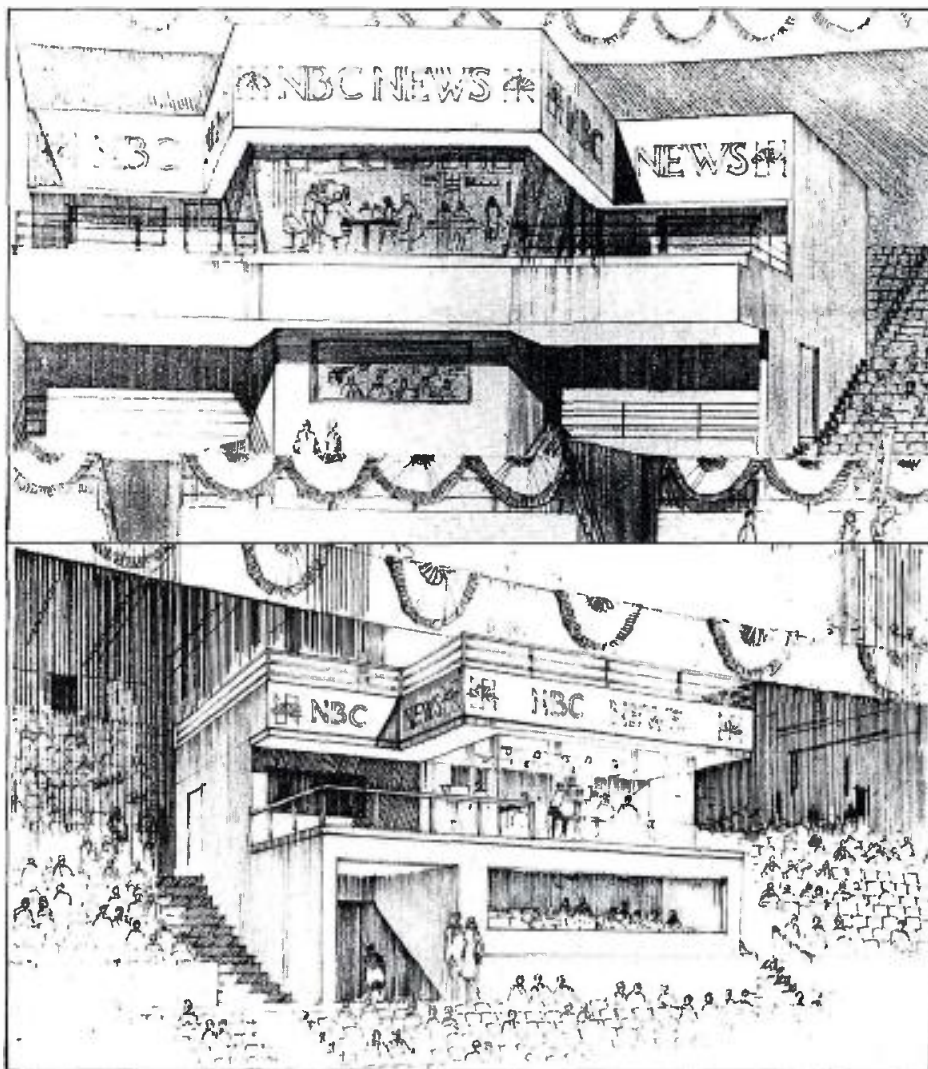
By last week, all three networks had given some word of their plans for the first of the two nationally televised political conventions. For Walter Cronkite, who turns his anchor post over to Dan Rather next year, this will be his last political season at the helm of the CBS operation. NBC will be in Detroit with anchors John Chancellor and David Brinkley. ABC is teaming Frank Reynolds with Ted Koppel (its late-night news anchor), the latter's first time as a convention anchor.

Pooling arrangements, determined months ago, have CBS responsible for the joint coverage inside the convention hall in Detroit. ABC has that job when the Democrats meet in New York in August; NBC is handling the pooling outside the halls in both cities.

Network news people will be in Detroit in droves. CBS, for example, estimates a personnel count at about 600. The equipment commitment also is massive; ABC alone has seven mobile units as part of the plan.

While many convention coverage plans are standard, NBC this summer plans a major modification of anchor quarters, with an open-deck structure built adjacent to the normal glass-enclosed booths. The idea is to give Chancellor and Brinkley the ability not only to observe the convention floor directly but also to have a deck for interviews and exchanges with floor reporters. In Detroit, two 14-by-16-foot decks will be built 52 feet above the floor. In New York, one 14-by-13-foot deck is planned 32 feet up.

According to Jeff Gralnick, executive producer of both *World News Tonight* and ABC's special events unit responsible for convention coverage, the decision to go with *20/20* Monday and Tuesday nights at 8 p.m. was two-fold. He explained that



Visibility. What NBC News has in mind for Detroit (top) and New York's Madison Square Garden (below)

those time periods should be "very quiet hours on the floor of the convention" and that they could better be used for "longer and broader political and related pieces."

The two editions of the news magazine will be politically oriented, Gralnick said, adding "I don't believe you'll see a rock group." He said the *20/20* format fits ABC's plans because it provides for a free-running live broadcast. With the shorter segments of a news magazine, Gralnick said, it would be easy to cut back to the convention floor, if necessary; an hour documentary wouldn't give that leeway.

While *20/20* will have airings Monday and Tuesday, ABC plans on pre-empting its regular Thursday night slot for convention coverage.

Aside from the anchors, others with principal reporting assignments from ABC are Max Robinson, Sander Vanocur, Lynn Sherr and Sam Donaldson on the conven-

tion floor, James Wooten at the podium and Barbara Walters as "special convention correspondent."

CBS will be relying on Dan Rather, Ed Bradley, Harry Reasoner, Bob Schieffer, Morton Dean, Lesley Stahl, Susan Spencer and Terry Drinkwater at various times for floor reporting. Bruce Morton has the podium, and among others will be Charles Kuralt, Andy Rooney and Charles Osgood with features. Marvin Kalb has the convention as a "special assignment."

NBC will be going with Tom Brokaw, Tom Pettit, Chris Wallace and Garrick Utley from the floor, with Jessica Savitch covering the podium. Theodore White is serving as a consultant and commentator.

The news emphasis on Detroit, however, won't wait until the convention begins. ABC, for one, will have Max Robinson co-anchoring for *World News Tonight* from that city the week before.

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On June 2nd, Channel 7 Eyewitness News won 2 of the 3 Emmys awarded for **Achievements Within A Regularly Scheduled News Program**. We are honored to have won **The Outstanding Investigative Reporting Award** for our story on The Accident Swindlers, reported by Peter Karl, Douglas Longhini, and Roberta Baskin. **And for The Outstanding Spot Coverage Award**, the Crash of Flight 191 by Diane Allen, Joel Daly, Fahey Flynn, Jim Gibbons, Vivian Rosenberg and Hugh Hill.

Those were the key news awards, but we're also pleased with the many other Emmys we won. It is always gratifying when your hard work is recognized.



EYEWITNESS NEWS



Seven's On Your Side

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NewsBeat

Attribution's the best policy. National News Council did not find CBS News Radio guilty of bias in way it handled reports of death of Israeli baby during Palestinian attack. But it did say there's lesson to be learned about attribution. Dr. H. T. Mehdi, president of American-Arab Relations Committee, had charged that CBS "failed to do professional work and refused to attribute the story to its [Israeli] source." CBS responded that evidence supported reports and that Israeli source was apparent from story. Council found complaint unwarranted but said "protest should serve to remind all broadcasters that even in compact form there are instances, in news reports of this nature, where attribution is necessary."

Forget the repairman, call NBC. Vion Corp., suburban Washington computer leasing firm, has just supplied FBI headquarters with \$1.2 million in new computer equipment — gratis — and NBC News is taking credit for saving that expense to taxpayers. In August, correspondent Carl Stern reported on constant computer problems at FBI, and NBC News now claims "company that leases computers to the FBI was so embarrassed by having its machine break down on national television ..." that it replaced equipment.

Getting together. More than a score of public-affairs broadcasters have formed Chicago Area Broadcast Public Affairs Association, headed by Leslie Eisenberg, public affairs director of WFYR(FM) Chicago, as president. Other officers, all public affairs directors at their stations, are Mitch Lieber of WMB(FM) Chicago, vice president; Maria Munoz of WBBM(AM) Chicago, secretary, and Jacqueline Sweatt of WLUP(FM) Chicago, treasurer. President Eisenberg said association was formed to help community organizations get access to broadcast coverage and to give public-affairs executives opportunity to exchange ideas and address community needs.

Universe returns. CBS News science series, piloted last June with Walter Cronkite as anchor, returns as Saturday miniseries this summer, with four half hour shows starting July 12. Cronkite will anchor and report at least one of four stories each show.

Rather tells of trying drugs in reporter's role

CBS newsmen, in interview in 'Ladies' Home Journal' says he used pot, LSD and heroin, out of journalistic curiosity

CBS News Correspondent Dan Rather revealed in an interview published last week that he had tried marijuana, LSD and heroin.

The disclosure gathered some headlines but created no apparent flap at CBS News. "I can't get excited about the reportorial experiment of Dan Rather or any other young man that took place a quarter-century ago," CBS News President William Leonard said in a statement.

Rather made the statements in the course of a long interview in the July issue of *Ladies' Home Journal*, in connection with questions about what advice he had given his own children. For one thing, he said, he told them "if you're hell-bent to try pot, and I suspect you will be, then try it at home around people who care about you."

Writer Cliff Jahr continued:

"As a man who wants to see, hear and do everything, has he smoked marijuana himself?"

"Dan eyes his visitor for a full 10 seconds. '... I obey the law,' he says carefully, then waving away the dodge. adds, 'I don't want to be coy with you. I have not smoked pot in this country. As a reporter—and I don't want to say that that's the only context—I've tried everything. I can say to you in confidence, I know a fair amount about LSD. I've never been a social user of any of these things, but my curiosity has carried me into a lot of interesting areas."


'As an example, in 1955 or '56, I had someone at the ...

police station [in Houston, where he worked] shoot me with heroin so I could do a story about it. The experience was a special kind of hell. I came out understanding full well how one could be addicted to "smack," and quickly. When [my] children were fairly young, and there was so much emphasis everywhere on drugs, it was not possible for them to tell me I didn't know what I was talking about."

Rather also told what happened when he went home to his wife the night he was chosen as Walter Cronkite's successor. "I was very excited ... When I walked in, I didn't even sit down. We embraced, I told her the news, then burst into tears. She wept, too, tears of joy and relief. Then we sat down, brushed away the tears and talked over the details. ..."



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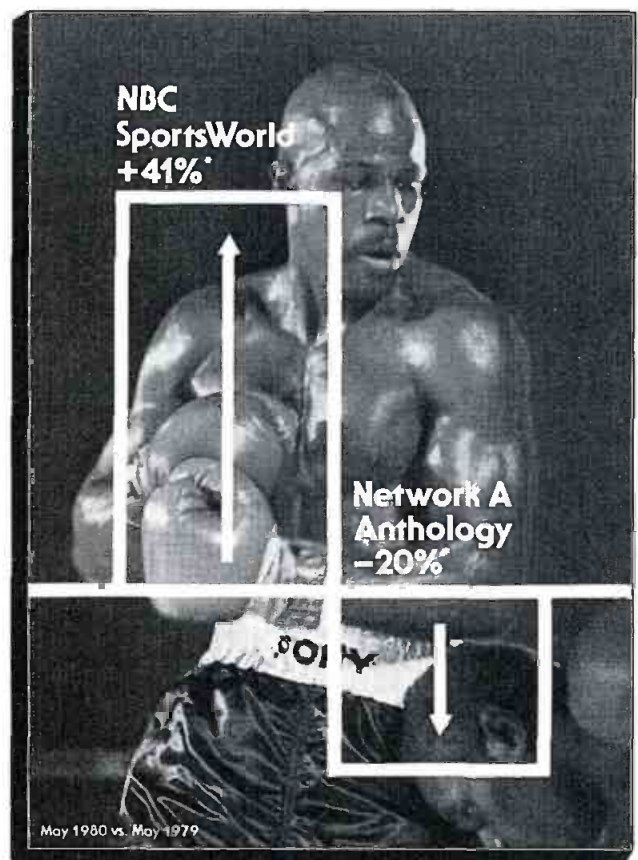
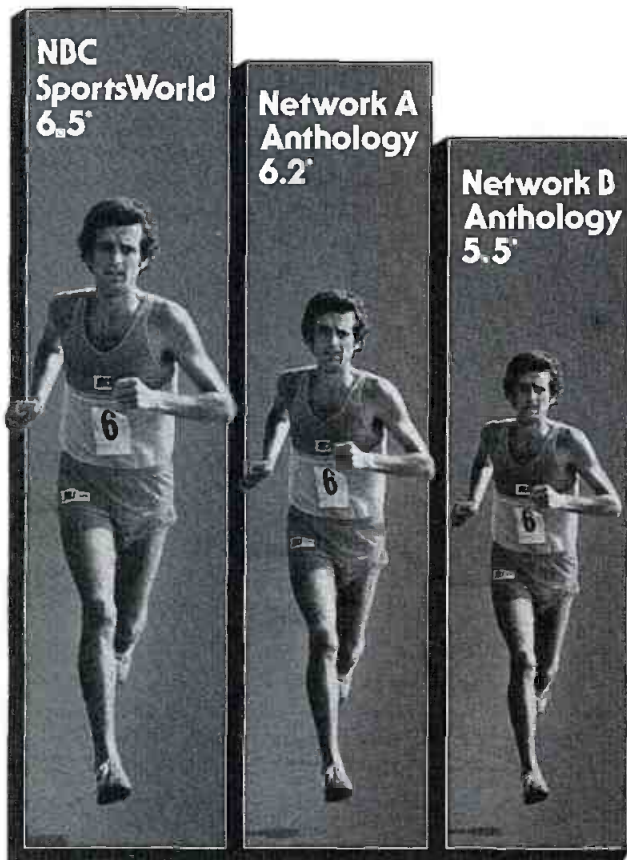
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*Source-NI Unweighted 4 week average AA rating, 4 weeks ending May 27th, 1979 and May 25th, 1980. All Sunday sports anthologies. Subject to qualification upon request.

The Media

BPA, BDA see both sides of welcome mat in Montreal

Canadian broadcasters put best foot forward to assure seminar success and record numbers; however, government spokesmen are negative about U.S. imports through new technologies

They came, they saw, and they were conquered by their Canadian hosts' hospitality.

That was the feeling of delegates to the Broadcasters Promotion Association and Broadcast Designers Association seminar in Montreal June 11-15.

Admittedly, there were a few discordant notes from the guest speakers. One was injected by Canadian Broadcasting Corp. President Albert W. Johnson who expressed wariness that new technologies would permit U.S. programming to further split the dominion's cultures (see page 39).

Another came from U.S. Senate hopeful John V. Lindsay who berated the influence of the media on the election process. The former New York mayor called for the elimination of paid commercial time for political candidates and the availability of free time two weeks prior to a general election.

But nothing could dampen the enthusiasm of BPA President Tom Dawson who last Monday offered this post-Montreal appraisal: "I just feel that in terms of general mood, it was one of the best received seminars in the association's history. There was cooperation from all, especially the Canadians who went out of their way to inject a great spirit into the proceedings."

Dawson, vice president, division services, CBS Radio, was pleased by the heavy turnout at the four days of workshops and the ceremonial events that dotted the agenda. One example he cited was the jam of delegates at the Saturday morning breakfast, causing a temporary disruption to festivities during a hasty set-up of extra facilities. "Remember," Dawson reminded, "that was at 7:30 a.m. after what for many was a long Friday night."

Paid registrations in Montreal totaled 871, eclipsing the record of 779 in Nashville last year. Dawson said the inclusion of syndicators, exhibitors and other guests put this year's total attendance over



Montreal montage. Top photo: Albert W. Johnson, president of the Canadian Broadcasting Corp., being introduced as the Friday luncheon speaker by BPA President-Elect Gail Morrell, chairman of the seminar. Lower left: BPA President Tom Dawson as he welcomed the delegates Thursday morning. Lower right: Keynoter James E. Duffy, president of the ABC Television Network, who prodded the delegates to become even more active in meeting the growing challenges to radio and television (BROADCASTING, June 16).

1,100, about 100 more than last year.

The new president of BDA, Gil Cowley, was no less enthusiastic about the seminar, the second in which his organization has participated. "Chairman Gail Morrell [of CFCF-TV Montreal] did a sensational job. When we have the BPA-BDA seminar in New York next June, we'll have a tough act to follow," he declared.

Cowley, art director of WCBS-TV New York, said that there were 145 BDA official registrants and more than 50 other designers and artists in Montreal. New BDA members signed up during the seminar will expand the association's rolls from 479 to well over 500, he said.

At the wind-up business meeting of the BPA, the members elected the slate of officers and directors offered by the nominating committee. It is headed by CFCF-TV's Gail Morrell as president and includes Clarence Martin, KYTV(TV) Springfield, Mo., as president-elect; Ann

Coleman, WAVE-TV Louisville, vice president; Fred Bergendorff, KNX(AM) Los Angeles, secretary, and A. Lee Pocock, KSL(AM) Salt Lake City, treasurer.

The directors as proposed by the nominating committee (BROADCASTING, June 16) were unanimously accepted.

The members also voted a bylaws change decreeing terms of BPA officers to begin at the end of each seminar and run through the next. Terms now are on a calendar year basis. In transition, President-elect Morrell and her slate of officers will serve from Jan. 1, 1981, through the June 1981 seminar.

At the BDA business meeting, Cowley of WCBS-TV was elected president, immediately succeeding Dick Weise of KTVU(TV) who had served as president since the association was founded. Other officers elected: Bob Regler, KOLN-TV/KGIN-TV Lincoln, Neb., vice president, and Scott Miller, KATU(TV) Portland, Ore.,

secretary. Al Medoro of KABC-TV Los Angeles was re-elected treasurer.

Medoro was also re-elected to the BDA board of directors as was Milton Clipper of WDM-TV Washington and Louis Bortone of WBZ-TV Boston. Shelley Safian of WDBO-TV Orlando, Fla. was named to replace Bob Casazza of WRC-TV Washington who stepped down due to other business commitments. Steve Yuranyi of CFCF-TV continues on the board. Selected as first and second alternates for the board were Jim Minton of KTVU(TV) Oakland, Calif., and Arthur Kuhr of KUON-TV Lincoln, Neb. In addition, BDA voted to form an executive board that would include the past two BDA presidents. For now only Weise will serve as a director.

Throughout the three days of wall-to-wall workshops in Montreal there was a plethora of advice to the promotion directors as well as numerous sessions to update designers and art directors on their rapidly changing world. Among them:

- Barry Umansky, assistant general counsel, National Association of Broadcasters, warned of the legal pitfalls hidden in seemingly innocent station contests or lotteries. He, along with fellow-panelists Tom Conlon of D. L. Blair Co., national contest coordinating firm in Great Neck, N.Y., and Lee Pocock of KSL(AM) Salt Lake City, discussed the tangle of restrictions imposed by the FCC, the Federal Trade Commission, Internal Revenue Service and the attorneys general of all 50 states.

- Ken Donnellon of the Katz Agency urged utilization of all available demographic materials in planning on-air promotion campaigns. He stressed that knowing the competitors' profiles is an important step in fine-tuning a station's own effort.

- Pierre Garneau of CBC, explained the problems of producing TV shows for a small bilingual population that spreads from coast to coast. He commented: "Montreal in particular is a TV town, and the national sport of Canada is criticizing the CBC." Rudi Bohn, a former art director of TV Globo of Rio de Janeiro, enlivened the session with examples of humorous animations, sexual themes and wild computer graphics used in Brazil.

Canada's fear of U.S. television

CBC President Johnson tells BPA-BDA he's worried about the effect new technologies will have on his country's programing industry

The president of the Canadian Broadcasting Corp. is nervous about the new broadcast technologies. He feels that such things as multichannel, direct-to-home satellites, pay television and superstations could deliver U.S. programing that would overwhelm Canadians culturally.

Albert W. Johnson spelled out his fears in a luncheon address to the Broadcasters Promotion Association and Broadcast



Changing of the guard. Outgoing BDA president, Dick Weise of KTVU(TV) Oakland, is congratulated on his term and presented with a chrome-plated T-square by new BDA president, Gil Cowley of WCBS-TV New York (left at podium). Also participating in the ceremony at the breakfast head table were (rear, l-r) BDA seminar chairman, Steve Yuranyi of CFCF-TV Montreal; Jerry Cappa of WKAW-TV Buffalo, N.Y.; (seated) BPA president-elect and seminar chairman, Gail Morrell of CFCF-TV Montreal and Jack Shaunessy of CFPL-TV London, Ont.

Designers Association in Montreal.

He said his country's broadcasters already have the challenge of creating programing acceptable to both the dominion's French and English cultures, in addition to competing with U.S. program sources. He added:


"Because 75% of Canadians share the same language as our neighbors to the south and because we indeed share with our American cousins much of the same taste in programing, there is a danger our

broadcasting industry will simply import all the new services from the U.S. and that Canadian programs will be swamped in the process."

To avoid this, Johnson maintained, Canadians must assess "each new technological marvel on the horizon" and ask if it will contribute directly to "our sense of Canadianism" or will it "tilt the odds still further against what we really want to do?"


Johnson, appointed to the government-

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owned CBC presidency in 1975 for a seven-year term, said the precautions about the new technologies should not be interpreted as an attempt to stop progress. "The Canadian people are much too sensible for that," he declared, "and are much too committed to freedom of choice." Rather, he explained, it should be recognized that "the information society" has this "special and particular danger."

To assure that Canadian broadcasters compete not only with one another in the marketplace but also with the American networks, Johnson said, a way must be found for every new service to contribute to Canadian programming—"either directly through financial contributions or indirectly through Canadian programming requirements."

Johnson acknowledged that Canadians must improve their own broadcast product. For example, he said, "the CBC is going to have to become almost completely Canadian, showing only the best of foreign programs which are not available on other networks. And to come to grips with the amount of programming that is required, we're going to have to start two networks—one in English and one in French—to allow us to extend and broaden the kinds of Canadian programming that is available." He said those "second channels" would be noncommercial, operate in prime time and concentrate on

programming not available on the other networks.

Johnson's remarks proved to be the second reminder in two days to the seminar delegates that official Canada wanted more off-limits signs posted for U.S. programmers. The previous day's luncheon speaker, Chairman Robert Gourd of the Canadian Communications and Cultural Commission, used less specific terms in deploring the country's "cultural split" that he said was being compounded by the proximity to U.S. programming (BROADCASTING, June 16).

Best of show for designers and promoters

BPA, BDA present their annual awards for excellence at joint gathering in Montreal

Forty-three stations and one TV production company were chosen to receive the top awards of the Broadcaster Promotion Association. Simultaneously, the Broadcast Designers Association announced its second annual awards that included 19 at the top.

Presentations were made Saturday (June

14) during the BPA-BDA joint seminar in Montreal.

The BPA winners:

Audience promotion

CFRA(AM) Ottawa □ Medium market radio promoting news and public affairs on radio.

WBBM(AM) Chicago □ Large market radio promoting news and public affairs on radio.

WTMJ-TV Milwaukee □ Medium market TV promoting news and public affairs on radio.

WTHR(TV) Indianapolis □ Large market TV promoting news and public affairs on radio.

3XY Melbourne, Australia □ Small market radio promoting other than news and public affairs on radio.

CFRA(AM) Ottawa □ Medium market radio promoting other than news and public affairs on radio.

KFRC(AM) San Francisco □ Large market radio promoting other than news and public affairs on radio.

WBRZ(TV) Baton Rouge □ Small market TV promoting other than news and public affairs on radio.

WISN-TV Milwaukee □ Medium market TV promoting other than news and public affairs on radio.

KOVR(TV) Sacramento, Calif. □ Large market TV promoting other than news and public affairs on radio.

KNX(AM) Los Angeles □ Large market radio promoting news and public affairs on TV.

WHNT-TV Huntsville, Ala. □ Small market TV promoting news and public affairs on TV.

WTVE(TV) Nashville □ Medium market TV promoting news and public affairs on TV.

KOA-TV Denver □ Large market TV promoting news and public affairs on TV.

WMT-AM-FM Cedar Rapids, Iowa □ Small market radio promoting other than news and public affairs on TV.

WRAL-TV Raleigh, N.C. □ Medium market radio promoting other than news and public affairs on TV.

WIND(AM) Chicago □ Large market radio promoting other than news and public affairs on TV.

WBRZ(TV) Baton Rouge □ Small market TV promoting other than news and public affairs on TV.

WLTN(TV) Jacksonville, Fla. □ Medium market TV promoting other than news and public affairs on TV.

WTAE-TV Pittsburgh □ Large market TV promoting other than news and public affairs on TV.

CJOR(AM) Vancouver, B.C. □ Medium market radio promotion via use of non-broadcast media.

Radio City Ltd., Liverpool, England □ Large market radio promotion via use of non-broadcast media.

WBRZ(TV) Baton Rouge □ Small market TV promotion via use of non-broadcast media.

WTVE(TV) Nashville and **WWBT-TV** Richmond, Va. (co-winners) □ Medium market TV via use of non-broadcast media.

KNBC(TV) Los Angeles and **KGO-TV** San Francisco (co-winners) □ Large market TV promotion via use of non-broadcast media.

WJCT-FM Jacksonville, Fla. □ Medium market radio total advertising campaign (two or more media).

Century Broadcasting Corp., Chicago □ Large market radio total advertising campaign (two or more media).

KOLN-TV Lincoln, Neb., and **WTVN-TV** Columbus, Ohio (co-winners) □ Small market TV total advertising campaign (two or more media).

WHIO-TV Dayton, Ohio □ Medium market TV total advertising campaign (two or more media).

KATU(TV) Portland, Ore. □ Large market TV total advertising campaign (two or more media).

CKIO(AM) Kelowna, B.C. □ Small market radio limited advertising campaign (using one medium).

WHBO(AM) Memphis □ Medium market radio limited advertising campaign (using one medium).

WCCO(AM) Minneapolis □ Large market radio limited advertising campaign (using one medium).

WBRZ(TV) Baton Rouge □ Small market TV limited advertising campaign (using one medium).

WISN-TV Milwaukee □ Medium market TV limited advertising campaign (using one medium).

KOA-TV Denver □ Large market TV limited advertising campaign (using one medium).

Group W Productions, Los Angeles □ Program materials to TV by program distributors in support of program or series.

WRAL-FM Raleigh, N.C. □ Medium market radio sales promotion.

KYW(AM) Philadelphia □ Large market radio sales promotion.

WPEC(TV) West Palm Beach, Fla. □ Small market TV sales promotion.

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WJXT(TV) Jacksonville, Fla. □ Medium market TV sales promotion

WXXU-TV Newport, Ky. (Cincinnati) □ Large market TV sales promotion.

Community Involvement

CHQM-FM Vancouver, B.C. □ Radio station community involvement.

KMOX-TV St. Louis and **WISN-TV** Milwaukee (co-winners) □ TV station community involvement.

The BDA winners:

Best of show

Jim Barrett, Jack Seery, Dick Bell □ Campaign for KNX(AM) Los Angeles.

Scott Miller □ Print series for KATU(TV) Portland, Ore.

Judges' special award

Don Wells, Carol Williams, John Rothchild □ Low budget animations for KTVI(TV) St. Louis editorials.

Awards of excellence

Nancy Foley, Scott Miller □ Print series for KATU(TV) Portland, Ore.

Lonna FreeLove □ Low budget animation for University of Wisconsin. Stout Teleproduction Center.

Bill Robles □ Courtroom sketching for KNXT(TV) Los Angeles.

Victor Parades □ Courtroom sketching for KABC-TV Los Angeles.

Patrick McDonough □ Courtroom sketching for WNAC-TV Boston.

Maria LeConte □ Courtroom sketching for WNAC-TV Boston.

Paul Shrager, Bill Bartley □ Print series for Columbia Pictures.

Gary Gutierrez, Drew Takahashi, Stephen Linden □ Station animation for KQED(TV) San Francisco.

Bob Brandel, Lee Strausland □ News graphics for NBC News.

Barbara Richied, Robert Born □ On-air promotional graphics for Twin Cities public television.

Hugh Gray Ralsky □ Permanent news set for WCBS-TV New York.

Jeff Nettescheim, Judi Decker □ Station on-air promotion for WISN-TV Milwaukee.

Bob Galvin □ Station on-air campaign for KVOS-TV Bellingham, Wash.

Stephen Linden □ Station on-air image for KQED(TV) San Francisco.

Bunny Zaruba, Jim Stringer □ News graphics for KGO-TV San Francisco.

Paul Shrager, Bill Murphy □ Print for Columbia Pictures.

The affiliation switches continue

Latest stations to leave NBC for CBS are ch. 5 in Fort Smith and ch. 2 in Billings

CBS-TV picked up two more affiliations at NBC-TV's expense last week: KFSM-TV Fort Smith, Ark. ("Closed Circuit," June 16), and KTVQ(TV) Billings, Mont.

KFSM-TV, owned by the New York Times Co., is on channel 5, the only commercial V in the market. It will replace channel 24 KLMN-TV Fort Smith in the CBS line-up effective next fall, according to the announcement by Charles Brakefield, vice president of the Times company, and James Rosenfield, president of CBS-TV.

KFSM-TV was with CBS from 1956, when it commenced operations, to 1973, when it moved to NBC. Aside from KLMN-TV, the only other commercial station in the market is KFPW-TV, channel 40, now affiliated with ABC-TV.

In Billings, KTVQ(TV), the flagship sta-

tion of the Montana Television Network, is and has been a CBS primary but has now agreed to expand its carriage of CBS programming to include prime time, daytime and news, effective immediately, according

to Joseph P. Sample, president of the Garyowen Stations, and CBS-TV's Rosenfield. It is an NBC secondary but had been carrying a heavier schedule of NBC programming. It is on channel 2.

Changing Hands

PROPOSED

■ **KEES(AM)** Gladewater (Longview), Tex.: Sold by Ormand L. Kimbrough to Attaway Investment Corp. for \$450,000. Kimbrough has no other broadcast interests. Buyer is owned by Wesley Attaway, president, and family who own chain of weekly newspapers in Houston area. They have no other broadcast interests. KEES is on 1430 khz with 5 kw day and 1 kw night. Broker: John Mitchell & Associates.

■ **WPRT-AM-FM** Prestonburg, Ky.: Sold by Stephens Industries to American Signal Corp. for \$325,000. Seller is owned by David Stephens who has no other broadcast interests. Buyer is owned by Deward R. Dear, John E. Seehorn, Harold G. Artrip, Marion E. Lane and Harry C. Williams (20% each). Dear is employed at WKIN(AM) Kingsport, Tenn. Seehorn owns 25% of Johnson City, Tenn., realty company and Kingsport oil distribution company. Artrip is associate dean of finance at East Tennessee State university,

Johnson City, and has various business interests in Johnson City-Kingsport area. Lane is internal auditor for East Tennessee State and has private CPA practice in Johnson City. Williams is Johnson City attorney. They have no other broadcast interests. WPRT(AM) is on 960 khz with 5 kw day. WPRT-FM is on 105.5 mhz with 1.7 kw and antenna 390 feet above average terrain.

■ Other proposed station sale is KNEY(FM) Pierre, S.D. (see "For the Record," page 60).

APPROVED

■ **WNCG(AM)-WKTM(FM)** North Charleston, S.C.: Half-interest sold by A.D. Cohen Jr. to W.G. Dudley III for \$1.2 million. Cohen has no other broadcast interests. Dudley is president, general manager and current 50% owner of stations. He has no other broadcast interests. WNCG(AM) is on 910 khz with 500 w day. WKTM is on 102.5 mhz with 50 kw and antenna 240 feet above average terrain.

