

Journalists, public win in Richmond Newspapers case  
Tightened network race reflected in May sweeps

# Broadcasting Jul 7

The newswiki of broadcasting and allied arts

Our 49th Year 1980

## Who needs perceptual market research, anyway?

WTIC Radio: Solid #1 in Hartford

WHIO Radio: Solid #1 in Dayton

WIBW Television: Solid #1 in Topeka

KGW Radio: Solid #1 in Portland

WRVA Radio: Solid #1 in Richmond

Who needs perceptual market research?  
Professional managers at some of the country's  
leading stations. People who like being on top.

### The Research Group

*Perceptual Audience Research for the Communications Industries • San Luis Obispo, California*

Source of rankings: Arbitron. Oct-Nov 1979. 12+ Mon-Sun MSA average quarter-hour share

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AUGUST 1982  
US AIR FORCE  
SERIAL ACQ SECTION  
MONTGOMERY  
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# THE DON LANE SHOW

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markets across the country



New York's Don Lane, the "complete entertainer," not just another 6-foot, 5-inch pretty face.



Don Lane and Bert Newton, a very funny team.

Fresh, entertaining, young, exciting, different one hour strip!

THE DON LANE SHOW will be scheduled in prime time, late fringe, early fringe in markets across the country.

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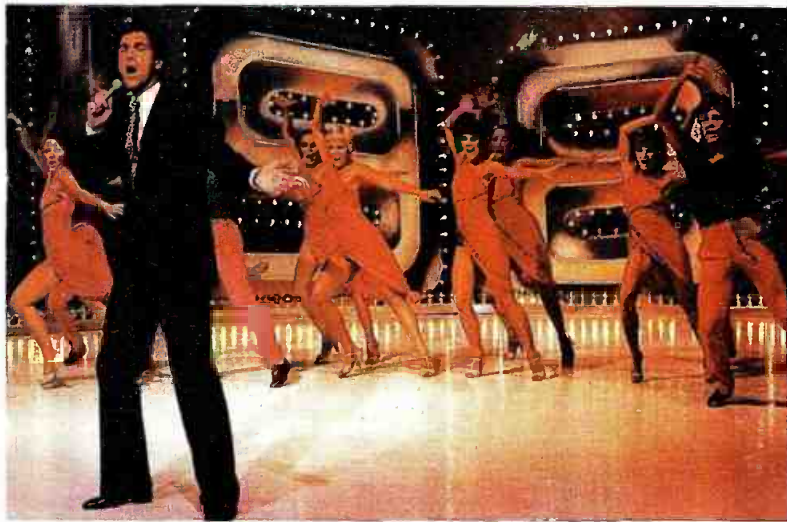
THE DON LANE SHOW features . . .

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The variety-talk show of the 80's. For September start.

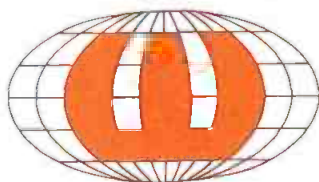


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**WSOC  
NewsRadio 93  
Charlotte**

# WSOC is involved!

When Dick Pomerantz learned the Library for the Blind and Handicapped was running out of money, he highlighted the urgent need dramatically. For one week, he stayed in a wheelchair to experience the difficulties the handicapped face every day, sharing his

reactions with his listeners. WSOC concluded the week with a 4-hour Radiothon to raise funds, and the response was generous and heart-warming. It's easy to talk about problems. WSOC does something about them.

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WSOC's Dick Pomerantz (L) spent a week in a wheelchair to dramatically highlight the Library for the Blind and Handicapped's urgent need for money.



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KTVU-TV  
San Francisco-  
Oakland

WIOD, WAIA-FM  
Miami

KFI, KOST-FM  
Los Angeles

WLIF-FM  
Baltimore

WWSH-FM  
Philadelphia

# The Week in Brief

## TOP OF THE WEEK

**SWEEP STORY** □ May sweep results show ABC and CBS vying for prime-time victories in the top-100 markets, while NBC posts the largest audience gains from the year before. **PAGE 25.**

**OPEN COURTS** □ The Supreme Court rules in the Richmond Newspapers case that trials, except for "overriding reasons," must be open to the public and press. **PAGE 27.**

**MUDD MOVES** □ The CBS correspondent makes up his mind and decides to go to NBC next year as chief Washington correspondent—a newly created position. **PAGE 28.**

## LAW & REGULATION

**TOGETHER** □ NOW and United Church announce station-by-station investigation of EEO practices. **PAGE 29.**

**TURNED DOWN** □ The FCC denies the NAB's contention that the commission's EEO guidelines are "quotas" and rejects a petition for reconsideration of them. **PAGE 30.**

**FOUR-WAY TRADE** □ The FCC approves a complex transaction that results in the first minority-controlled station in Rhode Island. In the process the commission grants a waiver of its one-to-a-market rule and lets Outlet Co. acquire an FM in the same market as its WJAR-TV Providence, R.I. **PAGE 30.**

**CROSSOWNERSHIP CODIFICATION** □ House Communications Subcommittee passes bill introduced by Allan Swift that would make the FCC's rules on broadcast-newspaper crossownership holdings into law. **PAGE 33.**

**ANOTHER OPINION** □ In a new book, a Hofstra University professor says that FCC policies have promoted broadcast profit rather than programming diversity. **PAGE 34.**

## BUSINESS

**GROWTH ORIENTED** □ Harris Corp. Chairman Boyd tells New York security analysts that his company's sales for 1980 should be about 20% above last year's. That's the goal the company has set for itself. **PAGE 35.**

**LOWERING EXPECTATIONS** □ CBS's new president, Thomas Wyman, sees his company taking a downturn in second-quarter earnings and per-share earnings for the year. **PAGE 35.**

**BIG BACKERS** □ Warburg study shows that for the first time in two years, banks take the lead in making new loans to the cable industry. **PAGE 36.**

## PROGRAMMING

**PAY-TV FEARS** □ ABC executives say the Duran-Leonard fight may have been a turning point in the bidding wars between pay and free TV. **PAGE 38.**

**BUFFALO BATTLE** □ A fight over which Buffalo, N.Y., station gets to broadcast Group W's *P.M. Magazine* goes to U.S. District Court in Washington. **PAGE 40.**

## MEDIA

**BLACK PERSPECTIVE** □ The Black Music Association gathers in Washington and features sessions on programming, ownership and financing. **PAGE 43.**

**STV FOR DC** □ FCC administrative law judge approves application for minority-owned subscription TV station in Washington. **PAGE 43.**

## JOURNALISM

**SUPERFICIAL** □ That's how a George Washington University study characterizes media coverage of the presidential race, with more attention paid to the vote totals than to the qualities of the candidates. **PAGE 47.**

## TECHNOLOGY

**CONGLOMERATE** □ AP, 11 newspapers and a Columbus, Ohio, computer firm join to test the feasibility of electronic delivery of newspapers. **PAGE 49.**

**SONY'S LATEST** □ The company introduces a prototype of its "Video Movie" unit—a four-pound videocassette recorder with sound for home use with a less-than-\$1,000 expected price tag. **PAGE 49.**

## PROFILE

**ONE-MAN THINK TANK** □ The FCC's chief scientist, Stephen Lukasik, has degrees in physics, experience in industry and at the Rand Corp. and the goal of keeping the FCC on top of technological changes. **PAGE 73.**

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# Savvy!



Toni Tennille's got it! And her audience will love her for it when she takes on the headliners and the headline makers ...the shakers and the movers...the best and the brightest on her new talk-variety show—coming this Fall on stations across the country!

## THE TONI TENNILLE SHOW

A super new daily hour from

**MCA TV**

# Closed Circuit®

Insider report: behind the scene, before the fact

## Almost gone

Jane Cahill Pfeiffer is to resign as NBC chairman this week. She was at Wimbledon tennis matches in England last week, but highly placed NBC source said she had been informed that NBC President and Chief Executive Fred Silverman—whom she was instrumental in bringing to NBC, and to whom she reports—was disappointed with her performance as chairman and that she was expected to resign on return to office from Wimbledon.

Richard S. Salant, retired CBS News president whose move to NBC was largely at Pfeiffer's behest, is vice chairman but is not expected to move up.

## Action

Upfront buying on TV networks' new fall season, lagging as recession-conscious advertisers moved cautiously, has taken sharp upturn in last 10 days to two weeks, according to network sales sources. "It broke open June 23 and we've caught up tremendously since then," said NBC official. He said fewer upfront advertisers had been set but that they were committing more money than year ago and their number was increasing. CBS officials said "dramatic change" had occurred and sales were moving rapidly. One executive said catch-up was going so well that networks now were probably not much more than one week off last year's pace. One ABC official said things were going so well, he expected upfront sales to wind up by end of July, as usual.

## Holding up

Katz Television has compiled forecast for third quarter of 1980 showing increase of 11% in total national spot TV business, down slightly from 13% rise in third quarter 1979. Katz says commitments and actual placements are coming later this year but spot TV's traditional advertisers—nondurable goods—have given no indication of retrenchment. There has been some drop-off in durable goods advertising, such as autos and high-ticket appliances.

## Next

Now that FCC has affirmed intention to enforce EEO guidelines it adopted for broadcasters early this year (see page 30) cable operators are next in FCC's EEO spotlight. All cable operators are required to submit records on employment of women and minorities as part of their annual report (Form 395) to FCC. But

commission hasn't done anything up to now to enforce compliance with its hiring standards. That's about to change.

FCC's Cable Bureau staff is analyzing reports from cable systems with 15 or more employees to determine compliance with cable guidelines for women and minority employment (50% of representation in local work force for all jobs, 25% for top four levels of employment). Coincidentally bureau is about to crack down on systems that have submitted no forms. Those who ignore second request for submission of report can expect \$500 fine.

## Instant San Francisco

Arbitron Television officials have decided to introduce metered measurement of audiences in San Francisco, effective in fall of 1982, coincident with start of that year's new prime-time season. It'll be Arbitron's fourth metered market, joining New York, Los Angeles and Chicago.

## On and on

Dispute over how to divide \$12 million paid in royalties in 1978 by cable companies will apparently go down to Sept. 11 deadline. Phase I of case ends today (July 7) with submission to Copyright Royalty Tribunal of further comments from involved parties—commercial and noncommercial broadcasters, music licensing groups, sports interests, motion picture producers.

Phase II, to determine which claimants are represented by what organizations, will probably ensue. CRT asked parties for submissions on this topic, but didn't get "satisfactory response," according to one tribunal member, meaning likelihood of more hearings and rebuttals. Tribunal expects to interrupt other hearings to focus on this case so deadline, as required by law, can be met.

## One after another

Brain drain from CBS to NBC News may not be over. Following Marvin Kalb's switch (BROADCASTING, June 23) and totally obscured by attention being paid to Roger Mudd's defection (see page 28), is word that Kalb's brother Bernard, also CBS correspondent, is restless although contract still has six months to go.

Meanwhile, CBS News is pondering question of replacing Marvin Kalb on diplomatic beat. Word among reporters in Washington is that CBS's veteran White House correspondent, Bob Pierpont, will be asked to take post. But CBS News Vice President Bud Benjamin says number of options are being weighed and that

decision probably won't be made for couple of weeks.

## Front but not center

Decision of Joint Congressional Committee on Inaugural Ceremonies to switch presidential inauguration site from east to west front of Capitol is troubling network news representatives. West front rises high above level of what Senator Claiborne Pell (D-R.I.), chairman of Senate Rules Committee and member of special committee, speaks of admiringly as "natural amphitheater," and is reached by long flight of stairs cut into sloping lawn. As result, there is no natural place for head-on camera locations. Sid Davis, NBC's Washington bureau chief, also foresees difficult structural problems; not only would broadcasters' booths have to be built out over lawn and stairs at something like right angle to front of building but west front itself is in, literally, shaky condition—shored up by timbers.

## Author, author

It probably should have come as no surprise that FCC fared as well as it did in new Senate bill (S.2827) reworking Communications Act. Among those heavily contributing to bill that FCC Chairman Charles D. Ferris praised as "carefully crafted, balanced," etc. was FCC General Counsel Robert Bruce.

## Show booths

Any worry National Association of Television Program Executives leadership may have had about number of program distributors willing to pioneer switch from hotel rooms to exhibition-hall space at next year's NATPE convention in New York (March 13-18) has been put to rest. Response from exhibitors has been strong enough to force meetings originally planned for Hilton across street to Sheraton Center to accommodate 42 companies rather than originally planned for 30. There's incentive. Those that get in first can claim squatters' rights on prime locations, and by NATPE 1984 in San Francisco, there will be no choice but exhibition hall.

## Hot cassette

Videocassette field may be creating opportunities for TV stations. KOMO-TV Seattle and KATU(TV) Portland, Ore., owned by Fisher Broadcasting, have put together half-hour program of their extensive coverage of Mount St. Helens volcanic eruption and plan to enter it in home video market.



# Business Briefly

RADIO ONLY

**California Treefruit Agreement** □ Nectarines, peaches, pears, plums. Begins July 21 for 14 weeks in 34 markets. Agency: Busse & Cummings, San Francisco. Target: women, 25-54.

**Pacific Gas & Electric** □ Summer energy conservation. Begins this week for 12 weeks in California markets of San Francisco, Bakersfield, Salinas-Monterey, Sacramento-Stockton, Eureka, Chico-Redding, Fresno and Santa Barbara-Santa Maria-San Luis Obispo. Morning drive, midday and afternoon drive. Agency: McCann-Erickson-MIS, San Francisco. Target: adults, 18 and over.

**General Foods** □ Lean Strips. Begins this week for 10 weeks in Phoenix, Tucson, Ariz., and Virginia markets of Norfolk, Richmond and Harrisonburg. Morning drive, midday and afternoon drive. Agency: Ogilvy & Mather, New York. Target: women, 25-54.

**Washington Dairy Products**

**Commission** □ Milk. Begins this week for 10 weeks in Washington markets. Morning drive, midday, afternoon drive, evenings and week-ends. Agency: Ehrig & Associates, Seattle. Target: women, 25-54.

**Valle's** □ Family restaurants. Begins this week for nine weeks in 12 markets. Agency: Allied Advertising, Boston. Target: adults, 25-54.

**Stride-Rite** □ Shoe stores. Begins July 14 for eight weeks in New York markets. Midday and afternoon drive times. Agency: Humphrey Browning MacDougall, Boston. Target: boys, 12-17; men, 18-24.

**Amoco** □ Gasohol. Begins July 21 for four-to-six weeks in various Iowa markets. Agency: D'Arcy-MacManus & Masius, Chicago. Target: men, 18-49.

**Murjani** □ Gloria Vanderbilt Jr. jeans. Begins this week for four weeks in 12 markets. All day parts. Agency: Fisher/Feld, New York. Target: women, 18-34.

**Crocker Bank** □ Banking. Begins this

## AdVantage

**Promote thyself.** Necessity for advertising during recession and dominance of television medium are pointed up in three new 30-second TV spots produced by the Television Bureau of Advertising and made available to TV stations. One spot stresses that "in good times you should advertise, but in bad times you *must* advertise, and advertise on television." Second spot directed at consumers urges buyers of products and services to be careful in their purchases during recession and point

NOW IS THE TIME TO  
SPEND YOUR  
ADVERTISING DOLLARS  
WHERE THE PEOPLE  
SPEND THEIR TIME

out that stores that advertise "want your business." Final spot, based on recent R.H. Bruskin research, makes point that adults spend more time each day with television than they do reading newspapers, listening to radio or reading magazines combined. Spots were produced at Teletronics Inc., New York, with George Huntington, TVB executive vice president, operations, as producer/writer, and Walter Vetter, TVB vice president, technical services, as technical director. Set of three spots cost \$60.

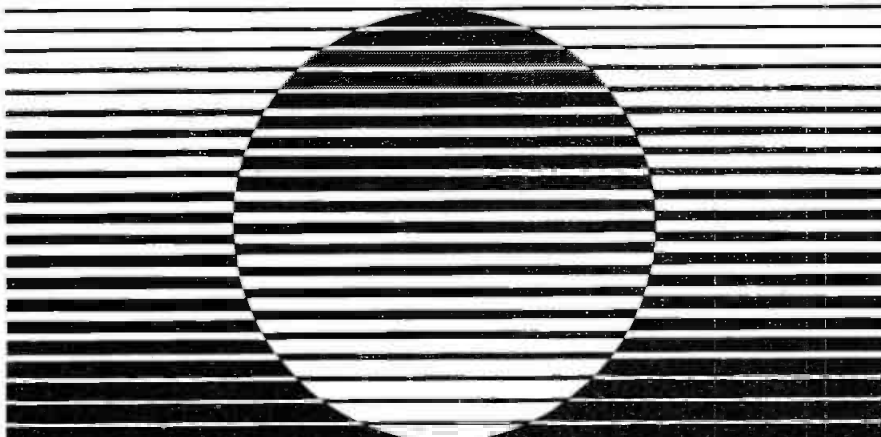
□

**Clothing push.** Sportswear designer Diane Von Furstenberg is featured in new spot TV campaign for Puritan Fashions Corp. Breaking in mid-August, multimillion-dollar effort will run in top 25 markets during prime and early and late fringe times. Campaign, geared toward women 18 to 49, will stress concept of "investment-clothing," or quality apparel suitable for all occasions. Mort Libov Productions produced 30-second spot, which will run through October.

□

**SSC&B clicks.** Olympus Camera Corp., New York, has named SSC&B Inc., New York, as agency for its account, effective Oct. 1, replacing Wells, Rich, Greene, New York. Olympus bills more than \$16 million, of which estimated \$12 million is in television and radio.

## WE'RE GOING FROM GOLD TO PLATINUM.



Watch for a bold new direction from The Money Machine. New services, new resources, a new name. Backed with the same proven performance. You know us as a solid gold name in music images and production libraries. Now, we're going platinum. A sight you won't want to miss.

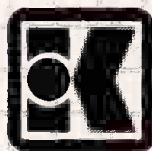
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## Rep Report

KUCB(FM) Las Vegas. To Blair Radio (no previous rep).

WXCL(AM-WZQ(FM) Peoria, Ill.: To Blair Radio from McGraw-Hill.

WBHP(AM) Huntsville, Ala., and WNTM(AM-WLW(FM) Tallahassee, Fla.: To Katz Radio from Pro Radio.

WEJL(AM-WEX(FM) Wilkes-Barre, Pa.: To Buckley Radio from Selcom.

week in California markets of Sacramento, San Diego and San Francisco and July 14 in Los Angeles for four weeks. Agency: Needham, Harper & Steers, Los Angeles. Target: adults, 25-49.

**Gino's** □ Fast-food restaurant. Begins Sept. 1 for two weeks in Philadelphia, Washington, Baltimore, Salisbury, Md., and central Pennsylvania. Morning drive, midday, afternoon drive and week-end programming. Agency: Lewis & Gilman, Philadelphia. Target: adults, 18-49.

**Wickes Corp.** □ Store sales. Begins this week for about three weeks in nine markets. Morning drive times and middays. Agency: Ed Libov Associates,

New York. Target: women, 25-54.

**Celebrity Foods** □ Canned Hungarian foods. Begins in third quarter for one-to-three weeks in New York; Boston; Hartford-New Haven, Conn.; Providence, R.I.; Philadelphia; Detroit, and Minneapolis-St. Paul. Agency: Norman Roberts Associates, Philadelphia. Target: women, 25-49.

**Marriott's Great America** □ Family entertainment centers. Begins Sept. 1 for 10 days in San Francisco, Sacramento and Salinas-Monterey, all California. Agency: Ogilvy & Mather, San Francisco. Target: adults, 25-49.

**O.G. Wilson** □ Jewelers. Begins this week for one week in Texas markets of El Paso and San Antonio. Agency: Bloom Advertising Too, Dallas. Target: adults, 18-34.

**Levi Strauss** □ Goofs retail stores for irregulars. Begins July 15 for three days in 23 mostly Southern markets. Agency: The Sullivan Agency, Columbia, S.C. Target: teen-agers, adults, 18-34.

TV ONLY

**Zayre** □ Discount department stores. Begins Aug. 10 for 14 weeks in 20 markets. Day times. Agency: Ingalls Associates, Boston. Target: women, 25-49.

**Heublein** □ Kentucky Fried Chicken. Begins July 14 for eight weeks in 16 markets. Agency: The Marschalk Co., New York. Target: adults, 18-34.

**Sperry & Hutchinson** □ S&H Green Stamps. Begins July 28 for five weeks in about 15 markets. Day and fringe times. Agency: SSC&B, New York. Target: women, 18-49.

**Toro** □ Sprinklers. Begins this week for four weeks in Colorado markets. Prime access, sports news and fringe times. Agency: Ed Libov & Associates, Los Angeles. Target: men, 25-54.

**Genesee Brewing** □ Cream Ale and regular beer. Begins July 21 for three weeks in 21 markets. Fringe and sports times. Agency: William Esty & Co., New York. Target: men, 18-49.

**Consumers Union** □ *Consumer Reports* magazine. Begins July 17 for three days in 40 markets. Prime, late fringe and news times. Agency: Rapp & Collins, New York. Target: adults, 25-49.

**Color Tile** □ Floor covering. Begins July 14 for three weeks in 10 markets. Day and fringe times. Agency: Mart Advertising, Fort Worth. Target: adults, 25-49.

**Shasta Beverages** □ Diet drink. Begins July 7 for 10 weeks in more than 20 markets. Fringe times. Agency: Tracy-Locke, San Francisco. Target: women, 18-49.

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## Broadcasting

The newsworthy of broadcasting and allied arts

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Leonard Zeidenberg, senior correspondent.  
J. Daniel Rudy, assistant managing editor.  
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Joseph A. Esser, assistant editor.

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Winfield R. Levi, general sales manager (New York).  
John Andre, sales manager—equipment and engineering (Washington).  
Gene Edwards, Southern sales manager.  
David Berlyn, Eastern sales manager (New York).  
Tim Thometz, Western sales manager.  
Linda Petersen, classified advertising.  
Doris Kelly, secretary.

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Kevin M. Thomson, subscription manager.  
Kay Marshall, Christopher McGirr.  
Patricia Waldron.

### PRODUCTION

Harry Stevens, production manager.  
Don Gallo, production assistant.

### ADMINISTRATION

Irving C. Miller, business manager.  
Philippe E. Boucher.  
Doris E. Lord

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Phone: 212-599-2830.  
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Rocco Famighetti, senior editor.  
Jay Rubin, assistant editor.  
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Karen Parhas, editorial assistant.  
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SYSTEMS

**KAMAN SCIENCES CORPORATION**  
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Our systems belong in your station.

## A black and white photograph of a vintage microphone resting on the seat of a high stool. The microphone is positioned horizontally across the white, oval-shaped seat. The stool has a dark, possibly metal, frame with four legs and a cross-brace. The background is dark and out of focus, with a thin vertical line visible on the right side.

Jerry Lewis once wisely warned us: *Be wary, people, of anyone who claims to be the best animal.* Muscular Dystrophy Telethon. And Steve is happy to have played a part in helping him attain his goal.

For it is MYKTV-TV, Steve's station on Detroit's 12th Avenue, that has been the lead station in the country in total event donations.

MYKTV-TV's recent summer pledge of \$2,025,000 represented some 90 percent of the National total of \$2,294,465.

But beyond the money, the true success of MYKTV-TV in the Jerry Lewis Telethon was in the people. MYKTV-TV in Cleveland, WSPD-TV in Toledo, WAGA-TV in Atlanta, WTTV-TV in Indianapolis were all in there doing their part, as well.

The Jerry Lewis Telethon is another way Steve's station gets involved in serving their community.

# STORER

STORER BROADCASTING COMPANY

WPCA-TV Asheville W50K-TV Boston W53N-TV Cleveland W58L-TV Detroit W1T1-TV Milwaukee W57Q-TV San Diego W57D-TV Toledo  
W145-TV Chicago W33N-TV and W37Z-TV Los Angeles W5CM and W137-TV Miami W59N-TV New York W571-TV Omaha



Last year, the Glens Theatre—an old San Diego landmark—was completely destroyed by fire. It is destined to be the ground for a new Glens Theatre. Name after William Shakespeare himself.

And thanks to San Diego's commitment to live theater and KCSF-TV's constant travel to the community, this show is well underway.

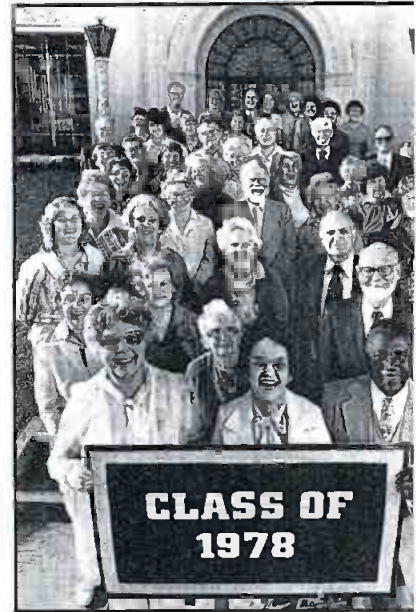
Because the Glens Theatre in San Diego, KCSF-TV held a large fund-raising event and raised over \$350,000 toward rebuilding the old theater.

The show was hosted by Marion Broom-  
Saxe of ABC's "Happy Days"—who first per-  
formed at the Old Globe in 1964 and whose  
Victor Buono—who first appeared at the Globe  
in 1956.

And the way we see it, the more effective we are in our communities, the more effective you can be as an advertiser and the more effective we can be as an advertiser.

# STORER

STORER BROADCASTING COMPANY

[illegible]

When heavy snows and cold temperatures trap a Milwaukee in its tracks last winter, Milwaukee turned to WITI-TV. And by the time it was over, WITI-TV, the Storier station in Milwaukee, had seen in it that more than 1300 elderly and frail had been helped, lost of snow shovelled away, hundreds of errands run, and who knows how many friendships formed.

Over 30,000 viewers last year called Contact for help, and all 30,000 were followed-up by personal contact, phone or letter.

Some have led to investigations and issuance of charges by the State Attorney General's Office of Consumer Protection, others have led to action by the Milwaukee Common Council and even by the Wisconsin State Legislature.

We're proud of them and his staff at WTTI-TV. Because the way we see it, the more effective we are in our communities, the more effective we can be for our advertisers.

**STORER**  
STORER BROADCASTING COMPANY





# n a good TV program.

## How come good kids aren't good news?

**Battery Rape** (Epstein's husband, Eugene, was charged with battery, rape, and incest.)

Also, when the 1978 season began, the network had a new format.

But the 1978 season was a success.

And the 1979 season was a success.

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And the 2016 season was a success.

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And the 2030 season was a success.

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And the 2032 season was a success.

And the 2033 season was a success.

And the 2034 season was a success.

And the 2035 season was a success.

And the 2036 season was a success.

And the 2037 season was a success.

And the 2038 season was a success.

And the 2039 season was a success.

And the 2040 season was a success.

Some of the best programs on the air take their cues from real life. They're successful because they involve the people in the community. We think being part of the local scene is a great way for a communications company to do business. So for Storer stations, turning real events into good television programs is a way of life.

Our station WAGA-TV in Atlanta was recently involved in an Amnesty Program. As part of a total media effort, WAGA-TV helped the Atlanta Public Library retrieve 25,027 overdue books, films and recordings conservatively worth a quarter of a million dollars.

Or take station WITI-TV in Milwaukee. When heavy snows and cold temperatures froze Milwaukee in its tracks one recent winter, WITI-TV responded warmly with a program called Operation Snow Desk. And saw to it that over 1,300 elderly and infirm were helped during the storm.

Or station KCST-TV in San Diego. They held a four hour Telethon and raised over \$350,000 toward rebuilding the Globe Theatre, a city landmark destroyed by fire.

The story is similar at all Storer stations, because community programs like these rate very highly with us. The way we see it, the more involved we are in our communities, the more effective we can be for advertisers, and the more effective we can be for ourselves.

# STORER

BROADCASTING COMPANY

## The Class of '78 announces its first annual reunion.

The average age of the Class of '78 is 40.

But the average age of the Class of '78 is 40.

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But the average age of the Class of '78 is 40.

## A brief editorial on a long overdue subject.

Recently the Atlanta Public Library asked us

to help them find a way to raise money.

And we said, "Sure, we'll help you."

And we said, "Sure, we'll help you."

And we said, "Sure, we'll help you."

And we said, "Sure, we'll help you."

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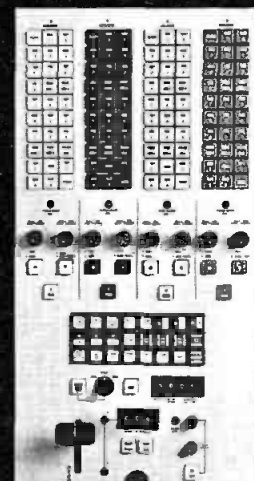
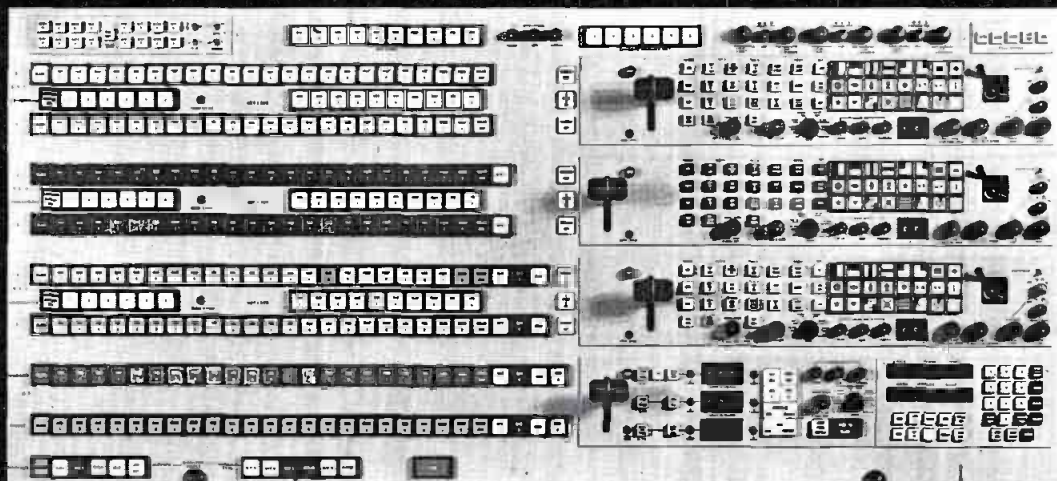
And we said, "Sure, we'll help you."

And we said, "Sure, we'll help you."

**STORER**  
BROADCASTING COMPANY

# Vital today for big-time real-time production

**The latest in production switching, the last word in production switcher automation systems and the best in movie-style special effects**



## **THE NEW MULTI-LAYERED M/E VIX-114 SERIES VIDEO SWITCHERS**

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- Chroma key and 2 title keys on each Mix/Effect
- Mix or Wipe behind chroma key
- Auto Transition Control programmable in frames
- Interface for Editor and Computer control
- RGB or Encoded Shadow Chroma Key
- Varikey for Soft, Hard, or See-thru keys
- Digital controlled

## **THE ALL NEW PSAS-2 Production Switching Automation Systems**

- Controls the VIX-114 Series Switching Systems and SqueeZoom with smart microprocessor systems
- Autolearn and Endpoint Plotting
- Unlimited floppy disk storage
- Analog signal control
- Re-store capability for altering analog and digital parameters
- Display of event description

## **THE INCREDIBLE SQUEEZOOM® Optical Effects Synchronizer**

- Up to 123 effects available
- Frame Freezer
- Video Compressor
- Electronic Zoom
- Avoid FCC violations with blanking correction
- Up to 4 channels on one screen

**Many more advanced features fully described in our brochures. Contact office nearest you.**

**NTSC or PAL**

**Get it all together or one at a time!  
We're ready to make a Vital contribution to your operation today.**

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ROBERT McALL Northeast-518/966-5180  
BARRY ENDERS Northeast-315/589-9289  
BARRY HOLLAND Southwest-714/497-4516  
JIM MONEYHUN Northwest-415/561-9130  
GORDON PETERS SouthCentral-817/467-0051  
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**1980-the year Vital doubled its sales-personnel-plant facilities.**



# Where Things Stand

An every-first-Monday status report on the unfinished business of electronic communications

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□  
**AM allocations.** FCC initiated rulemaking that could result in addition of 125 or more AM stations in clear and adjacent channels. Comments in proceeding, however, were negative; most supported maintaining clear channels (BROADCASTING, July 16, 1979). FCC approved plan to allow spectrum space for up to 125 new unlimited-time AM stations (BROADCASTING, June 2). There also has been increased discussion about converting daytime radio operations into full-time operations, with several actions pending: National Telecommunications and Information Administration has proposed reducing AM spacing from 10 kHz to 9 kHz to create more radio channels, and U.S. submitted that proposal at Region 2 (western hemisphere) conference which ended March 28 in Buenos Aires. However, the conference was unable to reach a consensus on the issue and postponed decision until its second session—in November 1981 (BROADCASTING, March 24, 31). There is industry movement to get FCC to establish joint government-industry advisory committee to develop plan for all aural assignments. FCC has also been prodded to form comprehensive inquiry for its proposed policies and procedures governing both AM and FM frequencies (BROADCASTING, May 19).