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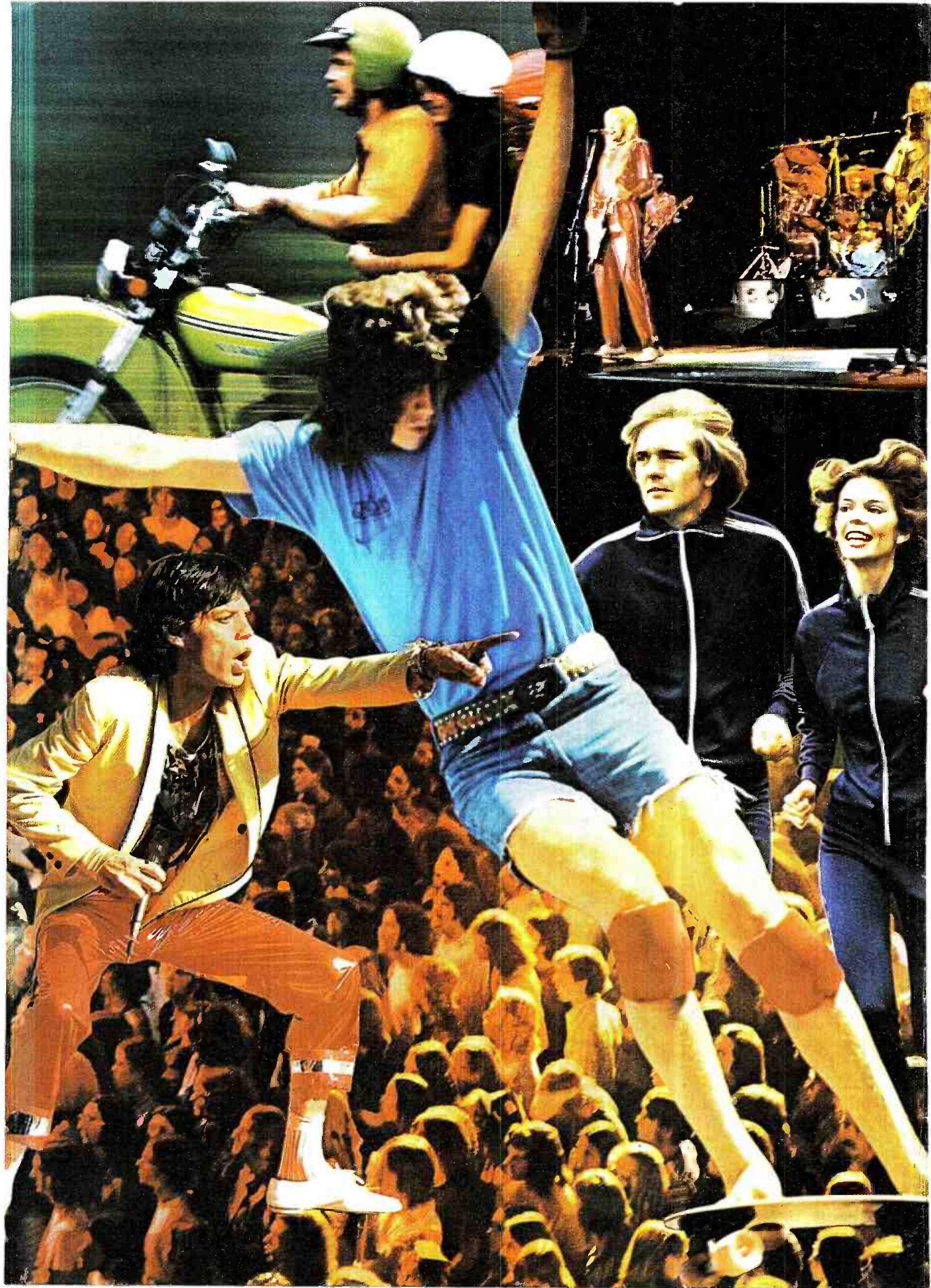
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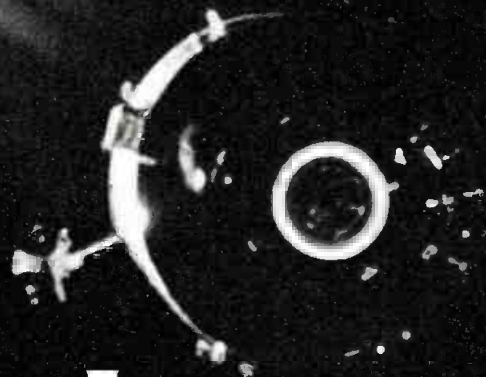
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* Arbitron, 1979 (most recent reports available) Adults 18-34. MSA.



NBC Radio's Young Adult Network

■ **WVOM(FM)** Albany, N.Y.: Sold by Metroland Broadcasting Corp. to Liberty Communications Inc. for \$800,000. Seller is owned by Joseph J. Reilly (22.2%), Orville J. Sather (22.2%), Thomas P. Moore (22.2%), Matthew H. Mataraso (11.1%), Augustine M. Cawley (11.1%), and William A. Bernardo (11.1%). They have no other broadcast interests. Buyer is owned by William J. Selwood Jr. (51%) and Pioneer Investment Corp. (49%). Pioneer is New York investment capital firm owned by Neil McConnell (51%), James Niven (39%), R. Scott Asen (10%). Selwood is former director of commercial operations at KYW-TV Philadelphia. WVOM is on 100.9 mhz with 3 kw and antenna 300 feet above average terrain.

■ **KDZA(AM)-KXLO(FM)** Pueblo, Colo.: Control (80%) sold by Michael M. Galer to United Communications Inc. for \$778,500. Galer is 90% owner of M.G.M. Broadcasting, applicant for new FM at Durango, Colo. He has no other broadcast interests. Buyer is owned by Anthony J. Spicola, sales manager and 19% owner of KDZA-KXLO. Spicola has real estate interests in Pueblo and 5% interest in M.G.M. Broadcasting. KDZA is on 1230 khz with 1 kw day and 250 w night. KXLO is on 100.7 mhz with 100 kw and antenna 640 feet above average terrain.

■ **KJTV(TV)** Amarillo, Tex.: Sold by Gary L. Acker to Richard A. Ingraham for \$624,000. Acker also owns WQIK(AM) Jacksonville, Fla.; 80% of KJAK(FM) Slaton, Tex., and 25% of KLFJ(AM) Springfield, Mo. He has purchased, subject to FCC approval, 50% of KEPT(FM) Shreveport, La. (BROADCASTING, May 7, 1979), and is applicant for new FM in Laredo, Tex. (BROADCASTING, Aug. 27, 1979). Ingraham owns 75% of KIQQ(FM) Lebanon, Ore. He also owns Fresno, Calif., broadcast consulting firm and has various real estate interests there. KJTV

(not yet on air) is on channel 14 with 126 kw visual, 20.4 kw aural and antenna 832 feet above average terrain.

CABLE

■ **Cable Communications Operation Inc.**, Lima, Ohio, and **OVC Inc.**, Richmond, Ky.: Sold by Richard L. Jackson, president and principal owner, to Centel Communications for \$27.5 million. Jackson has interests in various other cable systems. Buyer is owned by Central Telephone & Utilities, Chicago, publicly traded utilities company. Robert Reuss is chairman. It owns systems serving 11 communities in Chicago metropolitan area. It last purchased cable system serving Fairbury, Ill. (BROADCASTING, Feb. 11). It is seeking other franchises in Chicago area as well. Acquisition will increase total Centel subscriber list to 75,000. Goal by end of 1980 is 100,000 subscribers. Cable Communications serves Lima, Elida, and Allen county, all Ohio. OVC serves three communities in Madison, Ind., area and 16 communities in Richmond Ky., area. Combined subscriber list totals 49,000.

■ **Redwood Cable Vision Inc.**, Humboldt County, Calif.: Sold by Arthur D. and Harold Johnson, brothers, and Victor S. Shults (33.33% each) to Storer Broadcasting Co. for approximately \$2.7 million. Sellers have no other cable interests. Buyer is Miami-based station group owner and MSO with one FM, seven TV's and some 250 cable systems in 18 states passing approximately 1 million homes with total subscriber list of 480,000. Storer recently purchased control (80%) of cable system serving Howard county, Md. (BROADCASTING, June 9). Redwood Cable passes 6,000 homes, serving 4,500 subscribers.

■ **Cable system serving Mitchell, S.D.:** Sold by Roger Zylstra and family (30%), Jack Schaefer and Ed Parsen (25% each)

and Jack Cole Jr. and Alan Raywid (10% each), to joint venture formed by Midcontinent Broadcasting and Tele-Communications (50% each) for approximately \$2.4 million. Zylstra and family own cable systems in Sheldon and Sibley, both Iowa, and 74% of cable systems in Vermillion (under construction) and Yankton, both South Dakota. Schaefer owns cable system in Wells, Minn., and franchises for Parkston and Platte, both South Dakota. Parsen owns approximately 40% of cable system in Spirit Lake, Iowa. Cole and Raywid have no other cable or broadcast interests. Midcontinent is group broadcaster/MSO based in Aberdeen, S.D., owned by Joseph L. Floyd, N.L. Benton, and E.R. Ruben (33.33% each). They own KDLO-TV Florence, KPLO-TV Reliance, KELO-AM-FM-TV Sioux Falls and KDLO-FM Watertown, all South Dakota, and 11 cable systems, nine in South Dakota and two in Nebraska. Midcontinent's subscriber list totals 20,000 with 24,000 homes passed. Tele-Communications Inc. is Denver-based publicly traded MSO and microwave communications company. TCI owns cable systems in 43 states with total subscriber list of 952,000. TCI has also purchased cable systems serving Ortonville, Minn., and Big Stone City and Milbank, both South Dakota (see below). John Malone is president and chief operating officer. Mitchell system has 4,000 subscribers. Broker: Community Equity Associates.

■ **Cable Systems serving Ortonville, Minn., and Big Stone City and Milbank, both South Dakota:** Sold by J. Edmund Kiernat to Tele-Communications Inc. for approximately \$2 million. Kiernat has no other broadcast or cable interests. Buyer is Denver-based publicly traded MSO and microwave communications company which is also buying 50% of cable system serving Mitchell, S.D. (see above). Combined subscriber list of Ortonville, Big Stone City and Milbank systems is 3,000. Broker: Community Equity Associates.

Programing

Second-place surprise

NBC takes number-two spot behind CBS for week ended June 15 with best showing in months

At the top of the ratings heap, there was no change. CBS-TV continued its winning ways for the fifth consecutive week. The difference, however, came down below.

The prime-time averages for the week ended June 15 put ABC-TV in NBC-TV's recently accustomed place—third.

For the week, CBS earned a 14.9 rating

and a 28.8 share. NBC, claiming its "best competitive finish since February," scored a 13.6/26.1, more than a full rating point over ABC's 12.4/24.0.

Among the top-rated shows, there was no contest. The first seven—*Jeffersons* (21.8/37), *Dallas* (21.6/41), *Alice* (21.1/37), *Trapper John M.D.* (20.1/34), *M*A*S*H* (20.0/33), *60 Minutes* (19.5/43) and *Dukes of Hazzard* (19.3/37)—all belong to the CBS schedule. The top-10 list continued with NBC's *Big Event* movie, "The Bridge at Remagen," (18.9/32); CBS's *Phyl and Mikky* (18.8/34), and ABC's *Three's Company* (18.6/34), meaning that in all, CBS had eight, with one each for NBC and ABC.

Further down the list, ABC's position

didn't improve. Of the top-20, it had only three, to NBC's six and CBS's 11.

Night-by-night, CBS won Monday, Thursday, Friday and Sunday; ABC took Tuesday and Saturday, and NBC pulled out Wednesday.

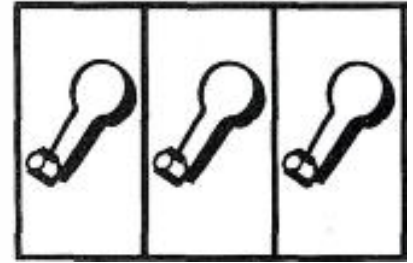
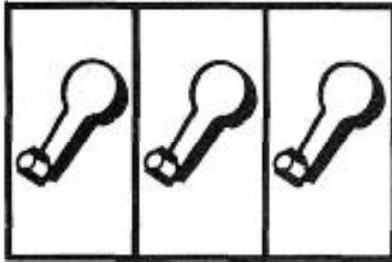
As is usual this time of year, the week was dominated by repeat programing. And the public went for the reruns. The strongest night of the week was CBS's Friday when replays of *Incredible Hulk*, *Dukes of Hazzard* and *Dallas* averaged a 17.9/36.0.

ABC suffered on Sunday when it presented an entire evening of original specials. Lead-off *John Denver: The Higher We Fly* was the lowest-rated show of the week, earning a 6.2/14 for 69th place. *Omnibus* followed with a 13.1/25 and then

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King Crab—the winner of an ABC script-writing contest—with a 13.0/22.

Starting with **60 Minutes**, CBS typically gives the other two networks a hard time on Sunday. But this time NBC also took its toll on ABC, with **Disney's Wonderful World** scoring a 13.6/30, its highest share since February, then **CHiPs** (18.3/35) and the "Remagen" movie.

Elsewhere in the ratings, documentaries on ABC and CBS couldn't compete against entertainment programming. ABC News's **Closeup: To Die for Ireland** earned only a 9.7/19 against NBC's **Quincy** (16.5/30) and CBS's **Knots Landing** (17.0/33). A **CBS Reports: Return of the CIA** (9.0/19) lost to the consistently low-rated **Prime Time Saturday** (10.9/23). And both news programs fell to ABC's **When the Whistle Blows** (16.7/35).

Although not picked up for the September schedule, CBS presented the pilot of **Landon, Landon and Landon** (12.0/26) which lost to ABC's **Love Boat** (14.8/32) but overtook NBC's **Sanford** (10.7/24) and **Joe's World** (8.0/17).

AWRT honors

Seven television programs and one radio show have received commendations from the American Women in Radio and Television for presenting positive women's images.

The kudos, given at AWRT's 29th annual convention, went to CBS's \$5.20 An

Hour Dream, NBC's **Miracle Worker**, NBC's **Women Like Us**, National Public Radio's **Re-entry Women: The Return to Campus**, noncommercial WETA-TV Washington and the Public Broadcasting Service's **Social Security: Time for an Overhaul**, noncommercial WQED(TV) Pittsburgh and PBS's **China: Land of My Father**, ABC's **The 13th Day: The Story of Esther** and ABC's **Mother and Daughter: The Loving War**.

Phil Donahue, host of the syndicated **Donahue**, won AWRT's top honor, the Silver Satellite Award, for his contribution to broadcasting (BROADCASTING, June 2).

ACT picks its favorite broadcasters

Action for Children's Television last week presented its eighth annual "Achievement in Children's Television" awards to 11 broadcasters who have made "a significant contribution" toward improving the medium.

"We hope that this recognition of achievements will not only encourage other creative producers to develop a diverse range of programming possibilities for youngsters, but also let parents know that there are some fine alternatives to standard programming fare for children," said ACT president, Peggy Charren, in announcing the awards.

In addition to the ACT achievement awards, three special citations were pre-

sented. The Agency for Instructional Television received an award for its **Think About** series, and KRON-TV San Francisco and KING-TV Seattle were singled out "for extra-special commitment to local programming for young audiences."

In addition, McDonald's Corp. received ACT's Corporate Honor Roll Award for its support of the Public Broadcasting Service series, **Once Upon A Classic**.

Winners of the 1979 ACT achievement awards follow:

Capital Cities Communications □ *Family Specials*.

KCOPTV Los Angeles □ localizing syndicated format of *Romper Room*.

Warner Amex Cable Communications □ *Nickelodeon*.

WAFB-TV Baton Rouge □ *Storyland*.

WBZ-TV Boston □ *Get Off Your Block*.

WCSH-TV Portland, Me. □ *Seesaw*.

WMAQ-TV Chicago □ *Kidding Around*.

WPLG-TV Miami □ *Arthur and Company*.

WPRI-TV Providence, R.I. □ *Allamaze*.

WPVI-TV Philadelphia □ *Captain Noah's Adventures*.

WWLP-TV Springfield, Mass. □ *Odyssey*.

Economic understanding awards from Dartmouth

Winners were honored in nine radio and television categories in the annual Media Awards for Economic Understanding competition sponsored by the Champion International Corp., based in Stamford, Conn.

The Amos Tuck School of Business Administration of Dartmouth College acted as independent administrator of the program, created to improve the quality and increase the quantity of economic reporting in the broadcast and print media.

The winners:

Radio

Dan Cordtz, Peter Flannery, Nancy Gabiner, ABC American Entertainment Radio Network □ *Corporate Profit Figures/Productivity—Dan Cordtz on the Economy* (first prize).

Jack Lloyd, Ed Kasuba, Susan Weiner, Nelson Cohen, Elaine Weinstock, KYW(AM) Philadelphia □ *Biting the Budget* (first prize).

Peter Fretwell, KALS(FM) Kalispell, Mont. □ *A Primer: Inflation & You* (first prize).

Television

Dan Cordtz, Bernard Cohen, Av Westin, ABC-TV □ 1979: *Stretching the Shrinking Dollar* (first prize).

Daniel Miller, Rich Gray, John Lelendecker, Iowa Public Broadcasting Network, Des Moines □ *Farm Digest: Meat Price Reporting* (first prize).

Betsy Brenneman, Sheila Toomey, Robert Roark, KTOO-TV, Juneau, Alaska □ *Beaufort Basics* (first prize).

Randy Covington, David Robinson, J. Patrick Braddock, Wanda Bryant, Terry Hester, WAVE-TV Louisville, Ky. □ *Helter Shelter* (second prize).

Jack E. Hill, John Horner, Curtis Miller, David West, KAIT-TV Jonesboro, Ark. □ *How 'Ya Gonna Keep 'Em Down on the Farm... After They've Gone Broke?* (second prize).

Joe Becker, Conrad Carlson, Bob Gillum, WEAU-TV Eau Claire, Wis. □ *Uniroyal: Down the Road*.

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Setting the record straight

NBC appointment of Sutton to Entertainment post officially announced; two who threatened to quit as result will wait to talk to Silverman

NBC issued an official announcement last week on the appointment of Robert T. Sutton to the new post of vice president, programs and promotion, NBC Entertainment, a move that may lead to the departure of two top advertising executives in the division (BROADCASTING, June 16).

Sutton, who has been vice president and general manager of NBC-affiliated WALA-TV Mobile, Ala., since the first of the year, will have executive responsibility for all advertising, promotion, children's programs, special projects and the new 90-minute *Tomorrow* show. His appointment takes effect today and he will be based in New York.

Sutton's role overseeing advertising apparently upset W. Watts (Buck) Biggers, vice president, advertising and special services, and one of his top aides, Mike Mohamad, a vice president, and they submitted their resignations.

Biggers said last week that NBC officials had asked the two to delay their resignations until they had a chance to talk to Fred Silverman, NBC president, who was on vacation and scheduled to return to New York this week. Biggers stressed that "we have not withdrawn our resignations; we only have agreed to talk to Fred." He added he would be going on vacation for two weeks and would discuss the matter with Silverman when he returned.

Sutton joined WALA-TV as assistant general manager in 1978. Earlier he had been director of broadcast operations for WWJ-TV Detroit; program director of WPLG-TV Miami; program director of KYW-TV Philadelphia and director of advertising promotion with the ABC-owned stations division. While at ABC, Sutton was a colleague of Brandon Tartikoff, now president of NBC Entertainment, to whom he will report. Biggers formerly had reported to Tartikoff.

ABC sticking with research on children as television viewers

ABC has awarded an additional \$50,000 to a project designed to teach elementary school children to become more discriminating television viewers.

The latest grant raises to \$350,000 the amount ABC has contributed to Drs. Jerome I. Singer and Dorothy G. Singer, co-directors of the Yale Family Television Research and Consultation Center, over the past two years. The Singers developed a curriculum for children in grades three to five, consisting of an eight-lesson unit of

study.

A series of tests by the Singers' research team showed that after exposure to the period of special study, the pupils improved their vocabulary and also strengthened their mathematical, writing and critical thinking skills. ABC said it had made the new \$50,000 grant because of the positive impact of the curriculum. The new funds will be used to adapt the study program for children through grade two.

The instruction developed by the Singers is aimed to teach children how TV works; how to distinguish between reality and fantasy on TV; teach the purpose of commercials and help children develop an understanding of themselves by discussing television characters.

\$30-million year for BBC Enterprises; home video venture planned

BBC Enterprises, the export arm for the British television network, has announced total sales of \$30.6 million for 1979, and has also announced plans to enter the home video market.

Bryon Parkin, managing director of BBC Enterprises, said the record turnover had been helped by the sale of the Shakespeare series to 22 countries. Twelve of the 37 plays have been produced thus far. He also said a deal was near completion with 3-M Ltd. of the U.K. for marketing of



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Monitor

A possible maybe. In television land, Moscow Olympics have turned out to be one big pain to just about everybody who had planned to be involved, especially NBC-TV. Irony is that CBS-TV may turn out to be only commercial network reaping any good out of affair with Elmar Productions' *Phyl and Mikhy* (Monday, 8:30-9 NYT). Sitcom deals with American track star (Phyl) who marries defecting Russian athlete (Mikhy). In four outings, replacement series has been doing well, keeping up with its lead-in, *WKRP in Cincinnati*. CBS officials concede that show may have afterlife in spring—"The idea is being investigated," one network official said. Debating with 21 share May 26, program has marked impressive audience gains—33 share June 2, 34 share June 9 and 30 share last Monday, June 16, winning time period. CBS has ordered six episodes of show. Network official added, however, that "the competition has not been overwhelming." Hal Cooper and Rod Parker are producers.

Back in the saddle. Los Angeles Mayor Tom Bradley has declared this week (June 23-29) "Gene Autry Week" in honor of Autry's 50th anniversary in entertainment. Proclamation coincides with opening of "Gene Autry: A Time for Heroes," 13-week exhibit and film retrospective at California State Museum of Science and Industry in Los Angeles. Autry's KTLA-TV there is presenting one-hour special, *Gene Autry: An American Hero* Wednesday, June 25. Other Autry specials are scheduled by station during week. He began his career in radio in 1930.

In the fold. Phillip (*Barnaby Jones*) Saltzman has signed exclusive production agreement with Warner Bros. Television. His Woodruff Productions will make series, miniseries, long-form and motion pictures.

Economics 101, pay TV. Ten dollars from each of 109,000 households equal cool \$1.09 million. That's what ON-TV Los Angeles stood to gain last Friday night (June 20) with its pay TV broadcast of Sugar Ray Leonard-Roberto Duran welterweight championship fight. Subscription television company was offering boxing match to regular subscribers for extra \$10 fee and had passed that revenue mark by last Wednesday. Andrew Walk, ON's senior vice president for programming, reported that company expected viewer total to reach 130,000 by time of fight. Subscribers could order extra service any time up to three hours before bout was scheduled to begin at 9 p.m. NYT.

PlayBack

Gearing up. Chuck Mangione will entertain at this year's National Association of Broadcasters Radio Programming Conference, scheduled for Aug. 24-27 at Hyatt Regency in New Orleans. NAB plans all-day forums on promotion, news/public affairs and management in addition to concurrent workshops, exhibit hall and hospitality suites. Deadline for early registration is July 4. Fees for early registrants are \$150 (member) and \$300 (nonmember); after July 4: \$175 (member) and \$350 (nonmember).

Live from New York. DIR Broadcasting, in conjunction with CBS Records and Polydor Inc., will present new monthly program, *Afternoon Live*, over 14 East Coast FM stations. Program consists of concerts broadcast live from New York recording studio, plus interviews by host Scott Muni, program director of WNEW-FM New York. According to DIR's Peter Kauf, use of 24 track studio allows for control that is "unavailable in clubs and concert halls where live broadcasts are traditionally done." Concerts, which began this month, are broadcast during afternoon drive time.

First fives. The top five records in **contemporary radio airplay**, as reported by BROADCASTING's *Playlist*: (1) *It's Still Rock 'n' Roll To Me* by Billy Joel on Columbia; (2) *Coming Up* by Wings on Columbia; (3) *Against the Wind* by Bob Seger on Capitol; (4) *Biggest Part Of Me* by Ambrosia on Warner Bros.; (5) *Steal Away* by Robbie Dupree on Elektra. The top five in **country radio airplay**: (1) *It's True Love* by Conway Twitty and Loretta Lynn on MCA; (2) *You Win Again* by Charley Pride on RCA; (3) *Bar Room Buddies* by Merle Haggard and Clint Eastwood on Elektra; (4) *Friday Night Blues* by John Conlee on MCA; (5) *Blue Side Of Me* by Crystal Gayle on Columbia.

BROADCASTING's weekly "Playlists" chart the top 100 contemporary and top 100 country records. Orders to 1735 DeSales St. N.W., Washington, D.C. 20036. \$12 each, annually.

videocassettes. He said the existing 3-M sales team would act as wholesalers for a range of BBC programs under a "BBC Video" trademark.

Any such agreement, however, would be overshadowed by the failure to obtain video rights with the artistic unions. Negotiations have been in progress for four years without success, although Parkin expressed optimism that some agreement would be reached. Until this happens however, the BBC will not be able to enter the home video market.

Nor will BBC Video be able to offer the full range of BBC programs because the rights are sometimes sold to outside co-producers in return for financing.

The BBC also announced an undertaking with the commercial British network, ITV, to try and cut down on the pirate recording and selling of television programs. BBC officials claim that the pirating of its programs is widespread internationally, especially in South Africa, where the actors union, Equity, forbids the sale of programs. Parkin said that in some cases pirate ships are actually involved making dubs of tapes while the ship sails in international waters.

27 PBS stations decline to choose 'Suicide'

At least 27 public television stations last week chose not to air a controversial hour-long documentary on suicide.

The film, *Choosing Suicide*, followed a woman who, suffering from cancer, commits suicide by taking an overdose of pills. The complaint of some stations that rejected the film was that it offered a one-sided view favoring suicide.

A law suit, naming KUHT-TV Houston and the Public Broadcasting Service, was filed in Houston, asking that the film not be shown, as it might tend to cause people to take their own lives. The suit was dismissed, however, and no appeal was filed.

The documentary, which was produced by Richard Ellison, former director of current affairs programming for PBS, was dropped by the Connecticut, Maine and Mississippi networks, in addition to individual stations across the country.

PBS, which provided most of the funds for the piece, ran a one-hour panel discussion on the subject following the show. A spokesperson for PBS said only a few calls about the show had been received from viewers following its airing.



Jo Roman before her suicide

Clean bill on monopolistic practices

FCC staff, charged with investigating networks, finds their profit, power just a part of the system; PTAR, syndication and financial interest rules seen as regulatory failures

The three commercial TV networks have no monopoly power over the broadcast industry. The profit they enjoy and the power they hold are simply a product of competition determined by the economic structure within which the industry operates. And neither the prime-time access rule nor regulations barring networks from program syndication or from holding financial interests in independent productions was worth all the bother.

The FCC's network inquiry special staff has come to those conclusions after almost nine months of study during which it released reports covering a wide range of topics, including television network relations with affiliates, advertisers and program suppliers, and various methods of program delivery, such as cable, pay television and multipoint distribution (BROADCASTING, Oct. 22, 1979; Feb. 11).

Last week, the staff released the last of its preliminary reports (it comes back to the commission in October with a final report on policy issues that govern the entry of new networks to the marketplace). Last week's submission was entitled "An Analysis of Television Program Production, Acquisition and Distribution," and outlined, in-depth, the way the program supply market operates, from the germination of a television program idea to putting a show on the air. The staff believes that the FCC's influence in program supply markets is at best "indirect" through its prime-time access rule and the financial interest and network syndication rules. These rules, the report says, were adopted "to restrain network dominance of nighttime television, to open access for new producers to nighttime hours, to dilute network control over programs available to viewers, and to provide an opportunity for stations to exercise their discretion in presenting programs in light of community needs and interests."

The staff questions, however, whether the rules are necessary to produce the desired effects. It is true, the staff report says, that as a result of the prime-time access rule (PTAR), there are "now more producers active in first-run syndication, more first-run syndicated programs are now being produced, and the dominant networks no longer program as much of

the 7-11 p.m. period as they did prior to the rule."

The staff argues, however, that PTAR did not, and is not likely to, "stimulate local programming and network-quality first-run syndicated programming and reduce the major networks' dominance in prime time." Its principal effect, rather, has been to shift income from one group of television program producers to another, and "to require the use of a less efficient means of program acquisition and distribution for the access period," the report contends.

Furthermore, the report states that PTAR may also have increased program costs by shifting more risk to the program suppliers. It also has not increased "the number of viewing options available to viewers, competition among networks, program suppliers or stations, or the diversity of offerings to the public insofar as it necessitates the substitution of cheaper programs for more expensive ones and thereby leads to the exhibition of different types of programs."

Game show syndicators have been the largest beneficiaries of prime-time access, the report states.

On the other hand, the staff suggests PTAR might achieve its objectives if it were extended. "For example," the report says, "the rule might provide for a two-hour access period from 7 to 9 p.m. Such an extended access period might produce network-type programming in the access period. If networks did arise to program the expanded access period, competition among networks for programs and advertisers (but not for viewers or affiliates) would increase."

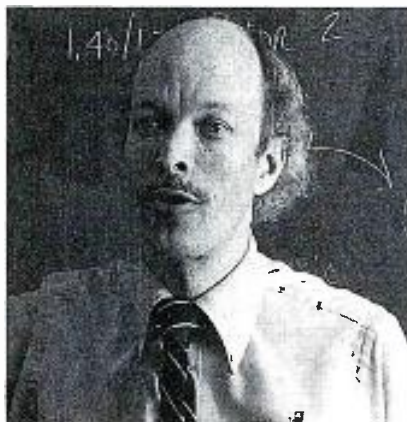
The report maintains, however, that expansion of the access period, would do nothing to stimulate local programming.

Both Commissioners Abbott Washburn and Joseph Fogarty—during last Wednesday's FCC meeting, at which the report was discussed—took issue with the inquiry staff concerning its conclusion about local programming and PTAR. Washburn said he felt that PTAR "has been successful in allowing local stations more flexibility." Fogarty agreed, saying, "I have been critical of prime-time access because the effect has been to make millionaires out of game show syndicators. However, it has been responsible for the production of programming like *PM Magazine*. How do you explain that?"

Thomas Krattenmaker, a co-director of the inquiry staff (along with Stanley Besen), said: "We don't share that conclusion. Our conclusion is that that show, or one similar, could have been produced absent the access period." Further on in the discussion, Krattenmaker said, "If you want a locally produced program rule you should write one." Responded Fogarty: "Are you suggesting we abolish PTAR and institute a LPPR?" Krattenmaker said that issue, among others, will be examined in the final October report. "We will look to see if the rule inhibits the entrance of new program services, or if it can be beneficial," he said.

The staff report also discussed the financial interest and syndication rules, adopted to prevent networks from favoring those programs in which they had obtained such rights. "The rule was unnecessary," the report says, "to achieve such an objective, because the networks did not favor such programs prior to promulgation of the rule."

The other objectives of those rules—to increase the profitability of network program suppliers and to reduce the networks' bargaining power over these sup-



Besen



Krattenmaker

pliers—have not been achieved, and are not likely to be achieved in the future, the report says. The principal effect has been to remove networks from the syndication business and to deny “networks and suppliers a variety of arrangements in financing program development and production which appear to have been mutually beneficial.”

The financial interest rule, the report says, is “inartfully drafted, has created substantial confusion concerning the types of practices it prohibits, and rarely provides a clear resolution of issues.” If this rule is to be retained, the report suggests that it be redrafted for clear interpretation to provide relief if violations occur.

The inquiry staff also took issue with the Justice Department antitrust suit, filed against ABC, CBS and NBC in 1972 for alleged monopoly practices. That suit, the staff contends, is unlikely to alter choices available to viewers or the conditions of entry confronting new networks, the extent of competition among existing networks or the distribution of profits between networks and suppliers.

The staff added that the consent decrees entered into by NBC and CBS, which impose a number of restrictions in the programming area, are likely to affect present industry practices “only marginally.” And to the extent any effects are felt, the staff concluded, “these will probably be to increase concentration among program suppliers, increase the costs of network programs and reduce the networks’ incentives to finance program development.”

The report also discussed other possible regulatory action with respect to the networks involvement in the program supply process—including regulating network contractual practices, in-house production and acquisition of options.

Appeals that the FCC “remedy or revise” network program procurement practices rely on one or more of three allegations, the report states.

The first is that networks employ bargaining power to “exact unfair or excessive terms or low prices from program suppliers.” This is not so, the report asserts. “Once it is understood that networks, no matter how powerful, cannot purchase programs at rates that are unprofitable for suppliers, the contentions that contract terms harm suppliers can be seen for what they are—allegations that suppliers are not paid as much as they would prefer.” Most important, the public interest in receiving diverse forms of programming is not implicated, and this is the FCC’s domain, the report notes.

The second allegation is network collusion. The staff said it found none and felt that the networks would find “such an arrangement difficult to enforce.” Furthermore, the staff said, if the networks did engage in collusion, the Justice Department would be better equipped than the FCC to handle such charges and to seek effective sanctions.

The third allegation—and one the staff feels does address itself to commission scrutiny—is that network practices disad-

Expendable? These are the three rules whose efficacy was called into question by last week’s network study staff report: **The prime-time access rule** prohibits affiliates of the three major TV networks in the top 50 markets from clearing more than three hours of adult entertainment programming between 7 and 11 p.m. The same affiliates also are prohibited from showing in the access hour any syndicated program episodes that were formerly exhibited on a network.

The syndication rule forbids the network from engaging in the syndication business and from sharing in the syndication revenues of independent producers. And **the financial interest rule** prohibits them from acquiring any financial or proprietary rights or interest in independently produced television programs except the license or other exclusive right to network exhibition within the United States.

vantage new networks by increasing entry barriers. But the staff concludes that “rather than devoting substantial attention to whether a particular practice has been abused, the commission should consider whether it can take steps to remedy the underlying causes of the difficult problem: the fact that only three principal networks exist. In short, if the commission wishes to undertake potentially significant measures to reduce the actual and potential harm caused by the fact that most

viewers can choose among only three commercial networks, it should look beyond the terms of contracts between these networks and their suppliers.”

Two other network study reports were released last week: “The Market for Television Advertising” and “The Determinants of Television Station Profitability.” On the advertising market, the study found that, “contrary to popular expectation,” there is little difference between network and spot advertising rates. Any price differences are largely explained by differences in the composition of viewers and the variety of markets. The staff also found that the structure of individual television advertising markets does not affect the price of spot advertising. And rates are no higher in markets containing network-owned stations, “which suggests that the networks are unable to affect spot advertising rates through station ownership,” the report stated.

The report did note that it found advertisers who are major purchasers of television advertising being charged network rates lower than the prices charged advertisers who spend less.

The study examining the profitability of stations found that station profits are increased by limits in the number of available channels in some larger markets. And the report further confirmed “both the critical role of network affiliation—or lack of it—and the technical disparity between VHF and UHF stations in affecting station profits.”

Van Deerlin finally gets his bill

It's been a long time coming, but subcommittee chairman—who started out on an 'attic to basement' rewrite—gets 10-to-2 vote in favor of measure affecting common carriers

The move to get a telecommunications bill through Congress accelerated last week, as the House Communications Subcommittee approved legislation that would significantly amend the Communications Act.

The bill, H.R. 6121, is similar to a version that was reported out of subcommittee earlier this year but that never made it to full committee for consideration (BROADCASTING, Feb. 4). This time, however, a number of key amendments were added to the bill, which was finally approved by a 10-to-2 vote. Opposing the measure were Representatives Edward Markey (D-Mass.) and Robert Matsui (D-Calif.), while Representative James Collins, the ranking minority member, did not vote.