□  
**AM stereo.** Year and half ago, FCC instituted formal inquiry looking to development of standards for AM stereo broadcasting (BROADCASTING, Sept. 18, 1978). Included in proceeding were five proposed systems—by Belar, Harris, Kahn, Magnavox and Motorola. Final comments in proceeding were filed last year (BROADCASTING, May 28, 1979). FCC approved single system—Magnavox—at April 9 meeting (BROADCASTING, April 14) and ordered staff to write report and order defending Magnavox choice. FCC has announced, however, that staff is preparing further notice of proposed rulemaking to gather more information, raising possibility that system other than Magnavox's might ultimately emerge as industry standard (BROADCASTING, June 30).

□  
**Antitrust/networks.** Justice Department, which originally filed suit against ABC, CBS and NBC in 1972 for alleged monopoly practices, has reached out-of-court settlement with NBC, and that agreement has been approved by presiding judge in case (BROADCASTING, Dec. 5, 1977). CBS has also negotiated essentially same agreement, which imposes number of restrictions on networks in programing area, but some are not effective unless all three agree to them (BROADCASTING, May 12). ABC, however, continues to fight suit.

□  
**Antitrust/TV code.** Department of Justice has filed suit in U.S. District Court in Washington against National Association of Broadcasters' television code, charging that it unfairly manipulates marketplace by restricting

number of advertising availabilities (BROADCASTING, July 18, 1979). Oral arguments were held late last year; NAB claimed case is governed by "rule of reasonableness" and Justice argued code is "per se" violation of antitrust laws (BROADCASTING, Dec. 10, 1979). Meanwhile, U.S. District Judge Harold Greene turned down NAB's bid for dismissal of suit but said he will treat motion as one for summary judgment (BROADCASTING, Dec. 17, 1979). Both Justice and NAB filed briefs reiterating their positions. Greene now has to decide on basis of record. There was second oral argument, on May 16, when both sides asked for summary judgment.

□  
**Automatic transmission systems.** FCC has allowed automatic transmission service for nondirectional AM and FM stations (BROADCASTING, Jan. 3, 1977). Commission expects also to permit ATS at AM directional and TV stations, but that proceeding is low on list of Broadcast Bureau priorities.

□  
**Cable copyright.** Copyright Royalty Tribunal has finished evidentiary hearings in dispute over how to divide \$12 million paid in royalties in 1978 by cable companies. Involved in dispute are broadcasters, music licensing groups, sports interests, motion picture producers and public broadcasters. By law, dispute must be resolved by Sept. 11; CRT has put matter on hold until July 8.

□  
**Cable deregulation.** FCC is embarked on course that may take it to elimination of last remaining rules cable industry considers restrictive—distant-signal and syndicated-exclusivity regulation—but has opened possibility of establishing some kind of marketplace regulation through program equities (BROADCASTING, May 7, 1979). National Telecommunications and Information Administration has proposed idea of retransmission consent as means of introducing marketplace factor into distant-signal equation. Idea received support in comments filed with FCC on notice of proposed rulemaking to repeal current rules (BROADCASTING, Sept. 24, 1979). Congressional Research Service, on other hand, has published study, requested by Lionel Van Deerlin (D-Calif.), chairman of House Communications Subcommittee, which concluded that only Congress can authorize retransmission consent (BROADCASTING, Dec. 3, 1979). NTIA continues to assert FCC has such authority (BROADCASTING, Feb. 4). FCC is aiming to release report and order in proceeding by summer recess in August. Representative Robert Kastenmeier (D-Wis.), in letter to FCC Chairman Charles Ferris, asked for halt in FCC proceedings until Copyright Royalty Tribunal has concluded its review of present scales and distribution (BROADCASTING, March 31).

□  
**Carter use of broadcasting.** President has held 57 televised press conferences since assuming office. Last July he abandoned his twice-a-month press conferences, and for a

time, substituted for them town hall meetings, regional press conferences and one national radio call-in show on National Public Radio, last Oct. 9 (BROADCASTING, Oct. 15, 1979). After the hostage situation developed in Iran, in November, he remained in the White House where, in addition to occasional formal news conferences, he was seen in taped or live meetings with the press on specific issues, as well as interviews with broadcast journalists from states where primaries were to be held. Since April, he has done some traveling, including trips that could be considered political.

□  
**Children's television.** FCC has issued formal rulemaking with wide range of options, including imposition of mandatory program requirements to alleviate what FCC children's task force sees as irresponsibility of broadcasters in providing sufficient amounts of children's instructional and educational television throughout week (BROADCASTING, Dec. 24, 1979). Comments were submitted June 16 (BROADCASTING, June 23). National Association of Broadcasters and National Association of Television Program Executives held three-day conference in June which provided survey of what's available in children's programing, as well as ideas of how to better it. Regulatory proposals, though, were chief topics of concern (BROADCASTING, June 30).

□  
**Closed captioning.** ABC-TV, NBC-TV and Public Broadcasting Service are participating in captioning project for benefit of hearing impaired, which began March 15 (BROADCASTING, March 24). ABC and NBC are captioning five hours of network television a week (in prime time) and PBS more than 10 hours. Sears, Roebuck & Co. is manufacturing and distributing decoding equipment for home sets. Adapter for set costs \$250, while 19-inch color set with adapter built in sells for about \$500. CBS declined to participate, saying it is more interested in proceeding with its work on teletext process (BROADCASTING, Oct. 1, 1979).

□  
**Communications Act.** House Communications Subcommittee approved H.R. 6121, amendments to 1934 act, which deal only with common carrier provisions. Bill is now being scrutinized by full Commerce Committee. In Senate, revised bill with bipartisan support, which includes broadcast provisions, was introduced (BROADCASTING, June 16). But displeasure with legislation, S. 2827, resulted in postponement of mark-up. Commerce Committee Chairman Howard Cannon (D-Nev.) has not scheduled any dates for consideration of bill, and says he won't until differences with AT&T have been resolved.

□  
**Comsat.** Communications Satellite Corp. surprised television world with announcement of its plans for transmitting as many as six channels of pay TV programing via satellite direct to homes equipped with small-diameter rooftop antennas (BROADCASTING, Aug. 6, 1979). Comsat planned to have details ready for filing

at FCC first quarter of this year. However, filing has been put off indefinitely since joint-venture talks with Sears have fallen through (BROADCASTING, April 14). FCC meanwhile, has been conducting inquiry on Comsat's corporate structure. Broadcasters filing comments agreed that Comsat was established by Congress as common carrier service and that any venture into satellite-to-home broadcasting could not be authorized under its present charter. FCC adopted report to restructure Comsat but allow it to operate freely outside Intelsat and Inmarsat (BROADCASTING, April 28).

□

#### **Crossownership (newspaper-broadcast).**

Supreme Court has upheld FCC policy grandfathering most such existing crossownerships, disallowing future formation of crossownerships and requiring break-up of 16 "egregious" crossownership cases (BROADCASTING, June 19, 1978). Five of 16 have divested or signed sale agreements, seven have been freed from divestiture order because of changed circumstances in market (entry of competition) and one has won reversal of divestiture order in appeals court. Of three remaining cases, one has given up fight and decided to sell its television station in compliance with order (BROADCASTING, Jan. 7), and two others have been denied waivers on ground that situations had not changed (BROADCASTING, March 3). House Communications Subcommittee approved H.R. 6228, legislation introduced by Representative Allan Swift (D-Wash.) that would codify existing FCC rules (see story this issue).

□

**Crossownership (television broadcasting-cable television).** FCC amended its rules to require divestiture of either CATV system or co-owned TV station that is only commercial station to place city-grade contour over cable community (BROADCASTING, March 8, 1976). National Citizens Committee for Broadcasting appealed, arguing rule should be broader. Two system owners involved also appealed on other grounds (BROADCASTING, April 26, 1976). In December 1978, court sent case back to commission at FCC's request. FCC, on June 25, adopted notice of proposed rulemaking that seeks to require divestiture of all crossownerships of television stations and cable systems located in the TV station's Grade B contour (BROADCASTING, June 30).

□

**EEO.** Supreme Court, in decision involving Federal Power Commission and its role—or lack of one—in EEO matters, appears to have cast doubt on FCC authority to impose EEO rules on cable systems, but commission has adopted report and order resolving in its favor question of whether it has necessary authority and laying out program for monitoring cable systems' EEO performance and for dealing with violators (BROADCASTING, Oct. 2, 1978). In broadcasting, commission has voted to increase equal-employment guidelines for stations, effective April 1. Stations with five to 10 employees are required to have 50% parity overall with available workforce, and 25% in top four job categories. Stations with more than 10 employees must reach 50% parity both overall and in top four job categories and stations with 50 or more employees will receive complete review of their EEO programs. FCC also voted to take look at employment practices of three commercial networks, to see whether, or how, minorities and women are employed in decision-making jobs. FCC has met with networks and is planning additional meetings to obtain information. FCC rejected reconsideration peti-

tion filed by National Association of Broadcasters claiming new guidelines are not "quotas" but merely provide basis for review of stations' EEO efforts (see story, this issue).

□

**Family viewing.** Ninth Circuit U.S. Court of Appeals in San Francisco has thrown out November 1976 ruling by Judge Warren Ferguson that held family-viewing self-regulatory concept unconstitutional (BROADCASTING, Nov. 19, 1979). Appeals court ruled that Ferguson erred in concluding that U.S. District Court in Los Angeles was proper forum for deciding issue. Court ordered judicial review of administrative proceedings of case before FCC, with claims made against networks and National Association of Broadcasters to be held in abeyance until commission completes its actions. Plaintiffs, which include Tandem Productions and Writers Guild of America, have petitioned U.S. Court of Appeals in San Francisco for rehearing on ground that appeals court based its opinion on "mistaken interpretation of the primary jurisdiction doctrine" (BROADCASTING, Dec. 24, 1979). Rehearing was denied, and plaintiffs have asked Supreme Court to review Appeals Court decision (BROADCASTING, May 12).

□

**Federal Trade Commission.** After years of bickering, Congress approved authorizing legislation for agency, which subjects FTC rules to two-house congressional veto and limits commission's public participation funding (BROADCASTING, May 26). Under provisions in bill, which authorizes life of commission through September 1982, children's advertising inquiry would be allowed to proceed. Complete text of new rule would have to be published in advance, however, and inquiry would have to be based on false and deceptive advertising, rather than unfair, as in past. Commission has directed staff to prepare recommendations on possible courses of action, including text of proposed rule, by Oct. 15. Commission will then solicit public comment and decide whether or not to proceed with inquiry.

□

**FM allocations.** FCC has instituted rulemaking to open spectrum to additional commercial FM's. If adopted, there will be two new classes of stations as well as rules that would allow existing classes to operate in areas where they are now restricted (BROADCASTING, March 3). National Telecommunications and Information Administration in April asked FCC to reconsider its proposal and include NTIA's proposal for directional antennas in rulemaking.

□

**Format changes.** FCC more than three years ago ended inquiry to determine whether it can or should be involved in regulating program formats with order concluding that it can't and shouldn't (BROADCASTING, Aug. 2, 1976). Commission said determination should be left to discretion of licensee and to regulation of marketplace. But this was contrary to several previous appeals court decisions, and U.S. Court of Appeals reversed commission after most recent appeal was taken by citizen groups (BROADCASTING, July 9, 1979). Supreme Court has agreed to review case.

□

**License renewal legislation.** Broadcasters' effort to win license renewal legislation with longer licenses and insulation from challenge for such reasons as ownership structure became more urgent after Washington ap-

peals court's WESH decision, although that decision was later amended (BROADCASTING, Jan. 22, 1979). Issue is treated in Communications Act revisions introduced in Senate (BROADCASTING, April 2, 1979), and it appears any action on renewal issues will take place within context of those bills. Matter is also treated in H.R. 6228, introduced by Representative Allan Swift (D-Wash.), although thrust of that bill is crossownership (see story this issue).

□

**License renewal forms.** FCC adopted notice of proposed rulemaking that, if enacted, would shorten renewal form to postcard size for all AM, FM and TV stations. Random sample of about 5%, however, would have to submit longer form or go through field audit (BROADCASTING, June 9).

□

**Music licenses.** All-Industry Radio Music License Committee and American Society of Composers, Authors and Publishers have agreed, subject to court approval, on new licenses for radio stations' use of ASCAP music, retroactive to March 1, 1977, and extending through Dec. 31, 1982, and expected to save broadcasters \$6.5 million to \$8 million over full term (BROADCASTING, Aug. 21, 1978). Committee also has negotiated new agreement for Broadcast Music Inc. licenses retroactive to Jan. 1, 1979, and extending through Dec. 31, 1983 (BROADCASTING, March 12, 1979). In TV, similar all-industry committee has quit negotiating for new TV-station licenses with ASCAP and BMI, and has filed class-action suit in U.S. Southern District Court in New York against two music-licensing firms, charging that blanket licenses are monopolistic and anticompetitive (BROADCASTING, Dec. 4, 1978). In network TV, Supreme Court has overturned appeals-court decision siding with CBS in its demand for "per use" licenses as alternative to current blanket licenses and ordered lower court to review case from different legal perspective (BROADCASTING, April 23, 1979). Decision issued in lower court held that under "rule of reason" there is no restraint of trade and, in siding with District Court, dismissed complaint. CBS has petitioned for rehearing en banc.

□

**Network inquiry.** FCC's network inquiry has resumed, with commission issuing further notice of inquiry (BROADCASTING, Oct. 16, 1978). Proceeding is in response to petition by Westinghouse Broadcasting seeking examination of network-affiliate relationships. FCC released preliminary report at special meeting last Oct. 16. Report concluded that "structural" changes within industry promise most hope of new competition. Staff believes that although commission has jurisdiction to regulate networks, network/affiliate relationship is "clearly an efficient method of economic organization," and further attempts to regulate it would be pointless (BROADCASTING, Oct. 22, 1979). Additional reports on various methods of program delivery—cable, pay television, multipoint distribution, video recorders and public broadcasting—were released in February. Reports say while these other services hold "promise" for advent of additional networks, FCC's refusal to "come to grips" with its basic spectrum allocation and assignment policies poses "severe" barrier to development of more networks (BROADCASTING, Feb. 11). Final preliminary reports released in June concluded that three commercial networks have no monopoly



power over broadcast industry—and that FCC must seek to amend policies to provide for further diversity (BROADCASTING, June 23).

**Network standings.** Prime-time TV rating averages, Sept. 17-June 29: CBS 18.6, ABC 18.4, NBC 16.5.

**Pay cable, pay TV.** U.S. Court of Appeals in Washington has overturned FCC rules designed to protect broadcasters against siphoning of sports and movie programming (BROADCASTING, March 28, 1977) and Supreme Court has refused FCC request for review. FCC's authority to pre-empt pay-cable rate regulation has been upheld by U.S. Court of Appeals in New York (BROADCASTING, April 10, 1979). World of pay cable was shaken up April 24 when Getty Oil Co. and four major Hollywood motion picture companies announced that they were forming joint venture to compete with Home Box Office, Showtime, The Movie Channel and other established services for pay-cable dollars (BROADCASTING, April 28). Movie companies are Columbia Pictures Industries, MCA Inc., Paramount Pictures Corp. and 20th Century-Fox Film Corp. FCC has voted to repeal rule limiting one STV to market (BROADCASTING, Oct. 1, 1979).

**Performer royalties.** Legislation to require broadcasters and other users of recorded music to pay royalties to phonograph record performers and manufacturers has been reintroduced as H.R. 997 by Representative George Danielson (D-Calif.) and S. 1552 by Senator Harrison Williams (D-N.J.) (BROADCASTING, Aug. 20, 1979). Danielson bill is being marked up by Representative Robert Kastenmeier's (D-Wis.) Subcommittee on Courts, Civil Liberties and Administration of Justice, which held hearings on legislation last fall (BROADCASTING, Nov. 19 and Dec. 3, 1979).

**Radio deregulation.** In October 1978, FCC Chairman Charles Ferris asked Broadcast Bureau, Office of Plans and Policy and general counsel to draft revisions of radio regulation and supply commission with set of options for potential reduction or elimination of regulations that no longer fit economic marketplace of radio in major markets. He also directed staff to prepare notices to implement major-market experiment in radio deregulation. NAB urged FCC to move to deregulation in all markets instead of conducting "major market experiment." FCC staff has prepared notice of proposed rulemaking on matter, that will, if adopted, replace some FCC procedures and requirements with marketplace forces in determining how radio licensees operate (BROADCASTING, Sept. 10, 1979). Comments have been filed (BROADCASTING, March 31).

**Shield legislation.** Supreme Court's ruling in *Stanford Daily* case (which holds that police need only search warrant to search newsrooms and private homes and offices, even if occupants are not suspected of crimes) and jailing of *New York Times* reporter M.A. Farber (for refusal to turn over notes to New Jersey court), have spurred new wave of bills in Congress to protect press (BROADCASTING, Jan. 29, 1979). After *Stanford Daily* decision, House Government Operations Committee endorsed legislation to restrict police to sub-

poenas for obtaining information from third parties; subpoenas, unlike search warrants, can be contested in court, and Carter administration introduced legislation to overcome effects of *Stanford Daily* (BROADCASTING, April 9, 1979). It underwent hearings last spring in House (BROADCASTING, May 28, 1979). House Judiciary Committee approved version of such legislation, rejecting move to limit provision only to news media. Bill will now go to House floor. Senate Judiciary Committee, meanwhile, approved bill limited to journalists, as suggested by administration (BROADCASTING, June 30). Still, Supreme Court has refused to review case of San Francisco TV reporter ordered to jail for refusal to divulge sources of story he did while with KAKE-TV Wichita, Kan. (BROADCASTING, Feb. 26, 1979). And court's *Herbert vs. CBS* decision opens journalist's thought processes to scrutiny in libel cases (BROADCASTING, April 23, 1979).

**UHF.** FCC's May 1975 notice of inquiry on UHF taboos to determine whether proximity of stations could be reduced (BROADCASTING, June 2, 1975) was terminated in December 1978, with adoption of new proceeding looking toward development of new television receivers. (BROADCASTING, Feb. 20, 1978). Commission also has adopted new, tighter noise figure standards aimed at improving reception of UHF pictures (BROADCASTING, May 22, 1978). Earlier this year, it set up new task force to work toward UHF comparability, and made plans to spend up to \$610,000 on project (BROADCASTING, Jan. 8, 1979). Task force released first in series of reports that will seek to define problem, evaluate improvements and formulate alternatives for improved UHF reception (BROADCASTING, Sept. 17, 1979). Second report, released in March, sees number of possible technical gains for transmitters that would narrow VHF advantages (BROADCASTING, March 10).

**VHF drop-ins.** This FCC proceeding, of several years' standing, looks to short-spaced TV assignments in four markets and anticipates possibilities of further rulemakings for drop-ins in other markets (BROADCASTING, March 14, 1977). Comments, most of them negative from broadcasters, were filed with commission (BROADCASTING, Dec. 19, 1977). Staff is currently completing studies that may lead to report and order.

**WARC.** President Carter will send to Senate for ratification later this year treaty and protocol negotiated at World Administrative Radio Conference, which concluded in Geneva last December. U.S. officials said 11-week conference—which managed to avoid ideological conflicts some had feared would occur—was "success" (BROADCASTING, Dec. 10, 1979). Among results: Upper end of AM band was extended from 1605 to 1705 khz, shortwave frequencies were increased by about 500 khz, and proposal was adopted that will increase three-fold number of broadcast and fixed satellites that can operate in 12 ghz and in western hemisphere. In addition, conference provided for co-equal sharing by television, mobile and fixed services in 806-890 mhz band, but U.S. had to take footnote to assure right to such sharing between 470 and 806 mhz and from 890 to 960 mhz, and it reserved right to ignore WARC-imposed conditions on coordinating such sharing with Canada. Mexico and Cuba (BROADCASTING, Dec. 24, 1979).

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# Datebook

■ indicates new or revised listing

## This week

**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, Afton.

**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.

## Also in July

**July 14**—Beginning of *Republican national conven-*

*tion*. 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*. Dunfey Dallas hotel, Dallas.

■ **July 19-20**—*American Women in Radio and Television* board of directors meeting. WCCO-TV Minneapolis.

**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 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. Otesaga hotel, Cooperstown.

■ **July 29**—*Radio Advertising Bureau* Idearama for radio salespeople. Royal Villa, Raleigh, N.C.

■ **July 29**—*Radio Advertising Bureau* Idearama for radio salespeople. Marriott Inn Airport, Cleveland.

■ **July 29**—*Radio Advertising Bureau* Idearama for radio salespeople. Red Lion Motor Inn, Sacramento, Calif.

■ **July 29**—*Radio Advertising Bureau* Idearama for radio salespeople. Marlott hotel, Kansas City, Mo.

**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**—*Radio Advertising Bureau* Idearama for radio salespeople. Hilton Inn, Lansing, Mich.

■ **July 31**—*Radio Advertising Bureau* Idearama for radio salespeople. Richmond Hyatt House, Richmond, Va.

■ **July 31**—*Radio Advertising Bureau* Idearama for radio salespeople. Travelodge International hotel at Los Angeles Airport.

■ **July 31**—*Radio Advertising Bureau* Idearama for radio salespeople. Americana Inn and Conference Center, Arlington, Tex.

**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. 5**—*Radio Advertising Bureau* Idearama for radio salespeople. Sheraton Inn Towne, Albany, N.Y.

■ **Aug. 5**—*Radio Advertising Bureau* Idearama for radio salespeople. Des Moines Hilton Inn, Des Moines, Iowa.

■ **Aug. 5**—*Radio Advertising Bureau* Idearama for radio salespeople. Hyatt Birmingham, Birmingham.

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

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

**Nov. 10-12**—*Television Bureau of Advertising* annual meeting. Hilton hotel, Las Vegas. Future meeting: Nov. 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; September 1983, Orlando, Fla.; December 1984, San Antonio, Tex.

**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 *Na-*

*tional Religious Broadcasters and National Association of Evangelicals*. Sheraton Washington hotel, Washington.

**March 13-18, 1981**—*National Association of Television Program Executives* conference. New York Hilton. Future conferences: March 12-17, 1982, Las Vegas Hilton; March 18-23, 1983, Las Vegas Hilton; 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 *MIP-TV* international TV program market. Palais Des Festivals, Cannes, France.

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

**May 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, Viktoriast. 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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■ **Aug. 5**—*Radio Advertising Bureau* Idearama for radio salespeople. Red Lion Motor Inn, Portland, Ore.

**Aug. 10-13**—*New York State Cable Television Association* summer meeting. Otesaga 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 Broadcasters* 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. 5-6**—*Radio-Television News Directors Association* board meeting. New York Hilton.

**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 Trill, 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 80-190. 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. 21-23**—*Nebraska Broadcasters Association* annual convention. Midtown Holiday Inn, Grand Island.

**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. 25-28**—*American Women in Radio and Television* western area conference. Hyatt Regency, New Orleans.

■ **Sept. 26-28**—*American Women in Radio and Television* west central area conference. Canterbury Inn, Wichita, Kan.

**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. 28-Oct. 1**—*National Association of Black Journalists* annual convention. L'Enfant Plaza hotel, Washington. Information: Mal Johnson, Cox Broadcasting, (202) 737-0277.

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

**Sept. 29-Oct. 2**—Sixth *VIDCOM* International Market for Videocommunications. Cannes, France. Information: John Nathan, 30 Rockefeller Plaza, Suite 4535, New York 10020; (212) 489-1360.

**Sept. 30-Oct. 1**—*National Association of Broad-*



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\*\* Nielsen Viewers in Profile, May 1979.



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casters 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 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. 3-5**—*American Women in Radio and Television* northeast area conference. Pittsburgh Hilton.

**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-Lin-*

*coln 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**—*American Women in Radio and Television* southern area conference. Sheraton hotel, Jacksonville, Fla.

**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. 12-14**—*Pennsylvania Association of Broadcasters* annual fall convention. Tofrees Country Club and Lodge, State College. Information: Robert H. Maurer, PAB, 407 North Front Street, Harrisburg, Pa. 17101.

**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. 15-18**—*National Broadcast Association for Community Affairs* annual convention. Sheraton Washington, Washington. Information: Mal Johnson,

Cox Broadcasting, (202) 737-0277.

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

■ **Oct. 16**—*Connecticut Broadcasters Association* annual meeting/fall convention. Hotel Sonesta, Hartford. Information: Bob Meinson (203) 771-7425.

■ **Oct. 16-18**—*American Women in Radio and Television* east central area conference. Broad Court House, Cleveland, Ohio.

■ **Oct. 16-19**—*American Women in Radio and Television* southwest area conference. Airport Marina, Albuquerque, N.M.

**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, Kitanomaru Park, Chiyoda-ku, Tokyo. Information: Japan Electronics Show Association, No. 24 Mori Building, 23-5 Nishi-Shinbashi 3-chome, Minato-ku, Tokyo.

■ **Oct. 25**—*American Council for Better Broadcasts* annual fall conference. Annenberg School of Communication, University of Southern California, Los Angeles.

**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.

# Open Mike®

## Beyond the pale?

EDITOR: The National Association of Broadcasters is awakening, finally, to the greatest threat ever faced by our industry. The FCC's proposals [to increase the number of radio stations] are invalid because they ignore the statutory allocation standards which Congress imposed upon the commission. Section 307(b) of the act states, "The commission shall make such distribution of licenses, frequencies, hours of operation, and of power among the several states and communities as to provide a fair, efficient and equitable distribution of radio service to each of the same."

The commission proposes to adopt standards that will permit the assignment of frequencies to communities on demand if they are electronically feasible, without regard to congressional priorities, without regard to population criteria, without regard to intermixture considerations and without regard to economic considerations. The commission holds that it is enough to justify allocation of a frequency if a proponent is willing to take an entrepreneurial risk.—*Roger A. Neuhoft, president, Eastern Broadcasting Corp., Washington.*

## Vive la difference

EDITOR: I was appreciative of the "Monday Memo" of June 9, featuring comments by John Gudelanis, vice president of Bozell & Jacobs.

Gudelanis has had measurable success with radio because he has learned that all radio stations are not alike. It is refreshing to encounter agency and creative people who realize the importance of tailoring commercials to the format of the station.

Although his point seems obvious, Gudelanis might be interested to know that thousands of radio advertisers have yet to learn this principle. As a station operator who has had to decline broadcast schedules because of inconsistency in the commercial's creativity versus the format of the station, I heartily endorse Gudelanis's position.—*Craig Hanson, station manager, KSFI-FM Salt Lake City.*

## Back at 'Back to Basics'

EDITOR: Your editorial, "Back to Basics" (June 23), appears confused. Did BROADCASTING really mean to suggest that public television has failed in providing educa-

tional children's programming? Do you really mean to suggest that the existence of public television excuses commercial broadcasting from the responsibility to deliver any meaningful programming for young viewers?

Have you ignored the award-winning, pioneering role public television has played in this country in the development of quality children's series like: *Sesame Street, Electric Company, Zoom, Mister Rogers' Neighborhood, 3-2-1 Contact, Once Upon a Classic, Studio See, Feelings, Freestyle, Getting Over, Music, Watch Your Mouth and Our Story?*

Nationwide, public television stations target about 38% of their entire schedules toward children and youth programming. Moreover, 61% of all American families with kids under 6 tune to public television in an average week.

And how about the responsibility of commercial broadcasters? Did the government intend that public television be an exclusive haven for innovative, nonexploitive children's TV fare? We think not, and a glance at the network schedules will show that neither do commercial broadcasters.—*Neil B. Mahrer, senior vice president, marketing and administration, Public Broadcasting Service, Washington.*

# Monday Memo®

A broadcast advertising commentary from Jim La Marca, president, LaMarca Group, New York

## Running a tight ship for media efficiency

Waste is an ugly word. When it infects business, it's also expensive.

Rooting out waste requires a new look at productivity—a search that must no longer be confined to labor. Labor is not the only source of waste. Shrewd managers know that productivity must be enhanced at every level of business. The age of waste is coming to an end; the 1980's will be an era of improved productivity. Successful marketers will be on that track.

Marketing activities harbor waste as do production lines. Broadcast advertising alone can account for large chunks of wasted money, particularly for convenience-product firms that spend as much as 25% of sales on advertising.

Poor or hasty media planning can be the culprit. Use of the wrong media, dissipation in too many media vehicles or the temptation to emulate competition often lead to media waste. One car rental company, deriving 80% of its business from about 25 cities, has used network television for years because that's what its bigger competitor does. This is no exception. Far too many advertisers disproportionately allocate media to national spending, while their sales are much more concentrated.

Ineffective audience segmentation analysis of media causes waste. This may arise from incorrect consumer profile definition or poor correlation of target markets to target audience possibilities of media vehicles. One aid, often missed by advertisers, is the inclusion of media usage questions in all consumer research. This would provide some insight into the media habits of target customers that is not evident in syndicated research.

Even with adept planning, there is frequently little or no feedback analysis that tracks sales relative to media spending by geographic area. Remarkably few national advertisers can reliably pinpoint sales by media market.

Advertisers would benefit by regarding each DMA or ADI unit as a microcosmic "national" market for media planning purposes. Each market would require cost justification of media expenditures by productivity of sales results. Too little attention is paid to the enormous regional differences that exist, as reflected in the highly variable brand development indices from one area to another.

We really must explode the myth of a national, homogenized mass market. More and more marketers are paying keen attention to market segmentation. Most national advertisers need 200 media plans—one for each media market—rather than one plan that tends to blur



Jim La Marca is founder and president of LaMarca Group, a media service organization whose operations range from broadcast planning and placement to program syndication and music tape services. He holds professorships in marketing communications and modern European history at St. John's university. Previously, he held senior media executive positions with several agencies in New York, including Dancer Fitzgerald Sample, Ted Bates, Jack Tinker & Partners, and Wells Rich Greene.

differences in sales potential and results.

Conceptual and planning weaknesses are not true of all marketers. Many use great care and skill. Unfortunately, the edge gained through astute planning is often lost in hasty, thoughtless or unskilled execution. This is an insidious waste, where the greatest drain of media dollars may occur, undisturbed by efforts to trim it.

Urgency in eliminating media waste may be strong at the top of marketing management, but it is usually diluted as the responsibility for execution passes down the line. At the placement level, many marketers abandon their vigilance. They either lack the knowledge of the extent of negotiability, or they are unwilling or unable to involve themselves in these bulky details. But these are tremendous trifles. Cost savings will escape unless they are dealt with, and what's worse, the loss will never be known.

Communicating this urgency to the media buyer, who finally converts the media plan to reality, is a difficult art. Ideally, it should sensitize the buyer to spend the client's money as if it were his own.

The experiences of productivity gains on other business levels are instructive; they can provide fresh insights into increasing media productivity. Advertisers

can indeed cause the media buyer to spend as if it were his own money by making it precisely that.

Incentive policies, so effective in generating productivity in other realms, may furnish the missing ingredient. Incentive provides a continuous, automatic and systematic method of culling waste from media spending. This goal filters through from the top of marketing management to the front line. Best of all, it is self-generating and result-oriented. It does not require daily superintending. It becomes a reliable and pervasive program of action.

Incentive compensation of the media buying agent must hinge on delivered performance, or it means little. The buyer should not be paid an automatic percentage of what is spent. This is a disincentive to save.

Although incentive compensation, based on delivered performance, is an unconventional approach to media buying, it is not an extreme view. It is rather a conservative one that applies to virtually all of a company's business with suppliers. Breaching this principle is the exception.

Incentive-based compensation of media buyers makes utmost sense in a highly negotiable market. It is the only reliable assurance that the buyer is constantly probing for the lower parts of the range of negotiability, a range that sees swings of 100% or more. Our firm once bought a 30-second TV spot in New York for \$150 at the same time another advertiser paid \$800 for precisely the same participation. Swings are not normally that great, but they are sufficient to make the effort worthwhile. Even a 10% savings can be a great deal of money—dollars that can be put to better use.

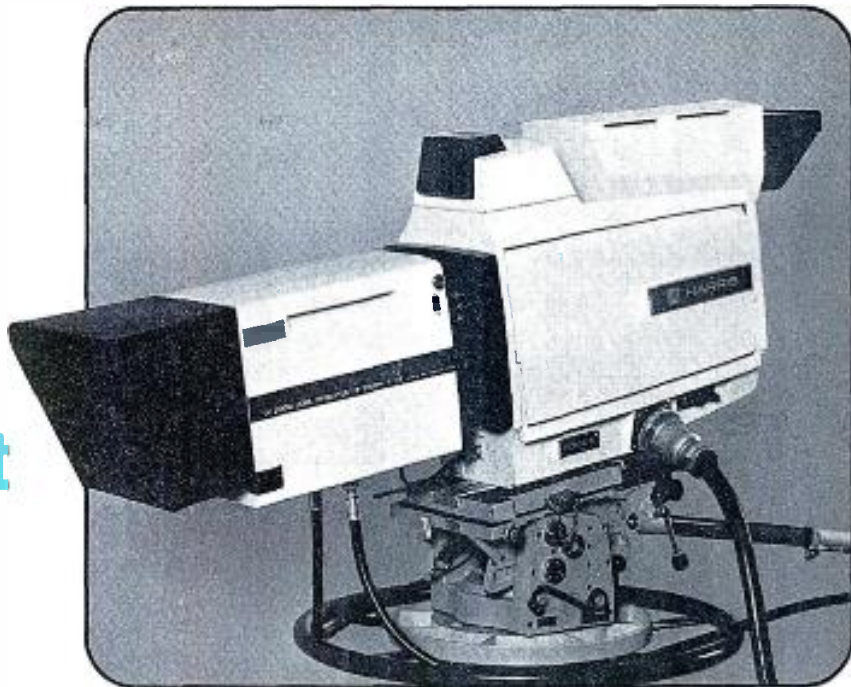
Cost-efficient media execution only begins with schedule placement. Scrutiny must continue throughout the campaign, including total affidavit examination that measures the quarter-hour rating performance of every spot on a post-buy basis.

There is a law, akin to Murphy's, that media buys tend to suffer degradation from purchased rating levels when measured on a post-buy analysis. This loss is only checked systematically when the buyer has the incentive to do so. When the media buyer's compensation depends on it, the advertiser has the best possible assurance that maximum efficiency will be pursued. And it does not require incessant, fruitless prodding.

Fresh approaches, like incentive applications to media execution, will improve media performance in the 1980's. Removing the silent waste is a worthwhile pursuit at any time. In the coming decade, it may for many firms become an economic lifeline.



# Will tomorrow's technology obsolete your present TV camera?



**Not if you own a Harris TC-80A!** This is the camera that's designed to keep pace with developments in video technology, to keep you ahead of the competition. Our TC-80 customers can be as current now as they were when they bought their cameras—for as new technology has been introduced, it has been made available for every TC-80. For instance:

- The Harris TC-80A was one of the first cameras designed to accommodate Diode Gun Plumbicon® pick-up tubes....yet this did not obsolete older TC-80s. A single plug-in PC board allows quick conversion.
- The TC-80A introduced Highlight Handling to the industry...without obsoleting older TC-80s. An adaptor kit adds this feature.
- The TC-80A triaxial cable system is optional. It can be bought with the camera, or added later to any TC-80.

- Now Harris' TC-80A is available with full automatic computer set-up that controls all automatic camera functions, and sets up according to parameters preset in the computer at the factory or by the customer. Each camera is provided with its own microprocessor, allowing optimum performance from each TC-80A. Again, this does not obsolete previous TC-80s. The computer set-up system is designed for use with any TC-80.

If you want to keep up with advances in camera technology, look to the Harris TC-80A. It will provide top performance today, and for years to come. Contact Harris Corporation, Broadcast Products Division, P.O. Box 4290, Quincy, IL 62301. 217/222/8200.



**HARRIS**  
COMMUNICATION AND  
INFORMATION PROCESSING

## CENTURY'S SUCCESS IN CHICAGO... A TRADITION.

Winning traditions are built, not born. We started building ours in 1964 with WLOO/FM 100, a station that has since established itself as one of Chicago's and the nation's premier adult audience outlets. The next step: our purchase and reprogramming of WAIT/AM 82 in 1979. And now, we're proud to announce that the Century Combination in Metro Chicago—WLOO/FM 100 and WAIT/AM 82—is attracting more 12+ listeners, for the entire broadcast week, than any other of Chicago's AM and FM stations. These figures are based on Arbitron ratings for January/February 1980.

Chicago's New Century Combination—just another reason why Century, exclusively in radio, has become America's most successful independent radio operator and entertainer.

### *A Century of Entertainment.*

WLOO/FM 100  
Chicago

WAIT/AM 82  
Chicago

WABX  
Detroit

KSHE  
Crestwood/St. Louis

K-WEST  
Los Angeles

KMEL  
San Francisco



# CENTURY





# Broadcasting Jul 7

Vol. 99 No. 1

TOP OF THE WEEK

## NBC stations inch upward in May sweeps

**Tighter network race is reflected in Arbitrons as ABC and CBS battle for top spots and also-ran picks up viewers in majority of markets**

ABC's TV affiliates and those of CBS ran nip and tuck for prime-time leadership in Arbitron's May sweep, but the clear winners—in terms of audience gains from a year earlier—were NBC's.

CBS appeared to win it in total homes delivery while ABC edged in front in number of affiliates taking first place in their markets. Although still in third place in both total homes and first-place rankings, NBC affiliates showed audience increases in more than three-fourths of their markets.

NBC researchers, based on Arbitron's 8-11 p.m. NYT reports for all 215 markets, showed ABC affiliates delivering 12,195,000 homes per average quarter-hour, as against 11,887,000 for CBS affiliates and 11,429,000 for NBC stations. That put ABC 2.6% ahead of CBS and 6.7% in front of NBC.

CBS researchers said their 8-11 p.m. calculations agreed that ABC was slightly ahead in homes delivery, but that when the "other" prime-time hour—7-8 p.m. NYT on Sunday—was added in, CBS came

**But, over-all.** A decline in network TV audience shares in prime time during May and June is puzzling network researchers. It comes when total TV usage is up, so some wonder whether it signals the beginning of a trend. Nobody knows for sure what it means, and some aren't sure it means anything. They want to wait and see if it keeps happening.

Nielsen figures show that prime-time homes using TV (HUT) levels in May were up 2% from a year ago and in June rose 1% above June 1979. But at the same time, the networks' combined prime-time ratings were dropping. For the second quarter, the three-network average was 46.7, or 2% below the second quarter of 1979. Combined network shares in the same period dropped by about 3.5%, to 83% of viewing households. With TV usage up, the missing network viewers must be going somewhere—to watch independents, public broadcasting, cable, pay cable or home videocassette recorders, or to play video games. But it isn't clear where they're going. "It could be the beginning of a trend," one network research executive said, "but we'll have to see a lot more data. And with the political conventions and campaigns, the third quarter is going to be atypical, so we probably won't get another clear look until the fourth quarter." He also noted that even with the rating decline, total network audience is up, thanks to the increase in TV homes since a year ago. In second quarter 1979, he said, the average combined-network prime-time audience was 35,540,000 households, whereas in this year's second quarter it was 35,630,000.

out first with a 12,167,000 average, to ABC's 11,995,000 and NBC's 11,273,000. By this reckoning, CBS was up 1.4% on ABC and 7.9% on NBC.

ABC researchers, using still another basis for comparison—8-11 p.m. Monday-Saturday and 7-11 p.m. Sunday, with all local programming excluded—agreed that CBS led in homes, though their figures were somewhat different: 12,139,000 for CBS, 11,972,000 for ABC, 11,174,000 for NBC.

In markets where all three networks have affiliates, CBS's count put ABC outlets in first place in 54, CBS affiliates in 52 and NBC affiliates in 39. NBC's count gave ABC one fewer first-place rank but jibed with CBS's in other respects.

CBS and NBC affiliates both had 52 sec-

ond-place finishes and ABC had 33, while third place was occupied by 50 ABC, 46 NBC and 33 CBS affiliates, according to the CBS compilations. All counts include ties.

Compared with a year ago, NBC reported gains in home delivery in 135 markets and declines in 25, with CBS up in 110 and down in 41, and ABC up in 12, down in 151. CBS's compilations put NBC up in 137 markets, down in 28; CBS up in 110, down in 41; ABC up in 11, down in 154. ABC, using a different base, had NBC up in 128, down in 29; CBS up in 116, down in 35, and ABC up in 13, down in 149.

In the top 100 markets, ABC had 40 first places, CBS 37 and NBC 26, including ties (see table).

This table shows the May prime-time rankings of TV network affiliates in the top 100 ADI's (areas of dominant influence), as extracted by BROADCASTING from NBC researchers' compilations covering all 215 Arbitron markets. The numbers in the HH column represent thousands of homes delivered in average quarter-hour (add 000). The percentages (%) represent changes from the May 1979 sweeps; dashes (—) indicate no

affiliate in the market. Boldface numbers indicate the top network in each market. The household figures are from Arbitron's station daypart section, Sunday through Saturday, 8-11 p.m. NYT. They include any local programming that may have been presented during those hours but do not include Sunday 7-8 p.m. NYT. The measurement period was April 30-May 27.

	ABC		CBS		NBC			ABC		CBS		NBC	
	HH	% change	HH	% change	HH	% change		HH	% change	HH	% change	HH	% change
1 New York	<b>1033</b>	- 13	884	- 7	876	5	13 Minneapolis-St. Paul	<b>144</b>	- 2	138	- 1	100	- 12
2 Los Angeles	<b>583</b>	- 20	450	- 7	552	10	14 St. Louis	145	- 15	<b>154</b>	- 8	145	4
3 Chicago	<b>467</b>	- 11	406	0	403	13	15 Miami	<b>162</b>	- 15	155	- 8	145	14
4 Philadelphia	<b>452</b>	- 16	344	- 5	297	4	16 Atlanta	118	- 19	157	10	<b>171</b>	20
5 San Francisco	<b>282</b>	- 12	236	10	208	19	17 Seattle-Tacoma	<b>145</b>	- 10	115	- 22	125	15
6 Boston	<b>306</b>	- 5	254	5	241	14	18 Tampa-St. Petersburg, Fla.	113	- 4	<b>162</b>	1	145	5
7 Detroit	<b>298</b>	- 13	254	- 6	264	17	19 Baltimore	<b>166</b>	- 9	151	6	146	22
8 Washington	178	- 20	<b>219</b>	5	178	18	20 Hartford-New Haven, Conn.	<b>148</b>	- 7	135	- 9	57	10
9 Cleveland	<b>258</b>	- 12	205	10	205	6	21 Denver	<b>128</b>	- 10	102	6	112	5
10 Dallas-Fort Worth	<b>200</b>	- 15	199	11	180	19	22 Indianapolis	117	- 20	<b>123</b>	13	122	16
11 Pittsburgh	<b>229</b>	- 13	221	8	140	1							
12 Houston	<b>179</b>	- 11	170	17	156	8							

	ABC		CBS		NBC	
	HH	% change	HH	% change	HH	% change
23 Sacramento-Stockton, Calif.	134	- 4	97	2	113	15
24 Portland, Ore.	112	- 10	108	5	98	15
25 San Diego	108	- 8	90	3	66	6
26 Milwaukee	111	- 10	102	7	95	8
27 Kansas City, Mo.	114	- 5	107	20	107	34
28 Cincinnati	110	- 11	111	5	112	23
29 Buffalo, N.Y.	100	- 15	95	2	91	6
30 Nashville	84	- 8	124	9	115	15
31 Phoenix	88	- 16	85	0	86	26
32 Charlotte, N.C.	92	- 12	117	8	37	- 5
33 Memphis	75	- 13	103	11	84	12
34 New Orleans	91	- 21	115	6	89	24
35 Columbus, Ohio	103	- 10	107	9	86	25
36 Asheville, N.C.-Greenville-Spartanburg, S.C.	81	- 15	98	22	108	17
37 Grand Rapids-Battle Creek-Kalamazoo, Mich.	56	- 16	78	1	81	31
38 Providence, R.I.	106	- 9	65	7	114	21
39 Oklahoma City	64	- 26	69	- 8	73	- 13
40 Orlando-Daytona Beach, Fla.	85	- 19	74	- 5	84	2
41 Charleston-Huntington, W. Va.	70	- 11	83	20	103	6
42 Raleigh-Durham, N.C.	85	- 9	92	11	28	33
43 Louisville, Ky.	57	- 22	83	8	78	10
44 Dayton, Ohio	73	- 4	92	2	56	- 5
45 Harrisburg, Pa.	57	- 12	39	11	88	22
46 Norfolk-Portsmouth-Newport News-Hampton, Va.	71	- 19	81	8	71	15
47 Salt Lake City	69	- 17	74	19	72	24
48 Albany-Schenectady-Troy, N.Y.	80	- 16	64	- 3	81	- 1
49 Birmingham, Ala.	119	- 14	36	0	80	4
50 Scranton-Wilkes Barre, Pa.	93	- 15	58	0	71	0
51 San Antonio, Tex.	74	- 9	78	5	67	5
52 Flint-Saginaw-Bay City, Mich.	84	- 17	40	21	83	14
53 Greensboro-Winston Salem-High Point, N.C.	77	14	83	14	73	- 17
54 Wichita-Hutchinson, Kan.	59	- 8	81	20	59	9
55 Little Rock, Ark.	80	- 4	65	2	71	3
56 Toledo, Ohio	64	- 7	78	16	75	17
57 Tulsa, Okla.	75	- 5	65	10	50	6
58 Shreveport, La.-Texarkana, Tex.	62	6	78	13	54	- 10

	ABC		CBS		NBC	
	HH	% change	HH	% change	HH	% change
59 Knoxville, Tenn.	58	100	78	1	36	- 49
60 Mobile, Ala.-Pensacola, Fla.	64	3	86	19	55	17
61 Lynchburg-Roanoke, Va.	34	- 15	67	- 1	50	2
62 Des Moines, Iowa	48	- 24	57	- 2	49	4
63 Syracuse, N.Y.	56	- 20	67	0	67	5
64 Richmond, Va.	53	- 15	72	3	56	8
65 Omaha	61	- 23	54	10	52	11
66 Jacksonville, Fla.	47	21	74	- 4	49	- 8
67 Green Bay, Wis.	59	- 17	54	17	64	3
68 Rochester, N.Y.	55	- 23	50	- 9	47	- 6
69 Fresno, Calif.	47	- 6	43	0	47	27
70 Davenport, Iowa-Rock Island-Moline, Ill.	48	- 13	51	16	53	13
71 Chattanooga	48	- 9	51	- 16	53	6
72 Springfield-Decatur-Champaign, Ill.	47	15	53	0	55	15
73 Spokane, Wash.	47	- 11	41	0	46	5
74 Portland-Poland Spring, Me.	44	- 19	35	- 5	44	5
75 Albuquerque, N.M.	46	- 19	41	2	54	18
76 Harrisburg, Ill.-Paducah, Ky.-Cape Girardeau, Mo.	30	- 19	59	- 2	56	8
77 West Palm Beach, Fla.	39	- 9	9	- 10	45	5
78 Johnstown-Altoona, Pa.	-	-	58	9	71	1
79 Cedar Rapids-Waterloo, Iowa	45	- 17	41	2	48	30
80 Jackson, Miss.	22	- 29	49	20	52	4
81 Youngstown, Ohio	44	- 12	54	10	42	14
82 South Bend-Elkhart, Ind.	44	- 19	45	0	47	21
83 Springfield, Mo.	19	- 17	50	9	56	0
84 Kingsport-Johnson City, Tenn.-Bristol, Va.	20	- 31	52	21	65	20
85 Lincoln-Hastings-Kearney, Neb.	31	7	46	18	14	17
86 Springfield, Mass.	57	- 10	-	-	40	- 15
87 Peoria, Ill.	37	- 12	34	13	38	- 3
88 Evansville, Ind.	49	- 14	32	10	32	14
89 Lexington, Ky.	28	- 30	52	21	45	18
90 Tucson, Ariz.	36	- 5	31	11	36	3
91 Lansing, Mich.	-	-	54	23	37	12
92 Baton Rouge	52	- 12	54	13	28	8
93 Fargo-Valley City, N.D.	24	- 17	29	0	32	- 3
94 Fort Wayne, Ind.	38	- 12	35	6	30	7
95 Mitchell-Sioux Falls, S.D.	13	- 13	46	12	34	6
96 Huntsville-Decatur-Florence, Ala.	40	- 13	50	19	25	- 11
97 Columbia, S.C.	20	- 13	21	5	61	9
98 Burlington, Vt.-Plattsburgh, N.Y.	15	- 25	42	- 2	26	24
99 Austin, Tex.	32	- 18	42	8	26	24
100 Waco-Temple, Tex.	42	- 16	-	-	31	0

## InBrief

Word from White House as short work week ended on Thursday was that **staff had not yet forwarded recommendation on FCC appointment to President Carter**. Published report that staff had recommended Peter Lopez, 31-year-old Los Angeles attorney, was termed "not true" by one knowledgeable source. Others in administration say Lopez, who majored in electrical engineering at University of California at Los Angeles, then studied communications law at UCLA and is now with major entertainment firm of Mitchell, Silberberg & Knupp, is favorite of number of staffers. But one aide said, "Different people here have different favorites." And Commissioner James H. Quello, who wants renomination, is said to be still in running, along with several other candidates.

Official **green light has been given to "Solid Gold,"** first weekly series from **Operation Prime Time**, with Bob Banner Associates producing 44 first-run hours at budget said to be highest in syndication history: \$300,000 per show. **Solid Gold** line-up for Sept. 12 start has 144 stations. Show is distributed by Paramount Television.

FCC Chairman Charles Ferris has responded to National Association of

Broadcasters request for formation of **government-industry committee** that would study all aspects of radio allocations with letter that indicates **his mind is open** and decision can be reached around first of August.

House Commerce Committee met last week to begin **mark-up of H.R. 6121**, bill introduced by Representative Lionel Van Deerlin (D-Calif.) to amend common carrier sections of Communications Act, but lack of quorum—eight of 42 members present; six short of required number—**meant postponement**. Representative Harley Staggers (D-W.Va.), chairman of committee, said legislation, which he termed "equitable and fair," would be **first order of business when Congress returns to work** end of month. Van Deerlin, calling consideration of bill "urgent," predicted measure could be on House floor for vote after two or three days of mark-up.

**Media Network Inc.**, New York, which sells advertising inserts and pays fee to magazines carrying them, **is moving into cable television** with comparable concept and has engaged **Thomas R. Sassos**, vice president-director of local broadcasting, Ogilvy & Mather, to head new unit. Sassos initially is signing up cable systems in New York area that take Cable News Network and says he has lined up systems with more than 500,000 households. First client, Chase Manhattan Bank, will advertise in two of 12 minutes CNN provides to local operators.



## High court bars trials held in secret

**In Richmond Newspapers case, justices base 7-1 decision on First Amendment grounds, conclude press and public have historical right; Gannett ruling on pretrial proceedings, however, stands**

The Supreme Court, which has drawn considerable criticism for an alleged lack of concern for the First Amendment, managed last week, in its final decision day of the 1979-80 term, to offset some of it. In a case brought by the Richmond Newspapers Inc., publisher of the *News Leader* and *Times Dispatch*, the court held, by a 7-1 margin, that the press and public alike have a First Amendment right to attend criminal trials.

In the process, as Justice John Paul Stevens said in a concurring opinion, the court marked a "watershed." For the first time, he noted, the court has held that the "acquisition of newsworthy matter"—as well as its dissemination through the press—is entitled to First Amendment protection.

The court's opinion, written by Chief Justice Warren E. Burger and joined in by Justices Byron White and John Paul Stevens, acknowledged that there is no explicit constitutional right to attend criminal trials or to gather news. But it said that "fundamental rights, even though not expressly guaranteed, have been recognized by the [Supreme] Court as indispensable to the enjoyment of rights explicitly defined," and added:

"We hold that the right to attend criminal trials is implicit in the guarantees of the First Amendment; without the freedom to attend such trials, which peo-

ple have exercised for centuries, important aspects of freedom of speech and of the press could be eviscerated."

At another point, the opinion said that the First Amendment's "expressly guaranteed freedoms share a common core purpose of assuring freedom of communication on matters relating to the functioning of government. Plainly, it would be difficult to single out any aspect of government of higher concern and importance to the people than the manner in which criminal trials are conducted."

The extension of the First Amendment's protection to newsgathering is seen also in a concurring opinion by Justice William J. Brennan Jr., in which Justice Thurgood Marshall joined. He said the First Amendment "embodies more than a commitment to free expression . . . it has a structural role to play in securing and fostering our system of government."

The Burger opinion did not disturb the court's opinion in the *Gannett vs. DePasquale* case, which held that neither the press nor the public has a constitutional right to attend pretrial proceedings (BROADCASTING, July 9, 1979). And the Burger and three concurring opinions, in which a total of seven justices participated, did not say that the First Amendment right to attend trials is absolute: A trial judge may impose "reasonable restrictions on access" in the event of an "overriding interest" in such restrictions, Burger wrote. He did not define "overriding interest"—an omission that worried some news executives.

Still, the opinions were greeted with considerable relief by media representatives who had awaited the court's decision with some trepidation.

"The sum of the opinions supporting the judgment . . . is a thrilling affirmation of the First Amendment rights of the press to gather news in public places," Curtis Beckmann of WCCO(AM) Minneapolis, president of the Radio-Television News Directors Association, said.

Jack Landau, of the Reporters Committee for Freedom of the Press, saw the opinion as a "double victory for the First Amendment." He said it should guarantee for the public "for years to come" the right to attend and to be informed about criminal trials. And he said it establishes "clearly for the first time that there is a First Amendment right of the press to gather information about government institutions."

Vincent T. Wasilewski, president of the National Association of Broadcasters, saw the opinion as an "olive branch" extended to the news media by the court. He also suggested it could provide support for broadcasters' efforts to gain judges' approval of radio and television coverage of court proceedings: "In states where camera and microphone access to courts is already granted, America's broadcasters further the Supreme Court's newly restated goal that 'publicity of a judicial proceeding is a requirement . . .'"

And Gannett Co.'s chairman and president, Allen H. Neuharth, found the opinion "encouraging." But he also expressed the hope that it "reflects a significant change in the court's attitude on criminal proceedings." Like the others praising the opinion, Neuharth indicated he wished the court had reversed or modified its decision in the *Gannett* case.

The only discordant note among the general expressions of approval of the court's action was sounded by Justice William H. Rehnquist, in the sole dissenting opinion. He saw the decision as an improper assertion of power over the administration of justice in the states. The issue in the case, he said, is not whether the right to a free press or the right to a fair trial is paramount. Rather, it is whether the Constitution prohibits what the trial judge in the Virginia state court system did in the case. Rehnquist said he could not find such a prohibition.

The ninth justice, Lewis Powell, a former Richmond lawyer and state official,

Independent presidential candidate **John Anderson will appear twice daily on NBC-TV's "Today" show**, July 14-18 to comment on GOP convention. Interviews will be taped and satellited from Europe where he will be touring. **NBC contends it will have no equal-time problem** since interviews will appear during *Today*, which has been exempted as news show from equal time requirements. FCC, should complaint be filed, will have several questions to decide: should it consider whether particular segment of show cannot be exempt; is day-to-day interview news event; and is Anderson employee of NBC for all intents and purposes, or interviewee? However, chief technicality in NBC's favor, is that Reagan and Carter aren't formal party presidential nominees, and thus not qualified for equal time.

□

**Scientific-Atlanta has expanded its range of products** with purchase of Systems Communications Cable Inc., Phoenix, for \$5.5 million in cash and stock. According to Harry Topliss, S-A's vice president, finance, SCC had revenues of approximately \$12 million over last 12 months, **primarily on sales of coaxial cable** to cable television industry. Topliss said SCC is closely held corporation, 80% owned by Entwistle Co., Hudson, Mass., machinery manufacturer. Nat Marshall will continue as president of SCC which will become part of S-A's Cable Communications Division, Topliss said.

□

Scott Robb, former NBC Washington attorney, and John N. Catlett,

former station manager with CBS, are forming **ad hoc committee to promote rapid introduction of AM stereo**. Catlett, who wouldn't disclose names of other broadcasters involved in formation until later this week, said group will **advocate marketplace concept**—that FCC approve all five proposed stereo systems—in belief it is best way to speed much-needed stereo to AM broadcasters.

## Up4Coming

**In Washington** □ U.S. trade representative hearing Wednesday (July 9) on retaliatory actions U.S. television stations are asking government to take against Canada as result of its tax policy designed to curb Canadian advertising on U.S. TV stations. Next day, Thursday July 10, National Cable Television Association's executive committee meets. **At FCC** □ Advisory committee meets July 8 to discuss studies in works in connection with Region 2 (Western Hemisphere) conference on developing plan for use of AM band. Also on that day, comments are due in commission's inquiry into providing UHF television service for New Jersey (Docket 79-269-70). **On air** □ *ABC News Closeup: Lights, Cameras . . . Politics*, documentary on TV and political process, is scheduled for Friday (July 11) at 8 p.m. NYT, and features network news chiefs, anchors and correspondents from ABC and CBS but only NBC interview was with News President William Small.

did not participate in the case.

The Richmond Newspapers decision may clear up the confusion surrounding the court's intent in the *Gannett* case. Judges throughout the country interpreted it differently, some applying it to trials as well as to pretrial proceedings. The confusion led to the unprecedented spectacle of five Supreme Court justices breaking their customary silence on such matters to express their conflicting views on what the ruling meant.

The Richmond Newspapers case reached the Supreme Court after the Virginia Supreme Court, in an opinion seven days after the *Gannett* decision was handed down, cited it in holding that a trial judge in Hanover county acted properly in September 1978 in clearing the court of press and public in a murder case after the defendant's attorney requested a closed trial and the prosecutor did not object. Judge Richard H.C. Taylor had acted under the authority of a state statute.

The bulk of Burger's argument that the Constitution requires that trials in all but exceptional cases be open to press and public is historical. Indeed, Burger wrote: "The origins of the proceeding which has become the modern criminal trial in Anglo-American justice can be traced back beyond reliable historical records."

Openness, he said, gave an assurance the proceedings were conducted fairly. It discouraged perjury, the misconduct of participants or decisions based on bias. In addition, Burger said, open proceedings serve the "prophylactic purpose" after a "shocking crime occurs" of providing an outlet for community concern and hostility.

Justice Brennan expressed a similar view, describing public trials as a structural necessity in the American judicial system. "Secrecy is profoundly inimical to [the] demonstrative purpose of the trial process." But, he too, said that the court's opinions hold that "any privilege of access to government information" is not unlimited but is subject to a degree of restraint dictated by countervailing interests in security—a position echoed by Justice Potter Stewart, author of the *Gannett* decision, in his concurring opinion.

The case not only provided the court with an opportunity to clarify its decision in *Gannett*. It offered two of the justices who had been in the minority last year to vent some still smoldering feelings.

Justice Harry A. Blackmun, who had written the 44-page *Gannett* dissent in which three justices joined, said, "The court's return to history is a welcome change in direction," and added, "It is gratifying . . . to see the court wash away at least some of the graffiti that marred the prevailing opinions in *Gannett*."

He remains of the opinion, as expressed in his opinion in the 1979 case, that the right of the public and of the press to attend criminal trials is found in the Sixth Amendment's guarantee of a public trial. The First Amendment route chosen by the other justices he found "trouble-

some"—a reference to the lack of precision with which the justices discussed the limitations they say could be imposed.

Under the Sixth Amendment standard recommended by the dissenters in *Gannett*, criminal proceedings could be closed only when "strictly and inescapably necessary," and Justice Byron White, in yet another of the concurring opinions, said the Richmond Newspapers case would not have been necessary if the court, in *Gannett*, had construed the Sixth Amendment as the dissenters suggested.

But, Blackmun said, "with the Sixth Amendment set aside," he is forced to conclude, "as a secondary position, that the First Amendment must provide some measure of protection for public access to the trial."

## Mudd makes his move—to NBC News

**Pathway from CBS is cut deeper as star holdout, deposed as heir to Cronkite, leaves for duties as chief Washington correspondent**

Roger Mudd, the CBS News correspondent who lost out to Dan Rather as the successor to Walter Cronkite on the *CBS Evening News*, will join NBC News next year as chief Washington correspondent.

The announcement last week ended months of speculation about Mudd's future—indeed, a Roger Mudd-watch since mid-February when CBS broke the news that it had given Rather the nod as its chief anchor and managing editor.

NBC provided scanty details regarding Mudd's contract and said it had not yet been determined when he would come on board. Mudd too refrained from specifics, claiming he wanted to wait first for some indication from CBS about when he would "get my freedom."

Mudd's compensation for his new job was not revealed; however, it's undoubtedly higher than the \$300,000-\$350,000 salary one reliable source indicates the newsmen drew at CBS.

Contractually, Mudd is tied to CBS until

the end of this year, and according to a CBS spokesman, that network plans to hold on to him for the duration. (That would, of course, keep him out of NBC's convention and election coverage.)

As for his responsibilities at NBC, Mudd said that he would be a "full participant in the news department" and do more than just report for the *NBC Nightly News*. Asked if he had received any assurances about documentary work or other types of broadcasts, Mudd commented, "We'll just really feel our way."

While Mudd may have wanted an anchor position first from CBS and then in his later negotiations with ABC and NBC, that apparently is not in store—at least not in the immediate future. Earlier this month, NBC News President William Small made it clear that, even if Mudd came on, John Chancellor would remain the sole anchor of the *NBC Nightly News* through 1981.

Regarding Mudd's contract, NBC said he will appear regularly on the evening news and also have a major role in other NBC broadcasts, as soon as his obligation to CBS is over.

Mudd, a veteran of CBS News since 1961, worked 15 years as the network's congressional correspondent, moving in 1977 to national affairs correspondent, a title he holds today along with correspondent for *CBS Reports*. Since 1960, he has covered national political conventions and national and state elections. A four-time Emmy Award-winner, Mudd this year also received a George Foster Peabody Award for his *CBS Reports: Teddy*.

Mudd is the latest in a series of CBS veterans moving over to NBC News.

Earlier this month, Marvin Kalb was snared as chief diplomatic correspondent. And before him, others to go over included Richard Salant, NBC vice chairman; Small; Leslie Midgley, vice president, special programs, and Sylvia Westerman, vice president and executive assistant to the president.

Unless CBS News has a change of heart, Mudd, off-duty but on payroll since the Rather announcement, won't be able to resume reporting duties until next year. That won't be the first delay he has faced since losing out on the anchor seat. His negotiations with CBS and the other two networks were held up until June 1 as he waited to be contractually free for a new agent, Ralph Mann of International Creative Management.

CBS's on-air report of Mudd's switch was delivered by the man whose selection as Cronkite's successor set the wheels in motion for Mudd to leave. Rather was substituting for the vacationing Cronkite on the evening news.

Rather delivered a tribute, saying that in Mudd's 19 years with CBS, "he earned a virtually unrivaled stature in reporting politics and government." Rather said: "Competition is healthy but we can only wish Roger would still be around to compete with *them*, not us. Nevertheless we wish him well."



Mudd



## UCC and NOW join forces in major EEO push

**Church's Office of Communication and women's group announce station-by-station investigation of hiring practices and whether job titles are matching performance**

For most of the nine years broadcasters have operated under the FCC's equal employment opportunity rules, media reform groups have complained about what they regarded as the slow rate of improvement in the hiring of minorities and women, particularly in policy-making jobs. Indeed, the groups often questioned the validity of the statistics the stations provided the commission. Now, a coalition of religious and civil rights groups is girding for a major effort to evaluate the EEO practices at every radio and television station in the country.

A key objective is said to be a substantial increase in the number of women and minorities in top jobs in broadcasting.

That is one hope. One expectation is that petitions to deny renewal will be filed against stations that fail to correct what are said to be violations of the EEO rules.

The project is being funded initially with a \$100,000 grant by the United Church of Christ's Office of Communication, which is regarded as having spawned the citizen movement in broadcasting in the mid-1960's. But the initiative comes from the National Organization for Women, whose Legal Defense and Education Fund conducted a pilot project to examine EEO data of stations in Indiana, Louisiana and Colorado. NOW and the fund are expected to supply additional funds for the project, which will run for three to five years, and foundations and groups that join it will also be asked to contribute.

Besides the Office of Communication and NOW, the New York-based Black Citizens for Fair Media will play a major role in the project to study the hiring, job classification and promotion of women and minorities at the nation's 10,000 radio and television stations.

The project will get under way next fall, when sponsors organize people affiliated with local churches, NOW chapters and minority organizations for training sessions in their communities. Once trained, they will check the employment and affirmative action records of local stations, determine the number of women and minority employees, and compare job classifications with actual responsibilities.

That last will be a key element in the

study. Kathy Bonk, of NOW's Legal Defense and Education Fund, said at a news conference announcing the nationwide effort, that the pilot project in Indiana revealed that "reports didn't always match with what was going on at the station."

Religious broadcasters will provide a particular area of interest for the project. NOW researchers in Indiana came across one religious broadcaster who had no public file on employment matters and another whose file was "poor" and who was "abusive" to the researchers.

There is another reason, too, those stations will be of interest, and it does not relate to employment practices. Dr. Everett Parker, of the UCC's Office of Communication, said the project "will also look for fairness doctrine violations, of the kind that caused Dr. [Carl] McIntire to lose his license"—a reference to the commission's denial of renewal in 1970 of WXUR-AM-FM Media, Pa., which had been licensed to an organization headed by the fundamentalist preacher.

But in discussing the project generally, Parker indicated he felt the project itself would assure positive results. "We find that when broadcasters see we're taking an interest in their doing a good job, they do a better job," he said. "So we expect to see a big improvement."

But he also said the Office of Communication is prepared to help with legal assistance—to the amount of \$25,000—"where stations won't obey the rules." The Citizens Communications Center will provide legal assistance to the project.

The examination will be conducted on a state-by-state basis and will coincide with the commission's review of license renewal applications. Project representatives will be active in some states up to 12 months before renewal application deadlines to allow for negotiations or the filing of petitions to deny. Stations in other states will be studied following their license renewals to check for a fall-off in EEO performance.

The project's sponsors cited FCC

## Washington Watch

**We're listening.** With Congress not in session, work on Communications Act revision goes on nonetheless. Senator Howard Cannon (D-Nev.), chairman of Commerce Committee, has urged anyone interested in commenting on latest bill, S. 2827, to do so during recess.

□

**Wait, there's more.** National Association of Broadcasters has filed reply comments in FCC's radio deregulation proceeding citing what NAB calls "significant new data" that "demonstrate radio stations, in all markets, program triple the present FCC's minimum for nonentertainment programming." NAB, in reply comments, also asked FCC to disregard thousands of comments opposing deregulation, claiming that they are based on "erroneous interpretations of FCC's rules and policies." National Radio Broadcasters' Association also filed reply comments, specifically taking issue with NAB's initial comments calling for complete deregulation. NRBA says that although "complete deregulation of the industry is warranted, NAB approach is not appropriately realistic." NRBA calls for the establishment of required percentage of nonentertainment programming to be evenly distributed throughout broadcast day.

□

**Easy sailing.** Senate has confirmed Patricia Bailey, whose interim term as Federal Trade Commissioner expires Sept. 26, to full seven-year term. Vote came without hearings by Senate Commerce Committee ("Closed Circuit," June 23).