Negotiations on the bill continued throughout the winter and spring, with redrafting of key provisions becoming a weekly, and sometimes daily, routine. What finally emerged was a bill that would deregulate the telephone industry and

restructure the Bell System over a 10-year period.

The Bell restructuring amendment, offered by Representative James Broyhill (R-N.C.), would allow AT&T to enter the data processing field, although under a separate subsidiary that would gradually be phased in beginning four years after enactment of the bill.

The subsidiary, which would handle new, unregulated business, could not be subsidized by AT&T’s regular phone business. The earlier version of the bill only required separate accounting procedures for Bell’s regulated and unregulated busi-



Van Deerlin



Broyhill

nesses. Bell competitors, meanwhile, had pushed for divestiture of Western Electric and Bell Laboratories.

The proposal was adopted from plans authored by Henry Geller, head of the National Telecommunications and Information Administration, and administration inflation fighter Alfred Kahn. Critics had charged that the plan would force some smaller telecommunications companies out of business, as they would be unable to compete with the Bell subsidiary. But subcommittee members, who defeated an amendment that would have allowed the FCC to alter the time frame for restructuring, argued that the bill, instead, will protect competition.

Representative Tim Wirth (D-Colo.), who was instrumental in redrafting the legislation, said the bill offered the best possible compromise. "We've come as close as we can to getting a structural amendment that meets the basic goals of the legislation," he said.

The bill establishes a National Telecommunications Pool, administered by a transitional board, with the FCC taking over responsibility after six years, to insure affordable telephone rates for all consumers.

A major sticking point in the bill was an access charge amendment. A compromise was eventually worked out with passage of language drafted by Representative Albert Gore (D-Tenn.), which amended a package introduced by Representative Lionel Van Deerlin, the subcommittee chairman.

Basically, the amendment provides guidance to the National Telecommunications Pool on how to distribute monies to local telephone companies. Gore was particularly interested in treatment of rural customers, and his amendment was seen as crucial to eventual passage of the entire bill.

It was a happy Van Deerlin after the mark-up session; his earlier efforts to get legislation enacted had been frustrated repeatedly. The chairman said he hoped the full Commerce Committee would take up the measure before Congress recesses July 3 for the Republican national convention.

It is expected, however, that the bill will have a tough fight before the Commerce Committee, where a number of amendments are expected to be introduced.



Wirth

Gore

Supreme Court lets Pertschuk decision stand

High court refusal to review appeals court decision means FTC commissioner was free to discuss his views on childrens' TV ad inquiry

The Pertschuk case ended quietly last week in the Supreme Court's refusal to review it, an action that lets stand an appeals court decision indicating federal regulators may speak with considerable freedom about matters likely to come before their agencies without fear of being disqualified.

Advertising industry representatives had hoped for a different result when they brought suit to have Michael Pertschuk, chairman of the Federal Trade Commission, removed from participation in the agency's study of a proposed ban on television advertising directed at children.

They had contended that Pertschuk, through public statements before the proceeding was initiated, had revealed an anti-advertising bias and could not be impartial. U.S. District Judge Gerhard Gesell in November 1978 agreed, and ordered Pertschuk to remove himself.

But the U.S. Court of Appeals in Washington, on a 2-1 vote in December 1979, reversed Gesell's decision. It held that Pertschuk's remarks, taken as a whole, represented discussion of the issue, which is not sufficient grounds for disqualification (BROADCASTING, Jan. 7). It also said that, although Pertschuk had explored some issues, he was free to change his mind after considering the facts in the case.

Thus, the circumspection that Gesell's opinion seemed to require of regulators in discussing issues they would be called on to decide—a circumspection that FCC commissioners, among other regulators, felt obliged to respect—was removed.

But the case was not over, even though Pertschuk, 11 days after the appeals court decision, voluntarily removed himself from the proceeding.

The Association of National Advertisers, the American Association of Advertising Agencies, the American Advertising Federation, and Kellogg, petitioned the Supreme Court to review the case. They said the question of whether Pertschuk should be disqualified should be resolved "to safeguard the integrity of the administrative process..." They said that the appeals court decision permitted Pertschuk to resume his participation in the case.

The Supreme Court rejected the plea without comment.

The course of the controversial proceeding itself, however, has changed. Congress, under pressure from the advertising industry, adopted legislation requiring the inquiry to be based on false and deceptive

advertising—and not unfair advertising, as it had been (BROADCASTING, May 26). The legislation also requires the FTC to publish the text of a new rule before resumption of the inquiry.

The commission is not expected to publish a proposed rule until the fall, at the earliest, and is said to be certain to provide for a lengthy comment period ("Closed Circuit," June 16). Indeed, there is some speculation that the commission may delay action until after the election, to see whether President Carter and his appointee, Pertschuk, will be in office next year.

SIN voter spots confuse FEC

Commission can't make up mind on get-out-vote appeals paid for by advertisers

Can corporations sponsor spot announcements urging listeners and viewers to register and vote without running afoul of the Federal Election Campaign Act prohibition against corporate expenditures "in connection with" any federal election? Sometimes, maybe. But not necessarily always.

That murky conclusion emerges from the Federal Election Commission's response to a request by Spanish International Network for an advisory opinion on the legality of spot announcements and program-length presentations it plans to air concerning voter registration and voting.

The FEC's general counsel's office had drafted an opinion that answered the question in the affirmative. But after the six-member commission was unable to muster the necessary majority of four (two members supported it, two opposed it and two abstained), it simply notified SIN of that fact and said its consideration of the request is "concluded."

There was no disagreement among the commissioners on the permissibility of program-length presentations (of 30 to 90 minutes) that would carry advertising; they would come within the news story, commentary or editorial exemption from the law. And 30- and 60-second spots that were not sponsored posed no problem, either.

But some of the spots would be sponsored, and that posed a problem, even though they would be nonpartisan—and even though the commission, in May, had issued an advisory opinion holding that Rexnord Inc., of Milwaukee, was free to buy and be identified as sponsor of a register-and-vote ad in the *Milwaukee Journal*. That ruling reversed an earlier, and contrary, one.

At the commission's first meeting on SIN's request, Frank Reiche, a Republican, objected strenuously to the proposed inclusion in the spots of product identification with the name of the sponsor—as in "presented... by Johnson &

Johnson, makers of Tylenol."

The draft was reworked to make note of the commission's failure to approve by the necessary four votes that kind of tagline. And Reiche, along with John W. McGarry, a Democrat, abstained on the final vote. They did not oppose SIN's proposal, but felt the commission should act through the adoption of a regulation, not an advisory opinion.

At the second session, a new argument against adoption of the proposal was advanced, this time by Thomas E. Harris, a Democrat. He contended that the spots, carried in the Spanish language by SIN, were "targeted" to a special audience. The commission, in an advisory opinion issued last year, held that United Mine Workers get-out-the-vote radio and television commercials were illegal because they appealed for political support of "our friends in political office" and said that "without our votes, some of our friends could lose."

Robert O. Tiernan, another Democrat, joined Harris in voting against the draft opinion, but it was not clear whether he shared Harris's particular concern.

In any case, the draft was supported only by Max L. Friedersdorf, the chairman, and Joan D. Aikens, both Republicans.

The matter was not simply abandoned. The general counsel's office was directed to look into the possible formulation of a regulation on the question of corporate sponsorship of nonpartisan register-and-vote advertising.

But in the meantime, SIN is preparing its campaign. Its counsel, Norman Leventhal, noted last week that the general counsel's draft opinion would have permitted SIN to proceed as it wished. "And since they didn't say we couldn't, we're going ahead."

NRBA extends olive branch to churches

Trade association and citizen groups, on opposite sides of radio deregulation fence, try communication, not confrontation

The National Radio Broadcasters Association has begun an effort to improve relations with citizen groups, which frequently are antagonistic to the aims and hopes of NRBA members. The effort was launched last week in separate meetings in New York with officials of the United Church of Christ's Office of Communications and the Department of Communications of the U.S. Catholic Conference.

The subject of both sessions was the FCC's proposal to deregulate radio, a matter on which the two church groups differ with NRBA and other industry groups supporting deregulation.

Representatives of all three groups described the meetings as cordial and helpful. No minds were changed, ap-

parently, or agreement reached.

But, NRBA said, in a news release disclosing the meetings, the discussions "clarified the positions and attitudes of all concerned and ended with an agreement to continue contact with the goal of cooperation to improve the current state of radio regulation and broadcasters' service to their local communities."

Representatives of the church groups spoke kindly of NRBA after the meetings. "They're not out to escape their responsibilities," said Dr. Everett Parker of the United Church of Christ. "We saw NRBA's approach to questions concerning us as more forthright than [that of] the National Association of Broadcasters," said Richard Hirsch, the Catholic Conference's secretary for communications. Parker and Hirsch referred to NRBA's call for minimum public service programming requirements to insure license renewal (BROADCASTING, March 31).

NRBA was represented at the meetings by Sis Kaplan, WAYS(AM)-WROQ(FM) Charlotte, N.C., president; Robert Herpe, WPLR(FM) New Haven, Conn., board chairman; Stephen Trivers, WQLR(FM) Kalamazoo, Mich., vice president-East; Bernard Mann, Mann Media, secretary; and Abe Voron, executive vice president.

"NRBA believes that a candid dialogue with those groups that have differing opinions on the state and trend of radio regulation and legislation is long overdue," the news release said, adding:

"These meetings are the first step by NRBA in improving contacts between radio broadcasters and citizen groups."

Waxman bill would exempt TV actors from 315

Representative Henry Waxman (D-Calif.) has introduced legislation to exempt television appearances by actors portraying fictional characters from the equal-time provisions of Section 315 of the Communications Act.

In a statement accompanying introduction of the bill, Waxman said that Section 315 usually works fairly, but not so for actors who have become political candidates, as their theatrical appearances on TV entitle their opponents to equal time.

"For actors, this poses a unique hardship," Waxman said. "No television station will broadcast reruns of a series in which an actor—now a candidate—has appeared, because of the equal-time obligation. Such programs are pulled off the air, depriving the actor/candidate (and all others in the show) of all income from its broadcast. Actors in this situation are faced with the unfair choice of being deprived of their livelihood or abandoning a potential candidacy."

Waxman cited a number of examples of actors who have been affected by the rule, including Pat Paulsen, Ronald Reagan and George Takei, who played Mr. Sulu on *Star Trek*, and who withdrew his candidacy for the California state legislature because of the rule.

As worded, Waxman said, the rule un-

fairly punishes actors. "They are the only people forced to give up their profession to run for public office," he added. "Why should nonpolitical performers in character roles be considered second-class citizens?"

Waxman's bill, H.R. 7572, was referred to the Communications Subcommittee. No hearings have yet been scheduled.

Face-off at FCC on children's TV

Comments pour into commission on inquiry; industry firmly opposes guideline proposals and attacks commission staff study; citizen groups say broadcasters have failed on their own and need to be forced; among those heard from are: NAB, networks, Group W, ACT, United Church of Christ and National Education Association

Broadcasters last week presented a united front against FCC proposals to adopt rules or guidelines governing the amount and placement of children's television programming. They also submitted detailed studies to rebut the key FCC staff report on which the proposals were based.

On the other side, consumer and educational groups urged the FCC to adopt regulation, asserting broadcasters had failed in the mission expected of them in a 1974 Policy Statement issued by the FCC. In formal comments submitted in response to the rulemaking that was initiated six months ago (BROADCASTING, Dec. 24, 1979), the citizen groups favoring regulation outnumbered broadcasters opposing it by 78 to 39. In addition, some 8,000 informal comments in the form of postcards and letters were received from the public, all but some 150 favoring more regulation.

A principal target of the broadcasters' comments was a study produced by an FCC task force led by John D. Abel, associate professor in the department of telecommunications of Michigan State University, East Lansing. The study ostensibly measured children's programming on commercial television. Broadcasters charged it grossly undercounted the fare available to children in most markets.

The consensus of comments favoring regulation was that broadcasters have had a "chance" since the commission's 1974 Policy Statement to provide quality children's programs. And since, in their opinion, broadcasters have ignored the opportunity, they should be legally made to do so—either through mandatory rules in standards applicable to license renewal processing. The renewal standards were advocated by many as a safer step for the FCC to take than fixed programming quotas, which present constitutional and statutory questions.

Action for Children's Television, the leading children's lobbyist at the FCC, as well as the Federal Trade Commission,

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said it's time the FCC reaffirmed that broadcasters have special obligations to children, and ACT wants quotas imposed. "For the past 10 years, ACT has been urging the FCC to pass rules requiring stations to air daily age-specific programs as part of their public interest obligation," ACT said. "Six years ago the FCC's 1974 Policy Statement made it clear to broadcasters that rules would be forthcoming if specific improvements in their service to children did not take place. Broadcasters have failed to meet these obligations voluntarily. Now it is time for the FCC to hold each commercial broadcast station accountable for its service to the child audience through enforceable regulations."

ACT recommended that each commercial station provide seven-and-a-half hours per week of programming designed for children, Monday through Friday, and "reduce significantly" the amount of commercial time, with the clustering of ads on the hour and half hour. ACT also proposed that, of the total programming aired for children by each broadcaster, seven-and-a-half hours per week should be age-specific educational programming.

ACT believes that the commission, until it adopts mandatory programming rules, should "immediately issue" guidelines for children's television programming to be involved in license renewals while also requiring broadcasters to file programming logs and annually report information about their children's programming.

The National Association of Broad-

casters, on the other hand, took issue with the FCC's "readiness" to engage in "highly intrusive government regulation in sensitive areas based solely on good intentions and subjective judgments."

The association submitted a study done by its research department showing that 727 responding stations provided an average of 15.09 hours of children's programming during a composite week. Of that total, 42% was educational or instructional, 45% was entertainment, slightly more than 18% was informational, and less than 1% was labeled other. (Figures add to more than 100% because of overlapping categories.) Forty-six percent of all commercial stations' children's programming is broadcast weekdays, and 83% of noncommercial stations' on weekdays.

Six percent of the programming was locally originated, 24% syndicated, 69% provided by networks.

The NAB contended that "children's television programming is more than the number of children's program hours. The real picture of children's television is far richer, substantially more creative and much more diverse than any quantitative study can paint."

The NAB warned that the FCC has applied an "invisible standard" to inconclusive data, and that the "commission should realize that it is doing nothing short of imposing its own subjective feelings and good intentions not only on broadcasters but on the public and its children as well." All this, the NAB says, puts the FCC in

thorny constitutional and legal grounds.

ABC said it is concerned "because more specific directives regarding the acceptable and unacceptable types of children's program content and scheduling, designed to serve more refined yet illusive social or cultural goals, will clash with fundamental legal and policy precepts that, to date, have admirably served this country and our system of broadcasting."

ABC suggested that even if the government imposed minimum time requirements for children's programs, the effect might be for broadcasters to "insure uniformity not individuality, conformity not innovation" through "meeting requirements at minimum expenses."

The network posited: "If the commission can today prescribe the number of hours of age-specific children's programming of a particular nature which broadcasters must carry, there will be no principled basis later to deny it the authority to adopt similar quantitative and qualitative standards concerning programming for a host of other special interests to which society may have responsibilities."

NBC submitted that the FCC's task force's effort to "fit all programming into two neat categories is both illogical and misleading, and, indeed, fails to give broadcasters credit for their attempt to inform children in the context of entertaining programming which both draws viewers and keeps them interested."

NBC's comments reiterated the network's previously stated belief that the task force study is flawed—most principally in failing to include all programming available to children, especially that carried by distant signals and public television. A month ago, NBC filed its own study of children's television with the FCC, concluding that there is almost 50% more programming available than was counted by Abel's study (BROADCASTING, May 19).

NBC believes that while "programming for children requires special care and attention," the proceedings "raise profound philosophical questions both about what the role of television should be in educating children and what the role of government should be in controlling the media."

NBC said the FCC task force misread the 1974 children's Policy Statement as "having concluded that broadcasters were airing an insufficient amount of children's programming and as having adopted guidelines mandating an increase in children's programming. . . . Nowhere did the commission find or even suggest" such an increase. Moreover, NBC asserted, "the commission in 1974 specifically disclaimed having an adequate data base upon which to make such a determination." NBC further warned the FCC that mandatory rules would "find no support" either in the Communications Act or in the First Amendment.

CBS, which submitted its comments a week earlier (BROADCASTING, June 16) accused the FCC staff of "social engineering."

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regulation is the answer to everything that is perceived to be a social problem—and at a time when this commission itself is espousing a philosophy of deregulation—it borders on the bizarre for the staff to propose a type of regulation which would, in the words of the U.S. Court of Appeals (in *National Black Media Coalition vs. FCC*), 'do more to subvert the editorial independence of broadcasters and impose greater restrictions on broadcasting than any duties or guidelines presently imposed by the commission.'"

ACT's proposal received support from a number of consumer and educational associations, including the Massachusetts Consumers Council, American Nurses Association, the Long Island Coalition for Fair Broadcasting, the New Jersey Education Association and the Los Angeles 10th District, California Congress of Parents, Teachers and Students.

The New York Council for Children's Television, however, believed the FCC should not go as far as to adopt mandatory programming rules, but should instead adopt a "mid-way step" of a license renewal procedure. This, the NYCCT said, would give the commission more flexibility and "would not stretch the commission's hesitancy to enter what it believes to be a constitutionally gray area."

The NYCCT suggested that the commission try the renewal process for five years, and then review it to see if there was any progress—or if mandatory standards were needed as a further measure.

The NYCCT agreed with the FCC staff's assessment that minimum standards should be five hours of educational programming for pre-schoolers during the week and two-and-a-half hours for school-age children.

The National Education Association, in agreeing with ACT's proposals, said "aside from token efforts," broadcasters have not complied with the 1974 policy guidelines. The NEA admitted that there may have been improvements in the quality of children's programming, but said the "quantitative comparison still offsets this achievement."

The Office of Communication for the United Church of Christ, in supporting ACT's proposal, reminded the FCC to "consider the special needs of adolescents." The FCC, it said, "has the responsibility to hold every broadcast television licensee accountable for its service to the child audience." The UCC cautioned that for the commission to rescind the 1974 Policy Statement "at this juncture" would be "giving up and giving in" to industry pressures.

The Committee for Community Access also supported ACT's proposals and agreed with the task force's assertion that "children do not have the adequate economic power to interest very many advertisers." CCA said that while it believes the development of new programming alternatives is the best long-term solution, "that cannot be taken for granted."

The CCA also advocated increased government funding for public television, and government regulation of rates

charged for children's services in the pay media "to insure that these services are affordable by all" or provide direct subsidies to low-income families to enable them to purchase children's program services.

The National Citizens Committee for Broadcasting, in a three-page filing, simply endorsed the commission's proposal of mandatory rules. It submitted copies of letters it had received from parents concerned about the quality and quantity of children's programming.

The Congressional Wives Task Force, a bipartisan group of 70 congressional wives said: "The general public will suffer and no one is left to defend children unless the FCC rises to the challenge before it." The

group urged the FCC to adopt policies to increase competition, and said the staff's proposal for processing guidelines is "precious little considering that the average child watches 33 hours of television every week."

Unda-USA, the Catholic Association for Broadcasting and Allied Media, said that "despite hopeful signs of increased responsiveness to the needs of children, very little improvement is evident in the programming area." However, Unda said it is "uncomfortable" with the notion of mandatory rules, even though it believes that it is "far too little to accept self-regulation on the part of the broadcast industry as an adequate and final solution at this time."

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The ABC Television Affiliates Association said "mandatory rules fail not only the constitutional test but also a common sense test . . . They would do absolutely nothing to insure that such programming would be beneficial." The affiliates warned that "although the broadcaster does operate in a highly regulated area, the mere fact of prior regulation cannot be used to justify an increase in regulation and a change in the type of regulation being imposed."

The group said that the commission should consider the imposition of mandatory regulations "only if such regulations would clearly benefit children" and "although there is evidence that most children watch television for several hours every day, there is little agreement about the effect television has on children."

"The public interest concept," the petition continued, "cannot be extended to justify every First Amendment intrusion."

Storer Broadcasting said that if the FCC would look at the subject "with an objective, analytical eye, it would see that the marketplace is working well."

Storer suggested that the commission consider economic efficiency. "The cost of education," Storer said, "is not directly proportional to its efficiency. Just as society has learned that pouring more and more money into the educational process has not insured that Johnny can read, so we may find that the division of time and resources to provide educational children's programming will have little effect on the educational level of our children."

Westinghouse Broadcasting agreed that the imposition of mandatory rules would "exceed the bounds of the commission's statutory authority and contravene the First Amendment." Group W noted that "this is not a content neutral type regulation." In drafting it, the FCC would face a dilemma—"to be constitutionally permissible, it [the rule] would have to allow broadcasters as much discretion in the classification and definition of program material as the 1974 Policy Statement does now. Yet to be more effective, it would have to be so definite and unequivocal as to violate the First Amendment."

Capital Cities Communications said "the making of sweeping judgments about the expressive content of an entire medium is a dubious undertaking for a government agency." Furthermore, should the commission choose processing guidelines over mandatory rules, Cap Cities said, "the deficiencies of quantitative requirements would not be overcome by casting them in the form of application processing standards . . . The flexibility which the notice perceives in this approach is largely illusory."

Metromedia agreed with Cap Cities and added that the task force report "appears to be nothing more than an attempt to fabricate a pattern of noncompliance in order to manufacture support for further forays into this delicate area."

Forward Communications said the government is "ill-suited to assuring high quality and meaningful program services," and warned that a regulatory program

based upon such a strict quantitative standard "would produce low-budget, stereotyped filler, not enlightened high-quality children's television programming."

General Electric Broadcasting agreed with Forward that such rules would be counterproductive.

There were several filings of joint broadcasters, constituting about 40 stations or groups in all. They all agreed with the premise that "any intrusions by the commission into the uncharted waters of dictating the quantity and content of children's programs runs the potentially fatal risk of foundering on the shoals of the First Amendment."

The Association of Independent Television Stations warned that, contrary to the task force's assertion that governmental intrusion in programming would be "insubstantial," the commission would become "enmeshed in determining the proper amount, time and character of such programming when broadcasters' compliance with such rules is challenged."

The Producers Association for Children's Television is "deeply concerned that the commission's inability to regulate quality, in the face of its desire to enforce substantial increases in quantity, will produce strong incentives for broadcasters to spread the resources available to support children's programming so thin that the programming available will be

degraded."

The Corporation for Public Broadcasting and the Public Broadcasting Service agreed that the reliance upon other program sources for additional programming will not be met by higher quality programming unless there is additional government funding. PBS said a government "decree" of mandatory rules would place the industry in a "straitjacket—offering the choice of compliance or carrying the burden of justifying noncompliance as an exception to the mandatory rule."

The American Association of Advertising Agencies believes there is no need to maintain the 1974 Policy Statement commercial guidelines since the staff found there was industry compliance.

The Association of National Advertisers took a pragmatic approach, saying that a healthy relationship between television programmers and television advertisers will "exist as long as one provides what the other needs," and "children's tastes in TV fare often do not coincide with the tastes of those who are writing the rules and regulations." The ANA noted that broadcasters have reduced the commercial time in children's television and any requirement for age-specific programming "will probably result in a loss of revenue which would worsen the problem of securing quality children's programming in the future."

Washington Watch

Homesat heavy item. Perhaps most dramatic issue to face FCC in early 1980's is direct-to-home satellite service, FCC Commissioner Anne Jones told Visual Communications Congress convention in New York. Jones said she is encouraged that preliminary discussions on subject recognize that that regulation will depend on how service is categorized—broadcast, common carrier or "hybrid." She also hopes that FCC will "apply lessons learned by cable" proceedings and carefully weigh whether there are real threats to conventional broadcasting.

Turned down. FCC has dismissed petition for reconsideration filed by National Telecommunications and Information Administration which asked commission to review its refusal of NTIA proposal for use of directional antennas in connection with FM channel assignments. When FCC issued rulemaking notice on increasing FM channel assignments (BROADCASTING, March 3), it decided that NTIA's and other proposals would be treated in later proceeding. FCC said that reasons for postponing issue were to "focus attention on items which could provide more immediate benefits, especially, since substantial staff time would have to be devoted to directional antennas."

More time for MDS. FCC has agreed to extend comment deadline from June 16 to Aug. 16 in proposed allocation of more spectrum space for multipoint distribution service. Joint Council on Educational Telecommunications and Cen Tex, nonprofit public service educational organizations, asked FCC to extend deadline, stressing that importance of proceeding to educational community requires detailed studies to be conducted (BROADCASTING, June 2). JCET had sent delegation to meet with Commissioner James Quello, FCC-designated educational commissioner. And Quello agreed that group should have sufficient time to prepare adequate responses. Proposal is to reallocate frequencies in 2500-2690 mhz band, now set aside for instructional television fixed service (BROADCASTING, March 24).

Still a mouthful. Fly, Shuebruk, Blume, Gaguine, Boros & Schulkind has announced name and personnel changes in law firm. Name is now Fly, Shuebruk, Gaguine, Boros, Schulkind & Braun. Jack P. Blume will remain as counsel, and Russell C. Balch and Zave M. Unger have become associated with firm, Balch in Washington office and Unger in firm's New York office.

Books for Broadcasters

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Home computers: a consumer market waiting to explode

Companies showing interest in this new product range from toy to electronics firms

Access to the home television screen is becoming an increasingly competitive proposition, but that hasn't stopped a number of big names in entertainment and electronics from gambling that a whole new category of consumer video applications will be worth exploiting: the home computer market.

Companies frequently mentioned as contenders in the field are Radio Shack and Apple—two firms that have made substantial inroads in the small business computer line; Texas Instruments—one of the premier calculator manufacturers; the Atari unit of Warner Communications, whose sophisticated video games technology already gives it entry to the family television; and similarly, Mattel, which has a video game on the market and plans to add a computer to the package in early fall.

None of those companies believes that the home computer market really exists at the moment; it's something they see several years down the road. In fact, Radio Shack doesn't consider itself in the home computer market at the present time. Says the company's Ed Juge, "the home market is a figment of the press's imagination." While he believes "the home market will be huge when it hits, and we hope to have the best machine for it then," it's something he doesn't think will happen before the mid-1980's. Even though Radio Shack has a \$499 computer with video monitor, the company plans to concentrate on the small-business market. Prerequisites for home use that aren't met by current Radio Shack models would be color capability and ability to plug into the home television along with a \$400-\$500 price, according to Juge.

Other companies don't intend to wait. The feeling at Atari is that "there's a virtue to being early if the market explodes." Two months ago, Atari used four-color pages in a national news magazine to introduce consumers to its two-model "personal computer" line. The Atari 400 has a suggested price of less than \$700, the Atari 800, \$1,050. The same issue of that publication had two pages from Texas Instruments on its TI-99/4, which goes for "around a thousand dollars." Those prices are for the computer units themselves, minus programing and such "peripherals"

as added memory.

That Apple's effort is targetted beyond the range of the average consumer is evidenced by where its advertising appears: For example, Apple ran a flight in *The New Yorker* magazine, with a price of \$1,195 on its cheapest model, the Apple II. The company is gearing up for the introduction of the Apple III, which will start at around \$4,000.

Mattel, in contrast, is gearing its promotion to "the consumer's needs and life style." Its "Intellivision" system comes in two parts: a video game at \$300 and a computer at \$500, with no price break for the combined package.

What do the three lines that are most clearly aimed at consumers promise purchasers? Handling the family finances is one function, entertaining with video games another. But then there's a broad spectrum that Mattel's Richard Hoag calls "education and personal enrichment." Atari, for instance, has "Talk & Teach" programs "for kids at all grade levels," (all three companies offer voice simulation as a standard feature or a peripheral on their computers) and TI is developing programs in conjunction with textbook publisher Scott, Foresman & Co.

In Sync

400 for 1.5. General Instrument's Jerrold Division, Hatboro, Pa., cable TV systems and components manufacturer, has contracted to build 400 mhz (52-channel) cable system for U.S. Cable Corp. in Lake county, Ill., for \$1.5 million. U.S. Cable currently holds cable franchises for five communities in Lake county: Waukegan, North Chicago, Park City, Lindenhurst and Lake Villa. System will initially pass 40,000 homes, and company plans to hook up additional 40,000 in surrounding communities via AML microwave hop. U.S. Cable is Hackensack, N.J.-based MSO and cable management company serving 40,000 subscribers in six states. It also holds franchises for Highland and Griffith, both Indiana, where system passing 20,000 homes is being planned.

Newer still. Zenith is marketing Video Sentinel System, a closed-circuit surveillance system, consisting of 12-inch black-and-white television set, small, low-powered camera and intercom system. When visitor presses doorbell, camera, receiver and intercom are activated. Home owner can then see visitor on television set and talk over intercom. Hard-wired system can be operated manually from three-button control panel on top of set. By pressing "TV" button, regular programing appears on screen. "Camera" button activates closed-circuit video system and "talk" button activates intercom. Home owner may also watch television without interruption by shutting down video portion of system with switch on bottom front of set. Although primarily intended for use in homes, Zenith says system can be used for security in retail stores, small businesses and apartment buildings. Suggested retail price: \$399.

Strength in union. General Electric, Matsushita Electric Industrial Co., Victor Co. of Japan (JVC) and Thorn EMI are talking about forming three joint-venture companies to manufacture and market Video High Density (VHD) videodisk system in the United States. GE, MEI and JVC would form hardware manufacturing company and all four companies would form software title and promotion company and software manufacturing company. Plans for joint ventures are subject to regulatory approval by United States, Japan and England (headquarters from Thorn EMI). VHD videodisk system was developed by JVC, member of Matsushita group.

Where do they stand relative to each other? Atari and Mattel both claim to have a better understanding of consumer marketing than the competition, while not saying much about one another's computers. Texas Instruments for its part vigorously defends itself against widespread charges that its record in consumer marketing is poor.

But at the moment, it's anybody's guess what consumers will prove willing to pay for in a home computer. Which calls to mind what Radio Shack's Juge termed his "favorite comparison": "I bought an IBM Selectric, but that doesn't make it a home typewriter."

Internationalists off to Geneva parley

Up for discussion: how to test 9 khz versus 10 khz; Brazil may offer to host next big Region 2 meeting

The international panel of experts selected to help prepare technical studies for use at the second session of the Region 2 (western hemisphere) conference on use

of the AM spectrum travels to Geneva this week for the first of what will be several meetings with the International Telecommunication Union's International Frequency Registration Board. The U.S. will be represented by Wilson LaFollette, chief of the FCC Broadcast Bureau's engineering branch, and Steven D. Selwyn, of the international staff in the commission's Office of Science and Technology. Seven other countries are represented on the panel—Canada, Argentina, Brazil, Mexico, Cuba, Uruguay and Peru.

Among the principal projects on which the panel will advise the IFRB are the parallel studies it will make of the efficiency of 9 khz as opposed to 10 khz channel spacing. A decision on the controversial question of whether the existing 10 khz spacing should be reduced, as urged by the U.S., was deferred to the second session after the Region 2 member countries were unable to reach a consensus on the issue at the first session, in Buenos Aires last March (BROADCASTING, March 24).

The panel also will aid in establishing the data base—of existing and planned stations in the hemisphere—that the con-

ference will use in drafting the AM spectrum-use plan.

The second session will be held in November 1981, but the site has not yet been determined.

Status report on home VTR make-up

RCA has increased its share of the home video recorder market in 16 major metropolitan areas to 34.9%, up from 25.1% a year earlier, while Sony's share, in first place a year ago with 28.7%, has dropped to a second-place 20.0%, according to surveys by Media Statistics Inc., Silver Spring, Md.

The surveys were conducted in January-March 1979 and 1980 (with an intervening one in August-December 1979). The latest was based on a sample of more than 20,000 TV homes, the research firm said, and found 365 home video recorder owners, or slightly fewer than 2%.

Panasonic remained in third place, but

its share dropped to 9.0% from 14.1%, while Magnavox moved from fifth to fourth place, rising to 8.7% from 6.7%, according to Media Statistics. Zenith dropped from a fourth-place 8.9% to a fifth-place 7.4%, and Quasar climbed from 2.6% to 5.5%. Three companies were shown with 2.2% shares: Sanyo, JVC and Sears. General Electric's share was put at 2.1%, Curtis-Mathes's at 1.4% and Sharp's at 1.1%, while Sylvania, Toshiba, Philco and Hitachi were shown with less than 1% each.

The number of home recorders using the Beta format declined from 42.8% in the January-March 1979 study to 32.6% in the same period this year, while those with the VHS format increased to 67.4% from 57.2%.

The markets surveyed—as part of Media Statistics' Mediatrends radio audience surveys in these markets—were New York; Chicago; Los Angeles; Philadelphia; Atlanta; Boston; Cleveland; Dallas-Fort Worth; Denver; Boulder, Colo.; Detroit; Fresno, Calif.; Milwaukee; St. Louis, San Francisco, Washington and Houston.

FCC study plots use of TV spectrum

The FCC has completed a report on television channel utilization which shows by market, for commercial and noncommercial channels, the number of VHF and UHF channels licensed, the number for which construction permits have been granted, the number for which an applica-

tion has been filed and the number of UHF channels allocated for television but not available until further FCC action.

The report lists television utilization in 609 markets. In the top 100 markets, the report shows a total of 265 VHF allocations and 333 UHF allocations on commercial channels. None of the VHF's is unoccupied; 86 of the UHF's are vacant.

In the top 100 markets 48 VHF channels and 175 UHF are allocated to non-

commercial use. Of that total, one VHF noncommercial channel (in Salt Lake City/Ogden) is vacant. Seventy-five U's are still unoccupied.

The study also listed two commercial and two noncommercial VHF vacancies in markets 101-150. The commercial vacancies are in the Boise/Nampa, Idaho, market, the noncommercial vacancies are in Reno and Amarillo, Tex.

FCC's chart follows:

Use of television channels as of Dec. 31, 1979

Market designations a/

Channel status	1-50		51-100		101-150		151-200		201-609		Total U.S. b/		Commonwealth and Possessions 610-626	
	V	U	V	U	V	U	V	U	V	U	V	U	V	U
Commercial channels														
Total allocated c/	157	190	108	143	112	95	65	78	136	142	578	648	12	23
Licensed d/	157	79	107	53	109	31	57	19	70	25	500	207	10	1
Construction permit e/	—	31	1	12	1	10	2	9	3	7	7	69	1	—
Application	—	48	—	24	—	11	2	3	8	20	10	106	—	—
Vacant	—	32	—	54	2	43	4	47	55	90	61	266	1	22
Noncommercial channels														
Total allocated c/	31	99	17	76	21	56	15	46	52	293	136	570	6	8
Licensed d/	28	55	17	35	17	21	10	11	34	47	106	169	4	—
Construction permit e/	1	2	—	3	2	2	—	—	2	5	5	12	—	—
Application	1	2	—	3	—	3	—	2	1	5	2	15	—	—
Vacant	1	40	—	35	2	30	5	33	15	236	23	374	2	8

a/ The market designation are those used in the FCC industry market reports of television broadcast financial data. The markets numbered 1-212 are in approximate Arbitron rank by ADI television households, 1978. Additional markets numbered 213-609 are listed alphabetically by states; the markets in Alaska and Hawaii are included in this group. The markets in Guam, Puerto Rico and the Virgin Islands are numbered 610-626.

b/ Excludes 24 UHF channels assigned for land mobile use and not available until further FCC action.

c/ VHF and UHF channels allocated for commercial use but reserved or used for noncommercial use are included with noncommercial channels. UHF channels assigned for land mobile use and not available until further action by the commission are excluded.

d/ May include stations licensed but not on the air.

e/ May include stations not licensed but on the air with program test authority.

For the Record

As compiled by BROADCASTING June 9 through June 13 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New Stations

AM applications

■ Homer, Alaska—Peninsula Communications Inc. seeks 620 khz, 5 kw-U. Address: Diamond Ridge Rd., Homer 99603. Estimated construction costs: \$40,950; first year operating cost: \$6,000; revenue: \$78,000. Format: Beautiful music. Principals: David F. Becker and wife, Eileen (48.2% each) and two others. They own KGTL(FM) Homer. Becker is chief engineer at KGTL Homer, and with Eileen, owns Heady Hotel, Homer. Peninsula has filed for FM translator on 102.3 mhz. Ann. Mar. 28.

■ Raleigh, N.C.—Capital Area Broadcasting Co. seeks 570 khz, 500 w-D. Address: 819 Hadley Rd., Raleigh 27610. Estimated construction costs: \$20,500; first quarter operating cost: \$37,395; revenue: \$216,000. Format: Black. Principals: Paul C. Engram Jr. (40%), Dorothy Allen, Leroy Ellis and Carlton Fellers (20% each). Engram is president and 50% owner of Raleigh public relations and advertising co. Allen is executive director of Raleigh community action agency. Fellers is Raleigh attorney. Ellis is employed with U.S. Postal Service. They have no other broadcast interests. Ann. May 23.

■ Raleigh, N.C.—Interstate Broadcasting System Inc. seeks 570 khz, 500 w-D. Address: P.O. 543 Raleigh 27611. Estimated construction costs: leased; first quarter operating cost: \$54,900; revenue: \$465,000. Format: RB/Jazz/Gospel. Principals: Samuel Tate,

president of applicant and Charles Gabriel (26% each) and six others (8% each). Tate is director of Continuing Education Dept., Catawba Valley Technical College, Hickory, N.C. Gabriel owns chemical and industrial research firm, Newton, N.C. Tate has 26% interest in applicant for new AM in Blowing Rock, N.C. Gabriel has no other broadcast interests. Applicant intends to lease facilities used by former licensee of WLE(AM) Raleigh (license revoked). Ann. May 23.

■ Raleigh, N.C.—Special Markets Media Inc. seeks 570 khz, 500 w-D. Address: 2403 Brenda Dr., Raleigh 27610. Estimated construction costs: \$42,000; first quarter operating cost: \$37,500; revenue: \$65,100. Format: RB/Gospel. Principals: Prentice J. Monroe (75%) and husband, Henry (25%). Prentice is office manager of *The Carolinian*, black weekly newspaper, Raleigh. Henry is sales and special markets representative for Capital Coca-Cola Bottling Co., Raleigh. They have no other broadcast interests. Ann. May 23.

FM applications

■ Fairbanks, Alaska—Northern Television Inc. seeks 102.5 mhz, 3.1 kw, HAAT: 10 ft. Address: P.O. 2200 Anchorage, Alaska 99510. Estimated construction cost: \$6,200; first-quarter operating cost: \$11,250; revenue: \$60,000. Format: Beautiful. Principals: A.G. Hiebert, president (42.26%) and 40 others. Northern Television seeks waiver of one-to-a-market rule regarding instant application. It is licensee of KBYR(AM)-KNIK(FM)-KTVA(TV) Anchorage and KFRB(FM)-KTVE(TV) Fairbanks, Alaska. It is also operating, under special temporary authorization, 50 kw AM in Valdez, Alaska. They also operate translators, three "mini-TV" stations and one low-power FM on Alaska's North Slope. Ann. June 5.

■ Ft. Walton Beach, Fla.—SJK Inc. seeks 96.5 mhz, 100 kw, HAAT: 576 ft. Address: 2218 DeRussey Rd. S.E., Huntsville, Ala. 35801. Estimated construction cost: \$301,600; first year operating cost: \$75,000; revenue: \$300,000. Format: Contemporary. Applicant is resubmitting its application—which was returned as unacceptable for filing by Broadcast Bureau on Mar. 25—along with petition for reconsideration. Original ant. site would have been short spaced by 5 miles with ant. site of WOWW(FM) Pensacola, Fla. Principal owner is Mr. Davidson Smith III who is president and principal owner of WAAY(AM) Huntsville, Ala., and WUNE(AM) Ft. Walton Beach. Ann. June 5.

■ Lewiston, Idaho—KRLC Inc. seeks 106.9 mhz, 99 kw, HAAT: 1,230 ft. Address: 8th and Stewart Box 287 Lewiston, Idaho. Estimated construction cost: \$167,800; first-quarter operating cost: \$24,759; revenue: \$30,000. Format: Contemporary. Principal: Douglas A. MacKelvie (99.99%) and wife Betty (.01%). They own KRLC(AM) Lewiston. Ann. June 2.

■ Metropolis, Ill.—Fort Massac Broadcasting Co. seeks 98.3 mhz, 3 kw, HAAT: 190 ft. Address: Rt. 3 Metropolis, 62960. Estimated construction cost: \$58,200; first year operating cost: \$29,000; revenue: \$50,000. Format: Beautiful music. Principals: Kathryn Eickholtz, Virgil Smith, Tom Pullen, Wisteria Humma, John Lurie, Velma Park, Billie Jo Paris and Don Medley (11.11% each) and Robert Chase and brother, Ralph (5.55% each). Eickholtz owns townhouse apartments and 50% of car dealership, both Metropolis. Smith is director of bank in Metropolis. Pullen is Metropolis banker and Brownfield, Ill., farm owner. Humma is housewife. Lurie is Metropolis medical student interning in Florida. Park is Metropolis housewife. Paris is Metropolis accountant. Medley is president of Harrisburg, Ill., hardware store. Robert Chase is Metropolis chief judge and Ralph Chase is Louisville, Ky., stock broker. Applicant is licensee of WMOK(AM) Metropolis. Ann. June 2.

■ Tallulah, La.—SCO-KIM Inc. seeks 104.9 mhz, 3 kw, HAAT: 300 ft. Address: P.O. 1112 Tallulah 71287. Estimated construction cost: \$37,800; first-quarter operating cost: \$2,535; revenue: \$40,280. Format: Pop-CW. Principal: Chris C. Kimbell, Jr. and wife Valerie (100% jointly). They own and operate KTLD(AM) Tallulah. Ann. June 5.

■ St. Peter, Minn.—Minnesota Public Radio seeks 90.5 mhz, 100 kw, HAAT: 680 ft. Address: 400 Sibley St., St. Paul, Minn. 55101. Estimated construction cost: \$303,500; first year operating cost: \$104,700; revenue: \$303,500. Format: Educational. Principal: Non-profit corporation, which operates educational network of radio stations. William H. Kling is president. It is licensee of KSJR(FM) Collegeville; KSJN-AM-FM Minneapolis/St. Paul; WSCD(FM) Duluth; KRWS(FM) Worthington/Marshall; KLSF(FM) Rushford, all Minnesota, and KLCD(FM) Decorah, Iowa. Ann. June 2.

■ Haskell, Tex.—Rolling Plains Broadcasting Corp. seeks 95.5 mhz, 100 kw, HAAT: 529 ft. Address: 1102 N. Ave. G Haskell 79521. Estimated construction cost: \$191,643; first-quarter operating cost: \$19,000; revenue: \$144,000. Format: CW. Principals: Kenneth Lane and wife, Nelda (50% each). Ken is Haskell farm owner. Nelda is housewife. They have no other broadcast interests. Ann. May 29.

■ Laramie, Wyo.—Wyoming Ninety-Five seeks 95.1 mhz, 100 kw, HAAT: 1,231 ft. Address: P.O. 27322 Los Angeles 90027. Estimated construction cost: \$74,800; first quarter operating cost: \$16,700; revenue: \$8,200. Format: Contemporary. Principals: Arthur James and Steven Fuss (50% each). James is president and principal owner of TV game show production co., Los Angeles. Fuss is marketing and purchasing consultant in Los Angeles. He is applicant for new FM's in Taft and Weed, Calif. Ann. May 29.

■ Powell, Wyo.—Camdeck Corp. seeks 92.9 mhz, 100 kw, HAAT: 1,857 ft. Address: P.O. 100 Jackson, Wyo. 83001. Estimated construction cost: \$126,275; first-quarter operating cost: \$28,350; revenue: \$167,400. Format: Variety. Principals: Robert Campbell and wife, Maria (25.5% each), Don B. Decker and wife, Nancy (24.5% each), Campbells own KSGT(AM) Jackson and 65% of KMER(AM) Kemmerer, both Wyoming. Deckers own remaining 35% of KMER. Four also own property management co. in Kemmerer. Ann. May 29.

■ Powell, Wyo.—Jack H. Jensen seeks 92.9 mhz, 100 kw, HAAT: 1,657 ft. Address: P.O. 3788 Butte, Mont. 59701. Estimated construction cost: \$79,000; first year operating cost: \$30,000; revenue: \$120,000. Format: Rock. Principal: Jensen is general manager and 50% owner of KQUY-FM Butte. Ann. May 29.

TV application

■ Fairfax, Va.—Central Virginia Educational Television Corp. seeks ch. 56; ERP 1045 kw vis., 104.7 kw aur., HAAT: 727 ft.; ant. height above ground: 689 ft.

Summary of broadcasting

FCC tabulations as of March 31, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,546	3	9	4,558	104	4,662
Commercial FM	3,165	2	1	3,168	181	3,349
Educational FM	1,030	0	5	1,035	96	1,131
Total Radio	8,741	5	15	8,761	381	9,142
Commercial TV						
VHF	514	1	2	517	9	526
UHF	224	0	5	229	68	297
Educational TV						
VHF	99	1	5	105	6	111
UHF	155	2	5	162	8	170
Total TV	992	4	17	1,013	91	1,104
FM Translators	293	0	0	293	152	445
TV Translators						
UHF	1,262	0	0	1,262	412	1,674
VHF	2,510	0	0	2,510	187	2,697

*Special temporary authorization

**Includes off-air licenses

Address: 23 Sesame St., Richmond Va. 23235. Estimated construction cost: \$1,766,874 first-year operating cost: \$1,042,500; revenue: \$1,042,500. Legal counsel: Fisher, Wayland, Southmayd & Cooper; Wash. consulting engineer: Edward Lorenz & Assoc., Wash. Principals: Nonprofit corp. funded by state of Virginia. Corporation for Public Broadcasting and public. It is licensee of WCVE-TV and WCVW-TV both Richmond and WNVTV (TV) Goldvein. Va. Daniel P. Ward is vice president and general manager. Ann. May 29.

AM actions

■ **Flemingsburg, Ky.**—Fleming County Broadcasting granted 1060 khz. 500' w-D. P.O. address: Spradlin-Virginia Ave., Mt. Sterling, Ky. 40353. Estimated construction cost \$69,483; first-year operating cost \$36,000; revenue \$72,000. Format: C&W, popular. Principal: Robert J. Spradlin (100%) is manager of WMST-AM-FM Mt. Sterling, Ky. Approved settlement agreement with competing applicant (see below). Action May 28.

■ **Flemingsburg, Ky.**—Dismissed application of Flemingsburg Broadcasting for 1060 khz. 1 kw-D. Address: 1138 Main St., Jackson, Ky. 41339. Estimated construction cost \$72,060; first-year operating cost \$38,000; revenue \$85,000. Format: C&W. Principals: Equally owned by Mountain Broadcasting Services and Intermountain Broadcasting. Mountain owns WKIC(AM)-WSGS(FM) Hazard, Ky. and is principally owned by Ernest Sparkman, president. Intermountain owns WEKG(AM)-WJSN(FM) Jackson, Ky. and is equally owned by James M. Hay and A. Dale Bryant. Settlement agreement has been approved (see above). Action May 28.

FM actions

■ **Tuscaloosa, Ala.**—University of Alabama granted 90.7 mhz. 118 w. HAAT: 142 ft. Address: P.O. Box BT, University, Ala. 35486. University which is also licensee of WUAL-FM Tuscaloosa and WBHM-FM Birmingham, both Alabama. Keith E. Barze is assistant dean, broadcast services.

■ **French Lick, Ind.**—Willtronics granted 100.1 mhz. 3 kw. HAAT 300 ft. Address: 3904 Ashridge Dr. Louisville, Ky. 40222. Estimated construction cost \$59,000; first-year operating cost \$47,300; revenue \$52,000. Format: C&W. Principal: Lt. Col. William Gerald Willis, Department of Defense, who has no other broadcast interests. Settlement agreement has been approved with competing applicant (see below). Action June 6.

■ **French Lick, Ind.**—Dismissed application of Hooster Hills Broadcasting Corp. for 100.1 mhz. 3 kw. HAAT 320 ft. P.O. address: Prospect Hill, West Baden, Ind. 47432. Estimated construction cost \$14,460; first-year operating cost \$14,410; revenue \$30,000. Format: Modern Country. Rock. Principals: Thomas A. Chial, Charles N. Cutler, Alan Rosendale (one-third each). Settlement agreement has been approved with competing applicant (see above). Action June 6.

■ **Harriman, Tenn.**—Kenneth J. Crosthwait granted 92.7 mhz. 3 kw. HAAT: 436 ft. Address: Devonia St. Harriman 37748. Estimated construction cost: \$25,000; first year operating cost: app. \$15,000; revenue: app. \$50,000. Format: CW/Standard pop. Principal: Crosthwait is former licensee of WJZA(AM) Harriman (formerly WHBT). He has no other broadcast interests.

Ownership changes

Applications

■ **WPRT-AM-FM Prestonburg, Ky.** (AM: 960 khz. 5 kw-D; FM: 105.5 mhz. 1.7 kw)—Seeks assignment of license from Stephens Industries to American Signal Corp. for \$325,000. Seller: David Stephens who has no other broadcast interests. Buyer: Edward R. Dear, John E. Seehorn, Harold G. Anrip, Marion E. Lane and Harry C. Williams (20% each). Dear is employed with WKIN(AM) Kingsport, Tenn. Seehorn owns 25% of Johnson City realty company and 25% of Kingsport oil distribution company. Anrip is associate dean of finance East Tennessee St. Univ. Johnson City and has various business investments in Johnson City-Kingsport area. Lane is internal auditor for East Tennessee St. Univ. and has private CPA practice in Johnson City. Williams is Johnson City attorney. They have no other

broadcast interests. Ann. June 9.

■ **KNEY(FM) Pierre, S.D.**—Seeks assignment of CP from Pierre Radio Inc. to Sorenson Broadcasting Corp. for \$1,080. Seller: William P. Turney et al. Turney owns 10% of permittee for new FM in Winfield, Kan., 10% of applicant for new FM in Cadiz, Ohio and 30% of applicant for new FM in Osage City, Kan. Buyer: Dean P. Sorenson and Thomas J. Simmons (50% each). They own KCCR(AM) Pierre, KYNT(AM) Yankton, KWAT(AM)-KIXX(FM) Watertown, KOBH(AM) Hot Springs all South Dakota and KOZY(AM) Grand Rapids, Minn. They are applicants for new FM's in Yankton and Hot Springs. Ann. June 4.

■ **KEES(AM) Gladewater, (Longview) Tex.** (AM: 1430 khz. 5 kw-D. 1 kw-N. DA-N)—Seeks assignment of license from Ormand L. Kimbrough to Ataway Investment Corp. for \$450,000. Kimbrough has no other broadcast interests. Buyer: Wesley Ataway (president) and family. They own chain of small weekly newspapers in Houston area. They have no other broadcast interests.

Actions

■ **WNCG(AM)-WKTM(FM) North Charleston, S.C.** (AM: 910 khz. 500 w-D; FM: 102.5 mhz. 50 kw)—Granted transfer of control of KTM Broadcasting from A.D. Cohen Jr. (50% before; none after) to W.G. Dudley III (50% before; 100% after). Consideration: \$1.2 million. Principals: Cohen has no other broadcast interests. Dudley is president and general manager of stations. He has no other broadcast interests. Action May 22.

Facilities changes

FM applications

■ **KCPR(FM) San Luis Obispo, Calif.**—Seeks CP to increase ERP to 3.0 KW; HAAT to 1412 ft.; change TL to Cuesta Peak, 5.5 miles N. of San Luis Obispo; make changes in ant. sys. (800402AE). Ann. June 12.

■ **WFCS(FM) New Britain, Conn.**—Seeks CP to change frequency (800519AD). Ann. June 12.

■ **WCNB-FM Connorsville, Ind.**—Seeks CP to increase ERP to 20 kw; HAAT to 275 ft.; and change type trans. (800402AF). Ann. June 12.

■ **KALS(FM) Kalispell, Mont.**—Seeks CP to change TL to Blacktail Mountain, 13 miles from Kalispell, and change ERP to 43.30 kw (H), 18.56 kw(V) and make changes in ant. sys. (800428AF). Ann. June 12.

■ **WBBO-FM Forest City, N.C.**—Seeks CP to change ERP to 100 kw. and HAAT to 300 ft. (800424AE) Ann. June 12.

■ **WLKR-FM Norwalk, Ohio**—Seeks CP to increase ERP to 3 KW and HAAT to 300 ft.; change TL to N.E. of Huber and Lamereaux Rds., Norwalk; change type trans., and make change in ant. sys. Major environmental action. (800424AC). Ann. June 12.

■ **KOCC(FM) Oklahoma City**—Seeks mod. of CP to change frequency (800407AE) Ann. June 12.

■ **WKTM(FM) North Charleston, S.C.**—Seeks CP to increase ERP to 100 kw; HAAT to 666 ft.; change TL to .5 miles E. of New Hope Church & U.S. 17 N. near Mount Pleasant, S.C.; change type trans. and make changes in ant. sys. Major environmental action. (800501AE). Ann. June 12.

■ **KTXT-FM Lubbock, Tex.**—Seeks CP to change frequency; increase HAAT (800425AF). Ann. June 12.

■ **KRPM-FM Tacoma, Wash.**—Seeks CP to increase ERP to 100kw; change HAAT to 703 ft. and change type trans. (800414AF). Ann. June 12.

FM action

■ **WUAL-FM Tuscaloosa, Ala.**—Granted CP to increase power and change frequency. Action June 11.

In contest

FCC decisions

■ FCC has denied petition by Blonder-Tongue Laboratories Inc., Old Bridge, N.J., requesting rule requiring cable television systems to carry signals of local subscription television broadcast stations. Blonder-

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Tongue is manufacturer of STV home reception units. (RM 3223). Action Apr. 24.

■ **WTHR-TV Indianapolis**—FCC has denied letter request for waiver of prime time access rule (PTAR) filed by Videolndiana Inc., licensee of WTHR-TV to permit showing of former network Saturday morning cartoon program, "The Pink Panther," on Saturdays from 7:30 to 8 p.m. In general PTAR limits network affiliates in top 50 markets to no more than three hours of network and "off-network" programing each evening during prime time. An exemption from rule stipulates that programs designed particularly for children—and certain other types of material—are not counted toward the three-hour limitation, however. Saturday nights are specifically excluded from exemption. Action May 29.

Allocations

Petitions

■ **Osceola, Iowa**—M.W. Jack Beaman requests amendment FM Table of Assignments to assign 107.1 mhz to Osceola (RM 3680). Ann. June 11.

■ **Owenton, Ky.**—Charles N. Cutler requests amendment FM Table of Assignments to assign 105.5 mhz to Owenton (RM 3679). Ann. June 11.

■ **Ponca City, Okla.**—KTOW(AM) Sand Springs, Okla. requests amendment FM Table of Assignments to assign 100.1 to Ponca City. (RM 3677). Ann. June 11.

■ **Pawley's Island, S.C.**—Linda L. Knop requests amendment FM Table of Assignments to assign 100.9 mhz to Pawley's Island (RM 3681). Ann. June 11.

Actions

■ **Blytheville, Ark., et al**—In response to numerous petitions concerning FM assignments involving various communities in Arkansas, Tennessee and Missouri, FCC has proposed seven plans. First plan proposes assigning 106.5 mhz to Blytheville, 100.1 mhz to Walnut Ridge and 107.1 mhz to West Memphis (as its first FM assignment), all Arkansas, and 105.5 mhz to Portageville, Mo. Second plan proposes assigning same frequencies to Blytheville, Walnut Ridge and Portageville but assigning 107.1 mhz to Collierville, Tenn., as its first FM assignment. In third plan West Memphis would again be allotted 107.1 mhz with Paragould and Piggott, both Arkansas, receiving 100.1 mhz and 105.5 mhz respectively. Plan four is similar to third plan with addition of Jonesboro, Ark., which would receive third FM assignment, 100.1 mhz with Paragould and West Memphis both receiving 107.1 mhz. Plan five foresees Paragould and Piggott receiving assignments as in two previous plans with both Collierville, and Truman, Ark., being assigned 107.1 mhz. Sixth plan is same as fifth except 100.1 mhz would be assigned to Jonesboro, not Paragould. Plan seven is similar to sixth with substitution of Paragould for Truman to receive 107.1 mhz. Comments due Aug. 1, replies Aug. 21. Action May 29.

■ **Eureka, Calif.**—In response to petition by Redwood Broadcasting Co. proposed assigning 101.5 mhz to Eureka as its third FM assignment, comments due Aug. 1, replies Aug. 21 (BC Doc. 80-248; RM-3431). Action May 29.

■ **Boise, Idaho**—In response to two separate petitions by William E. Clayton and Stanley L. Ross, proposed assigning 105.9 mhz to Boise comments due Aug. 1, replies Aug. 21 (BC Doc. 80-251; RM-3408, 3433). Action May 29.

■ **Chubbock and Pocatello, Idaho**—In response to two separate petitions by KWIK Inc. and KSEI Broadcasters Inc., proposed following three alternatives involving FM assignments to Chubbock and Pocatello: (1) 101.5 mhz to Chubbock and substituting 102.5 mhz for 104.9 mhz at Pocatello; (2) 103.9 mhz to Chubbock and substitution of 102.5 mhz for 104.9 mhz at Pocatello, and (3) elimination of 104.9 mhz and addition of 101.5 mhz at Pocatello, comments due Aug. 1, replies Aug. 21 (BC Doc. 80-250; RM-3404, 3479) Action May 29.

■ **Idaho Falls**—In response to petition by M. Jay Sorenson, proposed assigning 103.3 mhz to Idaho Falls as its third FM assignment, comments due Aug. 1, replies Aug. 21 (BC Doc. 80-24; RM-3471) Action May 29.

■ **Edenton, N.C.**—In response to petition by Albermarle Radio Corp., proposed assigning 102.3 mhz to Edenton as its second FM assignment, comments due

Aug. 1, replies Aug. 21 (BC Doc. 80-247; RM-3414). Action May 29.

■ **Hertford, N.C.**—In response to petition by Perquimans County Broadcasters, proposed assigning 104.9 mhz to Hertford comments due Aug. 1, replies Aug. 21 (BC Doc. 80-246; RM-3614). Action May 29.

Satellites

■ There are approximately 3,300 licensed earth stations. Approximately 330 are transmit-receive earth stations with remaining 3,000 being receive only earth stations. Receive-only earth stations are not required to be licensed with FCC (BROADCASTING, Oct. 22, 1979). FCC estimates that radio of unlicensed to licensed receive-only earth stations is approximately 3 to 1.

Earth station applications

■ **Jackson, Ala.**—Alabama Television Transmission Inc. (5m; S-A; E2322).

■ **Arvin, Calif.**—American Television and Comm. Corp. (7 m; FCC reference: E2168).

■ **Redbluff, Calif.**—Tele-Vue Systems Inc. (5m; S-A; E2318).

■ **Ontarion, Calif.**—Theta Cable of Calif. (4.3m; AFC; E2321).

■ **Meridan, Conn.**—Telesystems of Conn. Inc. (5m; S-A; E2165).

■ **Momence, Ill.**—Momence Community Cablevision Ltd. (5m; S-A; E2169).

■ **Onarga, Ill.**—Iroquois County Cablevision Ltd. (5m; S-A; E2170).

■ **Tola, Kan.**—National Telephone Co. (5m; S-A; E2167).

■ **Brighton, Mich.**—Six Star Cablevision Management Corp. (5m; Hughes; E2172).

■ **Grosse Pointe, Mich.**—Teleprompter Corp. (4.5 m; Andrew; E2323).

■ **Gordon, Neb.**—Communications Systems, Inc. (5m; AFC; E2171).

■ **Reno, Nev.**—Teleprompter Corp. (4.5 m; Andrew; E2324).

■ **Huntington, Penn.**—Huntington TV Cable Co. (5m; S-A; E2317).

■ **Millheim, Penn.**—Millheim TV Transmission Co. (5m; AFC; E2319).

■ **Saxton, Penn.**—Betterview TV Cable Co. (4.6m; S-A; E2316).

■ **Asherton, Tex.**—Asherton Cable Corp. (5m; AFC; E2320).

■ **Decatur, Tex.**—Cable Television of Decatur (4.6m; S-A; E2166).

Earth station grants

■ **Conway, Ark.**—Conway Corp. (E2068).

■ **Avon, Conn.**—Associated Electronic Systems Inc. (WT61).

■ **Hartford, Conn.**—Hi-Net Comm. Inc. (E2065).

■ **Boca Raton, Fla.**—Teleprompter Corp. (E2072).

■ **Ocala, Fla.**—Mircodyne Corp. (E2060).

■ **Aberdeen, Idaho**—American Falls Cable TV Co. (E2062).

■ **American Falls, Idaho**—American Falls Cable TV Co. (E2063).

■ **Bloomfield, Iowa**—Centerville Cablevision Inc. (E2064).

■ **Jenkins, Ky.**—Jenkins Television Co. (E2047).

■ **Redford Township, Mich.**—Metrovision Inc. (E2058).

■ **Athens Township, Penn.**—Valley TV Cable Co. (E2061).

■ **Port Allegany, Penn.**—Port TV Cable Co. (E2073).

■ **Coppell, Tex.**—Coppell Cablevision Inc. (E2059).

■ **Irving, Tex.**—Las Colinas Assoc. (E2069).

■ **Mundy, Tex.**—Centex Cablevision Corp. (E2070).

■ **Front Royal, Va.**—Television Antenna Cable Inc. (E2071).

Call letters

Applications

Call	Sought by
KCRJ-FM	New FM's Verde Valley Broadcasting Inc. Cottonwood, Ariz.
KCMA	John K. Major. Owasso, Okla.
KWIP	Existing AM's KROW Dallas, Ore.
KHUG	KRVB Medford, Ore.

Grants

Call	Assigned to
KRPX	New AM Dart Inc., Price, Utah
KGUC-FM	New FM Gunnison Broadcasting Co., Gunnison, Colo.
WWLG	New TV's Russell-Rowe Comm., Macon, Ga.
KSMH-TV	Smoky Hills Public Television Corp., Hays, Kan.
WCKO	Existing AM WTCO Campbellsville, Ky.
WBSB	Existing FM's WTH-FM Baltimore
KWXL	KRKE-FM Albuquerque, N.M.
WZIR	WHL-FM Niagara Falls, N.Y.
WCPX	WLEC-FM Sandusky, Ohio
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Expanding Broadcast Group needs aggressive sales oriented GM. Compensation tied to station profits. The more profitable the station, the more you can make. EEO. Box F-156.

General Manager: Aggressive young group broadcaster's wants general manager for North Carolina daytime country station. Low dial position, powerful signal. Strong suit should be sales. Ownership on earned bases possible. To exchange details write to Box F-159.

Public Radio Station Manager: East Texas State University (9,000 enrollment) seeks a manager for its radio station, KETR-FM, effective 9/1/80. KETR-FM is CPB approved, NPR affiliated, satellite interconnected, noncommercial, full-service public radio station and communications teaching laboratory with 5 fulltime professional staff plus student interns. Station serves regional population of 150,000 18 hrs. per day at 88.9 mhz and 7.1 kw. Duties: General management, reporting to VP-Planning and Advancement; liaison with academic department to provide on-air student training; functional contact with CPB-NPR; public relations-public service activities with community groups; some teaching may be required. Qualifications: Minimum includes bachelor's degree in mass communications, master's degree in related field preferred, 5 years professional broadcasting including 2 yrs. experience administration or supervision preferred; teaching experience preferred; demonstrable broadcasting ability. Salary: \$18,500-\$19,918 depending upon qualifications and experience. Benefits: Excellent. Inquiries: Current resume, including previous employment, references, and audio tape submitted by 7/15/80 to: Dr. Gideon T. James, VP-Planning and Advancement, East Texas State University, Commerce, TX 75428. Finalists should expect personal interview. ETSU-Commerce is an Equal Opportunity and Affirmative Action Employer.

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WEVE AM/FM, the No. 1 adult contemporary station on Minnesota's Iron Range, has immediate opening for sales manager with opportunity to advance to station manager. We are looking for experienced salesperson who wants to make a permanent home in northern Minnesota. Must carry his own account list as well as train and supervise sales department. Station is co-owned with WAKX AM/FM, Duluth, MN. Midwest applicants only. Resume with references to: Lew Latto, WAKX, Duluth, MN 55802.

California—Beautiful, growth market. Full time MOR. Excellent opportunity for aggressive self-starter with successful track record. \$1,000 per month vs 20% on collections. EOE/MF. Greentree Broadcasting, Box 68, Moraga, CA 94556.

Ambitious salesperson needed for separately programmed AM/FM in the beautiful Finger Lakes area of New York state. Advancement opportunities within group. Resumes to George Kimble, WCGR/WFLC, PO Box 155, Canandaigua, N.Y. 14424.

Buffalo, New York's number one rated radio station has a position for an aggressive, creative sales person who's looking for an opportunity to learn major market radio with a growth oriented broadcast company. Established account list available for right person. Send resume to Donald Zink, WJYE, Rand Building, Buffalo, NY 14203. E.O.E.

Madison, WI. Excellent career opportunity for bright young problem-solver strong on creativity with ability to write and sell imaginative campaigns. Thirteen station Midwest group seeks eager sales person, recent college grad or with 1-2 years experience. Our people earn far more and Madison living is superior. All management and stockholders drawn from within our group. WISM, Madison, WI 53701 Midwest Family Station (EOE).

Sales Manager AM/FM/TV East. Must be dynamic, personable, motivated. Lifetime opportunity. Send resume. Box F-166.

WVNH, Salem, NH will be back on the air soon. Immediate openings in sales, announcing and news. Excellent opportunity in growing area. Adult contemporary format with emphasis on local news. Mail resume (and tape) to Dick Lange, WVNH, PO Box 1110, Salem, NH 03079. EOE.

HELP WANTED ANNOUNCERS

KLMR AM-FM requires immediate experienced first phone announcer. Resume and tape to Russ Baldwin, KLMR, PO Box 890, Lamar, CO 80152.

Top ten market Beautiful Music station looking for a great voice. If you have the experience, give us a call at 1-713-477-3611 or send tape to KYND, 1001 East Southmore, Pasadena, TX 77502. Equal Opportunity Employer.

WTRC is still looking for a good one on one communicator who can talk to a listener. We are MOR/AC with emphasis on personality. So talk to us on your tape. Send your warm, friendly one on one conversation to Allen Strike, PO Box 699, Elkhart, IN 46515. EOE

Wanted Assistant to Mgr. All around individual. Announcing, inside man and some sales. Call 314-586-8577 or 586-8513 for Mgr.

Our afternoon lady has left us, and we need to replace her. Successful applicant has experience, talent, knows MOR and loves hard work. Pay and benefits above average. Summer in the Upper Midwest is beautiful! EOE. Box F-86.

Immediate opening for night time announcer, production, also handle automated FM. MOR format. Should have experience. Send tape and resume to, Rick Roberts WCEC Radio PO. 4005 Rocky Mt., NC 27801. 919-442-3108. EOE.

WSOC-FM the most listened to country station in the southeast needs morning announcer. Send resume and tape to personnel department, Box 34665, Charlotte, NC 28234. An Equal Opportunity Employer M/F.