□

**On the rise.** Latest count, made available last week, shows there are now more than 750 cable systems, in all 50 states, that receive House of Representatives via Cable Satellite Public Affairs Network. According to Representative Charlie Rose (D-N.C.), who sent "Dear Colleague" letter to members, cities are being added every day to C-SPAN affiliate list. With audience of more than 15 million, House leadership wanted to make sure viewers understood what was going on, and has published 57-page "Viewers' Guide to the Televised Proceedings of the U.S. House of Representatives." Manual gives brief explanation of House broadcasting system, and then explains legislative process. "We, as members of the House of Representatives, feel that it is of the greatest importance that people viewing the televised broadcasts of the House understand the proceedings," says House Speaker Thomas P. O'Neill (D-Mass.) in foreword. "This 'Viewers' Guide' provides a practical explanation of the House activities you will observe on your screen. We hope it will arouse further interest in our legislative process which can be satisfied by additional reading or a visit to the Capitol itself."

statistics to illustrate what they said was the need for the project. In 1979, women accounted for 31.7% and minorities 14.8% of the 169,248 employees in broadcasting, but women held only 21% and minorities 11.7% of the jobs in the top four categories—officers and managers, professionals, technicians and sales workers. And those top jobs cover 80% of all jobs in the industry.

Parker said broadcasters and the FCC under former Chairman Richard E. Wiley attempted to "cut down" the effectiveness of their rules. But he also acknowledged that the commission's EEO rules have made a difference over the past nine years. The percentage of minorities in the top four categories, 11.7% last year, had been only 7% in 1971.

Backers of the project see it as more than an effort to assure more—and higher-level—jobs for minorities and women. They say it will result in more diverse programming. "We find minorities and women are more sensitive to needs of local audiences," said Eleanor Smeal, president of NOW.

And Jose Rivera, a civil rights attorney who is a member of the board of directors of the Corporation for Public Broadcasting, sees the project as a "symbol" that the "whipsaw technique" will no longer work. As he described the technique, a broadcaster focuses on hiring women or minority groups—whichever was "the lesser evil," in effect, using one group against the other.

The news conference also provided backers of the project with an opportunity to take issue with FCC Commissioner Anne Jones's remarks critical of the commission's EEO and minority-ownership policies (BROADCASTING, June 16). Parker called the speech "incredible." And Nolan Bowie, director of the Citizens Communications Center, said Jones did not understand the law in questioning the commission's effort to promote the hiring of women and minorities in broadcasting. He noted that the Supreme Court, in a case involving the Federal Power Commission, had "recognized the justification" of the FCC's EEO rules.

At least as troubling to Parker as Jones's speech itself, it seemed, was the almost complete silence with which it was greeted at the commission. He wondered if the silence was significant. Commissioner Tyrone Brown, the agency's only black member, offered a public rebuttal (BROADCASTING, June 30). But "the FCC chairman has not spoken out," Parker said, nor has any of the other "white male" commissioners. "You wonder," Parker said, "if she's a stalking horse for the commission."

Although the project will deal only with broadcasters, the UCC's Office of Communication, at least, does not intend to ignore cable television, whose EEO practices and policies have been severely criticized by media reform groups. Parker said the office would investigate EEO practices in the cable television industry under a separate funding. The project, he said, will be announced in the fall.

## FCC turns back NAB objections to EEO guidelines

**Commission denies they're 'quotas,' says they're only part of picture**

The citizen groups that last week declared EEO war (see page 29) march off to battle with regulatory weapons intact. The FCC last week rejected a National Association of Broadcasters petition that asked for reconsideration of the FCC's equal employment opportunity processing guidelines. The FCC said that its guidelines are not "quotas," as the NAB charged, and are used merely to review a licensee's EEO efforts.

It also denied NAB's rulemaking petition seeking a reassessment of the FCC's entire EEO program.

Although the commission's decision came as no surprise, the absence of discussion of the item was the subject of later comment by observers. Commissioners Anne Jones and Tyrone Brown have taken opposing stands on the FCC's EEO policies in recent few weeks (BROADCASTING, June 30), and it had been expected that the other commissioners would align either with Jones in rejecting the policies, or with Brown in endorsing them, when NAB's petition was voted on.

Brown had been out of town June 24 when the item had been originally scheduled for review, and he had asked that it be postponed. Last Tuesday, however, it was Jones who was absent, assertedly due to a family problem.

The commission denied the petition on a 6-0 vote, with Commissioner Abbott Washburn dissenting in part. He and Jones had dissented to the commission's application of guidelines to stations with fewer than 10 employees when the standards were adopted in February.

The NAB filed its petition in March, contending that the FCC's new guidelines adopted the previous month (BROADCASTING, Feb. 18) were "substantive requirements," improperly adopted without the benefit of a rulemaking; that they were "discriminatory, unfair and unrealistic"

because they do not take into account the actual workforce availability, and that adoption of the guidelines was "unwarranted" and ignored broadcasters' "good-faith EEO efforts."

The FCC Broadcast Bureau staff, in recommending denial of the petition, explained that failure of a station's employment profile to meet the guidelines does not in itself trigger commission action. "Rather, the staff inspects the station's EEO efforts, and where evidence of good faith efforts and/or mitigating circumstances are found, the application is cleared for routine processing."

Addressing the NAB's allegation that the new guidelines were "substantive," the staff said that charge is premised on a "misunderstanding" of commission processes. "A prima facie showing that a station's minority and female employment falls within a zone of reasonableness is made," the FCC said, "if the employment profile shows that these groups are being hired in a ratio that meets or exceeds the processing guidelines. However, failure to have such a profile does not mean a station's employment is outside a zone of reasonableness, but it does mean that all the facts of the case must be considered."

The commission stressed that "numbers plus efforts" determine whether EEO conditions would be imposed as part of a renewal.

## Complex deal nets black-owned AM in Rhode Island

**FCC approves four-way transaction, but in process waives one-to-market rule as Outlet shifts from AM to FM ownership in Providence market**

The FCC last week approved a four-party station trade, involving three radio stations and resulting in the first minority-controlled broadcast station in Rhode Island. In the process, however, the commission granted a waiver of the one-to-a-market rule and let the Outlet Co., a Providence, R.I.-based group owner of four AM's, three FM's and five TV's acquire

**Portuguese don't count.** The FCC denied Herold Broadcasting Co. a tax certificate for the \$750,000 sale of its KVML(AM)-KROG(FM) Sonora, Calif., to Portuguese American Communications Corp. on the ground that Portuguese are not a "protected minority" as defined by the Office of Management and Budget and the Equal Employment Opportunity Commission. During the commission's discussion of whether or not to grant the tax certificate, Commissioner Robert Lee jokingly said, "If the name was Spanish American Communications Corp., we probably would have granted it." Chairman Charles Ferris said that the problem of distinguishing who is a minority applicant will have to be settled because this particular case and others like it raise the question of whether the commission should follow the established lists of the EEOC and OMB, or whether the FCC should look at each application on an ad hoc basis. Commissioner Abbott Washburn said he would have preferred more information on the applicant and on the population of the community of license. However, the commission majority voting to deny the tax certificate—Ferris and Commissioners Tyrone Brown, Anne Jones and Joseph Fogarty—made it clear that under present commission procedure, which is to follow the lists established by OMB and EEOC, the principals of PACC were clearly not a "protected minority." The Broadcast Bureau approved the assignment last October.



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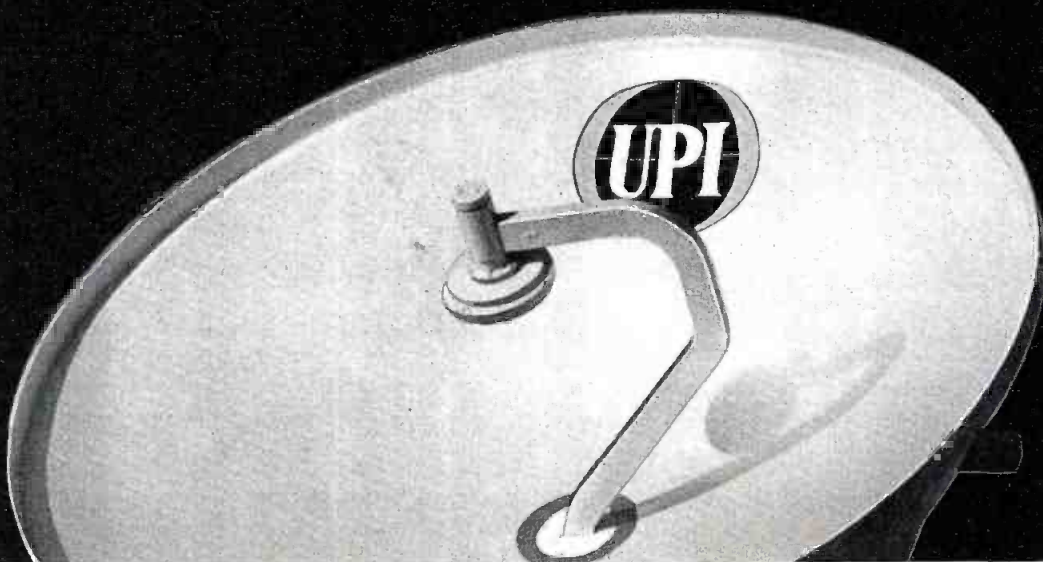
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WRLM(FM) Taunton, Mass., which is in the same market as its WJAR-TV Providence. The commission was sharply divided on the 4-2 decision, with Chairman Charles Ferris and Commissioner Tyrone Brown dissenting and Anne Jones absent.

The approved transaction will see the license for Audio-Air Inc.'s WRLM(FM) Taunton assigned to Franks Broadcasting Co., for \$2.2 million (BROADCASTING, Oct. 8, 1979). Franks in turn, will assign its license for WHIM(AM) Providence to minority-controlled East Providence Broadcasting Co. for \$900,000, and receive a tax certificate for so doing (BROADCASTING, Oct. 8, 1979). Concurrently, to avoid any snag on the three-year rule, Franks will exchange WRLM for Outlet's WJAR(AM) Providence, the radio half of its grandfathered AM-TV combination.

In requesting the waiver of the one-to-a-market rule—which forbids an owner from acquiring a radio station in a market where the owner already owns a television station and vice versa—Outlet successfully argued that the only significant change would be a further advancement of the commission's policy of furthering broadcast station ownership by minority groups. As far as its own grandfathered combination was concerned, nothing would really change, Outlet contended. An FM would

simply be exchanged for an AM. In effect, Outlet argued, there are two choices: an AM-TV combination in Providence with no minority-controlled stations in Rhode Island or an FM-TV combination in Providence competing with a minority controlled AM in Providence.

The principal owner of East Providence Broadcasting, buyer of WHIM, is Henry Hampton, a black, and founder and president of Blackside Inc., a Boston-based television and film production company. He has no other broadcast interests.

The commission rejected objections to the deal by three citizen groups. The Spanish Alliance for Broadcasting contended that East Providence proposes no minority-oriented programming. Blacks in Communications seemed to be dismayed by the fact that only one black was doing the representing in this first-time minority station ownership situation. Rhode Island Media Alert alleged that Franks and Outlet were using East Providence to further their own interests at the expense of the public. The commission concluded that these objections raised no substantial and material questions that would warrant further inquiry. It did however, advise Franks that should the commission ultimately adopt a rule prohibiting commonly owned AM and FM stations in the same

market, Franks would have to divest of either WJAR or WHJY-FM Providence.

Commissioner Brown, who felt it was a "close case," voted against the sale because he feels "we can carry out our minority ownership and multiple ownership programs without violating our multiple ownership rules." He was concerned that a precedent would be set with the deal and was also concerned that the basic reasons for a grandfathering policy were being ignored. "We adopted those policies realizing that grandfathered stations would be an exception, that they [the licensees] will eventually get out or upgrade. Here, the licensee is not saying that the grandfathered station is an exception, but wants to retain the status quo."

Ferris agreed, asking, "How large are we going to build the totem pole in a matrix of transactions to forward that policy. This, as a precedent, I fear, will come back to haunt us."

Commissioner Joseph Fogarty, whose home state is Rhode Island, disagreed, however. "Our policies and rules by themselves are sterile. The commission a long time ago lost its virginity by approving distress sales from bad characters to good characters to carry on its minority ownership policies. We must look at what's best for the community listeners," he said.

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## Subcommittee OK's legislation on crossownership

**House unit passes Swift bill that would turn FCC rules on newspaper-broadcast holdings into law and prohibit commission from considering licensee's other holdings and extent of participation in station affairs when license is up for renewal**

The House Communications Subcommittee, by a 7-to-0 vote, last week approved legislation that would codify the FCC's collocated newspaper-broadcast crossownership rules. It would also prohibit the commission from considering legal crossownerships in license renewals. Nor could the FCC consider the extent to which a renewal applicant participates in the day-to-day administration and operation of the station.

The bill, H.R. 6228, was introduced last December by Representative Allan Swift (D-Wash.), with a full day of hearings held last April (BROADCASTING, April 28).

The legislation now goes to the full Commerce Committee for consideration, although no mark-up has yet been scheduled.

Swift's bill received some criticism during hearings, both from broadcasters and public interest groups, the major broadcaster complaint being that the FCC would be stripped of its authority to remain flexible and rethink its ownership rules as conditions change.

But there were no complaints from subcommittee members at the mark-up. With a majority of the subcommittee signing on as co-sponsors of the bill, passage was virtually assured ("Closed Circuit," June 30).

By codifying the FCC's rules, the bill prohibits the grant of a broadcast license to an applicant who owns or controls a daily newspaper if the signal of the broadcast station will encompass the entire community in which the newspaper is published; it requires a broadcast licensee who acquires an interest in a daily newspaper to divest itself—within a year of the newspaper acquisition—of either the broadcast station or the newspaper interest if the signal of the station encompasses the entire community in which the newspaper is published; it prohibits the FCC from renewing the license of a broadcaster that owns the only TV station and the only

daily newspaper in a community, or if there are no TV stations licensed to the community and the broadcaster owns the only radio station and the only daily newspaper in the community; it grandfathers existing newspaper-broadcast combinations where there is more than one broadcast station licensed to the community or more than one daily newspaper in a community, but prohibits the transfer of the newspaper-broadcast combination to the same person unless it is in accordance with the disposition of an estate or it does not significantly affect the ownership or control of the station; and it permits the commission to waive any of the above provisions if the licensee demonstrates that a waiver is necessary to serve the public interest.

Section 3 of the bill prohibits the FCC, in a renewal proceeding, from taking into account the licensee's media interests that are in compliance with commission rules, and from taking into account the extent of the owner's daily participation in the operation of the station, unless a violation of commission rules has occurred in the administration or operation of the station.

In addition, Section 4 states that the bill will not affect the enforcement of any federal antitrust law.

Swift said the bill will not stand in the way of newspapers moving into new tech-

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nologies, and he thought that limiting the scope of the bill to newspaper-broadcast crossownership was appropriate. "Hopefully next year we'll deal with cable," he said.

## A professor examines FCC regulation

**In new book, Harvey Levin claims commission policies have promoted broadcaster profit rather than programing diversity; thinks prime-time access rule works**

At a time when the FCC is deeply immersed in a study of network-affiliate relations and proposals for deregulation of radio, a book appears saying that the commission's restrictive regulation over the years has helped boost financial benefits for broadcasters without any consequent benefits for the public in diversity or informational programing.

But that history does not persuade Harvey J. Levin, professor of economics at Hofstra university and senior research associate at the Center for Policy Research, in "Fact and Fancy in Television Regulation: An Economic Study of Policy Alternatives," to recommend foregoing regulations, even restrictive ones. He is even supportive of the controversial prime-time access rule, though he does not regard it as adequate to achieve the desired programing diversity.

His principal proposals for achieving programing goals are not entirely new: set minimal standard for news, public affairs and local programing by television stations or collect "licensee rents" from broadcasters through auctioning of broadcast licenses to qualified bidders or a "gross receipts tax for spectrum use" for the benefit of public broadcast-ing.

The first, which the commission has considered in one form or another for 10 years, is receiving sympathetic attention from some broadcasters who see the percentage guidelines as providing them with

the clue they need to assure renewal of their license. And proposals for a "spectrum fee"—whether earmarked for public broadcasting or not—have run into overwhelming opposition on Capitol Hill when advanced in connection with Communications Act rewrite legislation.

But Levin says there are other ways of providing subsidies for public broadcasting. He recalls that the Ford Foundation, in 1966, proposed the creation of a satellite corporation that would serve the networks and generate funds to provide public broadcasting with free interconnection as well as funds for its programing. He also suggests AT&T reduced-rate interconnection for public networks. Again, the benefits for public broadcasting would result from increased rates for the commercial networks.

In any case, Levin sees other proposals as offering little hope for diverting "economic rents"—payments for the use of a resource that are greater than necessary to assure its use—and "supernormal profits" into diverse and "merit programing."

Structural reform—which appears to be a favored approach of commission policy planners—is not denigrated by Levin. He sees benefits and no losses in the separation of newspaper and television ownership and in the entry of new television stations. He calls the commission's rule barring the creation of new broadcast-newspaper crossownerships in the same market a valuable "prophylactic" against abuse of crossownership.

But, he says, neither the entry of new stations nor the policy to diversify station ownership offers "any certain path to more news, public affairs or cultural service, or to greater diversity generally. The most one can say is that the policy on newspaper and group ownership poses no serious *threat* to industry economics, to diversity or to merit programing. In contrast, only public television offers a decisive *contribution* to cultural and informational service without commercial losses."

Levin discusses the prime-time access rule in connection with a long look he takes at network operations in general. And he finds more that is worthwhile in the rule than the FCC's Network Inquiry Staff did in its report released two weeks

ago (BROADCASTING, June 23). He concludes, as did the commission staff, that the rule reduces economic efficiency by increasing distribution costs. But while the staff said the rule has not, and is not likely to, "stimulate local programing and network-quality first-run syndicated programing and reduce the major networks' dominance in prime time," Levin says that what must be recognized is "the value of maximum opportunity and source diversity in their own right."

Levin's analysis is not limited to the economics of program distribution. He says it is too soon to predict what will happen as syndicator capabilities increase and as public interest groups seek "more minority, women's, children's, public affairs and documentary programs." He says networks "fear access encroachments if they do not offer such programs" (the rule permits networks to fill one half hour per week of access time with children's specials, public affairs or documentary programs). And, he says, "station licensees fear renewal contests and petitions to deny if they resist" demands for such programing.

As for the quality of access programing—about which so many negative things have been said—Levin says the evidence is not yet all in. "There has simply been no adequate test." But, in any case, he observes, there may well be "an unsatisfied demand for such shows as *Lawrence Welk* and *Hee Haw*."

As for program requirements, Levin says they "seem fully consistent with network scale economies ... [and] appear better able to divert rents into public service, localism and type diversity than the policy to diversify ownership." And he suggests a methodology for devising quantitative standards. However, one clear advantage structural change has over program requirements, Levin concedes, is to "diversify content without the threat of direct government intrusions."

Levin also takes a long look at network operations, and in a chapter on the controversial prime-time access rule, proves more supportive of it than the FCC staff in its report to the commission (BROADCASTING, June 23). He says the principal question is not whether network dominance of prime time has been reduced (he says it has, even if with a loss of "important national distribution benefits") and diversity and localism promoted. "We must also recognize the value of maximum opportunity and sources of diversity in their own right," he says.

Levin's conclusion regarding commission regulation of broadcasting thus far is that it has "operated to bolster industry profits and rents [rather] than to channel them into local, cultural or informational service. These divergent effects call into question whether regulation has been able to induce broadcasters to invest more in less remunerative (merit) programing than otherwise, as a quid pro quo for the valuable privilege they enjoy."

"Fact and Fancy," which will be published next month by the Russell Sage Foundation, of New York, sells for \$20.

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# Business

## Oriented to growth: Harris

**Chairman Boyd tells Wall Street that his company looks for businesses that move upward at 20% a year; sales for 1980 will about hit that mark**

"Our basic strategy is to select rapidly growing markets where we can use technology to obtain competitive product features." That business philosophy was expounded by Joseph A. Boyd, chairman of Harris Corp., before a gathering of security analysts in New York.

Reviewing the company's various business segments, Boyd indicated that, in products for broadcasting the application of this Harris strategy will lead to a concentration on digital studio equipment for television (following the acquisition of Consolidated Video), AM stereo and circularly polarized television antennas. The last was especially singled out by Boyd as meeting the Harris criterion for a "growth business": annual growth in excess of 20%. The other side of Harris's mass communications product line is printing and bindery equipment: there Harris intends to emphasize time-saving improvements.

The four other Harris business segments, according to Boyd, are communica-

tions networks (microwave systems, satellite equipment, high frequency and very high frequency radio systems and fiber optics), integrated information processing systems, government systems and technology and semiconductor systems and technology.

The company as a whole experienced a good year, said the chairman. Sales will be up 19% to \$1.3 billion, and net income up 16% to \$80 million—\$2.60 or \$2.65 a share (fiscal 1980 ended June 30 for Harris).

In discussing Harris's communications network products, Boyd had indicated that 65% to 70% of the company's sales are "export-oriented," although Harris is at the same time looking to expand its domestic base. Asked about the outlook for the domestic satellite equipment business, Boyd said the entire market "is only 60% of what we thought it would be three or four years ago," a shortfall he said could be seen "across the board" of possible satellite applications.

For the immediate future, Boyd said he looked for that market to be flat.

One of the most significant events in Harris's year was the acquisition of Farinon Corp., Boyd told the analysts. "We paid a premium price [\$125 million], but it's a quality company and we feel it was well worth it." Farinon's products gave the company the entry into the telephone-equipment market that it was looking for,

with other Farinon product lines being coordinated with existing Harris businesses. For example, Farinon microwave products are being designed into broadcasting and satellite systems.

## Lowering expectations

**CBS's Wyman, in talk to securities analysts, sees drop in second quarter and in year's per-share earnings**

While optimistic for the post-recession future, CBS's new president, Thomas H. Wyman, has told security analysts that their \$7.50 to \$7.75 predictions for CBS's 1980 per-share earnings probably wouldn't be met.

In what the company called "informal remarks," Wyman indicated that "current economic conditions" and "higher development spending than originally forecast" will yield a downturn in second-quarter earnings. This follows a first quarter with results that also fell below those of the previous year.

Though not providing an exact figure, Wyman left the analysts with the implication that operating earnings for the second quarter would be off 10% to 15% from the year earlier. That's ignoring some 20 cents

## Week's worth of earnings reports from stocks on Broadcasting's index

Company	Period/Ended	Revenues	Current and change				Year earlier		
			% Change	Net Income	% Change	Per Share	Revenues	Net Income	Per Share
Acton Corp.	3 mo. 3/31	\$30,670,000	+20.3	\$804,000	+19.1	.27	\$25,485,000	\$675,000	.24
Columbia Pictures	9 mo. 3/29	485,015,000	+18.1	29,297,000	+2.1	2.95	410,500,000	29,908,000	3.08
Comcast	3 mo. 3/31	5,758,000	+23.9	451,000	+44.6	.18	4,646,000	312,000	.12
Doyle Dane Bernbach	3 mo. 3/31	31,354,000	+43.4	1,733,000	+40.3	.66	21,863,000	1,235,000	.46
Filmways	Year 2/29/80	168,566,000	+77.2	1,617,000	+79.4	.24	95,127,000	7,842,000	1.57
Foot, Cone & Belding	3 mo. 3/31	35,757,000	+22.0	1,610,000	+57.9	.42½	29,308,000	1,019,000	.35
Fuqua Industries	3 mo. 3/31	491,004,000	+5.7	10,678,000	+4.2	.81	464,230,000	10,239,000	.78
MCA Inc.	3 mo. 3/31	322,760,000	+14.0	25,639,000	+59.9	1.09	283,008,000	63,879,000	2.74
MCI Communications	Year 3/31/80	144,345,000	+51.6	13,345,000	+88.6	.20	95,243,000	7,076,000	.23
Metro-Goldwyn-Mayer	6 mo. 2/29	243,497,000	-4.4	25,496,000	-30.0	.78	254,662,000	36,392,000	1.13
Movielab	3 mo. 3/29	8,591,234	+5.9	576,527	+14.6	.35	8,105,103	502,895	.31
Outlet Co.	3 mo. 4/30	63,110,000	+1.8	-1,993,000	-260.3	-.87	61,980,000	-553,000	-.31
Rockwell International	6 mo. 3/31	3,314,000,000	+11.1	148,400,000	+14.5	4.04	2,981,100,000	129,600,000	3.66
Schering-Plough	3 mo. 3/31	452,615,000	+48.2	70,322,000	+14.9	1.31	305,510,000	61,220,000	1.15
Taft Broadcasting	Year 3/31/80	235,946,000	+41.2	31,715,000	+22.4	3.58	167,068,000	25,881,000	3.06
Tele-Communications Inc.	Year 12/31/79	92,161,000	+46.3	28,903,000	+373.5	2.58	62,973,000	6,104,000	.52
Teleprompter	3 mo. 3/31	43,960,000	+10.3	6,412,000	+157.3	.38	39,825,000	-3,920,000	-.24
J. Walter Thompson	3 mo. 3/31	67,814,000	+31.6	696,000	+0.9	.23	51,538,000	690,000	.23
Times Mirror	12 wk. 3/23	403,300,000	+17.7	24,400,000	+13.8	.71	342,600,000	28,300,000	.83
Vattec Corp.	3 mo. 3/31	20,900,000	+52.5	1,300,000	+180.7	.28	13,700,000	570,000	.14
Wrather Corp.	3 mo. 3/31	12,477,000	+15.0	-928,000	-385.8	-.41	10,848,000	-191,000	-.09

\* Tele-Communications net income in first quarter of 1979 reflects gains from sales of affiliate's holdings in Resorts International common stock.

**April's ante.** Network TV sales in April reached \$432,743,100, up 12.1% from April 1979, according to estimates compiled by Broadcast Advertisers Reports and released by the Television Bureau of Advertising.

April sales brought the total for the first four months of 1980 to \$1,664,822,800, a 13.3% increase from the comparable period last year. Greatest gains in April and in the year to date were in Monday-Friday daytime, up 24.1% for the month and 21.7% for the four-month period. Saturday-Sunday daytime showed an 8.1% decline in April but was up 10.2% for the four months. The April decline was attributed to there being one fewer weekend day in April 1980 than in April 1979. BAR and TVB report individual network totals only on a quarterly basis now. For the first quarter, as reported earlier, ABC-TV led with \$476,529,700, followed by CBS-TV with \$395,364,300 and NBC-TV with \$360,185,700.

The BAR/TVB estimates follow:

#### Network Television Investment Estimates

##### April

	1979	1980	% change
Daytime	\$125,411,600	\$141,710,200	+13.0
Mon.-Fri.	82,258,000	102,064,900	+24.1
Sat.-Sun.	43,153,600	39,645,300	- 8.1
Nighttime	260,659,200	291,032,900	+11.7
Total	\$386,070,800	\$432,743,100	+12.1

##### January-April

	1979	1980	% change
Daytime	\$498,248,500	\$586,315,000	+17.7
Mon.-Fri.	325,282,500	395,732,900	+21.7
Sat.-Sun.	172,966,000	190,582,100	+10.2
Nighttime	970,987,800	1,078,507,800	+11.1
Total	\$1,469,236,300	\$1,664,822,800	+13.3

Quarter	ABC	CBS	NBC	Total
Jan.-March	\$476,529,700	\$395,364,300	\$360,185,700	\$1,232,079,700

per share in second-quarter 1979 net earnings (out of \$2.37) that came as a non-recurring gain from the sale of Cinema Center film titles.

Wyman also noted that the recession's impact is affecting some consumer products, publishing and record businesses at CBS. Still, he told the Wall Street community, the company expects its broadcast operations to produce "excellent results," citing CBS Television's "strong competitive position in a still expanding broadcast economy."

Despite Wyman's assurance of a promising future "once the current recession is behind us," the earnings news left some analysts wondering whether the company would be able to make good on Wyman's prediction of an up year. (Earnings per share in 1979 were \$7.21.) Even those who have now lowered their estimates to the \$7.25-\$7.30 range say they wouldn't be shocked if last year's level isn't topped.

The reception was Wyman's introduction, in his new job, to the Wall Street community. The swift departure of his predecessor, John D. Backe, caused some questioning in the financial community as to whether there would be a change in the company's announced plans to develop its "new technology" resources, a course that had come to be identified with Backe. Wyman's message for the analysts was that "the new technologies in entertainment and information offer us promising new options," and the company is making the "necessary investments to keep those options open."

## Banks becoming biggest backer of cable TV

### Loans last year and projections for current one are outpacing intermediate lenders, insurance

In a departure from the previous two years, 1979 saw banks leading the way in making new loans to the cable industry. Total loans outstanding to the industry grew by 10.5% in 1979 to \$1.4 billion, with banks increasing their outstandings by 14.8%, intermediate term lenders by 7.3% and insurance companies by only 4.6%.

These are some of the findings of the sixth such survey conducted by Warburg Paribas Becker Inc. A principal conclusion is that all three groups of lenders "continue to exhibit strong interest in the cable television industry and each group projects substantial new loan volume (\$703,300,000 in total) during 1980."

The shift to banks as lenders, according to this report "reflects the increase in construction financing, the increase in commitments and takedowns before the potential imposition of credit controls and the lower level of refinancing into fixed rate loans."

Looking at the potential for bank lending in 1980, the report predicts "a very sharp increase" in total outstandings on the order of 70%, which would push bank lending to cable companies over \$1 billion

by year-end. Two primary factors here are a 215% increase in unfunded commitments at year-end, and a projected 85% increase in new loan volume. The five leading banks in the cable lending business as of 1979 are Chase Manhattan, First National Bank of Boston, National Bank of North America, Citibank and First National Bank of Chicago.

Intermediate lenders responding to the WPB survey projected "slightly lower new loan volume" for 1980, for a total growth in outstandings of 5% by Dec. 31. Along with that growth, average cable portfolio size for the group grew by 19% to \$15.2 million. Average portfolio size for banks was \$5.15 million; for insurance companies, \$23.1 million.

#### PROJECTED AVAILABLE FUNDS IN 1980

Type of lender	Number of lenders reporting	Outstandings at Dec. 31, 1979	Projected new loan volume for 1980	Projected outstandings at Dec. 31, 1980
Banks	120	\$617,835,000	\$595,050,000	\$1,057,914,000
Intermediate lenders	9	137,056,000	34,000,000	143,200,000
Insurance companies	31	662,396,000	74,250,000	716,020,000
Total	160	\$1,417,287,000	\$703,300,000	\$1,917,134,000

Source: Direct reports from lenders based on questionnaires sent by Warburg Paribas Becker to more than 150 lending institutions including more than 60 of the largest 100 commercial banks.



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# Programing

## ABC executives fear pay may put free TV on the ropes

**Duran-Leonard fight could be a watershed as networks are outbid for major events, Pierce and Duffy tell television writers; CBS's Jankowski's not so worried**

Pay television, both the wired and the over-the-air varieties, was very much on the minds of leading commercial network executives last week in Los Angeles. Making their semiannual appearances before the television editors of more than 100 of the nation's newspapers, officials with both ABC and CBS made clear that, in their estimation at least, pay television may well have turned the corner—enough to challenge the networks for some of their most profitable audience draws.

The word from ABC was that Congress should be made aware that television is on the verge of a new era of "have and have-not" programming. From CBS came the renewed call that the networks should again be permitted to enter the business of cable television ownership.

ABC Television President Fred Pierce and Network President James Duffy held a joint press conference on Friday (June 27), and led off what turned into a lively, even combative, session with the reporters by citing the Roberto Duran-Sugar Ray Leonard boxing match (BROADCASTING, June 30) as "the start of the have and have-not era of television." One million people saw the fight on TV, the two presidents kept insisting, while 49 million did not.

Duffy implored the visiting editors to suggest to their readers, the nation's viewers, "to write to their congressmen," telling the government that major sporting events that have been available free of charge to the public via the commercial television system should not now go to pay television.

"Pay television is far beyond the threat stage now," said Pierce. "Today what you receive free, tomorrow you're going to have to pay for. The big loser is going to be the American viewer."

The ABC executives made much of the economics surrounding the pay television presentations of the Duran-Leonard fight by the Qube cable television service in Columbus, Ohio, and ON-TV in Los Angeles. According to Duffy, the promoters of the fight received over \$18 million in revenues from the closed-circuit feed of the match to theaters and other arenas throughout the country and the pay services. Worldwide revenues totalled \$30 million, Duffy said.

Such numbers are beyond the reach of

commercial networks, they said. For ABC to have returned that much to the promoters, Duffy said, commercial time would have exceeded \$550,000 a minute. Duffy said, too, that a three-hour event such as the fight would normally return no more than \$5.4 million in commercial revenues to a network.

Both men couched their concerns as appeals for America's viewers and not as responses to an economic threat to networks. "We're not concerned about ourselves; we're talking about the viewer," said Pierce. "Do you want to pay for something you now get for free?"

But their concerns were based in economics, and they cited a number of cable-broadcast issues—syndicated exclusivity, copyright payments and the bargaining powers of the national sports associ-

ations—as contributing to pay TV's ability to outbid the networks for major events.

"Pay television," said Pierce, "is riding on the back of another medium" and is made possible because cable systems do not pay a fair price for programming imported over great distances.

"What we want is a free and open marketplace—for them to compete for programming on the same basis we do," echoed Duffy.