WVNH, Salem, NH will be back on the air soon. Immediate openings in sales, announcing and news. Excellent opportunity in growing area. Adult contemporary format with emphasis on local news. Mail resume (and tape) to Dick Lange, WVNH, PO. Box 1110, Salem, NH 03079. EOE.

Announcer/Production and Announcer/PBP—KTLG—Tender Lovin' Country. Contact Dave Broman, Box 65, Twin Falls, ID 83301. 208-733-3381. EOE/MF.

WBNS-FM, Columbus, Ohio—Schulke beautiful music station seeks mid-day announcer. Good voice, personality, smooth delivery. News knowledge desirable, but not a must. Send tape and resume to Jeff Ryder, PD, WBNS-FM, 62 East Broad, Columbus, OH 43215. Equal Opportunity Employer. M/F.

Parttime radio announcer, weekends. Experience preferred. Restricted License required. Resume and tape to WLIF, 1570 Hart Road, Baltimore, MD 21204. EOE, M/F.

One year experience. Midday announcer for contemporary MOR format. You will read the news in the afternoon and work a weekend shift. You must read and communicate well. Send tape and resume to Roland Dennis, RD., WPAZ, Mangers Mill Rd. Pottstown, PA 19464.

New England small market AM/FM station seeks experienced announcer to handle all aspects of production. Must be able to produce copy and production work. Serious applicants only need apply. Send resume and tape to: Dawn P. Gaffka, Operations Manager, WSMF, Box 1220, Sanford, ME 04073. 207-324-7271. Equal Opportunity Employer.

HELP WANTED TECHNICAL

Chief Engineer for AM/FM in large Midwest City. DA hands-on experience and state-of-the-art expertise necessary. Must be able to take charge of engineering department and staff. Excellent opportunity and employee benefits. Resume to Box F-19.

Production Engineer—San Francisco—must be creative, talented. To work in state-of-the-art 4 and 8 track studios. Relevant experience helpful. Voice talent not required. Good growth potential. Resumes and samples to Kevin P. Mostyn, KYA Director of Engineering, 300 Broadway, San Francisco, CA 94133. EOE/MF.

Midwest AM-FM combination seeks chief engineer. Excellent working conditions, plus good salary and fringe benefits, including profit sharing/retirement plan. EOE. Respond today Box F-128.

2 Positions: Chief Engineer and Maintenance Engineer. 50kW stereo public radio station, midway through remodeling project, almost entirely new equipment. Chief holds all responsibility for installation and upkeep of plant; Maintenance person assists Chief and performs routine repairs. Both positions require first phone and experience in troubleshooting broadcast equipment. Competitive salaries, excellent benefits. Resume, references and requirements to Michael Lazar, WNIU-FM, Northern Illinois University, DeKalb, IL 60115. 815-753-0213. EO/AA.

HELP WANTED TECHNICAL CONTINUED

Chief Engineer. Take charge of department. Northeast fulltime. Excellent opportunity and employee benefits. Equal Opportunity Employer. Box F-170.

Chief Engineer AM Daytimer. Some announcing. Fulltime. Resumes, General Manager. WBRV, Box 341, Boonville, NY 13309.

Chief Engineer—Ball State University is expanding its engineering staff. A Chief Engineer opening exists for WBST Radio. Responsibilities include the proper operation and maintenance of all broadcast equipment including a 3 kilowatt transmitter. BS Degree in Electrical Engineering or related field plus 2-3 years experience required. First Class FCC License required. Application deadline July 7, 1980. Send resume to: Personnel Services Office, Ball State University, Muncie, IN 46306. An Equal Opportunity/Affirmative Action Employer M/F.

Are you a Chief Engineer? Here is an immediate opportunity to live and work in the beautiful Pacific Northwest. Excellent chance to join one of America's finest broadcast groups. Salary commensurate with experience and ability. E.O.E. Resume and salary requirements to: Entercom, PO Box 11335, Tacoma, WA 98411.

Aggressive North Georgia AM/FM Operation needs First Class Engineer with experience. Must be proficient and alert to new developments. Engineer on management team. Twenty year Chief moving on. EOE. Send resume, references and salary requirement to Box F-176.

HELP WANTED NEWS

News Director for growing public radio station. Will do newscasts, supervise students, and produce public affairs programs. Solid experience essential. Salary negotiable. Resume to David Anderson, KWGS, 600 S. College, Tulsa, OK 74104. E.O.E.

Broadcast Journalist needed for dominant mid-west station. 3 years experience. Strong on air voice and interviewing experience required. Send tape and resume to News Director, KFH/KBRA, 104 N. Emporia, Wichita, KS 67202. Equal Opportunity Employer.

Medium Market. Strong news emphasis. Long hours. Hard work. Must have experience and a good voice. E.O.E. Box F-88.

Radio news anchor/street reporter. 3 years minimum experience in all aspects of radio news. Direct tape and resume to Sharon Lansdowne, 3641 Meadowbrook Rd., Peoria, IL 61604. Phone 309-685-5975. An equal opportunity employer.

News Director to establish department from scratch, work closely with present staff and operations director. Tapes & resumes to: 6027 Devine St. Columbia, SC 29250. Equal Opportunity Employer.

WVNH, Salem, NH will be back on the air soon. Immediate openings in sales, announcing and news. Excellent opportunity in growing area. Adult contemporary format with emphasis on local news. Mail resume (and tape) to Dick Lange, WVNH, PO. Box 1110, Salem, NH 03079. EOE.

Immediate opening. Professional newperson required to join top-rated AM-FM facility in news-oriented upstate New York market. Candidate should be a self-starter, street-wise, and possess strong verbal skills. Tape and resume, soonest, to Steve Boutelle, News Director, WGHQ/WBPM, CPO Box 1880, Kingston, NY 12401.

Major market newperson: Tired of the broadcasting boogie? Why suffer big city hassles and insecurity just to stay in a major market? We offer you major market radio in the country KFGO-Fargo, North Dakota, has won five state and regional news awards in the last year. We need a heavy morning anchor. We pay major market salaries. T&R to Jay Joiner, News Director, KFGO, Box 2966, Fargo, ND 58108. EOE.

Co-anchor/reporter—WBNS Radio seeks a broadcaster with minimum 3 years experience, good voice, flawless delivery, good reporting and writing skills. Send tape, resume and writing samples to Moe Quinn, ND, WBNS, 62 East Broad, Columbus, OH 43215. Equal Opportunity Employer, M/F.

Dynamite new radio syndication service seeks stringers who want to help meet the challenges of the 80s. If you're working in radio, and know how to report the solutions being found to problems involving energy, science, technology, the environment, and human health, then we want to hear from you. Respond immediately with cover letter, resume, and summary of news philosophy to Box F-142.

The search for a qualified broadcaster with wide ranging programming talents continues at one of Missouri's top stations. News and announcing mandatory. P-B-P helpful. Box F-145.

Extraordinary News Operation in AP-award-winning, Billboard's "Station of the Year" needs experienced pro who can dig, read, and write by our standards. If you're good enough to join our expanding department, send tape and resume to Bob Bender, WDIF Radio, PO Box 10,000, Marion, OH 43302. EOE.

Needed immediately. Reporter/anchor to join best radio news staff in state. Send resume and tape to Managing Editor, Maine Information Radio Network, Room 503, State House, Augusta, ME 04333.

Anchor-Reporter for morning drive news in suburban NYC market. We're looking for a broadcast journalist with good on-air sound, solid writing and reporting abilities. Minimum one year experience in radio news. Tape and resume to: Jeff Reisman, WNLK/Q96 Box 1350, Norwalk, CT 06852.

Now accepting applications for small market news director in Southeast. Send resume to Box F-157.

Top rated Pacific Northwest all-news station is in need of a Weekend Newscaster and Midday Co-Host. Both positions require commercial on-air experience and familiarity with broadcast equipment. Must be a communicative person with experience in news and have a warm conversational delivery. B.A. preferred but not required. Send resume and tape to: Personnel, KIRO-Radio, 3rd and Broad Street, Seattle, WA 98121. Only finalists will be contacted for interviews, no phone calls please. EOE.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Successful AM-FM station in the west needs experienced production director of superior creative ability. Reply Box F-67.

Medium Market Super Power automated rocker near the Twin Cities is searching for an Operations Manager familiar with the Schaeffer 900 series. Must have good pipes for production. Up to \$10K. Resume to Box F-117.

Fulltime opening for individual to handle commercial production plus air shift. Some experience or education helpful. Established AM/FM. Send resume & tape to J. Hogan, WLPO/WAJK, PO Box 215, La Salle, IL 61301. An Equal Opportunity Employer, M/F.

Searching for Program Director whose sights aren't glued to metropolises. No longer small market, we need experienced program director to polish our country sound, and grow in Southern California soil. Box F-125.

Program Director for 100kw public station serving five-state region. BA required, MA an asset. Experience with fine arts format required. Station offers state-of-the-art facilities in beautiful recreational area. Competitive salary and benefits. Send resume, tape & references to: Bruce Smith, Gen. Mgr. WKMS-FM, Murray State University, Murray, KY 42071. Equal Opportunity Employer.

Program Director/Air Personality for leading AM/FM in desirable Midwest medium market. AM is full service adult contemporary; FM is automated rock. Emphasis is on community service and involvement; we are not a 'juke box' operation. Individual must be able to supervise announcers, plan and execute promotions, production, music, etc., as well as pull AM air shift. We're a growing station group looking for a career-minded individual with at least five years of solid commercial experience. Opening due to internal promotion. EOE. Rush resume with references, letter of application with salary expectations, and brief statement of your programming philosophy. Box F-183.

SITUATIONS WANTED MANAGEMENT

General Manager: Highly experienced, responsible, successful general manager, with excellent track record. Over twenty years radio station management experience, desires change to another general manager position. Box E-45.

General Manager, sales pro with excellent credentials, desires small, middle market Virginia, East Tenn. 919-633-4736.

Promotion Director—Formerly of Bernie Mann's WKIX-WYYD(FM), Raleigh, NC available immediately. Strong references. Please call Dan Smigrod at WKIX at 919-851-2711 or at home at 919-847-1769 or write 6423 The Lakes Drive, Raleigh, NC 27609.

Operations Manager—5 years same place desire new challenge. Professionally capable minority with production, supervisory, and team spirit skills. Use to hard work, remotes, logs. Non-commercial/commercial. Prefer Mid-Atlantic, Reply Box F-179.

General Manager. Has a lot of offer 18 yrs as a professional all in management, all formats all size markets both AM/FM. Superior in sales results, strong motivator and leadership. If you are a station owner or group owner check it out. No secret to success just hard work and dedication. Have credentials to prove it. Box F-161.

GM, GSM, Corp. Officer: Experienced, ambitious, hard-working self-starter, leader. Knowledgeable in sales, pgm-mg, eng, regs, labor, acquisition. Currently GSM, increased sales 42% first year, in second 21%. Earning 45k. Single, 29, anywhere U.S.A. 601-442-0336 after 7 PM. Peter.

Manager. 25 years experience in radio management, programming, sales, air. Prefer S.W. Consider all. Honest, sober, personable, successful. Job must be permanent. Box F-135.

Seventeen years experience with exceptional performance record in administration, sales, management, community involvement also all qualifications for successful station operation. Excellent references, civic minded. If you're serious about turning your station into a more profitable operation, call 615-832-2638 after 6:00 p.m.

Seeking growth minded operation. 20 years experience, last six in management and sales. Available immediately, call 313-982-6040.

Employed but dead-ended. Experienced VP/GM with terrific track. Built one of nation's top stations. Need right opportunity medium or major market to advance. Box F-162.

General Manager—Experienced, sales promotional minded, dollar conscious, community involved manager who will win with your present staff or build new. Southeast only Box F-34.

SITUATIONS WANTED SALES

Aggressive, experienced, professional, self starting sales person available. National, regional, local experience. Reply Box F-167.

SITUATIONS WANTED ANNOUNCERS

Broadcast graduate with first phone seeks news/announcer position in Northern California. Call Bob 415-626-8906 evenings.

Immediate availability. Eager and capable announcer, news, production sports, writing. Broadcasting grad with live experience during 8-week station internship. John O' Rourke 507-437-6681.

Top notch announcer with production, traffic skills. Versatile, dependable, energetic. Peter Bernard 213-985-0101.

Expert pbp sportscaster, with commercial background available now. Skilled music production, sales, will relocate Mitch 212-376-4664.

Hungarian Combo Man, 12 years experience, single. Minimum salary. Available at once. Address: Erwin Szugyi, Dura Dakovica 102, 24430 Ada, Yugoslavia.

SITUATIONS WANTED ANNOUNCERS CONTINUED

Cookin Top 40 personality. Creative, dependable, hard working, afternoon or nights. Prefers Midwest or Sunbelt but will relocate anywhere immediately. Call now 312-381-2916. Jon Conlon, 264 Sharon Dr., Barrington, IL 60010.

Nice guy with vibrant personality is ready. Am creative, hard working; reliable; 3rd seeking any format, also good sports; news; willing to relocate. Tape-resume available. Call Pete 312-746-1350; 2204 Joppa Ave., Zion, IL 60099.

Experienced MD/Jock looking for immediate position. Strong on music. Will relocate. 513-631-4657.

Professional Communicator with background in Top 40/Adult Contemporary. Hardworking, talented, warm personality. Call now. 315-232-4181.

Energetic Top 40/Oldies jock, experienced all dayparts. Good mature low voice. Also remotes, clubs, music, production experience. Bill, 516-423-0167.

Professional personality—over ten years experience: AOR, Top 40, country, talk, news, production, programming. If you have the bucks, I have the sound. Always number one. Prefer New York metropolitan area but will consider all good offers. Richard Benetar, 392 Central Park West, Apt. 5Y, New York, NY 10025.

Jock (Experienced) 1st Ticket (entry level) wants combo position or TV/Radio station situation. Resume and tape available. Will relocate. Mike McVey 215-922-2530.

Oldies are my specialty. I program a very unique and proven very successful Rock Oldies show. Also do production and assist engineering. Desire medium market station. Will re-locate. Charles Weisel, R.D.2, Hadley, PA 16130, 412-253-3610 after 6 PM.

"Won't work cheap." Married, college graduate with first phone and 5 years experience. Currently working in ARB market 63 and ready to move up or into programming. Would prefer P/A or T-40 format in West, Midwest or Southwest. Box E-99.

Major market air personality, 8 years, seeks adult contemporary, Top 40, MOR in Philadelphia or NYC. Box F-133.

Currently contemporary country in Milwaukee, seeking Top 40 or Pop/Adult in New England area. Keith, 414-769-6966.

Want reliability? That's me! I'll work! DJ, production, news. First class ticket, 4½ years experience, C/W-MOR formats. Western states only. Tim Chally, 1301 W. Ironwood, Phoenix, AZ 85021. 602-943-4179.

Ready to go! Male DJ know Country inside and out! Prefer Country. Tape and resume ready! Matt Swenson, 2149 Hartrey, Evanston, IL 60201, 312-864-3304.

Experienced Announcer/News person/Musician with Communications Degree. TV and business experience ready to move up. A proven achiever. Prefer Northeast but all offers considered. Box F-140.

SITUATIONS WANTED TECHNICAL

First phone, Bachelor's degree, 21 years old. Dependable, hard working, learn quickly. Willing to relocate. Experience in studio design, construction, maintenance. Good production ability. Some transmitter experience. Ask for details. 3516-D Sherburne, Indianapolis, IN 46222. 317-926-4602.

Five years experience as chief, plus good, on-air talent. Conscientious, enthusiastic, excellent references. Southeast preferred. Box F-174.

SITUATIONS WANTED NEWS

News Director, 16 years experience, top business and personal references: Mike McKay, 608-755-0500.

Female major market Pro. Editor/producer/reporter with No. 1 rated N.E. newstalk station. Seeks DC market employment. Box F-96.

Experienced Woman Reporter seeks feature assignments... BA, 2 years experience... young, imaginative; creative Box F-143.

Award winning sportscaster looking for step up, medium market desired, plenty of commercial experience. Strong PBP, all sports, talk, good voice. Also news director's experience, capable air shift, some sales. Can relocate. resumes, references, airchecks available. Box F-139.

Lady Announcer seeks news job. Experienced DJ, copywriter, newperson. Good voice quality. Going for 1st phone. For news tape, resume: Martine Wood 415-834-1124, 3122. 3009 Harrison Street Oakland, CA 94611.

Help me return to journalism. Made mistake of leaving for bureaucracy. Seeking news writing or editing position. Print and broadcast experience, including major market free-lancing. Box F-130.

Newsman seeking return to radio. Young, bright, degreed. 3 years news/announcing experience. Desire upper midwest. Write: Stephen Duff; Pinehurst Chateau, 3A; Cloquet, MN 55720.

Professional female news anchor. Hardworking and talented. Strong conversational delivery and reporting skills. Available now. 315-232-4181.

Veteran Sports Director/News Anchor seeking permanent position. Five years experience in top ten market. Some PBP/talk show. Call Don Lessnau 1-313-685-2347.

Experienced Newsman seeking change, Public Affairs and management abilities. Now near NYC. Box F-180.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

For sale. Am 48 and weather personality 27 yrs experience performer, producer, talk show, helicopter traffic reporter. Seeking a home and long term contract with stable station. Am "team ideologist." Married with 4 children. W/show ratings 60% share at 6:00 71% at 11:00 p.m. in million market. Call 801-572-0539 or Box F-138.

"Broadcaster-Ess." Six years experience in production, public affairs programming, sales-promotion, administrative assistant. Duties included FCC renewal, application, ascertainment. Presently in major market. Seek new challenge. Career oriented. Eager to learn. Single. Box F-154.

Six years in Alabama small markets—ready for program directorship with midday or afternoon air shift. Contemporary or country. Currently production director/mornings. Friendly sound, good news, remotes. If common sense appeals to you, reply in confidence. Box F-168.

Program Director. Station sale makes available PD/O.M. Solid experience includes motivation, budgeting, promotions, community service, sales. Arbitron No. 1, engineering, A.A., dedication. Box F-146.

PD/Operations Mgr. Extremely qualified all formats. Competitive small or medium market. 16 years experience, 8 at present facility. Thorough knowledge of FCC, engineering, 1st phone, sales, research. Appeared on Tom Snyder's Tomorrow Show. Let's talk! Box F-181.

Seeking growth minded operation. 20 years experience, last six in management and sales. Available immediately, call 313-982-6040.

Cost conscious, profit oriented professional seeking Program Director and/or Operations Manager position. Four years experience in medium market programming and operations. Community involvement, ratings, audience and music research, promotion, and format expertise plus crackerjack administrator. Desire opportunity with people oriented company. Format, market size and geographic location unimportant. Call Kim at 215-437-5401.

I'm looking for a new challenge. Markets 100-50 only. My programming experience includes promotion, production, news, budgeting, talent supervision, EEO, license renewal, FCC, sales research, and music. Stability assured. Box F-187.

Ready to program. Young, experienced, ambitious jock. Excellent references. Contemporary music formats only! Call Rick 717-545-4675.

TELEVISION

HELP WANTED MANAGEMENT

General Manager. Midwest UHF independent with STV franchise needs dynamic, productive leader to build and operate new station facility. Unlimited opportunity for aggressive self starter, leading to equity position. Box F-83.

National Sales Manager job opportunity for a 4-station regional TV network in 143rd ADI. Must have experience in working with national rep and agencies. Sales development experience desirable. Send resume to Dave Stuart, General Sales Manager, KFYR-TV, Box 1738, Bismarck, ND 58501. Equal Opportunity Employer.

Stations Manager, WUSI-TV, Olney, Illinois: Masters degree in Radio-Television preferred with a minimum of four years experience in Public Broadcasting. Must have strong background in programming and all facets of production. Must have good knowledge of CPB and PBS and the structure of public broadcasting. Be able to work with budgets and be comfortable working with people in a small community. The person hired for this position will be responsible for taking an existing station which in the past has been little more than a straight translator and turning it into a full fledged autonomous station complete with staff and production. Responsible for maintaining compliance with all rules and regulations of licensing agents, supervise daily operations, implement budget, and supervise staff. Planning for growth and development of the station is the most important duty in this position. Deadline for application: July 1, 1980. Letter of application, complete credentials, and names of at least three professional references should be sent to: H. Eugene Dybvig, Search Committee-SIU-C Broadcasting Service, Communication Bldg Rm 1056-Carbondale, IL 62901. WUSI-TV is an equal opportunity employer.

General Manager WILX-TV, NBC, Channel 10, Lansing, Michigan is seeking an outstanding, energetic person with television management experience. Send resume to President, A-T-O Communications, Inc., PO Box 30380, Lansing, MI 48909. Equal opportunity employer.

HELP WANTED SALES

Need pro with at least 2 years experience in local sales for growing S.E. market. Send resume to Sales Manager, PO Box 4328, Macon, GA 31208. E.O.E.

HELP WANTED TECHNICAL

Unusual opportunity—Washington, D.C. consulting firm seeks versatile broadcast engineer for station appraisal and inventory work. FCC first phone, 3-5 years experience, and ability to do detailed work required. Some travel, pleasant professional environment. Call Jim Bond at 202-966-3196.

Television Engineers needed. Chief Engineer, Asst. Chief, TV Technicians. Locations including Rochester, NY, New Bern, NC, Jacksonville, FL, W. Palm Beach, FL. Compensation negotiable according to ability. Excellent fringes. Send your resume to Jim Somich, C.E., Malrite Broadcasting Co., Cleveland Plaza, Cleveland, OH 44115. EOE-MF.

Looking for good Assistant Chief Engineer, familiar with RCA transmitter—TR 600, TK 630, Sony, Phillips Engineer. Contact: Jim Robinson/WCEA-TV 904-893-3127.

Maintenance technicians needed immediately for the Space Shuttle program. Experience desired in CCTV systems, monochrome and color cameras, microwave, audio, digital electronics. Broadcast background preferable. Salary to \$23,000 per annum. Call 713-488-1625 for appointment.

Maintenance Engineer, Lansing/Jackson, MI. Experience in broadcast maintenance required. RCA cassette, 2-inch VTR's, Sony ENG equipment, etc. Equal Opportunity Employer. Write ... Personnel, WILX-TV, PO Box 30380, Lansing, MI 48909.

Maintenance Engineer needed for modern well equipped VHF ABC affiliate located in southern New England. Experience and first class license required. Contact T. Arthur Bone, WPRI TV, East Providence, RI 02914. Phone 401-438-7200, an EOE.

HELP WANTED TECHNICAL CONTINUED

Competitive UHF CBN station in Atlanta, Ga. has openings for engineers. Write Jim Boslough, C.E., c/o WANX-TV, PO Box 98097, Atlanta, GA 30029. EOE.

Central Michigan University is seeking a Maintenance Engineer for its young and rapidly growing Public Broadcasting Department. Opportunity and challenge await the individual who is skilled in the operation, maintenance and repair of television and radio equipment. Qualified candidates must have two years of broadcast related repair training and at least two years of regular broadcast experience. Possession of FCC Radio Operator license is also required. Central Michigan University, located in the heart of Michigan's lower peninsula, offers extensive recreational facilities and educational opportunities to its employees. Starting salary is competitive and commensurate with background and experience. Excellent fringe benefit package! Submit resume with salary history and requirements by June 30, 1980 to: Personnel Office, 109 Rowe Hall, Mt. Pleasant, MI 48859. CMU is an affirmative action and equal opportunity institution.

Chief Engineer—New Independent CP for UHF family format station. Strong administrative and hands-on technical skills required. Salary, plus vehicle; plus benefits. Job available July 1—call 914-454-3030 or write GM, Family TV, Box 549, Poughkeepsie, NY 12602. EOE.

Southern California, KOCE-TV (PBS) has opening for Maintenance Engineer with broadcast experience on VTR, UHF, transmitter microwave and digital equipment. FCC 1st Class Phone License required. Salary \$23,472 yearly. Many excellent benefits. For technical info: Bob Moffett 714-897-0302. 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 July 3, 1980, 5:00 PM. EOE M/F.

Engineering Supervisor: Must have experience in UHF transmitter maintenance and master control operations. Resume: KTSF-TV, Channel 26, 185 Berry, S.F., CA 94107.

Chief Engineer Small market offers a very good opportunity for the right person. New (Nov 1979) RCA transmitter. Very good Norelco PC 70 studio camera. One excellent Norelco film chain. One great TK76. Three new 1979 Sony BVU 3/4 machines. Two very good Ampex 1200BS. Excellent benefits. Good salary and working conditions. North Platte, Nebraska is a wonderful town (25,000 pop) to raise a family. Fantastic fishing and hunting. Our need is urgent. EEO employer. Call KNOP-TV 308-532-2222.

Maintenance/Operation, Engineer. UHF, ITV/PBS TV Station: Only those with maintenance experience in all types of R.F. digital and analog equipment will be considered. First phone required. Board shift as well as maintenance will be required as necessary. Equal Opportunity/Affirmative Action Employer. Send resume and references by August 1, 1980 to: Hugh Wetmore, KYVE-TV, 1105 So. 15th Ave., Yakima, WA 98902.

Operating Engineer. 1st phone required. Experience in video tape editing, master control operations, production and studio support. Contact chief engineer KAMR-TV, Box 751, Amarillo, TX 79189 806-383-3321. EOE.

TV Engineer. Full responsibility for repair/maintenance of B/W studio/control room. Tech school and experience in comparable situation required. Prefer FCC 1st class. Salary \$15,000-\$18,500. Letter/references to: Chairman, Dept. of Communication, Seton Hall University, South Orange, NJ 07079.

Engineering-Television Technician—A minimum of 2-5 years' experience preferred in studio broadcasting and an FCC 1st Class license is required. The ideal candidate should have a background in electronics as well as strength in maintenance. RKO offers a liberal compensation package. For prompt consideration, forward your resume, including salary requirements, to: Personnel Department, WNAC-TV Boston, A CBS Affiliate, RKO General Building, Government Center, Boston, MA 02114. An Equal Opportunity Employer M/F/H/Vets.

Hands-on RF engineer, experienced in transmitters, translators, microwave. EEO. Ken Higby, KIVA-TV, Farmington, NM 505-327-9881.

Transmitter Maintenance Technician: Major market TV station has an opening for transmitter maintenance technician. Minimum 5 years experience, preferably with RCA E & F lines. Knowledge of ENG, STL and TSL microwave. Strong in preventive maintenance. Digital knowledge. Send resume to WDIV Personnel, 622 Lafayette, Detroit, MI 48231. Equal Opportunity employer.

ENG Maintenance Technician. Prefer applicant with 3-4 years experience in maintenance dealing with ENG equipment. Strong mechanical and technical ability. Equal Opportunity Employer. Send resume to Box F-131.

Director of Engineering for stereo FM and color/quad teleproduction facility. Operate, maintain system, consult with faculty, staff. FCC 1st phone required, bachelor's degree preferred. Salary competitive. Send resume to Robert Snyder, UW Oshkosh, Oshkosh, WI 54901 by July 12, UWO is EO/AA employer.

ENG Editor. Minimum 2 years experience ENG editing. Experience in cinematography and electronic news gathering. Able to make minor repairs and perform simple maintenance on ENG equipment. Equal Opportunity Employer. Send resume to Box F-144.

HELP WANTED NEWS

Photographer/ENG Editor: All ENG group owned station. Heavy commitment to news with large staff and live microwave. The right person has excellent opportunity for advancement. Box F-119.

Experienced, innovative, creative producer to help lead a news department with a strong staff and equipment ranging from color radar to live ENG. EOE. Box F-120.

Assistant Weatherperson/Booth Announcer with two years' experience in each category. Tape and resume to Personnel Director, WSM-TV, Box 100, Nashville, TN 37202. An Equal Opportunity.

TV Anchor/Reporter for small to medium market. Experience preferred. Tape or resume to: News Director, KMID-TV, PO Drawer B, Midland TX 79701 or call 915-563-2222. EOE.

TV Sports Anchor/Reporter for small to medium market. Experience preferred in on-air and E.N.G. Tape or resume to: News Director, KMID-TV, PO Drawer B, Midland, TX 79701 or call 915-563-2222. EOE.

Chief Photographer. Don't apply unless you're long on experience with both ENG and film, and you are a good organizer and motivator. Sunbelt coastal market. Box F-111.

Executive Producer ... Top-rated station looking to increase its dominance. Need an innovator with strong people skills who thrives on competition. Send tape and resume to Steve Ridge, WKBW-TV, 7 Broadcast Plaza, Buffalo, NY 14202. EOE.

News Director/Anchor Reporter (1-3 years experience), personality weather for small but politically-active Florida market. Come grow with us. EEO. Call: Jim Matthews 904-893-3127.

Meteorologist/Weathercaster: group owned medium market station with strong commitment to news and weather. Color radar, live microwave, and large staff. Excellent pay, benefits and future for the right person. No beginners, please. Box F-66.

Wanted: Aggressive and energetic sports director for medium-sized market television station. Must have B.A. in broadcast journalism and 3-5 years current experience in sports reporting and telecasting, news production and packaging, as well as play-by-play. Responsible for gathering, editing and telecasting of sportscasts, sports specials and special programming, producing and hosting sports programming and sports specials. Send current and complete resume and VTR to Dick Vohs, News Director, WOI TV, Ames, IA 50011, no later than July 3, 1980. A.A.E./E.E.O.

News Photographer; ENG. Minimum one year experience. Tape and resume to Personnel Director, Broadcasting, WSM-TV, Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

WSOC-TV has opening for sports reporter. Must shoot and edit. Send VTR and resume to Personnel Department, Box 34665, Charlotte, NC 28234. An equal opportunity employer M/F.

Top major market sports mad city wants weekend sports anchor weekday reporter with unique approach, good live shots and packaging, the sports director's right hand person. Hard work and two years experience a must. Clock watchers don't apply. E.O.E. M/F Box F-149.

Photographer—Experienced in film and ENG. Send tape and resume to News Director, WKBW-TV, 7 Broadcast Plaza, Buffalo, NY 14202. E.O.E.

Weekend and News Specials Producer: needed by major market television station. Person selected will be involved in long and short term planning and direct supervision of staff. Producing experience required. Investigative Reporter: needed to head existing TV investigative and consumer reporting unit. Must be effective, experienced digger and presenter. For both positions submit tape and resume to: Personnel, KIRO-TV, 3rd and Broad, Seattle, WA 98121. EOE.

Medium midwest affiliate needs strong news anchor. Must have reporting, writing and producing experience. Salary negotiable. EOE M/F. Send reply and resume to Box F-160.

General Assignment Reporter with minimum one year's experience. Send tape and resume to Personnel Director, Broadcasting, Box 100, Nashville, TN 37202. Equal Opportunity Employer.

Sports Director. Auditions are being taken from aggressive sports talent interested in local sports and capable of producing, shooting, and presenting sports at six and ten weeknights. If you are interested in becoming a part of a team that's making its mark in the community, please contact Harry L. Strader, Station Manager, KTSB-TV, Box 2700, Topeka, KS 66601, phone 913-582-4000. We'll audition until we find the best! KTSB is an equal opportunity employer.

Weather person for sunbelt network affiliate. Top pay for top person plus outstanding benefit package. Send complete resume including salary history to Box F-147. EOE.

Reporter—Hard-working, creative reporter sought. Anchor experience helpful, but not necessary. Send resume, salary history and tape to News Director, WOTV, Box B, Grand Rapids, MI 49501. EOE/M/F.

Leadership, creativity, and follow-thru make news. You're our kind of Assignment Editor if you have those qualities. Top 40 Sunbelt affiliate. EOE. Box F-171.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Program Manager: For medium market CBS Affiliate. Must be experienced in television programing and able to administer Production and Promotion Departments. Send resume to James N. Armistead, Vice President & General Manager, WRDW-TV, Drawer 1212, Augusta, GA 30903. A Ziff-Davis Station. EOE.

Producer/Director, Television. Description: Under the direct supervision of the KVIE Executive Producer, is responsible for the production of all on-air fundraising drives, the annual on-air auction, and other special event programs. Produces/directs all on-air program promotions. Requirements: Demonstrated ability to write, budget, direct and produce television programs; 2 years television producing experience; 1 year on-air fundraising experience. Send sample scripts and demo tape to: KVIE, P.O. Box 6, Sacramento, CA 95801, Attn: Peggy Hughes. Salary range: \$15,000-\$20,000. Available: July 15, 1980. Application period: Through June 30, 1980. EOE/AA.

Public Information Specialist II, Television. Need writer, editor, copywriter capable of writing for radio and television promotion; will handle budgets and detail work; be good at public relations. Qualifications: 2 years advertising or public relations experience; 1 year public television experience preferred. Salary range: \$15,000-\$20,000. Send resume and portfolios to: Carolyn Konrad, KVIE, PO Box 6, Sacramento, CA 95810. EOE.

Director of Programing for New Jersey Network in process of increasing locally produced programs. Must have production and supervisory experience and exudes creativity. Salary range: \$32,000-\$43,500. Send resume and salary requirements to Gordon MacInnes, NJPTV, 1573 Parkside Ave., Trenton, NJ 08638 (EEO).

HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

TV Director: Rapidly expanding television station seeking individual who will be responsible for video tape/live TV studio or remote production and the techniques involved using equipment, talent, station personnel and related sources. Mass Communications degree or equivalent. Five years experience in TV production to include lighting, art, audio, camera, live studio and remote knowledge as well as CMX. Send resume in confidence to Administrative Services, WPBT/TV 2, PO Box 610001, Miami, FL 33161. An equal opportunity employer M/F.

CM Producer/Director: Cincinnati station seeking professional who works efficiently under pressure with clients and peers in producing and directing commercials and some local programming. Min. 3 yrs experience in similar capacity required for consideration. Must operate video switchers, audio boards, all studio equipment in non-union environment. Send resume to Susan, WXIX-TV, Taconic Terrace, Cincinnati, OH 45215. Females and minorities encouraged to apply. An EOE M/F.

Production/Operations Manager for well-equipped VHF in vacation paradise. Must be creative, able to handle people. EEO employer. Call or write George W. Jeffrey, V.P. Gen. Mgr., KKTV, Box 2110, Colorado Springs, CO 80901.

Join our aggressive public television station staff and enjoy the sunny Southwest! The University of New Mexico, KNME-TV Department, now has 3 positions open. Senior Production (at \$16,619) responsible for all activities related to public affairs program supervision. 1. Producer II (at \$12,397) responsible for conceiving, designing, writing and producing public affairs programs. 2. Producer II (at \$12,397) responsible for conceiving, designing, and producing programs which reflect cultural diversity and resources of the community. Qualifications are: high school graduate, some college desired, 3-5 years experience in broadcast television with some proven experience as a producer. Must know and strictly adhere to broadcast requirements established by FCC, KNME, and RMPBN. Interested parties should reference advertisement and the following requisition numbers 593-A, 594-A, 595-A. Forward a resume to Tom Howe, Director of Programming, KNME-TV, 1130 University Blvd., NE, Albuquerque, NM 87102. Applications are encouraged from women and members of minority groups. AA/EEO.

Medium market ABC-V seeks versatile, quality minded, producer/director (production assistant), with strong news and commercial production background. Minimum 3 years broadcast experience required. Send resume and tape to: Bruce Franzen, KEYT, PO Drawer X, Santa Barbara, CA 93102. An equal opportunity employer.

Showcase, multi-talented individual wanted to host innovative weekly variety-magazine program in the nation's 21st largest city. We are one of the most aggressive broadcasters in the business with a number of local and regional network productions to our credit. Applicant should be first class, quality-minded individual on and off camera, intelligent, likeable, sincere, and a good interviewer. One year on-air and/or (entertainment oriented) experience a must. Some traveling will be necessary throughout the season and off-camera responsibilities include writing and field producing. This will be a highly visible position and you will be working with a top of the line production staff. Please send resume, composite and/or tape to: David R. Sams, Executive Producer, Program Development, WBNS Television Center, 770 Twin Rivers Drive, Columbus, OH 43215. WBNS is an Equal Opportunity Employer. M/F.

Field Producer—New nationally syndicated Catholic magazine program seeks top videographer/tape editor with magazine style experience. Washington, D.C. based, lots of travel, immediate opening. Contact Martin Doblmeier, 75 Chestnut Hill Ave., Brighton, MA 02135 617-782-2195.

Auction Manager—plan and execute annual auction, including recruitment, training and supervision of volunteers; and solicitation of auction donations. Attention to detail a must; ability to work with large groups of volunteers. Self starter with the ability to motivate. Send salary requirements and resume in confidence to Administrative Services WPBT/TV 2, PO Box 610001, Miami, FL 33161. Equal Opportunity Employer M/F.

Television Producer/Director: Designs, develops, produces, and directs ITV and public service programming for CCTV and University CATV channel. Directors CATV operations. Supervises and coordinates studio, EFP and post-production work. Required: Master's degree in telecommunications or related field and coursework in instructional design. Second master's or specialist degree desirable. Three years experience in production and direction of commercial and/or educational television programs. EFP and videotape editing required. Appointment range: \$19,000-\$23,000. Apply with resume by August 15, 1980, to Russell F. Adkins, Associate Dean for Media Resources, Media Resources Center, Wichita State University, Wichita, KS 67208. Affirmative action/equal opportunity employer.

Top 50 Midwest market looking for bright, energetic co-hosts for an innovative daily talk/magazine program. Strong producing and writing experience required. Also searching for a creative videographer/editor and field producer. 2 years experience minimum. M/F EOE. Box F-153.

Co-host for established 60 minute, fresh, live, topical, talk/variety morning magazine. If you're a strong, creative, versatile talent with experience and, perhaps, a news background and ready for a top ten network affiliate, send your tapes and resume to: Dick Dietrich, Executive Producer, WJBK-TV, Box 2000, Southfield (Detroit), MI 48037. An equal opportunity employer.

Program Manager—If you are a creative production, promotion, or operations manager looking for a step up to Program Manager or that small market program/operations director looking to move up: this is your opportunity. Aggressive medium market VHF Network Affiliate wants your talents. We are part of a respected growing group. An equal opportunity employer. Send complete resume to Box F-127.

Membership Manager—direct management of membership department including member services, renewal efforts, direct mail campaigns, on air pledge appeals and automated recordkeeping. Two years experience in similar membership development and retention programs. Ability to motivate and supervise staff and supervise staff and volunteers. Some experience with automated data processing. Salary requirements and resume in confidence to Administrative Services WPBT/TV 2, PO Box 610001, Miami FL 33161. Equal opportunity employer M/F.

PTV Program Director, available September 1, minimum \$19,492. Develop, design, market, and acquire programs for WOUB TV. Contact: J. Welling, Director, Ohio University Telecommunications Center, Athens, OH 45701, 614-594-5134. Deadline: July 7, 1980.

Writer-Producer with minimum two years advertising agency/promotion department or comparable experience. Looking for a creative self-starter, wanting to excel in television promotion. Must be able to conceptualize, write, produce and edit television promotions for all media and be willing to work hard for a forward-looking department. Box F-165.

SITUATION WANTED MANAGEMENT

Hire this experienced broadcast manager now! General Manager (Suburban Major Metro Radio), Program Administration (Major Market Radio), Promotion Manager (Radio and TV, Affili and Indie), Community Affairs Manager (TV, including ascertainment), Marketing Director (Major syndie TV), Agency Account Exec. Write: Manager, 3077 Picwood Court, Cincinnati, OH 45211. Phone: 513-451-4144.

The advent of a comparative hearing has me looking. I am currently Project Manager for a television station C.P. applicant. I have 12 yrs. of TV experience, 3 yrs. in mid-management, with an extensive background in News and Production. I have an M.A. in Broadcast Administration too. Box F-81.

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 first television sales opportunity. Box F-102.

SITUATIONS WANTED TECHNICAL

Assistant Chief looking for chief engineers position. 20 years experience. Call Charlie 816-833-3582.

TV-FM-AM-Field Engineering Service. Established 1976. Installation-maintenance-system design-survey and critique-interim maintenance or chief engineer. Available by the day, week or duration of project. Phone Bruce Singleton 813-868-2989.

Chief Engineer: 15 years as supervisor and assistant chief engineer. Both studio and transmitter experience. Ready for chief engineers position. Box F-108.

Video Engineer—BA., First Phone, Broadcast School. First job behind me in TV as operations technician. Willing to learn, maintenance. Affirmative action employer. Willing to travel & relocate. Box F-80.

Twenty years experience, VHF, UHF, AM, FM short-wave (VOA), Construction, maintenance, facility design, chief engineer. Field engineering service, will consider responsible permanent position. Jim Cason, POB 1254, New Bern, NC 28560. 919-638-5956.

Director of Engineering who has corporate level; and hands on experience in construction, maintenance of TV/AM/FM group owned stations, seeks position with a company who has plans to expand, operate, update, modernize an efficient operation. Prefer sun belt headquarter location. Box F-137.

SITUATIONS WANTED NEWS

Willing to leave New York. Young woman now anchoring evening newscast in City. MA Journalism, good writing, ENG reporting. Strong on-air delivery. Box F-114.

Sportscaster with savvy, know-how, enthusiasm & 2 yrs. experience ready to make your numbers count in committed medium market. 607-797-3355 or 609-845-8717.

Educated, experienced sport journalist looking for work. 4 years in the business, will listen to all offers 318-433-2971. Box F-158.

News Reporter/Producer seeks demanding position, 4 years TV experience, articulate, efficient, creative B.A. Communication/Journalism. Mary Ann Herman, 1855 Independence Rd., No. 211, Columbus, OH 43212 614-422-9678/486-2882.

Experienced Reporter/Producer. Currently employed, medium market, net affiliate. Duties include producer/anchor, midday report; general assignment reporter; ENG photographer/editor. Previous major market internships. BA, Broadcast Journalism/Political Science. Seeks move to medium-large market station market internships. BA, Broadcast Journalism/Political Science. Seeks move to medium-large market station with high commitment to news. Tape, resume, solid references available. Bill Chandler 912-742-0165.

Weather Reporter, A.M.S. Seal, five years medium market. Box F-141.

Network correspondent with extensive background in presidential politics available to join anchor team of aggressive, news-oriented station August 1st. Box F-163.

Black Reporter wants move up from small market. Solid reporting skills. Several awards, 6 years of experience including management. I know what it takes to put a good story together. Box F-150.

Black Male/Anchor-Reporter. I have earned a 31-rating/share in a top-ten market on our early move to another market. Box F-155.

Anchor: Male, 27, single, number one in competitive market, Masters Degree, hard hitter. I give 110% and

Experienced, energetic reporter/photographer strong on photography can prove he's an asset to your station. Will prove creativity and ability to shoot great pictures on audition tape. Willing to relocate for any reporter, photographer or any combination of two. Box F-148.

Columbia honor grad looking for newswriter position. Best offer. Box F-134.

Educated, experienced sport journalist looking for work. 4 years in the business, will listen to all offers 318-433-2971. Box F-158.

Meteorologist: 1980 BS. Will go anywhere. Resume and tape available. John 1-617-632-3687.

SITUATIONS WANTED NEWS CONTINUED

I'm a 31 year old former reporter looking to get back into the business. If you have an entry level position open, why not consider someone who can give you quality work from day one with minimal supervision. I'm experienced in all phases of a news operation with a double BA Journ/Pol Sci. Also FCC First Phone. Please call Craig Caston 213-992-5285.

Satisfaction guaranteed in entry level reporting position. Television production experience. BA Broadcast Journalism. Will relocate. For video tape contact Charles Freiman, 1404 Hillwood Court, Charlotte, NC 28210 704-552-2473.

Television Photojournalist dedicated to profession seeks work in any market at any salary. Overseas education. Missouri journalism degree. Know 16mm and ENG photography/editing. Know film processing and live truck operation. Two years TV one-man-band. Four years Radio management and reporting. Freelancer for NPR in Mid-East and USA. SDX award-winner. Willing to travel and work long hours. Please help me reach potential; I have much to offer. Box F-164.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Recent Syracuse Newhouse graduate with commercial/industrial television experience. Ready to go! Resume. Box F-126.

TV Intern available immediately. ENG, switching, audio, lighting, more. Ginny Holder 507-433-6000.

A phone call is all it takes. Versatile Writer/Producer, two years experience, hungers for a creative, challenging, responsible and rewarding position. 717-562-1317.

Production Manager. 22 years old, 6 years solid production, experience. Box F-136.

BBC London Introductions: Ex BBC producer's Assistant would introduce key BBC contacts and services, liaise and coordinate on freelance basis as required. Tanya Malone, 1906 Jackson St., Oakland, CA 94612.

CABLE

HELP WANTED MANAGEMENT

Director of Public Relations/Asst. Dir. of PR. — Positions for organized individuals with merchandising/advertising experience with a television or cable background. Competitive salary. Reply Box F-103.

Program Director/Asst. Program Dir. Immediate positions for individuals with commercial television and cable background. Sports, movie rights and pay tier experience needed. Competitive salary. Reply Box F-101.

HELP WANTED TECHNICAL

Technical/Engineer—For local origination channels. Must have maint. and prod. eng. skills. Involves studio and remote operations and light repairs with latest equip. Exp. required. Good salary and benefits. E.O.E. Contact Alice Gianchiglia, Cross Country Cable, 32 Division St., Somerville, NJ 08876.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

National Cable Broadcast looking for host of important daily hour teenage variety talk show. Please send 3/4 inch cassette to Teen Show, 44 East 50 Street, New York, NY 10022, immediately this week.

Assistant Program Director—For local origination channel in central NJ. Supervision of daily programming operations, some franchising work involved. Production exp. required. Strong benefit package. E.O.E. Contact Alice Gianchiglia, Cross Country Cable, 32 Division St., Somerville, NJ 08876.

For Fast Action Use BROADCASTING's Classified Advertising

ALLIED FIELDS

HELP WANTED TECHNICAL

Unusual Opportunity—Washington, D.C. consulting firm seeks versatile broadcast engineer for station appraisal and inventory work. FCC first phone, 3-5 years experience, and ability to do detailed work required. Some travel, pleasant professional environment. Call Jim Bond at 202-966-3196.

Chief Engineer: Major broadcast consulting firm in Southwest seeking engineer with background in television, microwave, and computers. Applicant must have E.E. and/or equivalent experience of no less than ten years. Full benefits. Send resume and reply to Box F-173.

HELP WANTED PRODUCTION

Documentary Producer/Director with ideas and energy sought by new multi-media company. We're seeking talented individual to do our team that will produce broadcast and non-broadcast films and related audio/print materials (especially for the educational market). He or she must have impressive credits in producing and directing documentaries and series for non-commercial television here and abroad. International experiences and ability to speak foreign language a big plus because we want to develop and promote our films and related materials to an international market. The person we want must have management experience and be skilled in selling ideas to the uninitiated. If entrepreneurial ventures challenge you, send complete resume and salary requirements to National Video Communications, PO Box 254, Charlevoix, MI 49720.

HELP WANTED INSTRUCTION

Mass Communication: Director of Program; Associate Professor, Ph.D. desired. Nine month tenure track position beginning August 16, 1980. Experience in teaching, commercial or public broadcasting and research desirable. Teach undergraduate and graduate classes, preferably in advertising and broadcasting. Salary negotiable. Send application letter, transcripts, Vita, and three letters of recommendation to Dean Lockwood, Ph.D., Department of Communication, The University of South Dakota, Vermillion, SD, 57069. Application deadline: July 1, 1980. An AA-EOE employer.

Communications Faculty Sept. 1980. Rank and salary open. Full and part-time appointments. Program covers mass communications theory, production, advertising/public relations, print/broadcast journalism, speech. Resume/references to Office of Academic Affairs, Mount Vernon College, 2100 Foxhall Rd. NW, Washington, DC 20007.

Instructor—11 month TV Production course in a Vocational-Technical Institute. Salary commensurate with experience. Excellent fringe benefits. Minnesota Vocational Teacher Licensure required (min. 6000 hours industry experience). Teach production in PTV station facilities, studio and remote, to classes averaging 10-14 students. Produce/direct associated production load. Prepare and administer own curriculum and budget. Consult and plan with faculty and industry advisors. August start. Contact: Mrs. Marge Kirchhoff, Assistant Director, Austin Area Vocational-Technical Institute, 1900 8th Avenue, NW, Austin, MN 55912. 507-437-6681.

Mass Communication—Lecturer or Instructor in Broadcast Production (One-year appointment only) to teach introductory and advanced Broadcast Production courses that may include some laboratories. Broadcast Production Sequence offers courses in Basic Movie Making, Analysis of Motion Picture Production Techniques, TV Film Techniques, TV Production, Advanced TV Production, Advanced Television Practices, Advanced Film Techniques, Cinematography and TV Internship Programs. Fall classes would include 12 hours of Television Film Techniques, Television Production and Advanced TV Practices. Master's degree and two to five years professional experience in broadcasting required; relevant teaching experience at college or university level preferred. Send vita and three letters of recommendation to: Wilma Wirt, Chairperson, Department of Mass Communication, University of Texas at El Paso, El Paso, TX 79968. Deadline is July 15, 1980 or until adequate pool of qualified applicants is received. The University is an equal opportunity/affirmative action employer.

Radio-TV faculty position to begin Fall 1980 teaching Radio-TV courses to community college students, developing transfer Radio-TV program and working with internship programs. Master's degree in Radio-TV or Electronic Media Production required; 3-5 years college-level teaching and/or electronic media experience preferred. Starting salary and rank negotiable. Deadline for application July 17, 1980. Contact Personnel Office, Illinois Central College, East Peoria, IL 61635 or telephone 309-694-5593. An equal opportunity employer.

Youngstown State University seeks instructor to teach courses in telecommunications and speech communication including principles and practices of broadcasting, principles of broadcast operations and performance, and business and professional speech. Ph.D. preferred with commercial broadcasting experience. Salary \$12,000-\$14,000 depending on qualifications. Send complete credentials before July 1, 1980 to Dr. Daniel J. O'Neill, Dept. of Speech Communication, Youngstown State University, Youngstown, OH 44555.

Mass Communications Instructors: Two positions open with appointment beginning August, 1980. First position requires M.A. or M.S. in Mass Communications or related field, such as Broadcasting, Journalism, Advertising or Film. Emphasis will be on teaching a broad variety of courses. Additional depth in broadcasting or advertising desirable. Also 2 years professional experience in the field preferred. Second position requires M.A. or M.S. in Mass Communications or Media. Strong background in radio management. Both professional and educational experience desirable. Teach Advertising or Film if necessary. Send resume to: Dr. Arthur C. Meyer, St. Louis Community College at Florissant Valley, 3400 Pershall Road, St. Louis, MO 63135. An Affirmative Action/Equal Opportunity Employer.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant Cash For TV Equipment: Urgently need transmitters, antennas, towers, cameras, VTRs, color studio equipment. Call toll free 800-241-7878. Bill Kitchen, Quality Media Corporation (In Georgia call 404-324-1271.)

Automation System, Schafer 800 preferred, complete with sources and racks. Send equipment list, space requirements and lowest acceptable cash price to Mr. Smith, PO Box 969, Klamath Falls, OR 97601, or call 503-882-8833.

Repairable Rohn 65, 55, 45, similar parts, towers, reasonably priced, K8CCV 216-427-2303 (Ohio) weeknights.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

5" Air Hellaz Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfrs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

1 KW AM Continental 314-D, all new tubes, s.s. rectifiers, excellent condition. M. Cooper 215-379-6585.

For sale: Harris system 90 automation equipment with two NTI "go carts", logging and full encoder, less than one year old. Call George Langan 217-789-0880.

FM Equipment, used-Collins 310Z1 exciter with factory warranty, Spectrosonic 610 comp limiter, Microtack 6401 stereo preamp, Wilkinson SR-20-12 rectifiers, Revox A77. M. Cooper 215-379-6585.

Videotape machines: Three Ampex VR-2000 with velocity compensator, auto chroma, VHO, venture vacuum systems and 3M DOC. One with editor, one with editor editec. Excellent condition. Call Merle Thomas, PBS, 202-488-5120.

Ampex ATR 100 audio recorders: Mono Recorders: 6 fully loaded mono recorders at \$3,400 each. Contact Robin Stow at 213-577-5575.

FOR SALE EQUIPMENT CONTINUED

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.
CDL VSF 741 Switcher—12 input, chroma key, \$4,000.
RCA TK-27A Film Camera—Good condition, TP 15 available, \$12,000.
RCA 1800 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 980C 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.
UHF Antennas—Various Models and Prices.

30 Brands of New Equipment—Special Prices. We will buy your used TV equipment To buy or sell, call Toll Free 800-241-7878. Bill Kitchen, Quality Media Corporation in GA call 404-324-1271.

2 Ampex CC500-01 (Hitachi 1000) Color cameras. New vidicons. 16-160 lenses. \$9000/pair. United Seminary Communications, Dayton, OH 513-278-5817.

Ampex-AVR-2 Videotape Recorder: Nearly new VTR, equipped with editor, dropout comp., Autochroma/Velocity comp., auto tracking, and full color monitoring, interfaced to CMX-300 system, spare head available. Only one left. Call Rod Hall 213-577-5400.

Wilkinson stereo generator, Wilkinson TSC-4 stereo console, Moseley wireless PBR-15, Remote control Chief Engineer/WVVIS, Box 487, Frederiksted, St. Croix 00840.

Stereo Automation system. Top condition. DP-1 Programmer. Three reel, five Carousel, Time Announce, Loggers, single carts, tone remote, KYKR, PO. Box 2307, Port Arthur, TX 77640. 713-727-0771.

IBM System 32 Computer System for radio traffic accounting. Hardware and software included or sold separately. Provides daily logs, schedules, sales analysis, avails and billing statements. Call Paul Wurzer, 701-235-7300.

RCA BTA-50G 50KW AM Xmtr. Excellent condition. Spare tubes, parts. Asking \$15,000. K-101 415-956-5101.

General Electric professional light valve TV projection system PJ500. \$2,000. Mike Lincoln 415-956-5101.

Dodge Tradesman 200—3 year old (15,000 miles) Air conditioned, insulated, carpeted, permanent racks, completely wired (audio and video) for news gathering or 3 camera remote production, four 9" conrac monitors, VDA's, PDA's extras. Best offer over \$15,000. Call: Jim Nelson 312-236-5535.

RCA 100 RM transmitter with RCA BTE-15A Solid State Exciter. Now in use, available soon. Also RCA BC-6A Dual Channel Console, recently removed from service. 414-743-4411. Ed Allen, Jr.

TRI EA-3 edit control system with DDT-1 digital reader, \$1900. Tektronix 465M Oscilloscope, \$2250. Singer-Graflex 93-OR 16mm. film projector like new, with TV shutter, mirrors and remote control, \$1500. ITE Camera Pedestal P/37, \$300. Contact National Video Industries, 15 W. 17 St., NYC, NY 10011. 212-691-1300.

For Sale: 350 ft. of rigid 6" television transmission line. Stored inside, in good condition. One-half of new price or best offer. Robert Zuelsdorf, WKOW-TV, 608-233-0657.

5 KW AM Bauer 5000J. Excellent condition with recent proof of performance. M. Cooper 215-379-6585.

Automation summer sale. 6 complete systems in stock plus instacarts & carousels, mono & stereo, Scully's ITC's, time announcers, logger. We also have a complete selection of brand new MCI Recorders in stock for immediate delivery. Control Technology, Inc., 991 S.W. 27th Ave., Fort Lauderdale, FL 33312. Phone: 305-587-2716 or 792-7791.

450 feet of 1-5/8" rigid transmission line plus 12-bay h/p RCA antenna on 105.1 mhz. \$1,850 or make offer. Bruce Campbell 915-673-2545.

Hundreds of capacitors, coils, meters, transformers and miscellaneous transmitter parts. Write for list: WVOK Radio, PO Box 1926, Birmingham, AL 35201. Attn: John Guber.

Ikegami HL-35 complete. Best offer or \$15,000. Call: Jim Nelson 312-236-5535.

RCA-20-E 20 kw FM transmitter with BTF-15-A solid-state exciter and stereo generator and SCA. This unit is like new. All transmitters delivered from inventory. Besco International, 5946 Club Oaks Drive, Dallas, TX 75248. 214-630-3600. Other fine AM and FM transmitters in stock, all powers. Thank you for doing business with Besco.

20 KW FM CCA 20,000DS. 3 yrs. old, going to higher power, like new. M. Cooper 215-379-6585.

Gates FM-3H3 xmitter WTE-3 exciter. 6 years old, like new condition. Phone 814-724-1111.

COMEDY

Free sample of radio's most popular humor service! O'LINERS, 1448-C West San Bruno, Fresno, CA 93711.

Guaranteed Funnier! Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

EMPLOYMENT SERVICE

Disc-Jockey and News openings—all formats—all markets—rush your tapes and resumes—Air Talent Placement, Box 87121, Chicago, IL 60680.

MISCELLANEOUS

Custom, client jingles in one week. PMW, Inc., Box 947, Bryn Mawr, PA 19010 215-525-9873.

Artist Bio Information, daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801. 213-438-0508.

Records wanted—Have format changes left you with unwanted records? Top dollar paid for all types LP's. We'll travel for quantity Nuggets—Boston 617-536-0679.

Air Checks of America's Top Jocks! From 1960 to present! Send for free catalog ... Air Checks Unlimited, Box 87121, Chicago, IL 60680.

"Beatles". A very special radio promotion available at no cost to you. Call for details. R.M. Rund & Co. 212-988-6810.

SuperSpots produce super sales! New radio production sales service. For demo: Toby Arnold & Associates, 4255 LBJ, Dallas, TX 75234, 214-661-8201.

RADIO PROGRAMING

Big band breaks. Stereo library of newly recorded arrangements for adult radio. Sales/Programming feature. Demo: Toby Arnold & Associates, 4255 LBJ, Dallas, TX 75234 214-661-8201.

INSTRUCTION

Free booklets on job assistance. 1st Class FCC license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

FCC "Tests-Answers" for First Class License Plus—"Self-Study Ability Test". Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco, 94126.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin September 2 and October 13. Student rooms at the school. 61 N. Pineapple Ave, Sarasota, FL 33577. 813-955-6922.

Get your license in exciting Music City, USA. Shortest, most economical. Classes July 7, Aug. 4. Call Neil Terrell, Tennessee Institute of Broadcasting, 615-297-5396. 2106-A 8th Ave. S., Nashville, IN 37204.

RADIO

Help Wanted Management

GENERAL MANAGERS— PROGRAM DIRECTORS— SALES MANAGERS

We are seeking aggressive, bright management personnel to join our expanding company. Our stations are located in medium sized Sunbelt and Midwestern cities and we will continue to expand in these two areas. You will be expected to work hard, be eager to learn, to be effective and committed to winning fairly and honestly. We in turn will give you the tools you need to work with, all the growth opportunities you can handle and major market remuneration and benefits. Box F-16.

Help Wanted Sales

Seeking experienced Radio Time Salesperson

looking for money, future and the good life. Work in the fastest growing county in the U.S. And, along-side the Gulf of Mexico. Call Bob Dwyer, 813-481-0001 or send resume to him, c/o Dwyer Broadcasting, The Ralters, 3585 Coliege Parkway, Fort Myers, Florida 33907.

Help Wanted News

BILINGUAL NEWSCASTER WANTED

Fully bilingual newscaster for Spanish language radio network. Writing, producing, delivering daily newscasts in Spanish to large Texas audience. Extensive broadcast journalism background preferred. Write: Manager, Texas State Networks, 8585 North Stemmons, 901 North Tower, Dallas, Texas 75257. Enclose resume and tape.

**Help Wanted Programing,
Production, Others**

OPERATIONS DIRECTOR

High Quality Contemporary Class C
in top 100 Sunbelt market
Expert in Automation & Production
(also must be loose)

\$18,000 ph. 214-386-5302

Situations Wanted Management

GENERAL MANAGER

(The man you want when money matters) Hard
working experienced General Manager. Above
average knowledge in Business Administration.
Sales, sales management programming,
promotion/past track record shows an ability
to turn turkeys in to geese that lay the golden
egg. Box F-186.

**GENERAL MANAGER/
INVESTOR**

Looking for a radio property in need of hard-
driving, creative, professional, selling General
Manager/Investor. Have been Owner/GM/Cor-
porate Officer for 19 years. Took last stations
from 200M to over 1 Million \$ within 4 years:
(Cash flow, 250M+ annually). Recently
divested of stock. Now seek important
challenge with station(s) whose earnings po-
tential is great, but under-developed. All Mid-
South markets considered. Top qualifications,
all management aspects: sales, programming,
FCC, accounting, business, people. Excellent
financial, professional and personal
references. All replies confidential. Box F-178.

Situations Wanted News

Don't Settle For Second Best!

Heavyweight award-winning talk-show host/newscaster
seeks radio and/or TV slot in top-5 market!

Offers 10 years solid news/talk experience, plus back-
ground as creator of syndicated cable TV program, writer-
editor-lecturer, and contributor to 2 best-selling books!

If you seek excellence and a proven ratings record, call:

Gene Steinberg, (212) 631-9290

TELEVISION

Help Wanted Management

**Georgia Educational Television
Network
Director of Public Programming**

The Georgia Educational Television Network, an equal
opportunity employer, is seeking applications for the
position of Director of Public Programming.

Duties include: Setting goals and directions for public
television in Georgia, selecting program material for
broadcast, administering budget and preparing grant
applications. This position supervises a staff of thirty
professional people. A minimum of two years of super-
vising or consultative experience in educational or
commercial television production, promotion or
programming is required.

Salary range \$20,000 to \$28,000. Liberal fringe
benefits. Application deadline is June 30, 1980 and
must be submitted on Merit System Form MS27-1. To
obtain the Merit System Form and more information
please contact: Frank Bugg, Director of Operations,
Georgia ETV Network, 1540 Stewart Ave., SW, Atlanta,
Georgia 30310. Phone: (404) 656-5943.

Help Wanted News

**TROUBLESHOOTER/
CONSUMER REPORTER**

Top 25 market searching for an ex-
perienced Troubleshooter or News Re-
porters who think they're good enough
to be Troubleshooters. Our commitment
to news includes several microwave
mobile units and live helicopter. What
can you do for us? Please send resume
to Box F-169. An Equal Opportunity
Employer, M/F.

TV SPORTS REPORTER

Sports Reporter for top rated newscast. Must
be able to write and anchor well paced and
well balanced sportscast as well as cover
sports stories. Send resume and tape to: Jay
Moore, WTVR TV, 3301 West Broad Street,
Richmond, Virginia 23230. E.O.E.

**METEOROLOGIST/
ENVIRONMENTAL
REPORTER**

Top 25 market station searching for
Meteorologist/Environmental Reporter
who can communicate. We are commit-
ted to News/Weather. Our commit-
ment includes Color Radar, NAFAX, UNIFAX II,
ACCU-WEATHER. Please send resume
to Box F-185. An Equal Opportunity
Employer, M/F.

17TH MARKET

2 positions open in Sunny Tampa, FL.
Both require minimum of 3 years ex-
perience in top 75 market.

**ENG NEWS
PHOTOGRAPHER**

Experience with TK-BVU-IKE. Must be
able to shoot and handle live shots.

ENG NEWS EDITOR

Experience editing 6 & 11 p.m.
Newscasts on Sony 500 E Editors, 200
Deck and Shintron Time Code.

Send tape and resume to:

WFLA-TV

Richard W. Roberts
Corporate Personnel Director
905 East Jackson St.
Tampa, Florida 33601

an equal opportunity employer m/f

**Help Wanted Programing,
Production, Others**

TALK SHOW PRODUCER

Top 10 network affiliate looking for an organized, cre-
ative, take charge professional to develop and produce
daily live studio program. Must have field production
knowledge and major market talk show experience
demonstrated on tape.

Send complete resume to Box No. F-132
Equal Opportunity Employer

**Help Wanted Programing,
Production, Others
Continued**



No. 1 rated PM Magazine is seeking
a minicam operator with ex-
perience & producing skills in 3/4"
field production techniques. Send
resume, tape and salary require-
ment to Gary Brasher, WCMH-TV,
P.O. Box 4, Columbus, Ohio, 43216.
EEO.

COPY CLERK

WTVJ-TV

We are seeking an experienced copy
clerk for our Traffic department. Copy
experience at a TV-Radio station, or ad-
vertising agency desired. CRT entry ex-
perience a plus. We offer outstanding
company employee benefits. Send
resume to:

**Manager of Employment
P.O. Box 010787
Miami, FL 33101**

An Equal Opportunity
Employer M/F



Talent position now available for fall
premier of PM magazine. Seeking
person to work with co-host already
on staff. Send resume, tape demo,
salary requirements to Pat Ogle, PM
Producer, KMJ-TV, P.O. Box 12907,
Fresno, California 93779. An Affirm-
ative Action, Equal Opportunity
Employer



We are losing our female co-host to
New York City's PM Magazine. Her
replacement will be an upbeat, dedi-
cated person with broadcast ex-
perience who can host PM and produce
stories. Send resume and tape to Gary
Brasher, WCMH-TV, P.O. Box 4, Colum-
bus, Ohio, 43216. EOE.

**Help Wanted Programing,
Production, Others
Continued**

**ELECTRONIC GRAPHICS
OPERATOR**

KTUL-TV, Tulsa Oklahoma — Work with Vidifont Mark IV and Telemation character generators. Some limited travel, nights and weekends. Accurate typing ability required. Preferred experience with Vidifont, Telemation or Chyron character generators. Send letters of application and/or resume to Gary Ricketts, Operations Manager, KTUL-TV, PO Box 8, Tulsa, OK 74101. EO/EMF

**Situations Wanted News
Continued**

**AGGRESSIVE MINORITY
NEWSWOMAN**

with major market radio experience in reporting/anchoring/writing/producing, seeks entry level television reporter position. I am willing to relocate to small and medium sized markets to show exceptional journalistic skills and good on-air presence. Call 312-668-8235.

REPORTER/ANCHOR

Government reporter at top rated top ten station seeks anchor position that requires reporting skills as well as personality. Previous anchor experience. Not a prima donna, just a pro. (216) 888-7943.

Situations Wanted Management

**MARKET
DEVELOPMENT
MANAGER**

I would like to establish and manage a Market Development Department in your sales organization.

I currently operate an advertising agency with a broad list of clients, all of which I have developed into heavy users of television.

I am familiar with television station operation, having held Production and Promotion management positions with several television stations before starting my agency.

If your market is like most, there is likely a great deal of opportunity for additional station billings from clients in many areas, by use of comprehensive research, conceptional selling, direct client upper management contact and knowledge of clients needs and aspirations.

If you are a G.M. or G.S.M. of medium to large market television station prepared to commit and stick with a market development approach, let's talk.

Box F-109

**TOP TV GM READY
RIGHT NOW!**

Profit, sales, people and community oriented! Great track, super references. Don't miss this one! Send for details. Box F-87.

Situations Wanted News

**WHO WANTS A NEWS DIRECTOR
WHO IS:**

An excellent organizer?
A strong leader?
A top journalist?
A news director who can give you winning numbers without sacrificing good journalism or slopping to trash news?
If that's what you want, write Box F-182.

ALLIED FIELDS

Help Wanted Technical

**Broadcast
Engineers**

**Bored With Your Job
Or Career?**

If you feel confined in your present job, sitting behind a desk or trapped in a day-to-day routine with no future in sight, then a career with RCA Service Company may be your ticket out.