When Gene Jankowski, president of the CBS/Broadcast Group, took his place before the press on Sunday (June 29), he also addressed the cable business. CBS, he noted, already intends to begin providing programming for basic cable in 1981. He was not as concerned about pay television as his rivals, he added.

Although he said that he did not feel

## PlayBack

**Branching out.** *Wall Street Journal*, supplier of business news to 273 radio stations and business-report scripts and graphics to 20 TV's, is getting into audio. Early September is tentative launch date for new *Wall Street Journal Report*, 17 two-minute broadcasts each weekday. Stations will turn over six minutes per day in rotating time slots for national advertising. Cost to advertisers works from base of more than \$3,000 per minute for 52-week deal. *WSJ* also will supply two three-minute sponsored features on Saturday. Distribution will be through AP satellite system, now gearing up. *WSJ* claims to have more than 50% of its top-50 market goal so far, including WMCA(AM) and WNCN(FM) New York and AM's KOV Pittsburgh, WAC Washington, WGST Atlanta and KDEN Denver. Testing is to start July 28.

**Getting it straight.** Because of reports falsely linking it to Entertainment and Sports Programming Network, Enterprise Radio Network has issued press release declaring independence and explaining confusion. Release said confusion stems from fact that Scott W. Rasmussen, president of ERN parent Rasmussen Enterprises, co-founded ESPN in June 1978 with his father, William F. Rasmussen, current ESPN chairman. Scott, however, left ESPN in October 1979. ERN plans to provide five-minute sports news updates 48 times per day to affiliate radio stations. It also plans daily 13-hour national sports talk show and series of two-and-a-half minute sports features. ERN hopes to begin delivery of programming in early 1981 via Westar I.

**Moving ahead.** Country music has surpassed pop as second largest category of recorded music sold in United States, according to latest recording industry sales figures, released by National Association of Recording Merchandisers for 1979. NARM study is based on total sales figures compiled by Recording Industry Association of America. According to survey, rock accounted for 37.4% of records sold in 1979, country, 11.9%, pop, 11.3%, soul, 10.2% and disco, 9.2%. Comparable percentages for 1978 were: rock, 41.7%, pop, 13.1%, country, 10.2%, disco, 9.0% and soul, 8.5%.

**First fives.** The top five records in **contemporary radio airplay** as reported by BROADCASTING's *Playlist*: (1) *Coming Up* by Wings on Columbia; (2) *It's Still Rock 'n' Roll To Me* by Billy Joel on Columbia; (3) *Steal Away* by Robbie Dupree on Elektra; (4) *The Rose* by Bette Midler on Atlantic; (5) *Little Jeannie* by Elton John on MCA. The top five in **country radio airplay**: (1) *It's True Love* by Conway Twitty and Loretta Lynn on MCA; (2) *Friday Night Blues* by John Conlee on MCA; (3) *True Love Ways* by Mickey Gilley on Epic; (4) *Blue Side Of Me* by Crystal Gayle on Columbia; (5) *Stand By Me* by Mickey Gilley on Asylum.

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.





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that the real economic growth in cable will come in ownership, Jankowski reiterated an oft-heard position of the networks: "We all ought to be governed by the same guidelines." He said that CBS still had no intention of petitioning the government for permission to own cable systems, however.

## Buffalo battle over 'P.M.' moves to court

The dispute between Group W Productions and Buffalo Broadcasting as to what Buffalo, N.Y., station will broadcast Group W's popular *P.M. Magazine* beginning in September moved into U.S. District Court in Washington last week. Buffalo asked for a court order barring Group W from delivering the syndicated program to Taft's WGR-TV and directing the company "to perform its obligations" by renewing its *P.M.* contract with Buffalo for its WIVB-TV.

Buffalo also claims that Group W has violated the antitrust laws in attempting to make renewal of the *P.M.* contract contingent on Buffalo's purchase of other programs produced by Group W or its parent, Westinghouse Broadcasting Co.

Buffalo has been broadcasting the popular, half-hour prime-time access strip, which contains nationally syndicated as well as locally produced segments, since September 1979. It now maintains that Group W refuses to honor their contract, which grants Buffalo an option for a one-year renewal at a fee increase not exceeding 30% of the first year's price of \$119,600.

Buffalo alleges that Group W on June 13 rejected Buffalo's offer to renew the contract at a 20% increase on the ground it had already sold the program to Taft for WGR-TV. However, Buffalo says its information is that Group W had not yet concluded negotiations with Taft. When, still on June 13, Buffalo upped its offer to 30%, Group W refused again.

Buffalo also claims that, "in further discussions" four days later, "Group W proposed to satisfy its contractual obligations" by granting the one-year extension of the contract with further renewal rights. But that proposal was said to be contingent on an agreement with Taft. And, Buffalo says, it learned on June 23 that Taft had rejected the proposal.

The antitrust allegations involve Buffalo's claim that Group W representatives offered various programs, including six *P.M. Magazine Hour Specials*, and said that the cost of renewing *P.M.* would be less if they were taken.

Buffalo claims that "a substantial amount of interstate commerce was restrained, and competition in the sale of television advertising was substantially lessened," by Group W's insistence on tying the sale of *P.M.* to the purchase of other, less desirable programs. Furthermore, Buffalo alleges that Group W violated the Sherman and Clayton Antitrust acts by engaging in that tying and by en-

tering into a contract for the magazine show with Taft.

Group W said it decided to drop its arrangement with Buffalo because the station's final offer was not acceptable and because WIVB-TV's participation in the *P.M. Magazine* project was unsatisfactory—the station was ignoring suggestions and had missed deadlines in submitting its contributions (BROADCASTING, June 30). Similar statements by Group W to other publications were labeled as false by Buffalo in its complaint, and cited as a further basis for the relief being sought. The public statements were to have damaged Buffalo.

With its hold on *P.M.* scheduled to expire on Aug. 29, under present circumstances, Buffalo is seeking expedited court action on its complaint. It asked for a hearing on a preliminary injunction and a trial on the merits to be consolidated in a single proceeding to be held by July 30.

## Monitor

**East meets West.** Chinese television viewers may get sampling next year of American commercial and noncommercial television fare. Week-long festival of U.S. television is under discussion, one result of visit U.S. government officials made to China in April to discuss telecommunications matters. Chinese television officials were said to have been impressed by Public Broadcasting Service programs that were shown. Steve Simmons of White House staff has met with representatives of National Association of Broadcasters, PBS, International Communication Agency and National Telecommunications and Information Administration to begin considering project. It could also include visits of U.S. programers and management personnel to China to advise counterparts there, and of Chinese officials to observe management techniques in U.S.

**Name changes.** NBC-TV announced last week that its new prime-time series from NBC Sports will be called *Games People Play*, rather than previously announced *Thursday Games*. Series is set to premiere with 90-minute special Aug. 21. ABC-TV announced that its reserve series, *Oil*, from Aaron Spelling Productions will now be called *Dynasty*.

**Ever upward.** Production costs continue to be number-one topic of debate in Hollywood, and CBS Entertainment President Robert Daly added his bit to controversy before visiting reporters last week. Questions came up as to why network did not choose to "make an example" of *Dallas* star Larry Hagman, who just concluded extended contract renegotiation and was said to have received guarantee of up to \$100,000 per episode. "Larry Hagman is being paid what he deserves," said Daly. "CBS never had any reservations about giving him more money." Actor's demands weren't "that outrageous considering his value to the show," added Daly. Costs are still big problem, executive said, and network will fight continued escalations. He claimed that some stars have already lost contract battles when CBS made it clear to them that "it has got to stop." Daly even spoke of legal action if productions are delayed. "If costs cannot be brought under control, there will be more emphasis on tape shows, news and sports. There has to be some sort of balance."

**Renewed.** ABC-TV will be keeping *Fridays* this fall. Late-night comedy show from West Coast Co. in association with Moffitt-Lee Productions Inc. will continue in its 11:30 p.m.-1 a.m. NYT period. Creative problems have arisen with show, but Lewis Erlicht, ABC Entertainment vice president and assistant to president, said network "is delighted with the competitive performance" of series, which has average 7.2 rating and 23 audience share.

**On another front.** "You will see some slight erosion, but nothing substantial for many, many years," said Lewis Erlicht of effect of pay-television movies on network movie ratings. By substantial, Erlicht said he meant one rating point. Speaking to out-of-town press in Los Angeles, ABC Entertainment vice president with responsibility for acquiring theatrical films, said that as pay audience increases, license fees paid by pay services are likely to rise as networks' fees diminish.

**And final note from Century Plaza.** PBS President Larry Grossman had final round of interviews with national press last week, and commented that he has not seen "the slightest sign of diminishing support" from underwriting oil companies since *Death of a Princess* controversy. Top five underwriters are Exxon, Mobil, Arco, Gulf and Xerox.

## Daytime TV's annual honors

ABC-TV swamped the field in the seventh annual daytime Emmy Awards of the National Academy of Television Arts and Sciences, walking away with 28 awards, followed by PBS with 19; NBC, 11; CBS, eight, and syndication, seven.

PBS's presentation of the opera, "La Gioconda," captured the most awards, 10, leading *The Late Great Me: Story of a Teen-age Alcoholic* (ABC), five, and *All My Children* (ABC), four.

### Production

**Allen M. Potter, Leslie Kwartin, Joe Willmore** □ For daytime dramatic series, *Guiding Light* (CBS).

**Merrill Heatter, Robert Quigley, Jay Redack** □ For outstanding game or audience participation show, *Hollywood Squares* (NBC) tied with *20,000 Pyramid*



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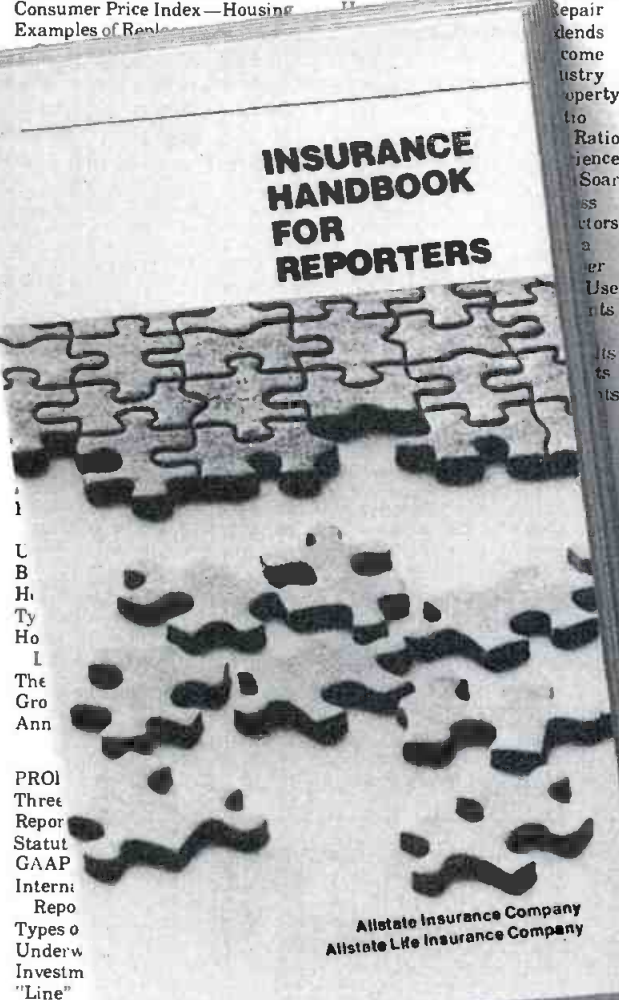
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(ABC)—**Bob Stewart, Anne Marie Schmitt, Jane Rothchild.**

**Richard Mincer, Patricia McMillen, Darlene Hayes, Sheri Singer** □ For outstanding talk, service or variety series, *Donahue* (syndication).

#### Performers

**Douglass Watson** □ For acting in daytime drama series, *Another World* (NBC).

**Judith Light** □ For acting in daytime drama series, *One Life to Live* (ABC).

**Warren Burton** □ For acting in supporting role in daytime drama series, *All My Children* (ABC).

**Francesca James** □ For acting in supporting role in daytime drama series, *All My Children* (ABC).

**Hugh McPhillips** □ For acting guest/cameo appearance in daytime drama, *Days of Our Lives* (NBC).

**Peter Marshall** □ For host or hostess in audience participation show, *Hollywood Squares* (NBC).

**Phil Donahue** □ For host or hostess in talk, service or variety series, *Donahue* (syndication).

#### Directing

**Lela Swift, Jerry Evans** □ For entire drama series, *Ryan's Hope* (ABC).

**Jerome Shaw** □ For game or audience participation show, *Hollywood Squares* (NBC).

**Duke Struck** □ For single episode, *Good Morning America, Tribute to Henry Fonda* (ABC).

#### Writing

**Claire Labine, Paul Avila Mayer, Mary Munisteri, Judith Pinski, Jeffrey Lane** □ For daytime dramatic series, *Ryan's Hope* (ABC).

#### Children's Programming

**Bruce Hart, Carole Hart, Howard G. Malley** □ For series production excellence, *Hot Hero Sandwich* (NBC).

**Daniel Wilson, Linda Marmelstein** □ For produc-

**CBS keeps rolling.** With the week ended June 29, it's been seven consecutive weeks that CBS-TV has turned in the highest prime-time ratings average. With all three network schedules dominated by summer reruns, CBS scored a 14.1 rating and 28.5 share to ABC-TV's 13.4/26.8 and NBC-TV's 12.5/25.1. Top-rated show of the week was CBS's *M\*A\*S\*H* (23.2/41), followed by the same network's *House Calls, Dallas, and Lou Grant*; then ABC's *Hart to Hart*; CBS's *60 Minutes*; NBC's *Quincy, M.E.*; ABC's *Three's Company* and CBS's *Jeffersons* rounding out the top 10. Among the week's specials with news and talk personalities, *Tom Snyder's Celebrity Spotlight* earned NBC a 17.6/31; *David Hartman-The Shooters* gave ABC a 13.2/24; *Sadat's Eternal Egypt* with Walter Cronkite brought CBS a 9.5/20, and the *White Paper: If Japan Can... Why Can't We?* gave NBC an 8.7/16. During the week, CBS won Monday, Friday and Sunday; ABC took Tuesday, Thursday and Saturday, and NBC won on Wednesday.

tion excellence on entertainment special, *The Late Great Me: Story of a Teen-age Alcoholic* (ABC).

**Diane Asselin, Paul Asselin** □ For anthology/dramatic programming excellence, *Animal Talk* (CBS); **Linda Gottlieb, Doro Bachrach** for *ABC Weekend Special* (ABC); **Jay Rayvid, Bob Walsh, Once Upon A Classic (PBS); **Diane Asselin, Paul Asselin, Once Upon A Midnight Dreary (CBS).****

**Al Huslop, Dave Frey** □ For excellence in informational/instructional series/special, *Sesame Street* (PBS); **Joel Heller, Allan Ducovny, Madeline Amgott, Horace Jenkins, Diego Echeverria, Elizabeth Lawrence, Patti Obrow White, Robert Rubin, Catherine Olian, Virginia Gray, Thirty Minutes (CBS); **Kirk Browning, Why A Conductor? (CBS).****

**Thomas Yohe, George Newall, Radford Stone** □ For excellence in informational/instructional programming, short format, *ABC Schoolhouse Rock* (ABC); **Lester Crystal, Beryl Pfizer, Ask NBC News (NBC); **Ken Greengrass, Phil Lawrence, Lynn Ahrens, H.E.L.P.!!! (ABC); **Joel Heller, Walter Lister, In the News (CBS).******

**Melissa Sue Anderson** □ For outstanding individual achievement (performing) *Which Mother Is Mine* (ABC); **Maia Danziger** (performing), *The Late Great*

*Me: Story of a Teen-age Alcoholic* (ABC); **Butterfly McQueen** (performing), *The Seven Wishes of a Rich Kid* (ABC); **Fred Rogers** (performing), *Mr. Rogers Goes to School* (PBS); **David Axelrod, Joseph Bailey, Andy Breckman, Richard Camp, Sherry Coben, Bruce Hart, Carole Hart, Marianna Meyer** (writing), *Hot Hero Sandwich* (NBC); **Jan Hartman** (writing) for *The Late Great Me: Story of a Teen-age Alcoholic* (ABC); **Anthony Lover** (directing) for *The Late Great Me: Story of a Teen-age Alcoholic* (ABC); **Arthur Allan Seideman** (directing) for *Which Mother Is Mine?* (ABC); **Steven Zink** (technical directing) for *Sesame Street* (PBS); **George Alch** (audio) for *A Special Gift* (ABC); **Lee Dichter** (audio) for *Big Blue Marble* (syndication); **Charles J. Liotta, John A. Servidio, George A. Magda** (videotape editing) for *Time Out* (NBC); **John Beyer, Mike Fash** (cinematography) for *A Movie Star's Daughter* (ABC); **Robert Collins** (cinematography) for *Heartbreak Winner* (ABC); **David Anderson** (cinematography) for *Once Upon A Midnight Dreary* (CBS); **Alex Thompson** (cinematography) for *The Gold Bug* (ABC); **Jack Sholder** (film editing) for *Noisy/Quiet—Hearing* (PBS); **Vincent Silena** (film editing) *The Late Great Me—Story of a Teen-age Alcoholic* (ABC); **Merle Worth** (film editing) for *Fast/Slow-Speed Up/Slow Down* (PBS); **Roger Baldwin** (art direction) for *Growth/Decay* (PBS); **Nat Mongioli** (set decoration) for *Hot/Cold* (PBS); **Michael Baugh** graphic design) for *I Can Sing a Rainbow* (PBS).

#### Religious programming

**Sid Darion** □ For excellence in production on *Directions* (ABC); **Pamela Ilott, Joseph Clement, Chalmers Dale, Marlene DiDonato, Ted Holmes** (production), *For Our Times* (CBS).

**Dean Jagger** □ For acting in a single episode of series or special program on *This is the Life* (syndication); **Richard F. Morean** (writer) for *This is the Life* (syndication); **Justus Taylor** (sound) for *Directions* (ABC); **John Duffy** (musical composition/direction) for *A Talent for Life: Jews of the Italian Renaissance* (NBC); **Thomas E. Azzari** (art direction) for *This is the Life* (syndication).

#### Others

**Yanna Kroyt Brandt** □ For production on *FYI* (ABC).

**Danny Seagren** □ For puppet design and construction on *Miss Peach of the Kelly School* (syndication).

**Jeanne Mulcahy, John Goberman** □ For production on coverage of special event, "La Gioconda" (PBS); **Dick Schneider** for *Macy's 53d Annual Thanksgiving Day Parade* (NBC).

**Luciano Pavarotti, Renata Scotto** □ For outstanding individual achievement as performers on "La Gioconda" (PBS); **Kirk Browning** (director) for "La Gioconda" (PBS); **Ron Graft, Kenneth Patterson, Gary Emrick, Luis A. Fuente, Daniel J. Webb, Jack Reader, Thomas Tucker, William Kelsey, Greg Harms** (technical directors and camerapersons) for "La Gioconda" (PBS); **Tom Ancell** (audio); **Zack Brown** (scenic design); **Ken Dettling** (lighting direction), **Zack Brown** (costume design) for "La Gioconda" (PBS).

**Joseph Solomito, Howard Zweig, Lawrence Hammond, Robert Ambrico, Diane Cates-Cantrell, Christopher N. Mauro, Larry Strack, Vincent Senatore, Albin S. Lemanski, Len Walas, Diana Wenman, Jean Dadario, Roger Haenelt, John L. Grella, Irving Robbin, Jim Reichart, Teri Smith** □ For technical excellence on drama series, *All My Children* (ABC).

**William Mickley, William Itkin, Donna Larson, Mel Handelsman, Carol Luiken, Sylvia Lawrence, Michael Huddle, Hy Bley** □ For design excellence, *All My Children* (ABC).

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## Blacks want bigger piece of radio pie

**Music association meeting features sessions on programing and ownership; panelists urge more realistic approaches**

Black radio should offer less music and more services to black communities. Creative but sensible financing and an understanding of the broadcast industry are essential to blacks trying to buy broadcast properties in the 1980's.

These were some of the recommendations broadcasters heard while attending the second annual convention of the Black Music Association, which opened Friday afternoon, June 27, at the Sheraton Washington hotel.

Although relatively few of the nearly 1,000 people attending the three-day convention were broadcasters, those present shared at least one goal with the record merchandisers, producers, independent promoters and musicians that also were on hand: The 1980's will be their decade to gain an increased share in the profits of an industry that has grown consistently since its early days as "race music" in the 1920's.

A Saturday afternoon panel entitled, "Programing Black Music in the 80's" drew a standing-room-only crowd of nearly 75 people. Here the topic of concern was black radio's need to mature.

Panelists Lynn Rogers, general manager of WABQ(AM) Cleveland, and Bob Law, program director at WWRL(AM) New York, expressed concern that black radio generally offers too much emphasis on music and too few services to its listeners. "Are you promoting that blacks dance and don't think?" asked Rogers in her opening statements. "Or are you promoting that blacks think and plan?"

Rogers also said that black programmers need to become marketing specialists to sell their stations' demographics more effectively to a wider range of advertisers. "Blacks consume 30% of the hair conditioners and alcoholic beverages, and 13% of the chewing gum sold in the U.S.," she said. "Because those percentages can mean the difference between profit and loss for a company, blacks are now a sought-after market by advertisers."

Attempts by some black radio stations to exploit the increasing popularity of black music by programing to a broader audience have caused many blacks to fear their format will become too "gray," or mass-appeal. Responding to this, the panelists agreed that to offer improved programing from a black point of view will better serve black communities regardless

of whether it attracts white listenership.

Recognizing a need for change in black radio, Rogers and Law have resolved to form a new group, Blacks for Positive Radio Programing. They have asked the BMA for its support and hope to be functioning within the next few months.

Turning the discussion to ratings, panelist Jhan Hiber, a Los Angeles-based consultant, predicted that Arbitron's measurement of ethnic listenership might improve within the next year. He outlined the company's "augmented" diary system, in which blacks may receive a higher premium of \$2 to \$5 for completing diaries, along with phone calls every few days to remind them to fill out the diaries and return them to Arbitron.

Dwight Ellis, vice president, minority and special services for the National Association of Broadcasters, moderated a Sunday afternoon panel discussion on "Ownership by Minorities of Broadcast Properties." A show of hands indicated that 10 of the more than 50 people attending the session were seriously interested in or were already seeking to acquire broadcast properties.

To those not yet that far along, panelist Ed Cardona, chief of the FCC's Minority Enterprise Division, offered to send basic information. He then asked people contacting his office for further information to do so only when they have a property in mind. "We're at our best," he said, "when solving specific problems."

Herb Wilkins, president of Syndicated Communications Inc., a venture capital company, was the target of the first questions from the audience: "How much?"

Wilkins said his firm relies on intuition and a consideration of what an entrepreneur brings to a deal when deciding whether to finance an acquisition. "We'll put a person on the line for everything he has," he said. "And if you're not a worker, forget it."

Samuel Ewing, of the National Association of Broadcasters' Minority Broadcast Investment Fund, cautioned the audience to look for suitable properties and to study all the sources of capital available. "This will put you in a stronger position with the seller and leave you less dependent on brokers," he said.

Sonny Burns, vice president, radio, for Broadcast Enterprises Network, said the biggest challenge to blacks trying to acquire broadcast properties is finding the right financial package. "We have to put a cap on the interest," he said. "In order to grow in the broadcast industry hence, we have to learn how to put together financial packages that make sense." Burns also recommended finding a source of capital that understands the broadcast industry.

Robert Johnson, general manager of Black Entertainment Network, recom-

mended securing a new franchise as the most viable way for blacks to get into cable. "Sharpen your political connections," he said. "Get the city council to break up a large city into several franchise areas. Financing is the least of your problems once you get the franchise."

Responding to the question of what will be the biggest barrier to minority broadcast ownership in the 80's, Burns replied, the danger that blacks, simply for the sake of ownership, will buy second-rate facilities that can't pay for themselves. "We ought to go to the lower end of the band and compete," he said.

To that same question, Cardona predicted an increasingly negative environment toward minority ownership. Roderick Porter, an attorney with the firm of Fletcher, Heald & Hildreth, predicted: "The doors are going to be closed regardless of who is in the White House. Gains must be made within the next two or three years."

Finally, Ed Hayes, an attorney with Hayes & White, said the biggest barrier in the 80's will be: "We'll still be playing catch-up. We've got to look into satellite communications, subscription TV, laser and other new technologies instead of simply playing catch-up with the broadcast industry."

## STV set for capital

**Washington permit approved for minority licensee; Teleprompter will provide pay programing**

An FCC administrative law judge last week approved an application for the first minority-owned subscription television station—Channel 50 Inc. of Washington D.C. But it's a first in more ways than one, since the franchise holder for the subscription programing will be Teleprompter Corp., a company that traditionally has been a cable programmer.

FCC Chief ALJ Lenore Ehrig approved the application of Channel 50 Inc., principally owned by Ted Ledbetter, a black Washington resident, to acquire the construction permit for WGSP-TV, which is being transferred from Lee W. Cowan, trustee in bankruptcy.

Originally, the STV applications of Channel 50 Inc. and WDCA-TV Washington (ch. 20) had been set for a consolidated hearing to determine, among other things, which application would better serve the public interest and which should be granted. Subsequently, however, the FCC amended its one-to-a-community rule last fall to allow more than one STV station in a community if the community is served

by four or more conventional stations.

After the rule change, Channel 50 asked for a summary decision on its application to avoid a hearing where no other "genuine issues of fact" remained.

Teleprompter will provide all the subscription programming for the station. An attorney for Teleprompter said he would guess that the programming would be provided by Showtime, the joint venture between Teleprompter and Viacom, but he could not be sure "how the package would

eventually be drawn up."

Ledbetter, who has worked in and out of the industry in a number of functions—he operated a CBS affiliate in St. Thomas, Virgin Islands; worked as a documentary-filmmaker; served on the staff of the Urban Coalition and managed a Washington tape-cassette franchise and was once considered for an FCC post by former President Richard Nixon—has yet to get a transmitter or studio facilities. However, he hopes to be on-air within a year.

## Changing Hands

### PROPOSED

■ **KJQY(FM)** San Diego: Sold by HBC Inc. to Westinghouse Broadcasting Co. for \$6.4 million. Seller is owned by Representative Cecil Heftel (D-Hawaii) and family. They acquired control of station in 1977 for \$451,000 including assumption of liabilities. They also own **WXKS-AM-FM** Medford, Mass.; **WSMJ(FM)** Greenfield, Ind.; **WLUP(FM)** Chicago, and **KGMD-TV** Hilo, **KGMV-TV** Maui and **KGMB(AM)** Honolulu, all Hawaii. They have also purchased **WLVV(FM)** Fairfield, Ohio (BROADCASTING, April 14), and **WTFM(FM)** Lake Success, N.Y. (BROADCASTING, June

30), latter subject to FCC approval. Buyer is New York-based division of Westinghouse Electric Corp. and group owner of seven AM's, four FM's and six TV's and has cable subsidiary based in Dublin, Ga., that owns and operates several systems in central Georgia and northern Florida. It last purchased **KOAX(FM)** Dallas (BROADCASTING, March 3). FCC granted approval of its purchase of **WRET-TV** Charlotte, N.C., in March (BROADCASTING, March 31). Daniel L. Ritchie is president. **KJQY** is on 103.7 mhz with 36 kw and antenna 580 feet above average terrain.

■ **WHAU-AM-FM** Haverhill, Mass.: Sold by Edward Cetlin and Henry and Morris Silver, brothers, to minority controlled (Southeast-Asian Americans) Northeast Broadcasting Co. for \$1,129,500 (distress sale). Applications for renewal of licenses for stations were designated for hearing last July to determine whether licensee had violated EEO requirements and whether it had made misrepresentations to FCC regarding renewal applications. Cetlin (50%) and Silver brothers (25% each), have no other broadcast interests. Buyer is owned by Jane N. Cole and Steven Silberberg (30% each), Linda N. Young (15%), Marion Nashida and Scott Norton (10% each), and Peggy Swoveland (5%). Cole and Swoveland are sisters as are Nashida and Young. Cole is representative for New York-based international exchange program. Silberberg is Washington attorney. Young is buyer for Sacramento, Calif., retail store. Nashida owns 50% of San Jose building materials firm. Norton is former station manager for **WFFA(AM)** Manchester, N.H. Swoveland is San Francisco research biologist. They have no other broadcast interests. **WHAU(AM)** is on 1490 khz with 1 kw day and 250 w night. **WHAU-FM** is on 92.5 mhz with 50 kw and antenna 390 feet above average terrain.

■ Other proposed station sales include **WTRJ(AM)** Troy, Ohio and **KROW(AM)** Dallas, Ore. (see "For The Record," page 53).

### APPROVED

■ **WZZK(FM)** Birmingham, Ala.: Sold by Rose Hood Johnston (80%) and son, George (20%), to Park City Communications for \$2.5 million. Sellers also own **WILD(AM)** Fairfield, Ala. George Johnston owns 2.02% of **WDHN(TV)** Dothan, Ala. Buyer is owned by Richard Ferguson (64.1%), Steven A. Marx (25.2%), Mario Scalisi (9%) and Edward Cantor (1.7%). Ferguson, Marx and Scalisi are, respectively, president, vice president and account executive of Park City Communications, Bridgeport, Conn.-based licensee of **WEZN(FM)** Bridgeport and **WFTQ(AM)-WAAF(FM)** Worcester, Mass. Cantor is Orange, Conn., attorney. **WZZK** is on 104.7 mhz with 100 kw and antenna 540 feet above average terrain.

■ **WADY(AM)** Hollywood, Fla.: Sold by Community Service Broadcasting Inc. to Sunshine Wireless Co. for \$1.2 million. Seller is owned by Jerome and Elaine Glassman (50% jointly), sons, James and Bill (25% each). They also own **WMCL(AM)** McLeansboro, Ill., **WDXI(AM)** Jackson, Tenn., and **WKWK-AM-FM** Wheeling, W.Va. Buyer is owned by Eric Esbensen (50%) and Donald and Richard Berlanti, brothers (25% each). They also own **WKQS(FM)** Boca Raton, Fla., and **KLVV(AM)-KRQK(FM)** Lompoc, Calif. Esbensen is president and general manager of stations. Berlantis are investors, Donald in Potomac, Md., and Richard in Somerset, Pa. **WADY** is on 1230 khz with 5 kw full time.

■ **WXIL(FM)** Parkersburg, W.Va.: Sold by

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New Address

7/7/80



Electrocom Inc. to Burbach Broadcasting for \$1 million. Seller is owned by David Strock and wife, Carolyn (26% jointly), James Fenton and wife, Dorothy (25% jointly), Ruby Carter (14%) and others. Sellers have no other broadcast interests. Buyer is owned by Robert H. Burstein (50.5%) and John L. Laubach (49.5%). Burstein owns Pittsburgh scrap brokerage company and has real estate interests there. Laubach is Pittsburgh attorney. He owns 50% of coal business there and also has various real estate interests in Pittsburgh. They also own WESA-AM-FM Charleroi and WWGO(AM)-WCKK(FM) Erie, both Pennsylvania, and have sold, subject to FCC approval, their combined 75% interest in WSBK(AM) Boca Raton, Fla. (BROADCASTING, June 9). WXIL is on 95.1 mhz with 50 kw and antenna 500 feet above average terrain.

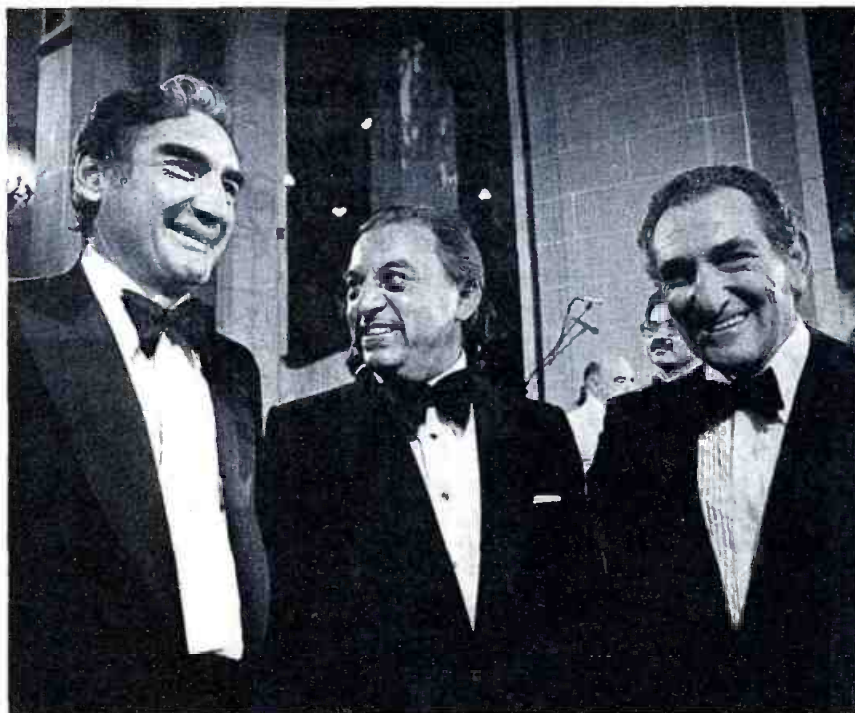
■ KTLW(AM) Texas City, Tex.: Sold by Texas City Broadcasting Service to Henderson Broadcasting for \$500,000. Seller is owned by John Long who also owns KIOX(AM) Bay City, Tex. Buyer is owned by Roy Henderson, president, general manager and 50% owner of WKLT(FM) Kalkaska, Mich., and also head of Traverse City, Mich., oil company. KTLW is 1 kw daytimer on 920 khz.