RCA Service Company's Broadcast Engineers travel all over the world to install, maintain and service transmitting systems, television cameras, and/or television tape recording equipment. Experience in the maintenance of television broadcast and related equipment necessary. Digital background helpful.

We are looking for a few of the best Broadcast Specialists, who are able to work without close supervision and who would enjoy working from home to travel throughout the U.S. and occasionally to many foreign countries. A first class radio-telephone license is required.

Naturally we provide excellent salaries and Company paid benefits including medical and life insurance, vacations, holidays, and an income savings and retirement plans.

For immediate consideration, call collect, or send a letter or resume to: Mr. Rob Robinson, (609) 338-6517, RCA Service Company, Building 201-2, Rt. 38, Cherry Hill, NJ 08358. An Equal Opportunity Employer.

RCA

A Tradition On The Move!

**Help Wanted Programing,
Production, Others**

PUBLIC RELATIONS

Our firm, located in Midtown Manhattan, is seeking an addition to its top notch Public Relations Department. We require a Bachelors Degree (preferably in Journalism or Science) or the equivalent and five years of print or broadcast hard news experience. Outstanding writing skills and an ability to understand technical subjects are essential. Public speaking ability or experience is helpful. We offer excellent benefits and salary for this career advancement opportunity. Please send resume to:

Box F-184

An Equal Opportunity Employer
M/F
Committed to Affirmative Action

**EDITORIAL
ASSISTANT**

Our firm, located in Midtown Manhattan, has a need to employ a recent college graduate or the equivalent. A major in Journalism or Science preferred. Excellent writing skills, and verbal articulation necessary. Opportunity for career advancement, outstanding salary and benefits. Please send resume to:

Box F-175

An Equal Opportunity Employer M/F
Committed to Affirmative Action

CABLE

Help Wanted Management

CABLE-TV SYSTEM NEEDS GENERAL MANAGER & CHIEF ENGINEER

Responsible group applying
for franchise in Sun Belt
market of 1-million.

Positions now available
for an experienced General
Manager and a Chief
Engineer. Salaries negotiable.

Equity positions possible.

Send resumes c/o

Broadcasting Box F-188,
1735 De Sales St., N.W.,
Washington, D.C. 20036.

Employment Service

**B
A
L**

BROADCASTER'S ACTION LINE

The Broadcasting Job you want
anywhere in the U.S.A.

1 Year Placement Service \$40.00

Call 812-889-2907

R3, Box 84, Lexington, Indiana 47138

Radio Programing

The MEMORABLE Days of Radio

30-minute programs from the golden age of radio
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION
...included in each series



Program Distributors

410 South Main
Jonesboro, Arkansas 72401
501-972-5884



Business Opportunities

THE THREE BIGGEST WORDS IN TELEVISION CABLE - CABLE - CABLE

There are more than 4,200 cable television systems in
operation throughout the country. Hundreds more
being built or in the planning stages.

What does this mean to you? Opportunity. An opportunity
to capitalize on localized television guides in
your area.

How do you do this? By becoming a local Associate
Publisher for your area and producing a localized T.V.
magazine. Each locally owned and operated magazine
acquired advertising for insertion in his/her local
edition. T.V. Tempo supplies all scheduling and information
about the happenings in T.V.

You will receive complete training. An investment of
\$10,500.00 is required. Call 800-241-7089 for complete
information or write T.V. Tempo, Inc., PO Box
5443, Athens, Georgia 30604

Open Letter to Small Market Radio Station Owners and Managers:

I'm a radio sales specialist with a successful background
which will interest you. Fact is, you'll be very
impressed. I can apply my success formula to your
station... and you will enjoy a dramatic and permanent
increase in sales. After a visit with you, I will supply
a 12 month blueprint for sales, entirely customized for
your station. Costs are very low and results are
guaranteed.

Write c/o Partridge Radio Sales Consultants
Box 90
Orange, MA 01364

Products

**Empty
REELS
BOXES**
and
Video Tape
for Audio & Video
ASK FOR OUR CATALOG OF
PROFESSIONAL RECORDING SUPPLIES
Polyline
Corp. 312/298-5300
1233 Rand Rd. • Des Plaines, IL 60016

Radio Surveys

100 CALLS \$395.00 TERMS
500 CALLS \$995.00 TERMS

S-A-M-S

P.O. Box 2585, Augusta, Ga. 30903 (404) 733-0642

Wanted To Buy Stations

WANT TO BUY FM OR AM/FM

Any size market in Iowa, Missouri,
Arkansas, Nebraska, Kansas, Oklahoma,
or Texas. Brokers protected. Reply held
in strict confidence. Box F-110.

SEEKING RADIO PROPERTIES

in Ky, Tenn., NC, SC, Va. No brokers,
please. Confidential. Highly
qualified buyer. Box F-177.

For Sale Stations

UPPER MIDWEST

Profitable, good cash flow.
Priced less than 8X;
Real Estate included.
Terms to qualified buyer.
Dick Morrison — (214) 696-1022

For Sale Stations Continued

Dan Hayslett
4 associates, inc.
dh Media Brokers
RADIO, TV, and CATV
(214) 691-2076
11311 N. Central Expressway • Dallas, Texas

CENTRAL FLORIDA

Fulltime AM with Class C FM now
operating below full power and tower
height. Underdeveloped properties with
great potential. Requires \$750,000 cash
down, balance on terms. Box F-151.

- Fulltimer. Major market ID. \$660,000 terms.
- AM/FM in Alaska. \$1,425,000.
- Daytimer. NC. About 50 miles from coast. \$240,000. Terms.
- Chattanooga area daytimer. Good real estate with living accommodations at studio. \$350,000. No down payment, \$5,225.80/month for 10 years.
- Two AM's. CA. fulltimer and daytimer.
- Class C plus powerful daytimer. S.E. \$4 million cash.
- S.E. 50,000 watt AM. 3.8 million.
- Fulltimer. City in Iowa. \$680,000. Terms.
- AM/FM in No. Mich. \$190,000.
- Atlanta area daytimer. \$680,000.
- Louisville area daytimer. \$450,000.
- Fulltimer W. Va. city. \$420,000.
- Eastern Kentucky AM/FM. Bargain. \$990,000. Terms.
- VA. Coastal. Attractive. \$800,000.
- Powerful daytimer in Atlanta area. \$980,000. Terms.
- AM/FM both powerful. N.C. \$800,000. Unusual situation. Lots of leverage.
- Powerful daytimer in Northern Michigan. \$430,000 Terms.
- Fulltimer. Wyoming. \$260,000. Terms.
- Class C in Colorado. \$590,000. Terms.
- N.C. daytimer. Big town \$400,000.
- AM/FM near North Florida resort city. \$340,000. \$35,000 D.P.
- Super "Powerhouse" FM with AM in Eastern Texas. \$750,000.
- Dynamic Fulltimer covering half of Alaska population. \$1,600,000.
- Powerful Daytimer in Eastern central New Jersey. \$650,000.
- Fulltimer. Coastal city in Southeast. \$500,000.
- Daytimer. Northeast Texas. \$660,000.
- Ethnic station in large Northern city. \$1,900,000.
- South Alaska. Includes Real Estate. \$200,000. Terms.
- Indiana. Large metro. \$200,000 down. Good coverage.
- Daytimer. Boston area. \$680,000.
- Fulltimer. Dominant. Metro. TX. \$1,200,000.
- 1 kw AM in Southern Ga. Real Estate. \$250,000. Good terms.
- Southern Arizona. Fulltimer. Good county population. \$390,000. Terms.
Let us list your station. Confidential!

BUSINESS BROKER ASSOCIATES
615-756-7635 24 HOURS

901/767-7980
MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS
"Specializing in Sunbelt Broadcast Properties"
5050 Poplar • Suite 816 • Memphis, TN 38157

For Sale Stations Continued



STATIONS

S	Small	FM	\$225K	\$40K
SE	Small	AM	\$300K	\$87K
MW	Small	FM	\$425K	\$123K
NW	Small	Fulltime	\$700K	29%
W	Medium	Fulltime	\$300K	29%
MW	Metro	AM	\$400K	Terms

CONTACT

Bill Cate	(904) 893-6471
Bill Chapman	(404) 458-9226
Jim Mackin	(312) 323-1545
Ray Stanfield	(213) 363-5764
Bill Whitley	(214) 387-2303
Peter Stromquist	(218) 728-3003

To receive offerings of stations within the areas of your interest, write Chapman Co., 1835 Savoy Dr., N.E., Atlanta, GA 30341

FAR NORTHWEST:

Full time regional AM in excellent market. Priced at less than twice gross. \$750,000 with 20% down with seller carrying paper at 10%.

MOUNTAIN STATES:

Full time AM dominates market. Good energy center. Price of \$250,000 with 25% down includes studio/transmitter building. Seller carrier paper for 10 years at 10%.

FAR NORTHWEST:

Full time AM in monopoly market. \$170,000 with 29% down includes transmitter real estate. Seller will carry paper.

William A. Estline, Inc.

31 CARROLL COURT, SAN RAFAEL, CA 94903
(415) 479-0717
MEDIA BROKERS - CONSULTANTS

SELECT MEDIA BROKERS

NC	Daytime AM	250K	Small
MI	Daytime AM	370K	Small
NC	Daytime AM	165K	Small
MO	Daytime AM	225K	Small
WY	Fulltime AM	235K	Small
MS	Oaytime AM	295K	Medium
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	375K	Medium
VA	Daytime AM	180K	Small
GA	Daytime AM	385K	Small
NC	Fulltime AM	750K	Medium
IN	Daytime AM	1.25 M	Major
CO	Daytime AM	300K	Small
CO	Fulltime FM	500K	Metro

912-883-4917
PO Box 850, Albany, GA 31702

OWN A RADIO STATION IN PARADISE

Top Honolulu, Hawaii Radio Facility available. 10,000 Watt Non-Directional fulltime, low frequency AM Powerhouse. Excellent ratings and billings. Station available for approximately 2X gross—portion of price can be consultancy if buyer financially qualified. For Details call: Dave Wagenvoort/Media Broker (808) 949-6648.

AM/FM - CATV - TV CURRENT INVENTORY SHERMAN and BROWN ASSOC.

MEDIA BROKER SPECIALISTS

(305) 371-9335 (904) 734-9355

GORDON
SHERMAN
1110 Brickell Ave.
Suite 430
Miami, Fla. 33131

ROBERT
BROWN
P.O. Box 1586
Deland, Fla. 32720

LARSON/WALKER & COMPANY Brokers, Consultants & Appraisers

213/626-0385
Suite 214
11681 San
Vicente Blvd.
Los Angeles, CA. 90049

202/223-1553
Suite 417
1730 Rhode
Island Ave. N.W.
Washington, D.C. 20036

Major market midwest

full time ethnic profitable station.
\$1,500,000. Cash. Box E-40.

MEDIA BROKERS - APPRAISERS AT YOUR SERVICE WITH OVER 20 YEARS EXPERIENCE

RICHARD A.

Shaheen INC.
435 NORTH MICHIGAN AVE. - CHICAGO 60611

312/467-0040



H.B. La Rue, Media Broker

RADIO - TV - CATV - APPRAISALS

West Coast:
44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750

East Coast:
500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

R.D.HANNA COMPANY

BROKERS • APPRAISERS • CONSULTANTS

5944 Luther Ln., Suite 505, Dallas, Tx 75225 • 214-696-1022

8340 E. Princeton Ave., Denver, Co. 80237 • 303-771-7675

1819 Peachtree Rd. N.E., Suite 606, Atlanta, Ga. 30309 • 404-351-0555

AM Daytimer

Northeastern PA area (real estate lease to suit your needs).

Box E-81

THE KEITH W. HORTON COMPANY INC.

P. O. Box 948
Elmira, NY
14902
(607) 733-7138

Brokers and
Consultants
to the
Communications
Industry



BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only (Billing charge to stations and firms: \$2.00).

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

Replies to ads with Blind Box numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St. N.W., Washington, DC 20036

Rates: Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. Blind Box numbers: \$2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Fates & Fortunes

Media

Fred Schumacher, general sales manager of King Broadcasting Co.'s KYA-AM-FM San Francisco, named general manager, effective July 1. He succeeds Jim Kime, who was named VP-radio for King (BROADCASTING, June 9).

John Faulk, program and operations director, WDEF-AM-FM Chattanooga, named station manager.

F. Daniel Blaney, operations manager, WBKW(FM) Beckley, W. Va., named station manager of WBKW and co-owned WJLS(AM) there.

R. Edward Ripley, account executive, WSUN(AM) Tampa, Fla., joins KWEB(AM)-KRCH(FM) Rochester, Minn., as operations manager.

Steve Hayes, former program director, WOKV(FM) Hamilton, Ohio, joins WKEE-FM Huntington, W. Va., as operations manager.

Lennoe Quillinan, assistant director, audience measurement, national television research, CBS/Broadcast Group, New York, appointed to newly created post of director of marketing, affiliate relations, CBS-TV.

Darryl Brown, manager of special projects, ABC Radio Network, New York named director of ABC FM Network.

Walter Bartlett, president of Multimedia Broadcasting Co., Cincinnati, and **Phil Donahue** of *Donahue* show, produced by Multimedia, received Distinguished Alumnus awards during Bowling Green State university's commencement ceremonies June 14 in Bowling Green, Ky.

Mary Lawton, general counsel, Corporation for Public Broadcasting, Washington, has announced she will leave CPB July 11, after one year in job.

Rodney O'Dell, with WNNR(AM) Beckley, W. Va., named acting general manager.

Steve Reimer, project coordinator, and **Marty Schuler**, business manager, Mountain States Video, Denver, named managers of operations. **Lynne Scholfield**, former public relations director, University of Wisconsin, joins Mountain States as community services system program coordinator. **Barb Tyler**, freelance copywriter, **Hans Norregaard**, graduate, University of Denver, and **Luann Sentl**, receptionist for United Cable Television Corp., parent company of Mountain States, named community affairs representatives.

Michael Sowers, corporate controller, director of special projects and executive VP-general manager of South Bend, Ind., cable system of Buford Television Inc., joins Continental Cablevision as regional manager for suburban Chicago.

Joyce Fields, cash and banking manager, Times Mirror Co., Los Angeles, elected assistant treasurer.

Alfreda DeLuca, in financial services division,

and **Susan Buck**, in office of president, Broad Street Communications Corp., New Haven, Conn., elected assistant secretaries.

Tom Meissner, business affairs manager, WDHO-TV Toledo, Ohio, named VP-controller, but will continue to be responsible for business affairs.

Brunilda Caban, business office manager, WXNE-TV Boston, named business manager.

Susan Borke, graduate, Wharton School of University of Pennsylvania, Philadelphia, and former intern with Metropolitan Pittsburgh Public Broadcasting, joins WCAU-TV Philadelphia as financial analyst.

William Lutwick, budget manager and accounting manager, noncommercial KQED(TV) San Francisco, joins noncommercial KCET(TV) Los Angeles as director of finance-controller.

New officers, Salt Lake Radio Broadcasters Association: **Craig Hanson**, KSFI(FM), president; **Alan Hague**, KRSP-AM-FM, VP; **Sam Williams**, KWMS(AM), secretary, and **Raymond Bingham**, KRSP-AM-FM, treasurer.

Advertising



Klein

Arthur Klein, general manager of Young & Rubicam's affiliates division, member of board and senior management contact at Y&R for its affiliate, Marsteller Inc., New York, named executive VP and director of marketing for Y&R. **Matthew Crisci**, management supervisor, Y&R, New York,

elected senior VP. **Mitchell Kurz**, and **Fernando Montero**, account supervisors, elected VP's.

Alan Campbell, VP, management supervisor, Foote, Cone & Belding/International, New York, appointed senior VP and director, New York international operations.

Jeremy Lee, management supervisor, and **Dennis Berger**, **Robert Mallin** and **Charles Miesmer**, associate creative directors, BBDO, New York, elected senior VP's.

Joe Zeller, VP-media director, Campbell-Mithun, Chicago, joins D'Arcy-MacManus & Masius there as senior VP-director of media services. **Stephen Kopcha**, senior VP-creative director in New York office of DM&M, named senior VP-corporate creative services, based in St. Louis office. **J. Patrick Harrington**, account supervisor on Sears, Roebuck & Co. account, J. Walter Thompson, Chicago, joins DM&M in St. Louis as VP-account supervisor on Anheuser-Busch Natural Light account. **Gary Waldron**, account group supervisor, and **David Fritzlen**, account supervisor, DM&M in Chicago, named VP's. **Raymond Rhamsey**, VP-creative director in St. Louis office, transferred

to Chicago office in same capacity. **Katherine Zartler**, writer, Abelson-Frankel, Chicago, joins DM&M in St. Louis as writer.

Norman Goldberg, president, Goldberg/Marchesano, advertising and public relations firm in Washington, named chairman of board. **Carole Marchesano**, executive VP, named president.

H.M. (Mike) La Terre, former president of Advertising Media Services and senior VP of Vitt Media International, both New York, named president and chief executive officer of Tee Vee Records, Nashville-based electronic direct response marketing company.

Named VP's, Benton & Bowles: **Rupert Brendon**, president of Toronto office; **Thijs Riechelmann**, general manager and chief executive officer of Amsterdam office; **Anastasia Vournas**, account supervisor in New York, and **Joanne Ruesing McShane** and **Richard Wysocki**, executive producers in New York office.

William Jeanes, VP-copy supervisor, SSC&B, New York, named VP-associate creative director.

Kenneth Oelschlager, former senior VP-marketing services director, Carmichael-Lynch,

**"The person
you describe
is the person
we'll deliver"**



**Joe Sullivan
& Associates, Inc.**

Executive Search and Recruitment
in Broadcasting, Cable Television,
and Publishing

1270 Ave. of the Americas, N.Y., N.Y. 10020
(212) 765-3330

NSAC line-up. Lloyd Warner, president of Television Advertising Representatives, and Walter Schwartz, president of Blair Television, re-elected chairman and vice chairman, respectively, of Television Bureau of Advertising's National Sales Advisory Committee (NSAC), composed of representatives of TVB's station-rep members. Two new members of NSAC's executive committee were named: Bernard Hirsch of NBC Spot Television Sales and William Tynan of Metro Television Sales, and two executive committee members were re-elected: Walter Flynn of ABC Television Spot Sales and Robert Kizer of Avery-Knodel. John J. Walters of Harrington, Richter & Parsons, a past NSAC chairman, also continues on executive committee.

Elections were held at NSAC's annual meeting, which also named following new NSAC committee chairmen and vice chairmen, respectively: Sales target committee, Theodore D. Van Erk of Petry Television and James V. Marino of RTVR; trade practices, Neil Kennedy of MMT Sales and Hirsch of NBC Spot Television Sales; research, Schwartz of Blair Television and Len Ziegel of Evans Broadcasting Corp.; communications, L. Donald Robinson of Katz Television and Henry O'Neill of Top Market Television, and new technology, Charles Kinney of Peters, Griffin, Woodward and John J. Walters of Harrington, Richter & Parsons.

Minneapolis, and former senior VP-general manager, Campbell-Mithun Advertising, Minneapolis, joins Kerker & Associates there as executive VP.

Lila Sternglass and **Bill Hamilton**, VP's and associate creative directors, Warwick, Welsh & Miller, New York, join Ketchum MacLeod & Grove, New York, as VP's and co-group creative directors. **Mark Plamondon**, from Ted Bates & Co., joins Ketchum in New York as account executive on Johnson & Johnson baby bath and baby cream accounts. **Joseph Coccaro**, from Dancer, Fitzgerald, Sample, joins Ketchum as art director-producer. **Patricia O'Shaughnessy**, from Doremus and Co., joins Ketchum as traffic coordinator. **Eduardo Guardarramas**, from Epstein, Raboy Advertising joins Ketchum as production assistant.

Evelyn Bartolomeo, senior research executive, Grey Advertising, New York, joins

Needham, Harper & Steers, New York, as research account supervisor. **Alan Causey**, coding director, MPI Market Research, joins NH&S as research account executive.

Reg Ungberg, and **Hilda Gonzalez**, media planners, Foote, Cone & Belding, New York, named media supervisors. **Rosemary McCabe**, assistant planner, named media planner.

Christopher Hallowell, media supervisor, Dancer-Fitzgerald-Sample, New York, transferred to San Francisco office as associate media director. **Terry Moritz**, formerly with McCann-Erickson in San Francisco, joins DFS there as broadcast buyer.

Len Materna, group media director, Tatham-Laird & Kudner, Chicago, named media director. **Debbie Nevin**, assistant media planner, named media planner. **Nancy Ruda**, merchandising coordinator, named associate merchandising manager. **Lamonica Logan**, secretary, named merchandising coordinator.

Tom Bortz, formerly with WGO(AM)-WTAS(FM) Chicago Heights, Ill., and **Bob Hardy**, formerly with WGSB(AM) Geneva, Ill., join Greene Communications Corp., Chicago, as account executives.

Thomas Morelli, media estimator, Creamer Inc., Providence, R.I., named media buyer.

Janet Ferres, customer service representative, Graphic Services, typesetting and graphic arts firm in Kansas City, Mo., joins Bernstein, Rein & Boasberg there as account coordinator, responsible for coordination of television retail advertising for Wal-Mart account.

Chris Hayes, director of client services, Market Inputs, Cincinnati, joins Fahlgren & Ferriss there as account executive.

David Harrelson, traffic coordinator, BBDO, Troy, Mich., joins W.B. Doner and Co., Baltimore, as traffic manager.

Craig Reich, formerly with Flair Communications, named New York office manager for Responsive Marketing, based in Chicago.

Joan Eckstein, sales manager, Michlin & Co., New York, which produces advertising jingles, named VP-sales.

Peter Schmid, national sales manager, WNBC-TV New York, and formerly with Blair Television, New York, rejoins Blair on NBC-blue sales team.

Bob Hoffman, on Detroit sales staff of Katz Radio, reassigned to Los Angeles office.

Gary Isaacs, Midwest sales manager for Lotus Reps, national sales representative for Lotus

Communications Corp., which owns 11 radio stations, named VP.

Josephine Maggio, director of prime-time sales proposals, ABC-TV, New York, named director of regional sales. **Vincent Daralo**, associate publisher of *Manhattan Menus* and *Gray Line Tour Magazine*, published by T&E Publishing, New York, joins ABC Radio Network there as account executive for its Information and Entertainment Networks.

David Nelson, Western regional manager, RKO Radio Sales, Chicago, named general sales manager of NBC-owned WMAQ(AM) Chicago.

Alvin Augustus Jones, account executive, WDCA-TV Washington, joins WYCB(AM) there as general sales manager.

Gary Shackelford, national sales representative, John Blair & Co., based in Jacksonville, Fla., joins KXAS-TV Fort Worth as Fort Worth sales manager.

Patricia Lock, market development coordinator, WBZ-TV Boston, joins WLVI-TV Cambridge, Mass., as local sales coordinator.

Fredric Wright, account executive, WLW(AM) Cincinnati, named sales manager of co-owned WSKS(FM) there.

Janet Jones, from WVEZ(FM) Louisville, Ky., joins KXTC(FM) Phoenix as sales manager.

Skip Stow, assistant sales manager, KEBC(FM) Oklahoma City, named local sales manager.

Deborah Mulholland, account executive, KLOK(AM) San Jose, Calif., named San Francisco sales manager.

Amy McIlvane, senior sales assistant, CBS Radio Spot Sales, New York, joins WCAU(AM) Philadelphia as advertising coordinator.

Jeff Davis, lawyer in Fort Lauderdale, Fla., joins KENR(AM) Houston as director of retail cop advertising.

Vicki Kaiser, formerly with WNST(AM) Milton, W. Va., joins WHTN(AM) Huntington, W. Va., as sales manager.

Harry Wills, senior salesman, KOZY(AM) Grand Rapids, Minn., retires after 24 years with station.

John Brigham, from Broadcast Marketing Co., joins KNTV(TV) San Jose, Calif., as account executive.

Pat Cramer, program manager, WTVN-TV Columbus, Ohio, named to sales position.

Rick Leverrier, former general sales manager, WRC(AM) Washington, and formerly with WGMS-AM-FM there, rejoins WGS as local account executive.

Virginia Neville, account executive, WEEP(AM) Pittsburgh, joins WWSW(AM) there in same capacity.

Robin Crider, formerly with WIMA-AM-FM Lima, Ohio, joins WSPD(AM) Toledo, Ohio, as sales representative.

Brenda Hurd, continuity clerk, WSBT-TV South Bend, Ind., named account executive for co-owned WWJY(FM) there.

Alice Marshall, director of operations and traffic, KIRO-TV Seattle, named account executive.

Brandy Billingsley, formerly in musical in-

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Company _____

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Signature (required) _____

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☐ 1980 Yearbook \$55.00
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strument sales, and **Robert Brosseau**, audio-visual director. Wheelabrator-Frye, Hampton, N.H., join sales staff of WKXR-AM-FM Exeter, N.H.

Susan Lester, from Norfolk, Va., Chamber of Commerce and former commercial coordinator for WCBS-TV New York, joins WTVZ(TV) Norfolk, Va., as national sales coordinator.

Charles J. (Buster) White, general sales manager, WXY(FM) Columbia, S.C., named Broadcaster of the Year by University of South Carolina chapter of Alpha Epsilon Rho.

Programing



Pike

John Pike, former program director and executive producer for NBC-owned WKYC-TV Cleveland, named VP-program development for NBC Television Stations Division, based in Los Angeles. **Rachel Tabori**, researcher in charge of special projects, CBS Broadcast Group, and **Nelson Davis**, freelance producer-director-writer, join NBC-TV as managers of miniseries and novels for TV.

Donna Sessa, director of multimedia sales, ABC Video Enterprises, New York, joins NBC Enterprises Division there as director of marketing.

Carolyn Ceslik, manager, children's programs, CBS Entertainment, New York, appointed director, children's programs.

Herbert J. Mendelsohn, VP-marketing services, ABC Video Enterprises, moves to CBS Video Enterprises as VP-marketing.

Martyn Weinberg, VP-finance, Taft Entertainment Group, assumes additional duties as general manager of Taft's Hanna-Barbera Productions, post formerly held by Bud Getzler, who joined Viacom International as senior VP of entertainment group (BROADCASTING, June 9).

James Kraus, former Western division sales manager for MGM Television, Los Angeles, named director of syndicated sales for Trident Television Associates, New York.

Susan Jaramillo, director of planning for WBBM-TV Chicago, joins 20th Century-Fox Television, Los Angeles, as executive director of marketing and administration for 20th Century-Fox Television Syndication. **Laurie Lindner**, director of planning, 20th Century-Fox Television, named director of planning and administration.

Tom Copeland, former Southern sales representative for Cetec/Schafer Broadcast Group, joins Century 21 Programing of Dallas as Southern regional manager. **Barry Howard**, automation products specialist, Broadcast Electronics, joins Century 21 as programing manager for its easy listening and adult contemporary format services. **Ralph Riley**, former announcer with WOAI-AM-FM San Antonio, Tex., joins Century 21 as production supervisor.

Barry Shereck, senior VP and member of office of president of U.S. Pioneer Electronics Corp., Moonachie, N.J., elected president of recently formed subsidiary, Pioneer Artists, which will engage in acquisition, creation,

development and marketing of optical videodisk programming.

Sal Marchlano, former sports anchor for WCBS-TV and WABC-TV, both New York, and **Thomas Pipines**, sports anchor and assistant sports director, WOKR(TV) Rochester, N.Y., join Entertainment and Sports Programing Network, Bristol, Conn., as sportscasters.

Peter Kempf, from E.L. Kempf & Son, family-owned wholesale food business, joins Williams Communications, audio-visual creative services firm, Chicago, as VP-marketing and administrative services.

Geoffrey Oblath, senior counsel, Columbia Pictures, joins Filmways Pictures, Los Angeles, as director of business affairs. **Martin Itzikman** and **M. Morton Siegel**, legal counsel, Filmways Pictures, named director of legal affairs and director of exhibitor relations, respectively.

David Grimm, executive sales consultant, North American Soccer League, joins SFM Media Corp., New York, as station relations manager.

Jodie LeVitus, traffic and account coordinator, Kresser & Mazner, Los Angeles, joins Gold Key Media, barter arm for Gold Key Entertainment, Los Angeles, as sales coordinator.

Margi Hess, office manager, Jameson Broadcast, Columbus, Ohio-based radio marketing, production and syndication firm, named project coordinator.

Brooke Bailey, producer of *AM Chicago* on WLS-TV Chicago, named executive producer for WLS-TV.

Dale Stafford, news production director, WAFF(TV) Huntsville, Ala., named production

manager.

Cynthia Kay, with WKZO-TV Kalamazoo, Mich., named executive producer of *PM Magazine* on WZZM-TV Grand Rapids, Mich., to begin in fall.

Chuck Larsen, program director, WNBC-TV New York, elected second VP, National Association of Television Program Executives. Vote, by NATPE board, fills vacancy on executive committee.

Ken Taishoff, from Wometco, Newark, N.J., joins WTVN-TV Columbus, Ohio, as program manager.

Wendy Robins, producer, WJBK-TV Detroit, joins WXYZ-TV there as assistant program director.

Terry Heaton, from WISN-TV Milwaukee, joins WHAS-TV Louisville, Ky., as co-host and producer of *PM Magazine*. **Marea Mannion**, national publicist for Harlem Globetrotters, Los Angeles, joins WHAS-TV as sports reporter.

Louis J. Rainone, production manager of WLWT(TV) Cincinnati, named to newly created post of director of sports operations. Succeeding him as production manager is **Michael S. Hurdelbrink**, executive producer of special programs.

Tom Mertens, producer and co-anchor of *Soccer Report* on KEMO-TV San Francisco, joins KMST(TV) Monterey, Calif., as sports director.

John Sebastian, from KUPD-FM Phoenix, joins WCOZ(FM) Boston as program director.

Richard Woodward, music director, WRKO(AM) Boston, joins WBCN(FM) there in same capacity.

Mark Shands, air personality, WHY(FM) Fort

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Lauderdale, Fla., assumes additional duties as music director.

Mike Anderson, air personality, WKZL(FM) Winston-Salem, N.C., joins WRNL(AM) Richmond, Va., as program director.

Mike Terry, assistant program director, WFMD(AM) Frederick, Md., joins WXAM(AM) Charlottesville, Va., as program director and program host. **Steve Reed**, music director, WRAW(AM) Reading, Pa., joins WXAM as music director and air personality. **Josh Cohen**, announcer, WWDC(AM) Washington, joins WXAM as production manager and air personality. **Tom Chandler**, announcer, WWWV(FM) Charlottesville, joins WXAM as air personality.

News and Public Affairs



Abromats

Cliff Abromats, executive news producer, WKYC-TV Cleveland, named news director.

Mike Lee, CBS News correspondent based in London, joins ABC News in same capacity.

David Edward Layman, co-anchor, WBNS-TV Columbus, Ohio, joins KXAS-TV Fort Worth as 6 and 10 p.m. co-anchor.

Kris Ryan, weekend anchor and reporter, WLTX(TV) Columbia, S.C., joins WXEX-TV Petersburg, Va., as anchor and reporter.

Max Cacas, assistant news director, WEEL(AM) Fairfax, Va., joins WXAM(AM) Charlottesville, Va., as news director and anchor. **Andrea Kessel**, reporter, WCHV(AM) Charlottesville, joins WXAM as news and public affairs reporter. **Bob Randall**, announcer, WIMG(AM) Trenton, N.J., joins WXAM as public service director and air personality.

Dave Kessler, program director, noncommercial WNYU-FM New York, joins WJLS(AM)-WBKW(FM) Beckley, W. Va., as news director and sportscaster.

Rich O'Reilly, from Sports Phone, New York, and formerly with WMTR(AM) Morristown, N.J., joins WMIB(AM) Marco Island, Fla., and co-owned WRGI(FM) Naples, Fla., as news director.

Bill Betts, reporter, WZZM-TV Grand Rapids, Mich., named assistant news director.

Tim Smith, Pinellas county, Fla., bureau chief for WTVT(TV) Tampa, Fla., joins WSPA-TV Spartanburg, S.C., as assistant news director.

Jack Sheehan, former news director, WKRT(AM)-WNOZ(FM) Cortland, N.Y., joins WSYR-AM-FM Syracuse, N.Y., as assistant news director.

Don Hoover, correspondent, Mutual Broadcasting System, Washington, joins noncommercial KOSU-FM Stillwater, Okla., as news director.

William Sorenson, noon news producer, KUTV(TV) Salt Lake City, named 10 p.m. producer. **Susan Lavery**, weekend news producer, succeeds Sorenson. **Walt Zwirko**, from WTHR(TV) Indianapolis, joins KUTV as weekend producer.

Barbara Klein, investigator for Chicago office of Better Government Association, joins WLS-TV Chicago as researcher and investigator for in-

vestigative unit.

Lee Somerstein, program host, KING(AM) Seattle, joins KOMO(AM) Seattle as anchor-reporter.

Collette La Rue, news intern, WRTV(TV) Indianapolis, joins noncommercial WIAN(FM) there as reporter-announcer.

Promotion and PR

William Durbin, policy committee chairman and former board chairman, Hill & Knowlton, New York, will retire at end of June. **Loet Velmans**, president and chief executive officer, assumes additional duties as chairman, post that has been vacant.

Samuel Keeper, senior VP-general manager of Bozell & Jacobs public relations office in Houston, named executive VP of public relations division.

Pamela Haslam, publicity manager for Fawcett Books, consumer publishing division of CBS, named manager of press information, CBS Radio Network, New York. **Betsy Harvey**, manager of technology recruiting for CBS Personnel, New York, named director of promotion for CBS Radio Spot Sales.