■ Other approved station sales include: KVRG(AM)-KDEL(FM) Arkadelphia, Ark.; KGUY(AM) Palm Desert, Calif.; KPIK(AM) Colorado Springs; KEPT-FM Shreveport, La.: WNNY(AM) Watertown, N.Y.; WDXV(AM) Sumter, S.C.; WHAP(AM) Hopewell, Va., and WOKL(AM) Eau Claire, Wis., (see "For the Record," page 53).

#### DISSOLVED

■ WTAR-TV Norfolk, Va., and WMC-TV Memphis: Trade of Landmark Communications' WTAR-TV for Scripps-Howard Broadcasting's WMC-TV plus \$4.5 million called off because principals could not agree on final terms ("In Brief," June 30). Scripps is publicly traded station group owned principally by E. W. Scripps Co., publisher of Scripps-Howard newspapers, based in Cincinnati. Landmark, which is under FCC mandate to dispose of WTAR-TV, is privately held Norfolk, Va.-based newspaper publisher and station group. WMC-TV is NBC affiliate on ch. 5 with 100 kw visual, 56.2 kw aural and antenna 1,080 feet above average terrain. WTAR-TV is CBS affiliate on ch. 3 with 100 kw visual, 20 kw aural and antenna 980 feet above average terrain.

■ WIVY-FM Jacksonville, Fla., and KOME(FM) San Jose, Calif.: Were sold by Infinity Broadcasting Corp. to Affiliated Publications Inc. for \$11 million. Deal fell through because principals could not agree on final terms ("In Brief," June 30). Seller is owned by Richard Ullman (30%), Gerald Carrus and Michael Weiner (23.3% each) and others. They also own WBCN(FM) Boston. Buyer is publicly traded newspaper publisher and station group based in Boston. WIVY-FM is on 102.9 mhz with 60 kw and antenna 570 feet above average terrain. KOME(FM) is on 98.5 mhz with 12.5 kw and antenna 880 feet above average terrain.



**Translator gala.** Washington's Hispanic population of 150,000 to 200,000 were given access to 24-hour Spanish-language programming through the 51st affiliate of the Spanish International Network which began service on June 29 as a 1 kw translator on channel 56 with experimental call KA2XEK (BROADCASTING, June 30). At the three-hour gala inaugurating service were (l to r): Emilio Azcarraga, chairman of SIN and second-generation broadcast network-station head; Ambassador Jorge Luis Celaya-Coronado, assistant secretary-general of the Organization of American States; and Rene Anselmo, SIN president. The gala, featuring SIN network officials and talent, was attended by some 750 invited guests, including U.S. and Latin American dignitaries, members of Congress and the press.

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■ KEVT(AM)-KWFM(FM) Tucson, Ariz.: Was sold by Tucson Radio Inc. to Catalina Mountain Broadcasting Corp. for \$2.5 million plus \$270,000 for agreement not to compete. Buyer backed out because interest on capital used to finance purchase was tied to prime rate which had soared beyond its means. Tucson Radio is owned by Alvin Korngold who is principal owner of KLAY(AM) Las Vegas. Catalina Mountain is owned by Jay and Louise Heifetz. Heifetz is former Beverly Hills, Calif., public relations man who is currently pursuing MBA degree at Harvard university. Wife is sales executive for WEEI-FM Boston. They have no other broadcast interests. KEVT is on 690 khz with 250 w day. KWFM is on 92.9 mhz with 28 kw and antenna 55 feet above average terrain.

#### CABLE

■ Cable systems serving L'Anse, Baraga and White Pine, all Michigan: Sold by Arnold Dallavalle and Calvin Carlson to Jim Klungness and Charles Henry for approximately \$1.1 million. Dallavalle and Carlson have no other cable interests. Klungness and Henry own Iron Mountain, Mich., air charter company. They have interests in several small cable systems in northern Michigan. L'Anse, Baraga and White Pine systems have combined subscriber list of 2,300, passing 2,700 homes. Broker: Daniels & Associates.


## Breaking ranks

Lawrence J. Tighe Jr., president of WRNJ(AM) Hackettstown, N.J., a daytime-only station, is a man of strong views and, apparently, a fierce desire to express them. On the matter of the daytimers' long-term effort to carve full-time operations out of the nation's clear channel operations, for instance.

Len Hensel, vice president of WSM(AM) Nashville and a member of the National Association of Broadcasters radio board, found that out after writing a form letter, in his role as a board member, to all radio member stations. The letter said their help would be needed in appealing to Congress to stop the FCC from implementing "on an ad hoc basis" proposals the board feels would open the door to more than 4,000 new radio stations. The board intends to have studies done on the impact of such a large number of new stations on the industry (BROADCASTING, June 9).

But Tighe was having none of it. His first observation, in a prompt reply, was that he thought the letter, addressed to "Dear Fellow Broadcasters," had been "mistakenly delivered" to his daytime station. But his main point was that Hensel himself was to blame "for the mess" the industry faces because of a "give-up-nothing" attitude.

"Had you not been so greedy, cut your night power to 10 kw, forgot about adjacency protection to proposed super power (and forgot about super power, too), 9 khz [the proposed reduction of AM channel spacing from 10 khz to 9] never would have had a chance. That approach would have truly been in the public interest and showed the commission we're a flexible,



**Be it resolved.** National Public Radio board, at meeting last week, passed resolution calling for extension of public radio services "through existing and potential facilities to all the people by the most effective and affordable means possible." Board also agreed to work with public television for coordination of fiscal year 1981 authorization legislation, and directed staff to encourage FCC to reserve 525-535 khz AM frequencies (to which lower end of AM band was extended by World Administrative Radio Conference last year) for exclusive noncommercial use. In addition, it directed staff to file comments with commission requesting that absence of adequate public radio service in community be criterion in decision-making process regarding amendments to table of assignments on FM commercial band.

□

**So long.** New Jersey Public Television has voted to withdraw from Public Broadcasting Service because of economic and geographical problems. Group has not ruled out possibility of rejoining PBS in future, when financial condition is brighter; in meantime, its decision means loss to PBS for fiscal year 1981 of \$71,000, which would have been paid for dues.

□

**New for COMSAT.** President Carter intends to nominate Thomas Donahue, secretary-treasurer of AFL-CIO, to be member of Communications Satellite Corp. board of directors.

□

**Changes.** Arbitron Radio officials said they had made changes in proposed new contracts for stations to meet some objections raised by Advisory Council and individual broadcasters. Among them: elimination of Arbitron's right to raise its charges if station raises highest one-minute rates during contract term; if Arbitron has to issue abbreviated report for any market (it never has), stations then have option of taking abbreviated report and getting proportionate refund or returning report and getting full refund; cost-of-living escalations in rates are retained, but on renewals between September 1980 and Aug. 31, 1981, stations' minute rate increases that had been caused by inflation will not bring increase in Arbitron rates.

□

**Talking it over.** Proposed new policy defining program titles, new approach to updating areas of dominant influence (ADI's) and results of study to determine whether diary-keepers confuse channels will be among subjects explored by Arbitron Television Advisory Council at meeting with Arbitron officials Wednesday through Friday at Castle Harbour hotel, Bermuda. Value and cost of increasing sample sizes, agency use of station-break-averages section of Arbitron TV reports and cable and other new media will also be studied. William Brazzil, wtvu(tv) Miami, is chairman of advisory council.

□

**Weitzman added.** Shrinsky & Eisen, PC., Washington-law firm, has become Shrinsky, Weitzman & Eisen, PC., and Russell E. Arkin has become associated with firm.

nongreedy industry. No, Mr. Hensel, our image is just the reverse and all the credit goes to you and your campaigning."

Hensel last week appeared unfazed. He said he had immediately telephoned Tighe and told him he wrote "a hell of a letter" and suggested that he apply his talent to helping solve what Hensel said was an industrywide problem. Hensel said he suggested that "we get over the intramural stuff."

The conversation lasted about 30 minutes, Hensel said. "We each made several suggestions. But neither changed the other's mind."

## NBMC counters NAB push for spectrum committee

The National Black Media Coalition has written to FCC Chairman Charles Ferris opposing industry requests for a joint-government advisory committee to study aural allocations.

The National Association of Broadcasters and ABC are among the industry

groups that have prodded the FCC to initiate a comprehensive inquiry into all its aural allocations proceedings and policies (BROADCASTING, May 19).

NBMC told Ferris that "fundamentally, each of the various proposals to expand the number of radio or television stations will stand or fail on its engineering merits." NBMC questions the use of such a comprehensive inquiry since "none of the proposals affects any other proposal in an engineering context."

Furthermore, NBMC feels that the commission staff does not lack "the expertise to handle these relatively simple engineering matters without help from the outside."

NBMC also took issue with the formation of previous advisory committees which, it feels, "tend to be exclusively populated by commission engineers and industry engineers with little or no public interest participation."

NBMC feels that "another committee and another study can only delay the many new opportunities for minority-owned stations which these spectrum management proceedings promise us."



## Study finds TV devotes more time to 'horse race' than to campaign issues

**Although George Washington U. report finds no outright liberal bias in reporting, it says media concentrate disproportionately on vote totals rather than qualities that candidates are offering**

The big media, specifically including the television networks, play a decisive role in the nomination of presidential candidates, right? And those same media, again specifically including the networks, exhibit a liberal bias, right?

Well, not according to a study the Television News Study Center at George Washington University conducted of CBS News's television coverage of the presidential campaign thus far.

But in purporting to knock down those pieces of conventional wisdom, the study, which was conducted under the direction of Michael Robinson, does not leave CBS—or by extension the other networks—looking particularly noble.

The coverage was said to have been "objective" but "hollow," and to have focused largely on the campaign as a horse race, rather than as a clash of ideas.

The study concluded that "the media, CBS included, have not picked our nominees in 1980," although they have been important in shaping "the course and tone" of the campaigns. It notes that Republicans have apparently decided to nominate a favorite of theirs since 1977 and the Democrats, an incumbent President—conventional choices both.

As for the liberal bias of which Edith Efron accused the networks in 1968, the study's authors find virtually none—with the conspicuous exception of the John Anderson campaign. The study says the media have shown an "infatuation" with Anderson, and suggest several different reasons for that—including one that he is both liberal and a Republican (thus making it easier for the press to hype him without having to justify it), new and, as of March, very unlikely to win his party's nomination.

As for objectivity in reporting—defined as the "tendency of a news source not to evaluate the personal or leadership qualities of the candidate"—there was plenty of it in network reporting. To an unanticipated degree, the study says, network news contained almost no explicit evaluation of the candidates on the basis of such criteria as competence, personal

integrity and issue consistency.

But, the report adds, the other side of objectivity is "hollowness." As a result, "viewers got little on which to judge candidates."

One aspect of a candidate about which viewers were amply informed, the study says, somewhat bitingly, was his ability to win votes—his "electoral successfulness." What's more, the study says, since winners received more attention than losers, audiences seldom heard anything of the qualities of secondary candidates.

And an analysis by the authors of the amount of time spent on explaining or describing an issue versus a candidate—the horse race—revealed the same result as that of studies done of the 1972 and 1976 presidential elections: "Horse race always prevails. No less than 54% of the news time in all campaign news stories was given over to horse race—and only 17% to issues."

Although the study finds the network news "nonpartisan" and "objective," it does find as well a "double standard," one in which front runners—Ronald Reagan among the Republicans, Jimmy Carter

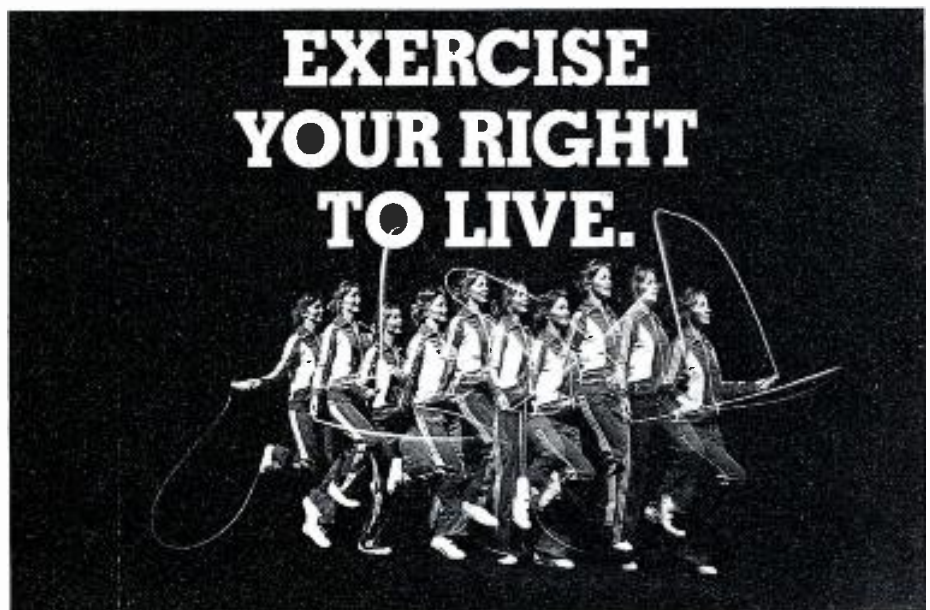
among the Democrats—are held to a higher standard than their competition. But the study is not critical. On the contrary, it says, "If one assumes that front-runners are more likely to be the next president, then bringing more investigative (negative) reportage to bear makes perfectly good sense."

The study, which was conducted with a grant from the Russell Sage Foundation, is to be published in the June/July issue of *Public Opinion*, the American Enterprise Institute's bimonthly magazine.

## League picks advisers to help it with plans for presidential debates

Twenty-eight individuals drawn from a variety of fields will advise the League of Women Voters on its plans to sponsor televised presidential and vice presidential debates next fall.

The task of the advisory committee—which will make its recommendations to the 14-member board of trustees of the league's education fund—is particularly



We all agree that keeping physically fit is important to a healthy life. But the question is how to exercise that right to live. You can help provide some of the answers. This custom radio series contains three to four minute interviews with leading authorities in the health field, as well as one-minute spots on diet and exercise guaranteed to bring your listeners back day after day.

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sensitive this year because of the presence in the contest of independent candidate John Anderson, and the question of how, or if, he will be accommodated.

Ruth Hinerfeld, chairman of the fund and member of the advisory committee, said the board of trustees will make a final decision "on eligibility requirements for participation and other matters," such as formats and locations, by late summer.

The co-chairmen of the committee are Newton N. Minow, former FCC chairman, who now practices law in Chicago, and Carla Hills, a former secretary of Housing and Urban Development. She was named last week to replace Anne Armstrong, former U.S. ambassador to Great Britain, who resigned from the advisory committee, in order to participate in the Republican presidential campaign. Another member of the committee whose membership was announced by Hinerfeld, is former FCC Commissioner Benjamin L. Hooks, who is now executive director of the National Association for the Advancement of Colored People. The remaining members of the committee are:

**Robert Anderson**—chairman of the board, Atlantic Richfield Co.; **Jerry Apodaca**—president, National Issues Council; governor of New Mexico (1975-1978); chairman of the President's Council on Physical Fitness; **James David Barber**—professor of political science, Duke university; **Charles Benton**—chairman, Films Inc.; **Shirley Temple Black**—former U.S. ambassador to the republic of Ghana; **William Brock**—chairman, Republican National Committee; **Douglass Cater**—trustee and senior fellow, Aspen Institute for Humanistic Studies; **Sol Chaikin**—president, International Ladies Garment Workers Union; **Archibald Cox**—professor of law, Harvard university School of Law; **Lee Hanna**—director, 1980 presidential debates, former vice president and director of NBC News; **Dorothy Height**—president, National Council of Negro Women; **Harriet Hentges**—executive director, League of Women Voters Education Fund; **Pat Hutar**—director of the Office of International Medicine, American Medical Association; **Jim Karayn**—president and general manager, noncommercial WHYY-TV Philadelphia, director of the presidential debates in 1976; **Jewel Lafontant**—Chicago attorney; **Lee Mitchell**—Washington attorney; **Austin Ranney**—resident scholar and co-director of the Center for Political and Social Processes at the American Enterprise Institute for Public Policy Research; **Sharon Percy Rockefeller**—wife of the governor of West Virginia and director, Corporation for Public Broadcasting; **Carmen Votaw**—president, Inter-American Commission of Women; **Paul Wagner**—president, Wagner & Baroody, public relations counselors, Washington; **Charles Walker**—Washington consultant; **Casper Weinberger**—vice president and general counsel of Bechtel Power Corp; **John White**—chairman, Democratic National Committee.

## Editorializing in Washington

**NBEA gathering ponders how to encourage more stations to use editorials, how to do editorials better and gives members chance to hear briefings from government spokesmen**

Ed Hinshaw of WTMJ(AM) Milwaukee was elected president of the National Broadcast Editorial Association at its annual convention in Washington, a meeting that offered

nearly 100 delegates an overview of the direction that broadcast editorializing is taking and a chance to hear top political policymakers.

The concern was not only for the mechanics of editorial presentations, as evidenced by the critiques and self-assessments made on the final day. NBEA President Phil Balboni of WCVB-TV Boston went further in saying there was a basic question of "how to encourage more stations to editorialize."

The Washington locale also afforded delegates an opportunity to receive background briefings on domestic and foreign issues from top government spokesmen. These included sessions on foreign policy with Senator Henry M. (Scoop) Jackson (D-Wash.) and Edward Mulligan of the European Economic Community; a visit to the White House for reports from Vice President Walter Mondale, domestic adviser Stuart Eizenstat, Health and Human Services Secretary Patricia Roberts Harris and Energy Secretary Charles Duncan; and a session at the State Department with Harold Saunders, deputy assistant secretary for the Middle East and Southeast Asia.

Focus on this year's political campaign was afforded by William Brock, chairman of the Republican National Committee, and Scott Wolf, research director, Senate Democratic National Campaign Committee.

Lee Hanna, project director for national candidate forums and debates of the League of Women Voters, said the league's advisory committee would meet July 8 to establish places, dates and other

criteria for presidential debates, including procedures involving independent candidate John Anderson. Decisions would be made public a week or 10 days after that, Hanna added.

Luncheon speaker Patricia Russell, chief, Complaints and Compliance Division, FCC, spelled out the few instances in which the FCC would look into station programming. "The major responsibility for programming is with the broadcaster," she declared. She stressed that "government censorship is not a panacea. The answer is in your hands insofar as regulation and deregulation are concerned."

Other officers elected besides Hinshaw were: Carole Halicki, WRAU-TV Peoria, Ill., vice president; Larry Harding, WBT(AM) Charlotte, N.C., secretary, and Susan Veatch, WCBS(AM) New York, treasurer.

Directors: Mary Braxton, WJLA-TV Washington; John Burns, WINS(AM) New York; Dick Gage, WHBF(AM) Rock Island, Ill.; Robin Hughes, WHAS-TV Louisville, Ky.; Beth Konrad, WDIV-TV Detroit, and Gayle Perkins, WRC-TV Washington. Campbell and Cummings will serve one-year terms, the others two years.

The 1981 convention was set for June 24-26 at the Sheraton Plaza in Chicago.

At NBEA's awards banquet, John Henry Faulk accepted the James Madison Award, conferred annually for dedication to the principles of liberty embodied in the First Amendment. Faulk, while an actor at CBS, was blacklisted as a Communist sympathizer during the McCarthy era. Later exonerated, he has been a frequent and outspoken champion of First Amendment rights.

## NewsBeat

**On the campaign trail.** Bill Moyers, who will return to former employer, CBS News, on special assignment as political analyst for coverage of political conventions and election-night returns, will begin new series in September for public television on campaign. *Bill Moyers's Campaign Journal*, to be produced by WNET(TV) New York, will offer nine one-hour programs on Friday evenings, focusing on important issues of 1980 elections.

**Brokaw break-away.** Tom Brokaw, host of NBC's early-morning *Today* show, has said that he doesn't expect to continue with program when his contract expires in August 1981. That should come as no surprise to those who remember him saying in 1976 that he only planned five-year stint. What might prove twist, however, is if he leaves network altogether. As expected, reports on Brokaw's future already have begun, with one saying that CBS News's *60 Minutes* is looking at him, possibly to fill vacancy when Dan Rather moves to *CBS Evening News* anchor seat.

**Selective enthusiasm.** With 8.7 rating and 16 share, NBC News's *White Paper: If Japan Can... Why Can't We*, aired June 24, was no mass-audience hit. But documentary did have some avid viewers and network claims to have received 1,300 phone calls about it—usually high response, according to network spokesperson. Calls were said to have been "overwhelmingly positive" about NBC News study of American productivity, with transcripts requested from corporations as well as National Aeronautics and Space Administration, U.S. Navy, Capitol Hill staffers and others.

**Sunday morning.** C-SPAN, which has provided gavel-to-gavel coverage of House of Representatives on weekdays since March 1979, began regular Sunday morning program (9:30 a.m. to 1 p.m. NYT) on July 6. New show will include taped highlights of House coverage and C-SPAN coverage of weekly luncheon speeches from National Press Club in Washington and of *Close-Up* program, series of seminars on national government affairs, featuring Washington officials, questioned by groups of high school students.



## AP, newspapers and computer firm join in test of telephone delivery

**Consumers need home computer; system can move 300 words per minute at a charge of about eight cents per minute**

The feasibility of electronic delivery of newspapers is being tested in an experiment involving 11 newspapers, AP and a Columbus, Ohio, time-sharing computer firm.

Each of the participating newspapers will deliver a daily "electronic edition" of news and features to the central computer of CompuServe, in Columbus. The edition stored in the computer will then be available for telephone access by consumers with home computers.

The experiment is a joint project of AP and CompuServe, a national remote computing services company and subsidiary of H&R Block Inc.

According to Henry Heilbrunn, an information retrieval specialist at AP, to guard against duplication, AP will feed its stories directly to CompuServe, obviating need for the newspapers involved—all AP members—to do so.

Other AP-member newspapers will participate in the project through an oversight committee that will advise and monitor tests, Heilbrunn said.

The *Columbus (Ohio) Dispatch* became the first of the newspapers to participate actively in the program. Consumers have had access to its electronic edition since last Tuesday (July 1). The other newspapers will begin adding their editions to the computer pool at the rate of one a month; each newspaper has agreed to participate for at least six months.

In addition to the *Dispatch*, the other papers are the *Washington Post*, *Los Angeles Times*, *New York Times*, *Chicago Sun-Times*, *St. Louis Post Dispatch*, *Minneapolis Star and Tribune*, *Atlanta Journal and Constitution*, *Norfolk (Va.) Virginian-Pilot* and *Ledger-Star*, *San Francisco Chronicle*, and *Middlesex* (Framingham, Mass.) *News*.

Because CompuServe maintains a nationwide computer network, consumers in 260 cities can tap into the system by telephone without incurring long distance telephone charges. Users located outside those cities will pay toll charges, however, Heilbrunn said.

The consumer will also pay a \$5-per-hour computer-use charge, which is billed

at a rate of a little over eight cents per minute.

The money generated from the charge will be used to pay CompuServe for computer time and to pay royalties to the participating newspapers. According to Heilbrunn, the size of those individual royalties will be based on how much interest consumers show in the individual paper.

Heilbrunn said that AP is not disclosing the financial arrangement it has with CompuServe. He did say, however, that the computer time devoted to the new service will be in the machine's normal off-hours—from 6 p.m. to 8 a.m. weekdays and all day weekends and holidays. Heilbrunn said use of the computer during normal business hours would be "a lot more costly."

Heilbrunn said the system delivers stories to the home at a rate of 300 words per minute.

What stories the newspapers include in their electronic editions and whether or not the stories are rewritten for the new medium are being left to the newspapers to decide, Heilbrunn said.

Heilbrunn said the purpose of the experiment is to determine whether the electronic newspaper "is premature or will ever come." He admitted that although there is a high risk that the venture will be a failure, its cost is "extremely low."

Heilbrunn, who, when not working on the project, is the director of cable television services for AP, said there has been discussion with cable operators about "adapting the service to the cable environment."

The CompuServe experiment is the latest in a series of innovative electronic information dissemination projects for AP which also provides information to the viewdata system being built by Knight-Ridder in Miami, and is working on projects with Mead Data Corp., Dow Jones & Co. and the New York Times Co.

## Sony working toward 'Video Movie' camera for consumer market

**Prototype of unit, weighing little more than four pounds and including a recorder, is unveiled; introduction planned for 1985, price under \$1,000**

It wasn't just any new product introduction that brought Sony chairman, Akio Morita, from Japan to New York last week. On Tuesday the company demonstrated before an audience of journalists a prototype color video camera/cassette

recorder unit that weighs 4.4 pounds, including battery pack.

Little more than 7.6 x 6.8 x 2.4 inches, the device incorporates a single CCD chip and a newly developed mini-cassette using 8mm metal tape, with 20-minute recording capacity. Light sensitivity of the camera was said to be equivalent to ASA 400 film, and the unit simultaneously lays an audio track on the cassette. At the moment, Sony is calling the camera/recorder a "Video Movie" unit and intends to aim it at the consumer market. Morita indicated that the target date Sony has in mind for marketing is 1985, and he expects the price to be below \$1,000.

Included in that price is the cost of a



separate "Home Editor," through which the camera/recorder would feed a television receiver or standard videotape recorder.

Morita explained that the reason for the early introduction of the prototype (only four are now in the United States, a few more in Japan) was to allow for discussions with other manufacturers to develop uniform standards for the small cassettes and the recording format.

According to the Sony chairman, development of such a single unit video recorder has been a corporate dream since 1950, and he predicted that the "Video Movie" would usher in "a new era" for consumers.

*60 Minutes* producer Igor Oganessoff was among those attending the demonstration, and he inquired about possible broadcast applications. While Morita stressed that the device was intended principally for home use, he thought there might be some ENG applications.

## AFRTS and its two-for-one transponder

**Military's radio-TV networks want to utilize STRAP to double capacity of satellite transmissions and then build worldwide link-up of bases**

The American Forces Radio and Television Service has been transmitting television programs to remote military bases in Alaska with transponder nine on Satcom II since 1978. But AFRTS has greater plans for the transponder: It hopes to make it the first link in a television/radio network that may one day reach around the world. And an important element in AFRTS's ambitious plans is STRAP, a means of sending two television programs over one satellite transponder.

According to AFRTS's Bill Duerre, the worldwide network will be phased in over the next few years. This summer, the use of the transponder is being expanded to send programming to the Caribbean as well as Alaska. And if all goes well, in a few years, it will be used to send programming to earth stations in West Virginia and California where it will be uplinked again to Intelsat satellites over the Atlantic and Pacific Oceans for distribution to bases in Europe and Asia.

Regardless of where the programming is sent, the purpose behind the project is the same—to provide American military personnel stationed outside the United States with a mix of syndicated, network and live programming similar to what is seen on major market stations in the United States. Duerre said overseas troops now see only films and videotaped programs, shipped from the United States, and occasional live events.

When the international network is implemented, the transmission capacity of the network will be doubled by the use of STRAP, an acronym for Simultaneous Transmission and Recovery of Alternating Pictures. STRAP, developed by RCA Americom in collaboration with RCA's David Sarnoff Research Laboratories, is a means of interweaving two programs on the alternating fields of a normal television signal. The programs are superimposed in a STRAP encoder before uplinking and separated in a decoder after downlinking.

In addition to squeezing two television programs into the network, Duerre said, AFRTS also hopes to use it for transmission of three radio channels and one teletext channel.

AFRTS's immediate task is to transform its intra-Alaskan network into one serving both Alaska and the Caribbean. To that end, Duerre said, an uplink has been built in North Hollywood, Calif., and downlinks have been built in Panama, Roosevelt Roads Naval Station in Puerto Rico and Guantanamo Bay Naval Station in Cuba. Duerre said all are about ready to

go except the Puerto Rican station, which will begin operational testing later this month.

Duerre said that RCA Americom has the contract to provide all the earth stations except the one in Panama.

After the Alaskan-Caribbean network is established, AFRTS will attempt to reach across the oceans. To do that, Duerre said, AFRTS is negotiating for full transponders on Intelsat satellites over the Atlantic and Pacific and with countries around the world for permission to build downlinks.

Duerre said chances are good that AFRTS will be able to buy the two necessary transponders on Intelsat, if money is forthcoming from the Pentagon, but AFRTS doesn't want just any Atlantic transponder. It wants one on the bird that has a "foot-print" covering the Indian subcontinent. To land a transponder on that bird, Duerre said, would "be a bonus."

Getting permission to build and operate earth stations in foreign countries, he said, "is not a simple process." Nonetheless, he said that the network one day—"several years out"—will consist of as many as 35 to 40 downlinks.

The first step, he said, is to get three or

four downlinks built in countries with high troop concentrations, such as West Germany and South Korea, so that AFRTS can justify going overseas with the programming.

To interconnect with the Intelsat system, AFRTS has contracted with RCA to build downlinks alongside Intelsat uplinks at Etam, W. Va., and Jamesburg, Calif.

When the international network is operational, Duerre said that he expects the programming to be transmitted in 12-hour blocks. Using STRAP, the same programming can be retransmitted several hours later so that it can be watched in real time in various time zones. Duerre said STRAP can also be used to send programs for taping and replay while simultaneously sending live programming.

Duerre said plans for the three audio or radio channels for the most part are still unformed. Duerre suggested that one channel might be 24-hour-a-day sports and information, one rock or MOR music and the other soft stereo music. The radio programming will be produced and uplinked, along with the television programming, in Hollywood and transmitted digitally.

## In Sync

**Reversal.** FCC, wary of possible increase in television interference, last week refused rulemaking proposing 25 new channels for CB radio band. FCC had instructed staff last December to draft proposal creating new channels for operators with single-sideband equipment, which permits broadcast over larger area than standard double-band sets. However, staff was divided over amount of interference to television channels proposal would cause, and FCC settled for notice of inquiry.

**Expect more from Japan.** Backed by decision of International Trade Commission, President Carter last week lifted import restrictions on color television sets from Japan. Trade representative Reuben Askew said restrictions were removed because imports from Japan have dropped significantly. He added, however, that if imports from Japan surge, they will again be limited. Carter action follows decision of ITC in May that domestic television industry would not be injured by lifting of Japanese import restrictions.

**New pipe.** Times Wire and Cable, Wallingford, Conn., has made available to cable industry Series 4000 trunk and feeder cable, tested to 500 mhz, without premium charge. Extended performance wire is intended for use in 54-channels-per-cable systems.

**Satellite freebies.** First 30 cable systems to receive 10-foot earth stations were announced by Satellite Syndicated Systems under its previously announced plan to equip 100 systems with dishes free-of-charge to create audience for Satellite Program Network II. SPN II will be distributed over Westar III starting July 18. First 30 systems include those in Tulsa, Okla.; Wilmington, Del.; Grand Rapids, Mich.; Columbus, Ohio; Knoxville, Tenn.; Baltimore county, Md.; Jacksonville, Fla.; Fresno, Calif.; Louisville and Owensboro, both Kentucky, and Des Moines, Iowa.

**Beyond radio.** Continental Electronics, manufacturer of radio transmitters, has been awarded \$7.3 million contract to build amplifiers for use in fusion power research. Los Alamos Scientific Laboratory awarded contract for 17 power amplifiers, designed to deliver 600 kilowatts at 80 mhz. Amplifiers will be used in Lab's Fusion Materials Irradiation Test Facility program to power linear accelerators.

**Way down south.** Cox Cable Communications promises to install two-way, 54-channel system in beachfront franchise it recently won near Jacksonville, Fla. To serve 13,500 homes of Atlantic, Neptune and Jacksonville beaches, Cox will build 122-mile plant. Cox now says it has 762,000 active subscribers in 22 states.



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## Ready-to-go radio

**Ohio firm is offering stations in mobile homes that can be delivered fully equipped, minus the transmitter, in 30 days**

Once a construction permit for a radio station is granted by the FCC and the construction of the station is actually begun, the CP holder is usually eager to get the station on the air and begin recovering start-up costs.

To meet this need, an Ohio firm is promising to set up a prefabricated, modular radio station, designed and outfitted to the broadcaster's specific demands, in less than 30 days. The broadcaster's only chore is to build the foundation and buy and install the transmitter.

Grinnan Fixture Co., says that within a month it will fully equip—from coffee maker to control console—a modular home and deliver it by truck to any site prepared by the broadcaster. And, according to John Grinnan, head of the firm, the station can be built in that time for around \$160,000, excluding transmitter.

Grinnan said that when he gets word from the CP holder, the firm can begin equipping the modular home at Grinnan's Minerva, Ohio, plant to the specifications of the broadcaster. Once the cabinetry and studio equipment are in place, everything is wired and checked out before it leaves the plant, Grinnan said. The homes are built by American Coach, Lordstown, Ohio.

According to Grinnan, the basic station would arrive at the broadcaster's site in three parts—two 14-by-75-foot sections,

providing the working space, and one 5-by-75-foot hallway. If a larger station is needed, additional sections of 14-by-75, 14-by-50 or 14-by-33 feet can be added to form an L-shaped station, Grinnan said. The sections are limited to a width of 14 feet, the maximum that can be hauled on the interstate highways, Grinnan said.

An optional feature that Grinnan is offering with the stations is solar heating. The heating system Grinnan has planned consists of 100 automobile radiator cores affixed to half the roof area behind sheets of transparent plastic. A special heat transfer oil—which Grinnan says doesn't boil and doesn't corrode pipes—is pumped through the heat-catching radiators and into the basement, filled with gravel. The heat is absorbed by the gravel. Air ducts pick up the heat from the gravel and carry it into the interior of the station.

## For the Record

As compiled by BROADCASTING June 23 through June 27 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. RCL—remote control location. 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

■ Hartselle, Ala.—Hughey Broadcasting Co. seeks 1530 khz, 1 kw-D. Address: 713 Homes Ave., N.E., Huntsville, Ala. 35801. Estimated construction costs: \$14,200; first year operating cost: \$36,100; revenue: \$72,100. Format: All American. Principal: Mitchell J.

Hughey (100%). He owns Huntsville, Ala., advertising agency and WHII(AM)-WXLY(FM) Bay Springs, Miss. Filed May 27.

■ Hayden, Colo.—Z Broadcasters Inc. seeks 1000 khz, 1 kw-D. Address: Box 466, Wray, Colo. 80758. Estimated construction costs: \$30,825; first quarter operating cost: \$17,200; revenue: \$75,000. Format: Beautiful & Standard. Principals: Robert D. Zellmer (10%), son, Robert Jr. (60%) and Terry L. Tobin (30%). Zellmer is president, general manager and principal owner of KRZD(AM) Wray, Colo., KMMZ(AM) Greybull, Wyo., and KRZJ-AM-FM Beloit, Kan. Zellmer Jr. is station manager and 12% owner of KRZD. Tobin is news director and 10% owner of KRZD. They are applicants for new FM at Wray, Colo. Filed May 27.

#### TV applications

■ San Jose, Calif.—Donald B. Thompson seeks ch. 65; ERP: 1120 kw vis., 112 kw aur., HAAT: 3000 ft.; ant. height above ground: 846 ft. Address: Box 66, Los Gatos, Calif. 95030. Estimated construction cost: \$2 million; first-quarter operating cost: \$373,000; revenue: \$800,000. Legal counsel: Seymore M. Chase, Washington; consulting engineer: Jules Cohen & Assoc., Washington. Principals: Thompson is San Jose promoter of cultural events in San Francisco Bay area. He has no other broadcast interests. Ann. June 17.

■ Tallahassee, Fla.—Vencap Investment Corp. seeks ch. 40; ERP 290 kw vis., 58 kw aur., HAAT: 388 ft.; ant. height above ground: 233 ft. Address: Suite 806, Krystal Bldg., Chattanooga, Tenn. 37402. Estimated

construction cost: \$10,000; first-quarter operating cost: \$126,000; revenue: \$157,000. Legal counsel: McCampbell & Young, Knoxville, Tenn.; consulting engineer: B. Scott, Baxter, Brentwood, Tenn. Principals: Morton J. Kent (23.40%), Gilbert T. Stein (19.76%) and eight others with less than 10% each. Kent and Stein are Chattanooga businessmen with no other broadcast interests. Ann. June 17.

■ Angola, Ind.—James A. Chase seeks ch. 63; ERP: 23 kw vis., 5 kw aur., HAAT: 298 ft.; ant. height above ground: 240 ft. Address: 217 N. Superior St., Angola 46703. Estimated construction cost: \$10,000; first-year operating cost: \$20,000; revenue: \$36,000. Consulting engineer: Electro-Labs, Freemont, Ind. Principals: Chase is staff engineer with E. Harold Munn Jr. & Assoc., Coldwater, Mich., broadcast consulting engineer firm. He also owns Angola movie theater. He has no other broadcast interests. Ann. June 2.

■ Topeka, Kan.—Mid-America Broadcasting of Topeka Inc. seeks ch. 49; ERP: 5000 kw vis., 500 kw aur., HAAT: 1049 ft.; ant. height above ground: 1074 ft. Address: Box 217, Thayer, Kan. 66776. Estimated construction cost: \$160,000; first-quarter operating cost: \$654,000; revenue: \$300,000. Legal counsel: Leo George, Washington; consulting engineer: Stanley P. Lapin, West Port, Conn. Principals: Larry D. Hudson (43%), brother, Cale (21%), Larry P. Thompson and Dean M. Coe (17.5% each) and Teri L. Tharp (1%). Hudsons are Thayer, Kan., businessmen. Thompson and Coe are partners in Parsons, Kan., advertising agency. Tharp is Thayer insurance and real estate company owner. Hudsons own Crest Communications, MSO with systems in Kansas and Missouri. They are also applicants for new UHF TV in Omaha, Neb. Ann. June 9.

■ La Crosse, Wis.—Quartermaster Inc. seeks ch. 25; ERP: 1154 kw vis., 138 kw aur., HAAT: 1026 ft.; ant. height above ground: 702 ft. Address: 2115 Victory St., La Crosse 54601. Estimated construction cost: \$12,000; first-quarter operating cost: \$182,000; revenue: \$300,000. Legal counsel: Miller & Fields, Washington; consulting engineer: Ralph Evans, Thiensville, Wis. Principals: The Boat Club Inc. (72%), Terry Rochester and wife, Nancy (14% jointly) and Donald F. Burr and wife, Mary (14% jointly). Boat Club is owned by H. John Naper III and Dennis Russell (50% each). Rochester, president of applicant, is former salesman for Gazette Newspapers and WLCX(AM)-WLSN(FM) both La Crosse. Nancy is therapy technician with La Crosse medical center. Burr is La Crosse realtor. Mary is housewife. Naper is La Crosse boat salesman and Russell is La Crosse attorney. Burr and Rochester each own 20% of applicant for new FM in West Salem, Wis. Ann. June 17.

#### License grants

■ WRSM(AM) Sumiton, Ala.

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- KJCT(TV) Grand Junction, Colo.
- KAYQ(FM) Warsaw, Mo.
- WBTI(TV) Cincinnati

## Ownership changes

### Applications

■ WHAV-AM-FM Haverhill, Mass. (AM: 1490 khz, 1 kw-D, 250 w-N; FM: 92.5 mhz, 50 kw)—Seeks transfer of control of WHAV Broadcasting Co. from Edward Cetlin and Henry and Morris Silver (100% before; none after) to Northeast Broadcasting Co. (none before; 100% after). Consideration \$1,129,500 ("distress sale"). Renewal of licenses for WHAV-AM-FM were designated for hearing last July to determine whether licensee had violated EEO requirements and whether it had made misrepresentations to FCC. Principals: Cetlin (50%) and Silver brothers (25% each) have no other broadcast interests. Northeast is minority controlled corporation owned by Jane N. Cole and Steven Silberberg (30% each), Linda N. Young (15%), Marion Nashida and Scott Norton (10% each) and Peggy Swoveland (5%). Cole and Swoveland are sisters as are Nashida and Young. Cole is representative for New York-based international exchange program. Silberberg is Washington attorney. Young is buyer for Sacramento retail store. Nashida owns 50% of San Jose building materials firm. Norton is former station manager for WFFA(AM) Manchester, N.H. Swoveland is San Francisco research biologist. They have no other broadcast interests. Ann. June 25.

■ WTRJ(AM) Troy, Ohio (AM: 1510 khz, 25 w-D)—Seeks assignment of CP from Cloverleaf Broadcasting Corp. to Robert and Mary Triplett and Ted Sanders for \$134,000. Seller: James Granitsas, William Coffey and Nick Theodosopoulos (33.33% each). They also own WILE-AM-FM Cambridge, Ohio. Buyer: Triplett (50% jointly) are married. Triplett is general manager of WTOO-AM-FM Belfontaine, owned by his brother Wendell, who also owns 51% of both WTKC(AM) Lexington, Ky., and WRWR-FM Port Clinton, Ohio and 49% WCOR-AM-FM Lebanon, Tenn. Mary is Belfontaine clothing retailer. Sanders (50%) is Belfontaine banker. Triplett is 33.33% owner of WWJM(FM) New Lexington, Ohio. They have no other broadcast interests. Ann. June 25.

■ KROW(AM) Dallas, Ore. (AM: 1460 khz, 5 kw-D)—Seeks assignment of license from KROW Radio Inc. to Firebird Communications Inc. for \$170,000. Seller: Lloyd B. Ericsson (51%), wife, Patricia (1%) and Edward P. Charapata (48%). They have no other broadcast interests. Buyer: Mark Blinoff and Kolman C. Rutkin (50% each). Blinoff owns Crescentia, Calif., broadcast production company. Rutkin is president of S. Pasadena, Calif., radio production firm. They both have 20% interest in applicant for new FM at Monterey, Calif. Ann. June 25.

### Actions

■ WZZK(FM) Birmingham, Ala. (FM: 104.7 mhz, 100 kw)—Granted transfer of control of Johnston Broadcasting Co. from Rose Hood Johnston and family (100% before; none after) to Park City Communications of Alabama (none before; 100% after). Consideration: \$2.5 million. Sellers: Rose Hood Johnston (80%) and son George Johnston III (20%). They also own WJLD(AM) Fairfield, Ala. George Johnston owns 2.02% of WDHN(TV) Dothan, Ala. Buyer: Richard Ferguson (64.1%), Steven A. Marx (25.2%), Mario Scalisi (9%) and Edward Cantor (1.7%). Ferguson is president, Marx vice president and Scalisi account executive, all of Park City Communications, licensee of WEZN(FM) Bridgeport, Conn., and WFTQ(AM)-WAAF(FM) Worcester, Mass. Cantor is Orange, Conn., attorney. Action June 23.

■ KEVT(AM)-KWFM(FM) Tucson, Ariz. (AM: 690 khz, 250 w-D)—Dismissed by request of both parties, application for assignment of license from Tucson Radio Inc. to Catalina Mountain Broadcasting Corp. for \$2.5 million plus \$270,000 for covenant not to compete. Seller: Alvin Korngold who is principal owner of KLAV(AM) Las Vegas. Buyer: Jay and Louise Heifetz (married). Jay Heifetz is former Beverly Hills public relations person who is currently pursuing MBA at Harvard University. Louise is sales executive for WEEL-FM Boston. They have no other broadcast interests. Action June 10.

■ KVRG(AM)-KDEL(FM) Arkadelphia, Ark. (AM: 1240 khz, 1 kw-D; 250 w-N; FM: 100.9 mhz, 3 kw)—

Granted transfer of control of Arkadelphia Broadcasting from David Deaton (50% before; none after) to Sharon Riggle (none before; 50% after). Consideration: \$66,000. Principals: Deaton has no other broadcast interests. Riggle's husband John is president and 50% owner of station. She is office manager, with no other broadcast interests. Action June 20.

■ KGUY(AM) Palm Desert, Calif. (AM: 1270 mhz, 1 kw-D, DA)—Granted assignment of license from Bear Broadcasting Corp. to Media Women Inc. for \$320,000. Seller: Jerry Jolstead is principal owner. He has no other broadcast interests. Buyer: Mary Neiswender (75%) and Marilyn Baker (25%). Neiswender is reporter for Long Beach, Calif., newspaper. Baker is former reporter-producer for KOVR-TV Stockton, Calif. They have no other broadcast interests. Action June 20.

■ KPIK(AM) Colorado Springs, Colo. (AM: 1580 khz, 5 kw-D)—Granted assignment of license from Area Broadcasting Corp. to KPIK Broadcasting Inc. for \$400,000. Seller: George L. James, Laurence C. Lively and Bruce E. Shepard (one-third each). They have no other broadcast interests. Buyers: David J. Lynch is principal owner. He is Oklahoma City broadcaster who also owns KBYE(AM) Oklahoma City and KJOE(AM) Shreveport, La. Action June 23.

■ WADY(AM) Hollywood, Fla. (1230 khz, 5 kw-U)—Granted assignment of license from Community Service Broadcasting Inc. to Sunshine Wireless Co. for \$1.2 million. Seller is owned by Jerome and Elaine Glassman (50% jointly), sons, James and Bill (25% each). They also own WMCL(AM) McLeansboro, Ill., WDXI(AM) Jackson, Tenn., and WKWK-AM-FM Wheeling, W.Va. Buyer is owned by Eric Esbensen (50%) and Donald and Richard Berlant, brothers (25% each). They also own WQOS(FM) Boca Raton, Fla., and KLVV(AM)-KRQK(FM) Lompoc, Calif. Esbensen is president and general manager of stations. Berlant is investors, Donald in Potomac, Md., and Richard in Somerset, Pa. Action June 20.

■ KEPT-FM Shreveport, La. (96.5 mhz, 100 kw)—Granted assignment of license from Good Music Inc. to Good News Broadcasting for \$423,000. Seller is owned by Dr. Bendel Johnson, president and 15 others. They also own KBCL(AM) Shreveport. Buyer is owned by W.E. Moore and Gary L. Acker (50% each). Moore owns radio sales firm in Fort Worth, Tex., and WTNN(AM) Millington, Tenn. Acker owns KWAS(FM) Amarillo, 80% of KJAK(FM) Slaton, both Texas, and 25% of KLFJ(AM) Springfield, Mo. He has sold, subject to FCC approval, KJTV(TV) Amarillo, and has purchased WROS(AM) Jacksonville, Fla. (formerly WQIK) [BROADCASTING, May 5]. He is also applicant for new FM in Laredo, Tex. Action June 25.

■ WWNY(AM) Watertown, N.Y. (790 khz, 1 kw-U)—Granted assignment of license from Johnson Newspaper Corp. to McCaffrey & McCall Inc. for \$450,000. Seller is principally owned by John B. Johnson who also owns Watertown Daily Times and WWNY-TV Carthage and WMSA(AM) Massena, both New York. Publishing company is divesting itself of broadcasting properties. Buyer is New York advertising agency. David B. McCall is chairman. It has hired two radio executives away from another Watertown sta-

tion—WOTT(AM)-WNCQ(FM)—to manage new acquisition. Donald Alexander will become president/general manager and James Brett will become vice president/sales manager. Agency has also purchased from seller, subject to FCC approval, WMSA (BROADCASTING, June 9). Action June 19.

■ WDXY(AM) Sumter, S.C. (AM: 1240 khz, 1 kw-D, 250 w-N)—Granted assignment of license from TAGR Corp. to Dailey and Reich for \$493,000 including \$175,000 for consulting and noncompete agreements. Seller: Carter C. Hardwick Jr. (75%) and Harry Fogel (25%). Hardwick has no other broadcast interests. Fogel owns WINH(AM)-WGMB(FM) Georgetown, S.C. and has sold his interest (38.5%) in WLSC(AM) Loris, S.C. [BROADCASTING, Mar. 24]. Buyer: Calvin E. Dailey Jr. and Raymond F. Reich (50% each). They own and operate WLIT(AM) Steubenville, Ohio. Dailey is applicant for new FM in Ripley, W.Va. Action June 23.

■ KTLW(AM) Texas City, Tex. (AM: 920 khz)—Granted assignment of license from Texas City Broadcasting Service to Henderson Broadcasting for \$500,000. Seller: John Long (100%) who also owns KIOX(AM) Bay City, Tex. Buyer: Roy Henderson (100%). He is president and chief executive officer of Imperial Tool & Supply, Inc., Traverse City, Mich. oil business company. He is also president, general manager and 50% owner of WKLT(FM) Kalkaska, Mich. Action June 10.

■ WHAP(AM) Hopewell, Va. (AM: 1340 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Chessie System Inc. to First Christopher Corp. for \$400,000. Seller is major eastern railroad company (parent of Chesapeake & Ohio Railway, Baltimore & Ohio Railroad, Western Maryland Railway and others). Hays T. Watkins is chairman, president and less than 1% owner. It has no other broadcast interests. Buyer: Caryl Anne Adams Trust (100%). Caryl Anne Adams is president of corporation but father Carl Adams is sole trustee with unrestricted power to vote all shares of corporation. He is Lorain, Ohio business and financial consultant. He is also president and principal owner of WQTY(AM)-WFMI Montgomery, Ala., KLUR(FM) Wichita Falls, Tex., and KNCY-AM-FM Nebraska City, Neb. Caryl Anne has no other broadcast interests. Action June 18.

■ WXIL(FM) Parkersburg, W.Va. (FM: 95.1 mhz, 50 kw)—Granted transfer of control of Electrocom Inc. from David A. Strock et al (100% before; none after) to Burback Broadcasting Co. (none before; 100% after). Consideration: \$1 million. Principals: David Strock and wife Carolyn (26%), James Fenton and wife Dorothy (28% jointly), Ruby Carter (14%) and others. They have no other broadcast interests. Buyer is owned by John L. Laubach Jr. (49.5%) and Robert H. Burstein (50.5%). Laubach is Pittsburgh, Pa., attorney. He owns 50% of Pittsburgh coal business and has various real estate interests in Pittsburgh. Burstein owns Pittsburgh scrap brokerage company and also has real estate interests there. They also own WESA-AM-FM Charleroi, WWFO(AM)-WCCK(FM) Erie, both Pennsylvania and have sold, subject to FCC approval, their combined 75% interest in WBSR(AM) Boca Raton, Fla. [BROADCASTING, June 9]. Action June 23.

## 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

■ **WOKL(AM)** Eau Claire, Wis. (AM: 1050 khz, 1 kw-D)—Granted assignment of license from OK Radio Inc. to Progressive Communications for \$202,000. Seller: Robert Nelson who has no other broadcast interests. Buyer: William Payne (40%); Martin Hannemann, Robert Braun, Dennis Hogan, Arthur Devine and Murtis Smith (10% each) and Fred and Kay Ebertino (10% jointly). Payne is sales manager for WOKL. Hannemann is pattern maker for Wausau, Wis., manufacturing company. Hogan is 70% owner of Waterloo, Iowa accounting firm. Devine is Waterloo, Iowa surgeon. Ebertino is Waterloo oral surgeon. Wife Kay and Smith are housewives. Braun is Waterloo attorney. They have no other broadcast interests. Action June 19.

## Facilities Changes

### AM actions

- **WLQH(AM)** Chiefland, Fla.—Granted CP to increase D power to 1 kw (BP-790618AR). Action May 9.
- **WCSP(AM)** Port Gibson, Miss.—Granted mod. of CP to change SL to Crystal Springs, Miss.; change TL to W. of Crystal Springs past I-55, off Dees Rd. (BP-790420AA). Action May 9.
- **WGIV(AM)** Charlotte, N.C.—Granted CP to increase D and N powers; install DA-2 (BP-790720AF). Action May 9.

### FM actions

- **\*WUCF-FM** Orlando, Fla.—Granted CP to increase ERP 7.9 kw; change ant. height to 160 ft. and make changes in ant. sys. (BPED-790620AB). Action May 7.
- **WWLM(FM)** Canton, Miss.—Granted CP to change TL to Rt. 3, Canton; increase ERP to 3 kw; install new ant., and make changes in ant. sys. (increase height) (BPH-790813AG). Action May 7.

## Allocations

### FM actions

- **Greenwood, Booneville and Waldron, Ark.**—In response to various petitions assigned 106.3 mhz to Greenwood 92.1 mhz to Booneville, and 103.1 mhz to Waldron, effective Aug. 4 (BC Doc. 79-343; RM-3482, 3488, 3550, 3552). Action June 18.
- **Fountain, Colo.**—In response to petition by Kurt M. Grown, proposed assigning 106.3 mhz to Fountain as its first FM assignment, comments due Aug. 18, replies Sept. 8 (BC Doc. 80-316; RM-3564). Action June 18.
- **Greenville, Ill.**—In response to petition by Charles N. Cutler, proposed assigning 101.7 mhz to Greenville as its first FM assignment, comments due Aug. 18, replies Sept. 8 (BC Doc. 80-318; RM-3549). Action June 18.
- **Spencer, Ind.**—In response to petition by Owen Valley Broadcasters, Inc., proposed assigning 92.7 mhz to Spencer as its first FM assignment, comments due Aug. 18, replies Sept. 8 (BC Doc. 80-320, RM-3568). Action June 18.
- **Seneca, Kan.**—In response to petition by Kanza Broadcasters, proposed assigning 92.1 mhz to Seneca as its first FM assignment, comments due Aug. 18, replies Sept. 8 (BC Doc. 80-319, RM-3547). Action June 18.
- **Piedmont, Mo.**—In response to petition by Wayne County Broadcasting Co., proposed assigning 104.9 mhz to Piedmont as its first FM assignment, comments due Aug. 18, replies Sept. 8 (BC Doc. 80-317; RM-3542). Action June 18.
- **Yakima, Wash.**—In response to petition by Read Broadcasting, proposed assigning 99.3 mhz to Yakima as its fifth commercial FM assignment, comments due Aug. 18, replies Sept. 8 (BC Doc. 80-285; RM-3511). Action June 18.

## Translators

### UHF applications

- **Grand Junction, et al, Colo.**—Mesa County seeks CP for new UHF translator on ch. 41 (TPO: 100 w, HAAT: 61 ft.) to rebroadcast indirectly KRMA(TV)

Denver. Ann. June 19.

- **Grand Junction et al, Colo.**—Mesa County seeks CP for new UHF translator on ch. 43 (TPO: 100 w, HAAT: 61 ft.) to rebroadcast indirectly KOA(TV) Denver. Ann. June 19.

- **Grand Junction, et al, Colo.**—Mesa County seeks CP for new UHF translator on ch. 65 (TPO: 100 w, HAAT: 61 ft.) to rebroadcast indirectly KWGN(TV) Denver. Ann. June 19.

- **Grand Junction, et al, Colo.**—Mesa County seeks CP for new UHF translator on ch. 67 (TPO: 100 w, HAAT: 65.6 ft.) to rebroadcast indirectly KRMA(TV) Denver. Ann. June 19.

- **Burley, et al, Idaho**—The Klix Corp. seeks CP for new UHF translator on ch. 59 (TPO: 100 w, HAAT: 25 ft.) to rebroadcast directly KMVT(TV) Twin Falls, Idaho. Ann. June 19.

- **Robinson, Ill.**—Full Gospel Fellowship, Robinson chapter, seeks CP for UHF translator (TPO: 100 w, HAAT: 300 ft.) to rebroadcast indirectly WJAN(TV) Canton, Ohio. Ann. June 19.

- **Muncie, Ill.**—Full Gospel Fellowship, Muncie chapter, seeks CP for new UHF translator on ch. 32 (TPO: 100 w, HAAT: 250 ft.) to rebroadcast WJAN(TV) Canton, Ohio. Ann. June 19.

- **Hoxie, Kan.**—Sheridan County seeks CP for new UHF translator on ch. 69 (TPO: 100 w, HAAT: 365 ft.) to rebroadcast directly KSMH(TV) Hays, Kan. Ann. June 19.

## 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.

- **Napa, Calif.**—Tele-Vue Systems Inc. (5m; S-A; E2352).

- **Santa Clara, Calif.**—Equatorial Communication Services (5m; S-A; E2350).

- **Winters, Tex.**—Multiview systems of Woodland Inc. (6.1 m; Harris; E2340).

- **Lake City, Fla.**—Holiday Inn, Lake City (5m; S-A; E2347).

- **Sebastian, Fla.**—Jones Intercable Cable TV Fund VII-A (6m; RMI; WH57).

- **Jackson, Ga.**—Jackson Cablevision Inc. (4.6m; S-A; E2335).

- **Huntington, Ind.**—Huntington CATV Inc. (4.6m; S-A; E2353).

- **Blair, Neb.**—Omniview Inc. (4m; S-A; E2349).

- **Great Hill/Newmarket, N.H.**—Cablevision Service (6m; Hughes; E2351).

- **Collinsville, Okla.**—Community Cablevision (5m; Comtech; E2341).

- **Tulsa, Okla.**—American Satellite Corp. (10m; S-A; E2348; major environmental application).

- **Chattanooga, Tenn.**—Hi-Net Communications (5m; Microdyne; E2342).

- **Clarksville, Tex.**—Tele-Vue of Clarksville Inc. (4.6m; S-A; E2339).

- **Denison, Tex.**—Hi-Net Communications Inc. (5m; Microdyne; E2343).

- **Alexandria, Va.**—Alexandria, Va. (4.6m; S-A; E2346).

## Call Letters

### Applications

Call	Sought by
<b>New FM's</b>	
WYKK	Clarke County Broadcasting Inc., Quitman, Miss.
KFMT	Faith Media Inc., Pendleton, Ore.
KSBC	Sonshine Broadcasting Corp., Redmond, Ore.

### New TV's

WFTI-TV Family Television Inc., Poughkeepsie, N.Y.  
WCCT-TV Carolina Christian Broadcasting Inc., Columbia, S.C.

### Existing AM's

WAIV WSNV Jacksonville, Fla.  
WHTT WWOK Miami, Fla.  
WIVE WKDH Ashland, Va.

### Existing FM's

KXAM KOPA-FM Scottsdale, Ariz.  
WCKX WOKF Clearwater, Fla.  
KWL-B FM KAPB-FM Marksville, La.  
KMZK KGVW-FM Belgrade, Mont.  
WEAZ WDVR Philadelphia

## Grants

Call	Assigned to
<b>New AM</b>	
KSPA	Cochise Broadcasters, Sierra Vista, Ariz.
<b>New FM's</b>	
WQCS	Indian River Community College, Ft. Pierce, Fla.
WPBB	West Philadelphia Educational Broadcasting Corp., Philadelphia
KOBH-FM	Sorenson Broadcasting Corp., Hot Springs, S.D.
<b>Existing AM's</b>	
KPIP	KPOP Roseville, Calif.
KGCG	KHEN Henryetta, Okla.
<b>Existing FM</b>	
KPOP	KPIP Roseville, Calif.

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Coldwater, Michigan 49036  
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# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**Stout-hearted street warrior**—Answer this call to lead our sales staff in battle. Join ranks of a first class operation cleverly plotting from palatial studios at the summit of an enchanted western kingdom. Here, the finest AOR spun in the land bears the standard of excellence, and thus, a golden opportunity to win a king's ransom. Only true and seasoned veterans need apply. Box F-106.

**Group owner** is in need of a Sales Manager capable of applying research in local sales. 'Rep' background helpful, but not essential. You must be able to mold a cohesive local sales force and maintain strong personal billing. This southeast station offers excellent base, incentives and fringe benefits. EEO. Box F-129.

**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.

**Experienced Sales Manager**, for successful Minnesota station. Must like to sell & manage, complete responsibility for Sales Department. We are growing, would you like to grow? Send resume, Box F-195.

**General Managers:** Group owner seeks experienced General Manager for AM/FM combo in top 50 Midwest market(s). Applications should include resume, salary history and compensation requirements. This is a growing group of stations offering rare opportunity for managers with proven track records. Equal opportunity employer. Please reply Box F-238.

**Radio Management opportunity**—Good opportunity for General Manager to operate AM-FM combination in significant midwestern market. Good pay and potential for advancement in broadcast groups. An Equal Opportunity Employer. M/F. Send a full resume to Box F-242.

**Aggressive, experienced sales manager** to manage small market AM, FM station in western Penna. Incentives. Send sales record, references to PO Box 92, Erie, PA 16512. E.O.E.

**Station Manager/Commercial Manager** for small medium market Great Lakes area AM and FM. Must have ability motivate staff and sales dept. Experienced, qualified and creative. Submit resume, references requirements in confidence to Box G-11.

**University of New Haven**, General Manager of Radio Station WNHU. The position of General Manager of Radio Station WNHU is available at the University of New Haven for Fall 1980. Responsibilities: Management of a 1700 watt non-commercial FM station with NBC affiliation, serving a population of more than two million in Southern Connecticut and Long Island. 12-month position with one month vacation. Qualifications: University and/or professional broadcast management experience required; Master's degree highly desirable; teaching experience desirable. Salary competitive based on education and experience. Preferred starting date: September 1, 1980. Applications accepted until July 18, 1980. Write to Dr. James Duli, Chairman of Search Committee, University of New Haven, CT 06516. An Equal Opportunity Affirmative Action Employer.

**Sales Manager or Station Manager.** Experience/qualified, to work with young sales staff in growing small/medium market in the Northeast. Send confidential resume to Box G-20.

**KYND-FM, Houston.** Dominant Beautiful Music station in top ten market is looking for experienced Operations Manager. See our display ad.

### HELP WANTED SALES

**Local Sales Manager**—experienced especially guiding and motivating four person local sales staff, while same time selling and servicing your own account list. Chance to be manager within six months for right person. E.O.E. Springfield, Massachusetts Box F-236.

**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).

**Experienced Sales Manager** for beautiful Central Virginia location. Must have ability to motivate present staff and establish an ongoing training program. E.O.E. Resume and references Box F-213.

**Northwest Class C FM**, Contemporary Country station seeking sales person. An Equal Opportunity Employer. Please send resume to Box F-193.

**Account Executive**—possible Sales Manager. Excellent benefits. Established account list. No. 1 Midwest Station. Must be self starter. EOE. Send resume, sales history, earnings records to Manager Box F-194.

**KENR-Houston:** Excellent list, top income, plus outstanding growth potential for experienced pro. Contact Keith Bolin, 713-621-1550 (EOE).

### HELP WANTED ANNOUNCERS

**Afternoon Drive Personality** needed at area's number one contemporary station. Experience and talent a necessity. Great opportunity with a growing company. Send resume and tape to WENY, Box 208, Elmira, NY 14902.

**Top-rated Midwest AM/FM** contemporary station is looking to up-grade air staff. Mature announcers wanted. Must be able to do more than time & temperature, or read liner cards, excellent production a must! No beginners. Send aircheck and at least 10 production samples to: Bruce McGregor, PD, WAKX AM/FM, 419 W. Michigan St., Duluth, MN 55802. EOE.

**August 1st opening** for all-purpose announcer/sales/sports/news. Send tape to KUTA, Box 790, Blanding, UT 84511. 801-678-2261.

**WCPA/Clearfield, Pa.** accepting applications for Pop/Adult air-personality, strong on production. Resumes/tapes Dave LaBrozzi, PD, Box 1032 Clearfield, PA 16830 EOE/Affirmative Action Employer.

**Announcers and News Persons** needed for immediate and late summer openings for Contemporary/MOR station; personality format; established news reputation. Central Florida medium market; good facilities and working conditions. Send resume, tape of air work and news; sample of news writing, salary requirements. WZNG Radio, 1505 Dundee Road, Winter Haven, FL 33880. E.O.E.

**Entertaining personality** for top A-C station in Kansas. Experienced pros only. Tape and resume to Operations Manager, KAKZ, Box 1240, Wichita, KS 67201. EOE.

**Need a Fun Morning Team** that can relate to local area. Will listen to any singles who need a partner or all with unique ideas. Equal Opportunity Employer. Resumes to Box G-27.

**No. 1 Beautiful Music station** in dynamic top ten market is looking for top notch, experienced announcer. Qualified applicants send tape and resume to KYND-FM, 11 Greenway Plaza, Suite 2022, Houston, TX 77046. Equal Opportunity Employer.

**KLMS Lincoln** is looking for a mature communicator to join our morning team for a long stay. Minimum five years experience. Good pay and benefits for the right person. Tapes and resumes to Gary Claus, PO 81804, Lincoln, NE, 68501. EOE.

**Radio Announcer II:** Applicants must have a standard high school diploma and two years radio station announcing experienced and restricted radio-telephone operator's permit or higher FCC license. Salary \$10,210. Applications deadline 7/10/80. Send resume to USF Personnel Services, 4202 Fowler Avenue, Tampa, FL 33620. The University of South Florida is an Affirmative Action Equal Opportunity Employer.

**KARN, Little Rock,** seeking afternoon drive announcer capable of handling MOR personality shift as well as anchoring afternoon news block. Applicant should have extensive experience in production, and all types of on-air situations. KARN is a highly professional operation and we are looking for goal oriented persons who love radio. Send tape, resume, references and salary requirements to: Mike Maloney, PO Box 4189, Little Rock, AR 72214. E.O.E.

**Hot country opportunity.** Greater Akron's newest country station. Drive time slot open for creative personality with strong, production, promotion and music. Join this growing company with new building, new studios, new format. Excellent salary and benefits. Hiring now. Call Bill Klaus, WKNT 1-216-673-2323. EOE/Affirmative Action.

**Experienced announcer** with automation and news background needed for all night shift. On-air work and auto programming required. Box G-38.

### HELP WANTED TECHNICAL

**Chief Engineer for AM/FM** facility in medium sized Midwest market. Need individual who wants longevity of employment in a solid operation, has administrative ability to supervise engineering personnel, is a self-starter, has knowledge and experience with state-of-the-art studio and transmitting equipment, major program automation systems and of FCC rules and measurements. Send resume of your track record to Lee Allerton, WLBC, 820 East 29th Street, Muncie, IN

**Experienced Chief Engineer** needed in beautiful Stuart, Florida, Excellent AM facilities. New FM to go on the air in near future. Knowledgeable, honest, and self-motivated person required. Good pay and working conditions. Equal Opportunity Employer. Send all particulars to Genevieve Glascock, Owner, WSTU, Stuart, FL 33494.

**We need a chief engineer** for our class C FM in South Louisiana. Heavy maintenance and transmitter experience desired plus a sharp ear. Quality equipment, nice people, and good fishing. Salary negotiable. EOE. 318-433-0700.

**KPBS-FM seeks a Chief Engineer.** Responsible for FM stereo public station. Must be familiar with sophisticated studio equipment, SCA, remote pick-up, and satellite facilities. Supervisory experience and First Phone required. Salary: 19,320-23,268/yr. Apply before 7/18/80 to Employment Division, San Diego State University, San Diego, CA 92182. An Equal Opportunity/Affirmative Action/Title IX Employer.

**Chief Engineer:** Sudbrink Broadcasting Group has an immediate opening for experienced engineer to maintain 100,000 watt FM and 5000 watt AM station in Orlando, Florida. Applicant must have AM/FM, STL, Automation and some Directional experience. Format demands audiophile. Send resume and salary requirements to Richard Seaby c/o Sudbrink Broadcasting, 8000 S.W. 67th Ave. Miami, FL 33143. (An equal opportunity employer.)