Patrick H. Butler, former special assistant to Senate Minority Leader Howard H. Baker Jr. (R-Tenn.) and one-time assistant and speech writer for President Gerald R. Ford, joins RCA as staff VP, editorial services, responsible for publications and communications services and speech writing. He also is former director of corporate public relations for Bristol-Myers.

Technology

Robert T. Knight, Western region manager for IBM's data processing division, Los Angeles, appointed VP of marketing for DiscoVision Associates, Costa Mesa, Calif., joint venture of IBM Corp. and MCA Inc. in manufacturing and marketing of laser-optical videodisks and videodisk players.

Dan Roberts, regional sales manager for Southwest branch, Houston, US JVC Corp., named national sales manager for professional video division. **James Starks**, district manager in Florida, succeeds Roberts in Houston.

Russ Winsler, regional sales manager, Omega Video, Lawndale, Calif., named director of marketing.

Paul Baba, general manager of materials and devices group, audio-video systems division of Ampex, Redwood City, Calif., named director of product and marketing planning for magnetic tape division.

Alan Kartes, chief engineer, Kartes Productions, Indianapolis, joins Microtime, Bloomfield, Conn., as central regional sales manager. Microtime manufactures digital video and video processing equipment.

Robert Agnew, chief engineer, Tayburn Electronics, joins Loral Corp. as chief development engineer for its TerraCom division, San Diego, which designs and manufactures digital communications systems.

Rodney Hughes, staff engineer with E. Harold Munn Jr. and Associates, consulting engineers in Coldwater, Mich., joins KWEB(AM)-KRCH(FM) Rochester, Minn., as chief engineer.

Allied Fields

Sherril W. Taylor, consultant to Bonneville International Corp., re-elected president of International Radio and Television Foundation for second term. New officers are **F. Charles Graves**, Gilbert A. Robinson Inc., first VP; **Gerald Baldwin**, Young & Rubicam, M.S. Keilner, Station Representatives Association, and **David Polinger**, WPix Inc., VP's; **Harry Factor**, ABC Television Network, secretary, and **Albert Gamper**, Manufacturers Hanover Trust Co., treasurer.

Emilio Nicolas, president and general manager of KWEX-TV San Antonio, Tex., elected chairman of board of National Association of Spanish Broadcasters. **Efrain Archilla**, president of WALO(AM) Humacao, Puerto Rico, elected vice chairman.

Alan Strumwasser, research analyst, Peary Television, New York, joins Arbitron Radio there as client services representative. **Jill Snyder**, sales assistant in Chicago office of Arbitron, named client service representative. Arbitron Radio Midwestern Sales.

Charles Lee Lintgen, former radio station sales manager, more recently owner-publisher of *TV Roundup*, Arizona program guide, named by American Society of Composers, Authors and Publishers to be its station relations representative for Southeast, succeeding late **Howard Connors**. He will be responsible for ASCAP's broadcast licensing in Florida, Georgia, Alabama, Tennessee and Mississippi, and will be based in Atlanta.

Clarence McKee, who was legal assistant to then-FCC Commissioner Benjamin Hooks, now partner in Law, Murphy & McKee, becomes counsel to Smith & Pepper, Washington law firm, July 1.

Richard Morrison, owner of two real estate career colleges in Dallas and Hurst, Tex., and formerly with KLIF(AM), KXOL(AM) and KRDL(AM), all Dallas-Fort Worth, joins R.D. Hanna Co., media brokerage firm in Dallas, as media broker.

Deaths

Richard B. Hull, about 65, who played major role during 1950's in persuading FCC to reserve TV channels for noncommercial educational use, died June 16 in Pasadena, Calif., where he was retired. He had been suffering for some time from emphysema. Early in his career, he was with Iowa State University's WOJ-AM-FM-TV Cedar Rapids (Ames). In 1956, he joined Ohio State University's Communications Center, licensee of noncommercial WOSU-AM-FM-TV Columbus, of which he was director. He was also director of school's Institute for Education by Radio-TV (IERT), Teaching Aids Laboratory, Ohio School of the Air, Video Tape Recording Center and OSU Closed-Circuit TV system. Hull was chairman of National Association of Educational Broadcasters board of directors from 1962 to 1966. Survivors include his sister, Martha Owen, of Pasadena.

Kenneth L. Spector, 32, former VP of Progressive Broadcasters, previous owner of KBPI(FM) Denver, died June 6 of injuries sustained in car accident. He worked for KBPI six years, until station was sold to Sandusky Newspapers Inc. Survivors include his wife, son and daughter, and father, Marvin, former president and part owner of Progressive.

Stock Index

Exchange and Company	Closing Wed. June 18	Closing Wed. June 11	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC.....	30 3/4	29 7/8	+ 7/8	+ 2.92	7	866
N Capital Cities.....	53 3/8	53 3/4	- 3/8	- .89	14	708
N CBS.....	50 1/2	49 3/8	+ 1 1/8	+ 2.27	7	1,463
N Cox.....	76 3/8	77 3/4	- 1 3/8	- 1.76	15	515
A Gross Telecasting.....	26 3/4	25	+ 1 3/4	+ 7.00	9	21
O LIN.....	46 1/2	46	+ 2 1/2	+ 5.43	12	133
N Metromedia.....	73 1/2	70 5/8	+ 2 7/8	+ 4.07	10	338
O Mooner.....	9 3/4	9 3/4				4
O Scripps-Howard.....	53	53			9	137
N Storer.....	27 3/4	27 5/8	+ 1/8	+ .45	15	302
N Taft.....	29 3/4	31 1/2	- 1 3/4	- 5.55	10	259

BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell.....	19 7/8	19	+ 7/8	+ 4.60	16	38
A Affiliated Puba.....	19	19			7	97
N American Family.....	6 1/2	8 1/4	+ 1/4	+ 3.03	4	89
N John Blair.....	18 7/8	20	- 1 1/8	- 5.82	4	70
N Charter Co.....	24 5/8	25 3/8	- 3/4	- 2.95	21	695
N Chris-Craft.....	20 3/4	21	- 1/4	- 1.19	12	57
N Coca-Cola New York.....	4 7/8	4 7/8			8	85
N Cowles.....	24 1/4	24 3/4	- 1/2	- 2.02	19	96
N Dun & Bradstreet.....	47 3/4	48 1/4	- 1/2	- 1.03	19	1,328
N Fairchild Ind.....	48 1/4	48 1/4			10	275
N Fuqua.....	16	16 1/2	- 1/2	- 3.03	5	203
N Gannett Co.....	46	44 1/2	+ 1 1/2	+ 3.37	15	1,597
N General Tire.....	16 3/8	17 1/2	- 1 1/8	- 6.42	3	387
O Gray Commun.....	35	35			11	16
N Harte-Hanks.....	23 3/4	23 3/8	+ 3/8	+ 1.60	14	222
O Heritage Commun.....	14 3/4	12 3/4	+ 2	+15.88	5	44
N Insilco Corp.....	12 1/4	12 1/8	+ 1/8	+ 1.03	5	131
N Jefferson-Pilot.....	26 1/2	26 5/8	- 1/8	- .43	7	625
O Marvin Josephson.....	14 1/2	14 1/4	+ 1/4	+ 1.75	8	37
O Kansas State Net.....	26 3/4	27 1/2	+ 1 1/4	+ 4.54	24	54
N Knight-Ridder.....	23 1/2	23 1/2			10	785
N Lee Enterprises.....	20 5/8	21 1/4	- 5/8	- 2.94	11	148
N Liberty.....	14 3/8	13 3/4	+ 5/8	+ 4.54	6	186
N McGraw-Hill.....	31 3/4	30 1/2	+ 1 1/4	+ 4.09	12	782
A Media General.....	27 7/8	27 5/8	+ 1/4	+ .90	12	201
N Meredith.....	37 1/2	38 1/2	- 1	- 2.59	8	117
O Multimedia.....	21 3/4	21 1/2	+ 1/4	+ 1.18	9	217
A New York Times Co.....	24 3/8	24 1/8	+ 1/4	+ 1.03	18	292
N Outlet Co.....	22	21 1/4	+ 3/4	+ 3.52	6	55
A Post Corp.....	16	13 7/8	+ 2 1/8	+15.31	7	29
N Rollins.....	26 5/8	29	- 3/8	- 1.29	14	384
N San Juan Racing.....	17	16 3/8	+ 5/8	+ 3.81	22	42
N Schering-Plough.....	36	37 7/8	+ 1/8	+ .33	10	2,017
O Stauffer Commun.....	35	35			9	35
A Tech Operations.....	6 7/8	7 1/4	- 3/8	- 5.17	17	9
N Times Mirror Co.....	34	33 1/2	+ 1/2	+ 1.49	9	1,154
O Turner Broadcasting.....	14 1/2	15 1/2	- 1	- 6.45		153
A Washington Post.....	17 1/2	17 3/4	- 1/4	- 1.40	6	248
N Wometco.....	19 7/8	19 1/2	+ 3/8	+ 1.92	9	176

CABLECASTING						
A Acton Corp.....	11 5/8	10 5/8	+ 1	+ 9.41	8	34
O Ameco.....						
N American Express.....	35	35 3/4	- 3/4	- 2.09	7	2,495
O Burnup & Sims.....	9	9 1/8	- 1/8	- 1.38	47	77
O Comcast.....	19 1/4	20	- 3/4	- 3.75	19	73
O Entron.....	5	5			5	4
N General Instrument.....	51 3/8	52 3/8	- 1	- 1.90	14	431
O Geneva Corp.....	35	35 1/4	- 1/4	- .70	15	39
O Tele-Communications.....	29 3/4	25 1/4	+ 4 1/2	+17.82	37	328
N Teleprompter.....	17 1/2	18 1/2	- 1	- 5.40	23	297
N Time Inc.....	47 1/4	47 3/4	- 1/2	- 1.04	9	1,331
O TOCOM.....	15 1/2	16 1/4	- 3/4	- 4.61	33	48
O UA-Columbia Cable.....	50 1/4	48 1/2	+ 1 3/4	+ 3.80	23	168
O United Cable TV.....	32	32 1/4	- 1/4	- .77	23	131
N Viacom.....	36 1/2	39 3/8	- 7/8	- 2.22	20	148

Exchange and Company	Closing Wed. June 18	Closing Wed. June 11	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
O Chuck Barria Prods.....	3	3			1	9
N Columbia Pictures.....	27 3/4	28 1/4	- 1/2	- 1.76	4	278
N Disney.....	49	51 1/4	- 2 1/4	- 4.39	15	1,591
N Filmways.....	7 5/8	7 7/8	- 1/4	- 3.17	4	50
O Four Star.....	1 5/8	1 5/8			18	1
N Getty Oil Corp.....	81 1/2	84 3/4	- 3 1/4	- 3.83	9	8,895
N Gulf + Western.....	16 1/2	16 7/8	- 3/8	- 2.22	4	738
N MCA.....	49	48 1/4	+ 2 3/4	+ 5.94	9	1,151
O Medcom.....	3 7/8	3 7/8			16	8
N MGM Film.....	7 3/8	7 7/8	- 1/2	- 6.34	3	238
O Reeves Commun.....	18 3/4	19 1/4	- 1/2	- 2.59	18	45
N Transamerica.....	17 3/4	18	- 1/4	- 1.38	6	1,159
N 20th Century-Fox.....	43 1/2	44 5/8	- 1 1/8	- 2.52	6	349
O Video Corp. of Amer.....	6 1/8	5 7/8	+ 1/4	+ 4.25	20	8
N Warner.....	44	44 1/8	- 1/8	- .28	10	1,251
A Wrether.....	15 3/8	15 3/8			42	34

SERVICE						
O BBDO Inc.....	35	34 1/2	+ 1/2	+ 1.44	8	87
O Compact Video.....	15	15				28
N Comsat.....	35 3/8	38	- 5/8	- 1.73	8	283
O Doyle Dane Bernbach.....	26 3/4	28	+ 3/4	+ 2.88	9	70
N Foote Cone & Belding.....	26 1/4	27	- 3/4	- 2.77	9	70
O Gray Advertising.....	46 1/2	46 1/2			5	28
N Interpublic Group.....	30 5/8	31	- 3/8	- 1.20	6	138
O MCI Communications.....	8 1/4	7 1/2	+ 3/4	+10.00	103	251
A MovieLab.....	6 5/8	6	+ 5/8	+10.41	12	10
A MPO Videotronics.....	8	6 1/8	- 1/8	- 2.04	8	3
O A. C. Nielsen.....	27 1/2	26 1/2	+ 1	+ 3.77	13	302
O Ogilvy & Mather.....	25 1/4	25 1/2	- 1/4	- .98	8	103
O Telemation.....	1 1/2	1 1/2			2	1
O TPC Communications.....	8	8 7/8	+ 1 1/8	+16.36	15	7
N J. Walter Thompson.....	31 1/4	29 3/4	+ 1 1/2	+ 5.04	7	95
N Western Union.....	22 1/2	20 1/2	+ 2	+ 9.75	10	341

ELECTRONICS/MANUFACTURING						
O AEL Industries.....	7 3/4	7 3/4			6	12
N Ampex.....	19 1/2	20	- 1/2	- 2.50	13	222
N Arvin Industries.....	10 7/8	10 7/8			3	84
O CCA Electronics.....	1/8	1/8			1	
A Cetec.....	5 3/8	5 1/2	- 1/8	- 2.27	11	11
A Cohu.....	5 3/8	5 5/8	- 1/4	- 4.44	18	9
N Conrac.....	18 1/4	19 1/4	- 1	- 5.19	29	37
N Eastman Kodak.....	58	55 1/2	+ 2 1/2	+ 4.50	10	9,360
B Elec Missile & Comm.....	3 5/8	3 1/2	+ 1/8	+ 3.57	33	10
N General Electric.....	50 1/2	50 1/4	+ 1/4	+ .49	9	9,321
N Harris Corp.....	37 1/2	35 1/2	+ 2	+ 5.83	17	1,134
O Harvel Ind.....	6 1/2	6 1/2			17	3
O Intl. Video.....	7/8	7/8				2
O Microdyne.....	20 1/2	20	+ 1/2	+ 2.50	21	2
N M/A Com Inc.....	28 5/8	28 3/4	- 1/8	- .43	37	282
N 3M.....	55 3/8	55 1/2	- 1/8	- .22	11	6,449
N Motorola.....	48 1/4	48 1/2	- 1/4	- .51	12	1,377
O Nippon Electric.....	45 5/8	45 3/4	- 1/8	- .27	41	1,498
N N. American Philips.....	26 5/8	27 3/4	- 1 1/8	- 4.05	5	320
N Oak Industries.....	28 1/4	29 1/4	- 1	- 3.41	19	148
A Orrox Corp.....	5 7/8	5 7/8			8	9
N RCA.....	23 1/4	22 3/4	+ 1/2	+ 2.19	6	1,740
N Rockwell Intl.....	57 7/8	54 1/4	+ 3 5/8	+ 8.88	9	2,037
A RSC Industries.....	4 1/8	4	+ 1/8	+ 3.12	23	9
N Scientific-Atlanta.....	28	28			18	272
N Sony Corp.....	10	9 1/2	+ 1/2	+ 5.28	17	2,158
N Tektronix.....	50	49 3/4	+ 1/4	+ .50	13	899
O Texaco.....	8 1/2	7 1/2	+ 1	+13.33	50	8
O Valtec.....	25 5/8	25 1/4	+ 3/8	+ 1.48	55	102
N Varian Associates.....	25	26	- 1	- 3.84	139	170
N Westinghouse.....	22 7/8	23 1/8	- 1/4	- 1.08	8	1,987
N Zenith.....	10 5/8	10 7/8	- 1/4	- 2.89	10	200







Standard & Poor's 400 Industrial Average 130.73 130.88 +0.05

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 30  First in a series of annual reports on the **state of the art in national television programing**. Surveying the networks in all their dayparts, syndication in all its manifestations, cable in its new bloom. Both the business and the art—the money as well as the muse.
- 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.
- Aug 25  **Radio 1980**. The latest word on AM versus FM. The new radio networks. Satellite interconnection and the other new audio technologies. How things stand in the oldest of broadcasting's family of Fifth Estate media, at the beginning of its newest and most competitive decade.
- Oct 13  The beginning of BROADCASTING magazine's celebration of its own **first 50 years**—with a companion, year-by-year celebration of the Fifth Estate with which its fortunes are joined. A major historical retrospective that will illuminate each issue of the succeeding 12 months, and climax in **BROADCASTING's 50th Anniversary Issue** on Oct. 12, 1981.

BROADCASTING will continue to update this schedule as appropriate, (a) to give readers an idea of what's upcoming, (b) to give sources due notice that we're at work in their territories and (c) to give advertisers a chance to plan their own marketing strategies in tandem with these editorial opportunities.

You Belong in Broadcasting Every Week

* Publication dates are subject to change, dependent on the progress of research and the pressures of and pre-emptions by other breaking news developments.

Times Mirror's McCrory: a steady climb up broadcasting's ladder

John McCrory's career in broadcasting reads like a Horatio Alger spin-off: a 25-year climb from the CBS mailroom to his current post as president of Times Mirror Broadcasting, with responsibility over an operation that, prior to the addition last March of five more television stations (up to the maximum of seven) had single-year revenues of \$86 million. And what makes the plot even more interesting—perhaps even fodder for a made-for-TV movie—is that McCrory's career in the business started, as he says, "quite by accident."

Fresh out of the Army, after having served as a lieutenant in Korea, and with a BS degree in banking and finance from Fordham University, McCrory went pounding the pavement in New York City, dropping in on oil and insurance companies. "I really didn't have anything specific in mind," he says. "I just wanted a job."

While waiting to meet his wife, Irene, who worked in midtown Manhattan, McCrory had time to kill one afternoon and "stumbled into the CBS building on a hunch." The hunch, it turned out, produced a winning ticket, with a handsome payoff.

McCrory ran into Allan Hughes of CBS Radio, who sold him on the excitement the broadcasting business had to offer. Hughes encouraged McCrory to go the mailroom route—whatever it took to get in the door—and he took the advice.

The mailroom was not a new experience for McCrory (he had put in a stint there with a record company when he was 14 years old), but this time around it would obviously be different. After two months, he was elevated to supervisor of the mailroom, and his climb through the CBS ranks continued through his departure in 1962, working both in radio and TV, moving from promotion to sales at WCBs-TV New York (as part of the first network-owned station sales team) to spot sales in both Chicago and New York. And through the whole period, McCrory says he really didn't have any long-range goals; he was still too excited about learning the business to think about such things as where he wanted to eventually end up.

And if he wasn't certain exactly how he wanted the script to end, he at least knew that the setting would be near a transmitter or a studio. After getting a taste of what the business was like, he says, "I wouldn't have considered anything else."

But if the transplanted Easterner—who will soon be moving from Dallas to corporate headquarters in Los Angeles—had no specific game plan, he surely must have had a rough draft in mind, as he worked to



John Joseph McCrory—president, Times Mirror Broadcasting; b. April 22, 1931, New York City; BS in banking and finance, Fordham university, 1952; lieutenant, U.S. Army, 1952-54; mailroom, CBS, 1954; merchandising and promotion, CBS Radio, 1954-56; promotion and research, CBS-TV Spot Sales, 1956-58; sales, WCBs-TV New York, 1958-59; spot sales, CBS-TV, New York, 1960-61; assistant sales manager, KMOX-TV St. Louis, 1962-64; general sales manager, WPRO-TV Providence, R.I., 1964-67; sales manager, then VP and station manager, KTRK-TV Houston, 1967-70; general manager, WNAC-TV Boston, 1970-71; VP and general manager, KDFW-TV Dallas-Fort Worth, 1971-74; president, KDFW-TV Inc., 1974-80; present position since March 27, 1980; m. Irene Shea, Aug. 1, 1953; children—John, 25; Owen, 24; Christene, 21; Thomas, 18, and James, 8.

learn the ins and outs of the industry. "I spent a significant amount of time in each job," he notes. "That's the way you get to know the industry."

Television became the medium he would stay with as he continued his climb up the ladder, which soon started to run out of new rungs: assistant sales manager in St. Louis, general sales manager at a station in Providence, R.I., vice president and station manager in Houston, general manager in Boston (spurring his station, WNAC-TV, to a 100% jump in audience over an eight-month period), vice president and station manager in Dallas-Fort Worth, president of that same station, and, finally, president of an entire broadcast group with a full complement of seven stations. So what's left?

Plenty. McCrory talks about the importance of news and public affairs programming the way fellow Dallas executive J.R. Ewing talks about the importance of oil. He says that Times Mirror will probably evolve into something different in the future, but the final form will have heavy

emphasis on service to the community, and he'll have a hand in helping to bring that about.

He adds, however, that news is not the only important part of television; few things other than commercial TV, he believes, can keep people entertained for such long periods of time, and as broadcasters get serious about news, they shouldn't lose sight of the entertainment value TV can offer.

But it is news and public affairs programming that he keeps returning to. He points with pride to the numbers at KDFW-TV, where the news audience has doubled in the last five years. Minority programming he says, has always been a priority, and will continue to be. Children's programming is an area in which he wants to get more involved. And he reads with particular joy from the inscription on a duPont award, presented this year, for the consistently high quality of the station's investigative reports and its sensitivity to the needs of the Dallas community. "That's the kind of recognition I think is very satisfying," he says. "It's great to be singled out by your peers," adding that the award was undoubtedly the high point during his last five years at the station.

But if the duPont award was the high point, there may be some close seconds, and they invariably come from the news and public affairs department. McCrory points to a spot that KDFW-TV pioneered called "Just A Minute," which gives viewers an editorial platform. He takes particular pride in it, he says, because it was an innovation, and because it has helped accomplish what he is convinced is the bottom line for broadcasters: serving the needs of the community.

Wall Street analysts give McCrory high marks, and predict that, under his leadership, Times Mirror Broadcasting will evolve into an even more lucrative operation. They also see the company evolving into a major factor in the broadcasting business.

But McCrory, who now has responsibility over KTBC-TV Austin, Tex.; KTVI-TV St. Louis; WVTM-TV Birmingham, Ala.; WSTM-TV Syracuse, N.Y.; WETM-TV Elmira, N.Y., and WHTM-TV Harrisburg, Pa., in addition to KDFW-TV, believes that Times Mirror's force will be felt in the communities it serves, rather than in far away places like Wall Street. He admits, however, that he just may pool his stations' resources, and speak to "some larger issues."

Times Mirror management thinks McCrory will do fine, no matter what sort of issues he addresses. Phil Williams, senior vice president for newspapers and broadcast, says McCrory really didn't have much competition for his job. "He's the best there is," Williams said. "We're pleased we have him."

Back to basics

The children's television rulemaking in which truckloads of comments were delivered to the FCC last week was voted six months ago by commissioners who went out of their way to disavow fixed opinions on the outcome. FCC Chairman Charles D. Ferris, for example, wanted the world to know that "I personally have a very open mind on this subject" (although a week earlier he had greeted a staff report on the availability of children's programming with the judgment that "the marketplace has failed").

If minds remain open at the FCC, they will surely be impressed by the overwhelming evidence, now in possession of the agency, that the staff studies on which this whole rulemaking was premised inexcusably underestimated the volume of television programming now available to children. The taxpayers who paid for all of that discredited work are entitled to their money back.

Those open minds on the FCC would also benefit from a slightly larger lesson in history than was contained in the filings reaching the agency last week. The historical truth is that the responsibility to provide the heavy ration of educational programming for which the agitators are clamoring now was never presumed to belong to commercial broadcasters in the first place. As has been noted on this page before, no one looks to the marketplace to produce public schools. The FCC that established the present television allocations plan recognized that the commercial television system would never evolve into a teaching machine. Educational television was the function explicitly assigned to what was then called—and still should be—the "non-commercial, educational" system.

The distance that today's "public television" has strayed from the mission assigned at its creation may be measured by reference to the following remarks of then-President Harry S. Truman after the FCC set aside 242 television channels for noncommercial, educational use: "The scientific marvel of television has already proved its worth in the fields of entertainment, news and sports events, and I hope will continue to grow in those fields . . . I think it is important that an appropriation of our television facilities be devoted to education. This project is a source of great hope to the future of our country" (BROADCASTING, June 30, 1952).

The question to be considered in the children's television rulemaking at the FCC in 1980 is: Judged by the functions originally expected of them, is it the commercial or noncommercial system that has failed?

taining to comparative hearings in renewal cases isn't. "The commission shall adopt policies and prescribe rules and procedures relating to hearings on any application for renewal of a broadcast station license where a competing application or applications for the same facilities has been duly filed which differs from any rule, policy or procedure relating to hearings on mutually exclusive applications for grant of an original station license or construction permit," the passage reads. Other passages are as murky.

The broadcasters also have a point in wondering what ultimately would come from the process prescribed by the bill to arrive at fees to be paid by FCC licensees. The commission would be instructed to calculate the commercial benefit derived from the use of frequencies and to devise "methods by which the value of such benefit, in excess of the direct and indirect costs of regulation, can be measured and collected from licensees."

S. 2827 may be represented as a compromise between earlier bills offered by Senate Communications Subcommittee Chairman Ernest F. Hollings (D-S.C.) and Senator Barry Goldwater (R-Ariz.), but the fee provision traces its heritage more to Hollings, who wanted to collect \$80 million a year, 80% of it from television broadcasters, for "spectrum use," than to Goldwater, who wanted only to recover the costs of regulation, about \$7.4 million a year from broadcasters in both radio and television.

Except for an explicit and welcome prohibition against FCC supervision of radio formats, the so-called radio deregulation offered by the bill is nothing more than an advisory to the commission to eliminate regulation that it finds inappropriate. That may give the FCC slightly more authority than the law now confers to reduce the licensees' regulatory burdens, but it falls far short of the congressional instructions that broadcasters keep hoping for.

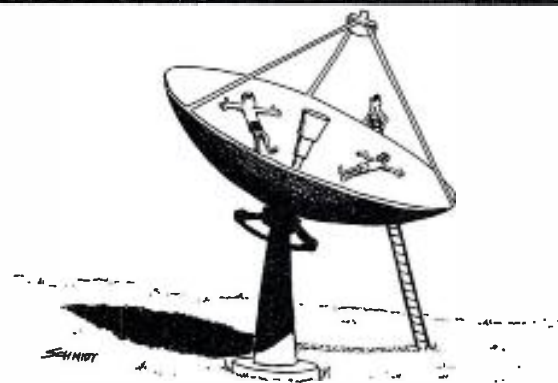
Broadcasters are also objecting to the bill's proposed release of cable from all governmental restrictions on broadcast signal carriage. Here once again broadcasting and cable interests will collide in bitter dispute. No provision of such sweeping decontrol appeared in earlier legislation. At least the two sides ought to be given a chance to address those provisions of the new bill before mark-up.

The advocates of accelerated action on S. 2827 explain that any delay may doom the measure in this session of Congress. Unfinished business of larger consequence will be left on the Hill when the Senate and House adjourn to go electioneering. S. 2827 is much too long and complicated to be rushed through without suitable review.

What's the hurry?

A careful reading of S. 2827, the bill introduced in the Senate to overhaul the Communications Act, explains why broadcasters last week were calling for delay in the June 24 mark-up that was originally scheduled and why cable operators were hoping for immediate action. S. 2827 offers broadcasters longer license terms but little else in the way of identifiable deregulation and threatens the future introduction of a substantial rental fee for the use of broadcast frequencies. For cable, S. 2827 is the next thing to an emancipation proclamation.

The broadcasters have a point in seeking delay. Time is needed if only to clarify passages in the broadcast provisions of the bill that are, at best ambiguous. The provision for settlement by lot of contests for unoccupied facilities is clear enough, but the one per-



Drawn for BROADCASTING by Jack Schmidt

"The boss says to come down. You're distorting the signal."

WE'RE IN THE DRIVER'S SEAT AT 7AM.

We're #1 at 7AM. And at many other hours of the day. In fact, we've got nearly half of the highest-rated hourly newscasts in network radio. No other network has more. Why?*

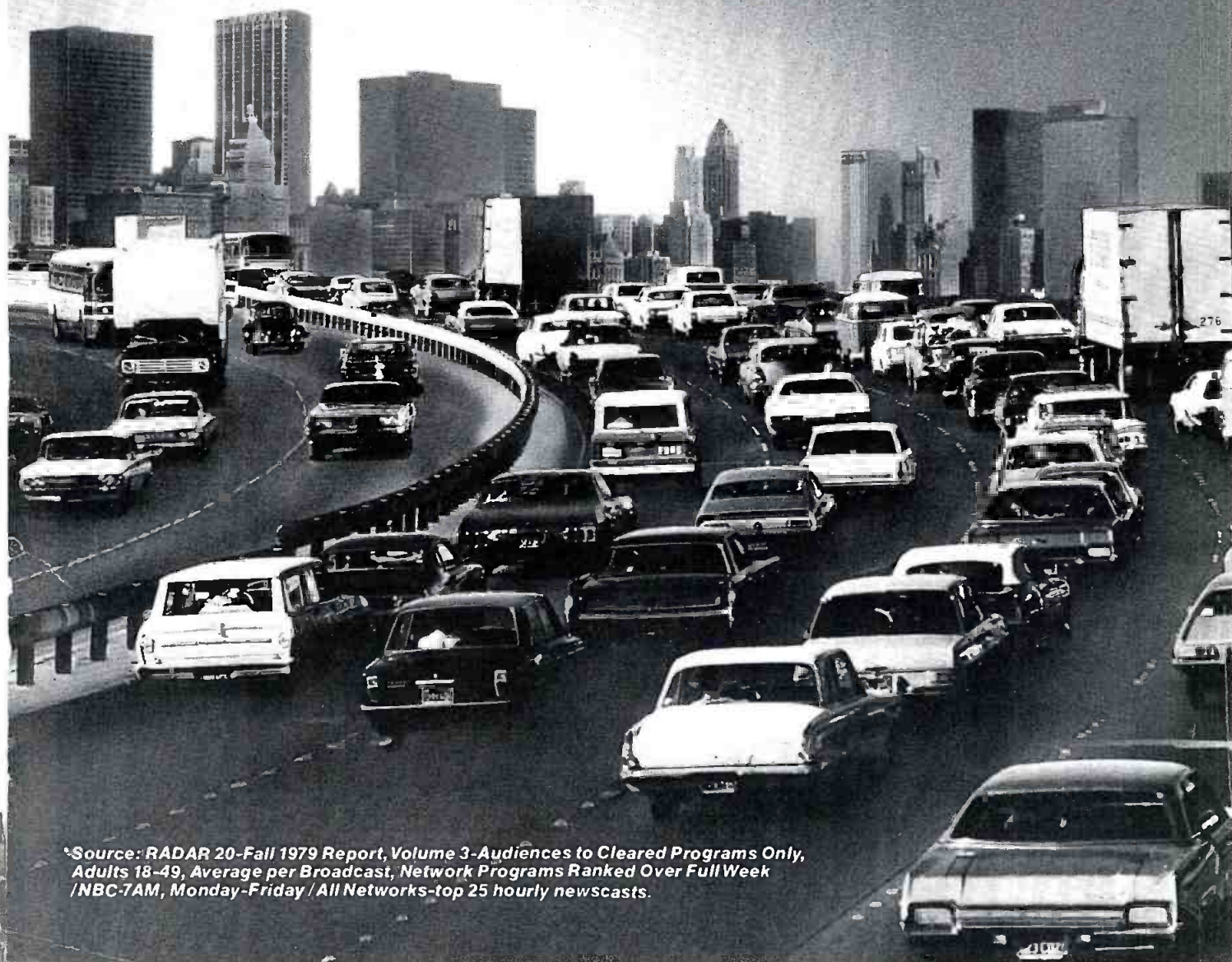
Because we have an extensive, dynamic news-gathering operation that touches every corner of the world. News which is interpreted and reported, not just read.

Experienced professionals who've been there. Seasoned journalists such as John Chancellor. David Brinkley. Edwin Newman. Mike Maus. Cameron Swayze.

Behind the scenes. On the air. By the numbers. We're the one people are turning to for news.



ON TOP OF THE WORLD.



*Source: RADAR 20-Fall 1979 Report, Volume 3-Audiences to Cleared Programs Only, Adults 18-49, Average per Broadcast, Network Programs Ranked Over Full Week /NBC-7AM, Monday-Friday / All Networks-top 25 hourly newscasts.

WBBM-TV SWEEPS CHICAGO EMMYS!

Fourteen Chicago Emmy Awards to the Channel 2 team—a total of 55 awards in the past year alone!

Such excellence in news and programming is also reflected in ratings...helping us become Chicago's Most Watched News.*

WBBM-TV will continue to bring Chicagoans the outstanding television they've seen in these Emmy-winning efforts:

News Specials:

Coverage of a Single Event.

"Pope John Paul II in Chicago."

News Specials:

Investigative Report.

"The American Faces."

Commentary Achievement. "Perspectives."

Public Affairs Series. "Channel 2: The People."

Public Affairs: Single Program.

"Give Me the Keys."

Sports Series. "Eye on Sports."

Documentary of Current Significance.

"Ed Kelly and the Fighting 47th."

Documentary of Cultural Significance.

"Walter Jacobson's Journal: China."

Conversation Program Series.

"Common Ground."

Children's Programming:

Single Program. "The Good Gang Express."

Special Event Program.

"The 1979 Joseph Jefferson Awards."

Individual Excellence.

Renee Ferguson—reporter. "Gary Police."

Molly Bedell—writer/researcher.

"Give Me the Keys."

George Case—cameraman.

"Walter Jacobson's Journal: China."



WBBM-TV CHICAGO CBS 2
Nobody does it better.

*Based on average NSI/Arbitron metered household ratings reported during May, 1980 (Arbitron: 4/30-5/27; NSI: 5/1-5/28). Subject to qualifications available on request.

CBS