**Regional engineering** and consulting firm needs top-notch radio engineers for full-time jobs in mid-west. Must be fully knowledgeable in studio and transmitter maintenance. Directional experience helpful. Excellent working conditions and benefits. Complete resume and salary requirements to Box F-196.

**Maintenance Engineer**—modern, state of the art station needing more technical manpower. Must have First Class License. Send resume to: Larry Ward, Chief Engineer, WSOY AM-FM, Box 2250, Decatur, IL 62526. EOE.



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## HELP WANTED TECHNICAL CONTINUED

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**Chief Engineer:** Small Market AM/FM, Southcentral Pennsylvania, DA, Automation, Transmitter, equipment repair, maintenance. Minimal air shift. Excellent fringe benefits. EOE. Resume, salary, Box F-231.

**Chief Engineer**—AM fulltime. Excellent opportunity and benefits. New York State. Equal Opportunity Employer. Box G-18.

**Chief Engineer** in Duluth, MN. Take charge type person looking to move up. Group ownership. EOE. Send resume and salary requirements to Steve Terhaar, Box 2983, Fargo, ND 58108.

**Chief Engineer:** Duties: Maintenance of existing and installation of new public radio broadcast facilities as well as installation and maintenance of VHF-TV transmitters. Requires: 1st class FCC license, previous experience in broadcast engineering. App. deadline: Aug. 1, 1980. Salary: DOE. Contact: Bruce Theriault KRBD FM, 2415 Hemlock Street, Ketchikan, AK 99901 or phone 907-225-9655. Rainbird Community Broadcasting Corp. is an Equal Opportunity. Affirmative Action Employer.

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## HELP WANTED NEWS

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**Small market needs** a self starter who can organize department. Write, gather, deliver, cover meetings. Growing Organization. Call 607-324-1480.

**WEBR** has an opening for a reporter. We require experience plus strong delivery and writing skills. We offer high visibility, growth potential, a competitive salary, and good living conditions. Non-returnable tape, resume, references to Tom Wright News Director Drawer B WEBR 23 North Street Buffalo 14202. WEBR is an equal opportunity affirmative action employer.

**Colorado!** News and Public Affairs Director for Community-Involvement fulltime in Southern Colorado's best hunting, fishing and skiing area. Farming area of 40,000. New ownership presents ground-floor opportunity for hard worker. Send tape and resume to Bob Gourley, Box 631, Monte Vista, CO 81144.

**Okay, so we** won't find the perfect News Director but we mean to come close! Need experience in all aspects of radio news, gathering, reporting, anchoring. Good judgment. Sharp writing. Authoritative delivery. Sense of humor that makes dull but important news relevant and understandable. EEO. Complete details to Burt Levine, WROV P.O. Box 4005, Roanoke, VA 24015.

**News Person Needed** in Northwest New Jersey. Must have sound journalistic instincts, good voice, and strong delivery. Send resume and tape to Personnel Director, WCRV, Box 150, Washington, NJ 07882. An Equal Opportunity Employer.

**News Director** for Public Radio Station: Requires Masters Degree and experience in radio news. Duties include development and coordination of news programs, supervision of student news staff and teaching one 3-hour course in Spring and Fall. Salary: \$12,000. Application deadline: July 18, 1980. Position available: August 11, 1980. Apply To: Director of Personnel, Learning Resources Center, Northwest Missouri State University, Maryville, MO 64468. Affirmative Action/Equal Opportunity Employer.

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## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

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**Group owner expanding**, seeking three key people: Program Director, News Director, and Production Director for Adult Contemporary AM in Midwest metro market (Top 125). Must have track record of success. Must be excellent people manager and committed to long hours in producing a winner. \$20,000+ annually. Send tape, resume, and brief statement of operating philosophy to Larry Lakoduk, President, Midwest Radio Company, Box 2983, Fargo, ND 58108. Equal Opportunity Employer.

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## SITUATIONS WANTED MANAGEMENT

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**General Manager:** Highly experienced, responsible, successful general manager, with excellent track record. Over twenty two years radio station management experience, desires change to another general manager position. Box E-45.

**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.

**General/Station Manager:** Seeking career opportunity with progressive company. Experienced all phases station operation. Responsible, hard worker. Currently employed, but station sold. New owner- has own manager. Box F-239.

**Administrator with engineering background** seeks position as operations manager with a large or medium market station. I've been in radio six years, with network and top twenty market experience. Box G-5.

**Distress sale?** Don't do it! Place me in your driver's seat now; in 60 days I can work a turnaround. Competitive markets only! My energy is endless, my incentive, equity ownership. Reply Box G-21.

**General Manager**—Over 20 years in medium market radio, the last 10 in management. Strong in both programming and sales and community involvement. Prefer south or west. Currently employed as President/GM of top billing, top rated station in competitive market. Box G-28.

**25 years** N.Y. Radio/TV Sales—Management, rep/station 2 companies, missionary, creative sales oriented. Your product/service, my challenge, to work from office or N.Y.C. home. Box G-15.

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## SITUATIONS WANTED ANNOUNCERS

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**Hungarian Combo Man**, 12 years experience, single. Minimum salary. Available at once. Address: Erwin Szugyi, Dura Dakovica 102, 24430 Ada, Yugoslavia.

**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.

**Currently contemporary country** in Milwaukee, seeking Top 40 or Pop/Adult in New England area. Keith, 414-769-6966.

**Air Personality**, creative, dependable, hard-working. All formats 3rd. Will relocate immediately. Prefer mid-west, all inquiries welcomed. Tape and resume call 9AM-5PM John Berg, 312-620-6969, 6 N. Tower Rd., Oakbrook, IL 60521.

**Disc-jockey looking for break.** Full of ideas and desire to make it in an AOR/Progressive rock format. College and broadcasting school background. Willing to re-locate anywhere. Michael E. Savage, 22 Crescent Dr., New Providence, NJ 07974.

**I don't know** nothin about birthin no babies but I do know radio. Morning or afternoon personality with 5 yrs exp available now. Replies Box F-218.

**Seeking first job** in sports play-by-play announcing, need opportunity to get started, determined and hard working. Wayne Bock, 671 Sherburne, St. Paul, MN 55104.

**Experienced First Phone Announcer.** 35, seeks position in South Florida. Experienced in MOR, Beautiful Music, Adult Contemporary, and other formats. Does effective commercials and authoritative news. Box G-10.

**Sports Director** with top notch PBP credentials Ready to relocate for right opportunity. Will consider radio and/or TV. Box G-25.

**D.J./Announcer** 30 years experience 3rd class ticket seeks any situation Georgia or Southeast except Florida John Sullivan 404-872-6830 if no answer 404-872-0103 leave message.

**Experienced production oriented** country air personality looking for medium to large market opportunity. Call 817-387-4057.

**Skilled & Experienced Communicator** will relocate anywhere for a challenging situation. Strong in interviewing, telephone talk, information and creative writing ... Relaxed, friendly and well-modulated voice. Excellent references and track record! Call Bruce King in Cleveland mornings. 216-732-8383.

**Got the ticket** need the break 1st phone willing and able seeking break production experience will relocate call Martin 212-369-5729.

**Billboard's Military Personality for 1979.** Seven years AFRTS. A/C, Top-40 or AOR. Wes Wilson, Box 5678, APO NY, 09283.

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## SITUATIONS WANTED TECHNICAL

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**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.

**Chief Engineer.** Seventeen years present location-Experienced AM&FM construction & maintenance—Prefer Southeast. Box F-216.

**I'm working** for the Mutual Broadcasting System, administering the installation of their satellite system. I'm looking for an engineering management position with an aggressive company that is directly involved with radio broadcasting. Write Jon Banks, 1506 Hollindale Drive, Alexandria VA 22306, or call 703-685-2083 from 9-5.

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## SITUATIONS WANTED NEWS

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**Determined news/sports reporter**, Ohio University graduate 1980, experienced in general reporting, commentary, play-by-play, sportstalk; also TV. Can start immediately. Contact: Jim Bresnahan, 1801 Carriage Road; Powell, OH 43065. 614-436-6133.

**Top Quality** medium market sportscaster seeks stable position. Superior PBP and sportscasts. 516-781-0037. Gary.

**Accomplished Anchor-Reporter**—R-TV News/Sports. Degree. Call Hank Holmes 617-679-6957 after 2 p.m./eves. Box F-221.

**Experienced newswoman** ... currently working in Milwaukee. I'm good on the air, phone, beat work. Call 414-282-0508 afternoons.

**5 years award winning news** at midwest medium market giant. Seeking new challenge. Gordon Harris 608-271-1486.

**Sportscaster** with commercial experience available excellent production sales and air shift skills will relocate Mitch 212-376-4664.

**Sportscaster**, 7-year credentials include P-B-P football and basketball (some Big Ten), pre-game and half-time programs on Indiana University Sports Network (47 stations), game coverage of N.E.A. Indiana Pacers, daily sportscasts and commentaries. Seeking solid sports position, medium-major market. Can combo. Currently employed by WIRE, Indianapolis. John Minko, 5138-D Hillsboro, Indianapolis 46224. 317-293-4777.

**Two jobs I waited** for fell through. I want to report, not rip and read. Ready to start now. Northeast or middle atlantic preferred. Rich Kolker 301-681-6626.

**News Reporter, Writer, Announcer.** Experienced all areas. Graduate University of California '76. Realistic as to salary requirements. Resume and tape upon request. Box G-39.

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## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

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**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.

**Major Market Talent** looking for stable small/medium station that's looking for experienced, stable, innovative, success-oriented PD. Box F-191.

**My station's No. 1** ... and wealthy! Is yours? Modern country personality/PD. Impeccable record/ references. Box G-31.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

**Program-Music Director**, formerly of WAM/FM and WANS/FM Greenville/Anderson, South Carolina available immediately. Proven track record with excellent references. Call Bill McCown at 803-226-1408. Composite aircheck, resume, ratings report, and programming philosophy booklet available. Prefer South.

**Programmer**: 7 years experience top 10 radio market seeks medium or small market to stimulate staff of pro's into winning team. Box G-32.

**Black Pro.** Exceptional track record in Programming. Booming, articulate voice. Presently station manager (functioning) with airshift, in top 20 market. Hard disciplined manager. No nonsense. Expensive. Box G-41.

**Experienced auditor** with over 5 years in broadcasting seeks senior accounting or auditing spot. Will travel and relocate. Resumes furnished. Box G-35.

## For Fast Action Use BROADCASTING's Classified Advertising

## TELEVISION

### HELP WANTED MANAGEMENT

**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.

**Promotion Manager**, WVUE-TV, the ABC affiliate in New Orleans. Experience with heavy on-air emphasis. Send resume, tapes, etc. to: Don Wilburn WVUE-TV 1025 S. Jefferson Davis Pkwy. New Orleans, LA 70125. An Equal Opportunity Employer.

**Top executive talent needed.** Multi-station operation needs CEO, financial and marketing executives. Outstanding track records and references only. Unusual challenge and opportunity. Box G-16.

### HELP WANTED SALES

**Florida Network Affiliate** top 50 market needs proven sales pro now to handle solid agency and regional accounts. Must be successful in direct selling and new business development. We are an equal opportunity affirmative action employer male or female. Send salary requirements and resume to sales manager in care of Box G-12.

### HELP WANTED TECHNICAL

**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/WECA-TV 904-893-3127.

**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.

**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:** Houston independent station needs engineer with 1st class license and broadcast experience. Call 713-626-2610 or send resume to KRIV/Metromedia, P.O. Box 22810, Houston, TX 77027. EOE.

**KPBS-TV seeks a Maintenance Supervisor.** Responsible for all studio equipment. Must be familiar with broadcast videotape formats, TBC's color cameras, video switchers, ITFS, and CCTV equipment. Supervisory experience and First Phone required. Salary: 19,320-23,268/yr. Apply before 7/18/80 to Employment Division, San Diego State University, San Diego, CA 92182. An Equal Opportunity/Affirmative Action/Title IX Employer.

**Videotape Duplicating,** Post-Production, Remote Fax company looking for Operating Engineers. Requires broadcast related experience, electronics school graduate or equivalent technical training and first class FCC license. Career opportunity, excellent salary and company benefits, including pension plan. Send resumes to Personnel, NET Television, Incorporated, 2715 Packard Road, Ann Arbor, MI 48104. An Equal Opportunity Affirmative Action Employer.

**Maintenance Engineer** for Seattle network affiliate. Must have good digital background as well as broad practical experience in TV broadcast maintenance. EOE. Contact Jack Shawcroft, PO Box 24525, Seattle, WA 98124. Phone: 206-223-5141.

**Closed Circuit Television Technician:** Northern Illinois University is looking for an aggressive individual with the ability to install, operate and maintain television hardware for closed circuit transmission and studio productions. Qualifications must include two years of training. Salary commensurate with education and work experience. Excellent benefits and working conditions in campus environment. Send resume by July 24, 1980, to the Personnel Office, Northern Illinois University, DeKalb, IL 60115. An equal opportunity/affirmative action employer.

**West Coast ABC Affiliate** seeks qualified chief engineer with minimum five years administrative experience and heavy maintenance background. EOE/ Send resume/references to Box G-7.

**Television Maintenance Engineer Wanted**—must have strong background in television maintenance and operation, first class license required. Send resume and salary requirement to: Box G-26.

### HELP WANTED NEWS

**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.

**Leading South Florida** TV station is looking for a meteorologist. EOE. Please send resume and salary requirements to Box F-212.

**Producer/Reporter.** No. 1 Midwest CBS Affiliate needs creative combo who can turn out top-notch field reports in the late afternoon and produce the 11:00. Solid journalist only. ENG experience a must, live experience preferred. Send a tape of a show you have produced along with sample field reports to: Kirk Winkler, News' Director, WTOL-TV, Post Office Box 715, Toledo, OH 43695. An Equal Opportunity Employer.

**Sports Reporter/Weekend Anchor.** Position open for bright, energetic staff person. Medium market in Midwest with growing sports community. Good benefits, salary commensurate with experience. Equal opportunity employer. Send reply and resume to Box F-214.

**Director:** To handle some commercial production and to direct the 6:00 PM and 10:00 PM news blocks. Good salary and benefits. Small market with great equipment. EEO KNOP-TV North Platte, NE 308-532-2222.

**Sportscaster**—can you cover all the outdoor recreational sports in this sunbelt resort area in addition to some of the most exciting college and high school contests in the country? Tape, resume to Mark Mayhew, WPDE-TV, Box F-15, Florence, SC 29501. EOE, M/F.

**Executive Producer:** Position available late summer for take charge person who thinks news. You'll need to know how to motivate people and make decisions. We're an ABC affiliate in a very competitive market with state of the art equipment. An Equal Opportunity Employer. Send resume to Box G-29.

**Weather Person**—knowledgeable, charming communicator for new ABC-TV affiliate in sunbelt resort area. Tape, resume to Mark Mayhew, WPDE-TV, Box F-15, Florence, SC 29501. EOE, M/F.

**Investigative Reporter** needed. Our best Investigator has taken another job, and we're looking. You'll have a tough act to follow, but if you are a solid journalist with investigative experience and a knack for getting the big story, we want you. Medium Midwest CBS affiliate, solid number one in news. An Equal Opportunity Employer. Minorities encouraged. Send resume and salary expectations to Box G-24.

**Late news producer** for large Midwestern market. Must have 3 years' news production experience. Looking for someone who can put together a well paced, visually interesting newscast, yet concerned with content. EOE. Send resume to Box G-37.

**Anchor**—excellent salary for warm, attractive person who can write and produce two top-notch shows daily. New ABC-TV affiliate in sunbelt resort area. Also opportunity for reporter/photographers capable of weekend anchor work. Resume, tape, and writing samples to Mark Mayhew, WPDE-TV, Box F-15, Florence, SC 29501. EOE M/F.

**We're looking** for quality TV and radio communicators ... corporate ownership of 4 TV stations in the Midwest, competitive salary, strong benefits, room to grow in a challenging, growing environment. Applications accepted for news and sports. We are an Equal Opportunity Employer. M/F Box G-40.

**Weather:** M-F 6 and 10 p.m. Good opportunity in Florida resort city. Salary in teens. Send tape, resume to: Douglas Grimm, General Manager, WMBB-TV, Box 1340, Panama City, FL 32401. EOE.

### HELP WANTED PROGRAMING, PRODUCTION & OTHERS

**South Florida** TV station needs an experienced traffic manager. Must be familiar with bias computer systems and communications production. EOE. Send resume and salary requirements to Box F-215.

**Television Studio Supervisor.** For university ITV, ETV and cable operations to supervise full-time and student workers, studio set-up, lighting, set construction, studio equipment maintenance. Required: B.A. and experience in preparing working drawings, scenery construction, lighting and studio operations. Salary dependent upon qualifications. Send resume by 7/15/80 to Office of Personnel, Coates Building, Eastern Kentucky University, Richmond, KY 40475. Equal Employment Opportunity (M/F) Affirmative Action Employer.

**Director/Switcher** to direct live news program. experience required. Send resume to Charles Moody, Production Manager, WRDW-TV, Drawer 1212, Augusta, GA 30903. EOE.

**ENG Photographer/Editor** for top rated prime magazine in a top ten market, E.O.E. If you're creative, energetic, care about quality and have a tape to prove it, send your resume to Box F-237.

**Field Producer**—for top ten market prime time magazine show. Our ratings have been going up for the last three years. If you're experienced at telling great visual stories and can keep up with us, we'd like to see your resume. Please don't apply unless you can show us a great sample tape later. E.O.E. Box F-202.

**Top 10 Market** seeking qualified Documentary Producer and on-air personality. Knowledge or experience of Pittsburgh area preferred. Group owned station. EOE. Send resume to Box G-44.

**Broadcast Opening:** Information specialist position open at University of Idaho News Bureau, to produce news and feature television and radio releases. Must have bachelor's degree in relevant field and experience writing, filming, producing and editing broadcast materials. Journalism and ENG experience preferred. Salary \$14,088. Application deadline July 31. For additional information contact Dr. Terry Armstrong, University of Idaho, Moscow, ID 83848. UI is an AA/EO employer and educator.

**Need Number Two Person for Promotion** Department. Must have experience, strong writing skills, and production knowledge. Send resume to: Phil Arrington, Promotion Director, WTOL-TV, PO Box 715, Toledo, OH 43695. An Equal Opportunity Employer.



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## HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

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**Film Director:** Leading independent station in 39th market needs film director. Responsible for maintaining film library, supervise two film editors, contact distributors for program booking and syndicated scheduling, keep accurate records on program usage and shipping. Send resume and salary requirements to: Paul Thomas, KGMC-TV, PO Box 14587, Oklahoma City, OK 73113. EOE/M/F.

**TV Director/Producer**—Top 10 Eastern Market. Experienced person to direct videotape/live, studio or remote productions. Experienced in local news, local programs and editing/mixing techniques. Ability to write, produce and supervise local programs helpful. EOE. Send resume to Box G-42.

**Production Photographer:** Need extensive experience in EFP/film production. Creative camera/lighting technique necessary. Heavy emphasis on commercial production, promotion, P.A. Send resume & tape to Production Manager, KOIN-TV, 140 S.W. Columbia St., Portland, OR 97201. Equal Opportunity Employer M/F/H.

**Film Editor** for television station. Minimum two years experience. Responsibilities include program re-editing, selecting promotional film footage, station shipping, program and shipping record keeping. Contact Helen Lane, 2600 South Mooney, Visalia, CA 93277. 209—733-2600. EOE/M-F.

**P.M. Magazine Producer/Co-Host**... Number one station in market is seeking dedicated, aggressive and talented producer/co-host with at least two years experience. Will be responsible for producing one story per week and filling female co-host position. Send resume, tape and salary requirements to Barry Loper, WTVH, 980 James Street, Syracuse, NY 13203.

**Promotion Director**—WTCN-TV, Twin Cities, is looking for a person with strong promotion management background. Must possess good creative abilities and the knowledge to get the most out of on-air, radio, newspaper, and other promotion tools. Excellent salary, incentive, and fringe benefits. An equal opportunity employer. Send resume and tapes, if any, to R.C. Fransen, WTCN-TV, 441 Boone Avenue No., Minneapolis, MN 55427.

**Orlando is looking** for a co-host. Must be a dedicated person who writes and can produce quality stories. Previous magazine or news experience is a must. Send a resume and tape to Nick Elkins, Executive Producer, PM Magazine, WDBO TV, PO Box 1833, Orlando, FL 32802. We are an equal opportunity affirmative action employer.

**Studio Supervisor**—Top 10 Eastern Market. Qualified television lighting director with studio supervising experience. Will be responsible for maintaining quality and control of studio production. EOE. Send resume to Box G-42.

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## SITUATION WANTED MANAGEMENT

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**West Coast college professor**, 44, teaching TV production and related courses, seeks challenging industry position, any locale. Some previous professional experience. Resume available. Box F-225.

**Production Manager or Assistant Program Director** for television station of any size in any western market. With assurance that position is open I'll pay transportation for job interview. Resume will show 25 years experience as Producer-Director with knowledge of both small market resourcefulness and big city know-how. National credits. Administrative experience. Excellent references. Salary secondary to opportunity for advancement. Box G-3.

**General Manager** with outstanding credentials! Practicing TV since '52! Progressively-increasing managerial responsibility. Demonstrated expertise in administration, competitive-programming, sales-production, promotion, community-involvement, news, etc. Leadership and motivational skills. Intuitive ability. Big-picture strengths accompany strong financial capability. Accustomed to bottom-line responsibility and compensation based on performance. Produces spectacular ratings, sales, profits, plus prestige. Box G-6.

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## SITUATIONS WANTED TECHNICAL

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**9 Years Experience** TV-AM-FM operations/maintenance, studio/transmitter. Relocatable. Box G-23.

**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.

**Experienced engineer:** operations, maintenance, transmitter or studio. Will relocate. 816—833-3582.

**Broadcast Technician**—1st phone, B.A., technical school, two years experience. Box G-2.

**Washington, D.C.-Baltimore area.** Licensed senior broadcast engineer with satellite and administrative experience. Phone 301—262-3743 or reply Box F-246.

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## SITUATIONS WANTED NEWS

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**Anchor:** Male, 27, single, number one in competitive market, Masters Degree, hard hitter. I give 110% and expect same. Box F-152.

**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.

**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 with high commitment to news. Tape, resume, solid references available. Bill Chandler 912—742-0165.

**Black Male/Anchor-Reporter.** I have earned a 31-rating/share in a top-ten market on our early evening newscast and I have also received numerous awards for spot news reporting. Now, I'm looking to move to another market. Box F-155.

**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.

**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.

**Top rated sportscaster** will help your station bring home the bacon. Bright, young, face; witty, articulate. Can do it all. Ideally would like to combine anchoring with PBP, but will consider reporting in a good sports market. Box F-232.

**Sportscaster**—Top 20 front line—strong studio & field. Box F-201.

**Wanted,** anchor reporter job in top forty market or reporter position in major market, have top ten and network experience, ten years in broadcasting. Box F-217.

**Major Market Anchor/Interviewer/Reporter.** Strong on delivery, camera presence and writing skills. Background includes M.A., political campaigns, 4 years R-TV News and PA in number 2 market. Contract expires June 30. Let's talk! 714—673-7086.

**Designated Sportscaster**... ready to come to bat for your slumping sports dept. Big shtick with 2 yrs. experience that'll bring home the bacon in your committed medium market. 607—797-3355 or 609—845-8717.

**Hard-driving,** aggressive broadcast journalism graduate with three years R/TV news broadcasting experience including news, public affairs director, and ENG producing, reporting, editing, and writing, seeks TV news writing/field reporting position. Emerson college grad. Willing to relocate anywhere. Richard Reeve, 23 West Ridge Road, Brewster, NY 10509. 914—279-2403.

**Experienced creative assignment editor.** Interned in 9th market. References from current employer. Box G-17.

**Experienced Reporter,** good voice, BA Journalism. Prefer southwest. Call 213—769-9953 or write Box G-8.

**Anchor-30th market;** seeks new opportunity. Solid talent, age 32. Broadcasting degree. Call Tom 615—834-5180.

**2 years Sports Anchor** experience in Top 30 market and I just graduated. Experience also includes filming, editing, PBP. Looking for full time sports anchor reporting position. Any market anywhere. Call 414—352-6777.

**Aggressive newperson** (black female) looking for producing opportunity. Background includes radio producing, reporting, anchoring, writing for daily newspaper, magazine. Box G-36.

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## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

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**TV Intern available immediately.** ENG, switching, audio, lighting, more. Ginny Holder 507—433-6000.

**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.

**I have one year** commercial TV production experience, including studio and remote camerawork, lighting, set design and editing. Degree. Seeking challenging position. Videotape available. Steve White. 215—637-1451, mornings.

**Host/Producer** of TV magazine show seeking bigger challenge; talk, variety, weather, game show. 17 yrs experience in on-air, production and management. Box G-9.

**Ten Years Experience** in all phases of local TV production, following a Master's degree from Syracuse! As program director for two cable systems, I've administered, produced, directed, interviewed, ENG'ed, announced, taught, written, edited. Now what can I do for you? Tom Thomas, 413 Chestnut Court, Washington, PA 15301. 412—225-5494.

**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.

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## CABLE

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### HELP WANTED MANAGEMENT

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**System Manager:** Wanted for independently owned, 300 mile, 16,000 subscriber cable system in one of the fastest growing areas in the northeast. System has pay tier in place, looking to add satellite services. Individual must have solid managerial experience, plus technical and engineering knowledge. Excellent working conditions, good company benefits and a great place to plant roots. Salary commensurate with ability. We are an equal opportunity employer. Send resume and salary requirements to Box F-199.

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### HELP WANTED TECHNICAL

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**Television Maintenance Engineer** needed by a large innovative CATV and teleproduction facility. Video maintenance experience necessary. Full benefits and technical training provided. Interested parties please submit resume to: Employee Relations Supervisor, Warner Amex QUBE, 930 Kinnear Road, Columbus, OH 43212.

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## ALLIED FIELDS

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### HELP WANTED SALES

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**National radio time sales organization** has openings in Chicago area office to sell by telephone or in person contractually to accounts all over the country. Call or write Ed Berk, Community Service Broadcasting, 501 Skokie Blvd., Northbrook, IL 60062. 312—564-3904.

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### HELP WANTED TECHNICAL

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**Fast growing production company** in South Florida, needs engineers to install, maintain and interface latest state of the art equipment: Both Vital's Squeezebox and Quantels DPE-5000 Digital Effects, Datatron Vanguard Editors, Ampex VPR-28's, RCA-TK 28B's, etc. The positions are heavy technical, no operating required. Call: Michael Orsburn, Director of Engineering 305—587-9477 or send resume and salary requirements to: Video Tape Associates, 2351 SW 34th Street, Ft. Lauderdale, FL 33312.

## HELP WANTED TECHNICAL CONTINUED

**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.

**Photographic Services Resource Specialist—**Advise, plan and produce materials for a University media unit. Must be experienced and highly skilled in all phases of still, motion picture and electronic media production and presentations. Some instruction and administrative duties. Five years minimum professional experience. Bachelor's degree or equivalent. Approximate starting salary \$14,500-\$15,500. Send letter and resume to arrive by August 1, 1980. Search Committee, Educational Communications Division, University of Wisconsin-Milwaukee, Box 413, Milwaukee, WI 53201. Equal Opportunity Employer. (M/F) Affirmative Action Employer.

**Video Maintenance Engineer:** Experienced in quads, electronic editing equipment and color cameras. Salary, OT and benefits. Call collect 313-882-9166, ask for G. Guerin.

## HELP WANTED PRODUCTION

**Documentary Producer/Director** with ideas and energy sought by new multi-media company. We're seeking talented individual to add to 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

**Morehead State University** is seeking a broadcast professional to coordinate its radio-television instructional program. Master's degree and professional experience required. Doctoral degree preferred. Duties include teaching sales and advertising and broadcast writing. Tenure-track position for academic year appointment beginning August 15, 1980. Rank and salary based on qualifications. Letter of application and resume by July 25, 1980 to Dr. Stacy Myers, Chair, R-TV Search Committee, Morehead State University, UPO Box 860, Morehead, KY 40351. MSU is an Equal Opportunity, Affirmative Action 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.)

**Collins 10KW 830-F-1 FM** power amplifier or entire transmitter. Call Jim TerLouw 303-245-9000.

**Wanted 750 to 1000 Ft tower** capable of 12 FM bays. Clarence Jones. 803-492-7613.

## FOR SALE EQUIPMENT

**AM and FM Transmitters—**used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

**5" Air Heliaz** 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, Microtrak 6401 stereo preamp, Wilkinson SR-20-12 rectifiers, Revox A77. M. Cooper 215-379-6585.

**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.

**IVC 500A Color Cameras—**complete, beautiful pictures, ea. \$7,500.

**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 VSE-744 Switcher—**12 input, chroma key, \$4,000.

**RCA TK-27A Film Camera—**Good condition, TP 15 available, \$12,000.

**Eastman CT-500 Projector—**Optical and mag sound, ea. \$7,000.

**RCA TP-6 Projectors—**Reverse, good condition, ea. \$1,000.

**Ampex 1200 A VTR'S—**Amtec, Colortec, one with editor, ea. \$22,000.

**IVC 960C VTR'S—**Portable model, working good, ea. \$3,000.

**Norelco PC-70 Color Camera—**16x1 200M Lens, in-hancer, scope, monitor, 2 available, new low price, ea. \$14,000.

**New Edutron CCD-2H Time Base Corrector—**Broadcast specs, \$5,800.

**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.

**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.

**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.

**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.

**5 KW AM Bauer 5000J,** Excellent condition with recent proof of performance. M. Cooper 215-379-6585.

**20 KW FM CCA 20,000DS.** 3 yrs. old, going to higher power, like new. M. Cooper 215-379-6585.

**Used Broadcast Television Equipment.** Hundreds of pieces wanted and for sale. Please call System Associates to receive our free flyer of equipment listings. 213-641-2042.

**RCA TK-76 Mini/Cam package w/12:1 Fujinon lens, 3/4" VTR,** \$30,000. 415-676-7260.

**Harris MW-1 AM transmitter,** Solid state, one kW AM, early serial number, from Mexico, Missouri. Contact Sales Dept., McMartin Industries, 4500 S. 76th St., Omaha, NE 68127. 402-331-2000.

**100KW ERP Circular Polarized FM Antennas 2** available: 1 RCA BFC 6 2/radomes tuned to 98.7 and 1 Shively 6 bay with de-icers tuned to 94.7. \$4000 each. Contact W. Clark, KTOC, Jonesboro, LA

**SCA Module 67 kHz** for Harris MS 15 Exciter. Hardly used, same as new. \$750. 516-747-7979.

**Ampex Video Tape AVR-2 Recorder;** transport and electronics with TBC; TR-60 w/head, cavac, DOC, and editor; TR-61 w/head, cavac, DOC and editor; TR-70 w/head, cavac, DOC, and editor. Please contact Dale Lee at 305-423-8299.

**2 SMC Model 250 RS carousels,** currently on air. Fred Thompson, KYFM, Bartlesville, Oklahoma. 918-336-1001.

**Magnetic Film Recorder,** RCA, PM 75, 16 mm. \$7000. Contact Robin Stow at 213-577-5575.

**800 T Schafer automation brain,** SMC stereo random select carousel, net joiner (less tape deck), Schafer logger in 4 racks. \$3000. 209-223-0241.

**Sparta 602A,** FM stereo 2500 watts transmitter. Excellent condition, replaced to go 50,000 watts. 95.9 frequency. Moseley generator. 3-bay CP-1000 Phelps dodge, stereo antenna; on 1 5/8 copper jacketed, 135 foot transmission line. Package price: \$8500, good till July 10th. Contact: John R. McAdam, PO Box 1428, Los Banos, CA 93635. Telephone: 209-826-0578. Also available: 28, just painted tower ladders. \$85 per 20 foot section. Min. 10 sections.

**Remanufactured Ampex 1200B VTR,** Amtec, Colortec, Mark II Editec, Overhead Bridge, Spare Head, Compressor, Venturi Vacuum System, Manuals, and Extenders. Less than 125 hrs. use since AFA rebuild, mint condition. Call Bob Chetrick, 1-800-253-9239.

**RCA 10-U AM transmitter** with plenty of spares. This unit is clean as when new. Presently on 1250 kc but tunable. All transmitters delivered from stock. Besco Internacional, 5946 Club Oaks Dr. Dallas, TX 75248. 214-630-3600. Other 5 kw and 10 kw AM and FM's in stock. Thank you for doing business with Besco.

## 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.

## 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.

**SuperSpots** make your station sell better! New radio production sales service. For demo: Toby Arnold & Associates, 4255 LBJ, Dallas, TX 75234 214-661-8201.

## RADIO PROGRAMING

**Astro-Projections—**Find out what tomorrow holds for your audience! Astro-Projections, a 5-day-a-week, 4 times a day, daily program for each zodiac sign. Demo available. Astro-Promotions, Inc., 26651 Sudbury Drive, Cleveland, OH 44070.

## 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

### Controller

Immediate opening. Radio broadcasting company with locations in five major U.S. markets, headquartered in Washington, D.C. area. Must be people oriented and possess good leadership and management skills. CPA, EDP and money management experience necessary. Excellent career opportunity with well-managed and successful company. Compensation \$30-35,000 per annum. Send resume to Box 8550, Washington, D.C. 20027. Equal Opportunity Employer.

### No. 1 Beautiful Music station

in exciting top ten market is looking for a strong, creative Operations Manager to direct continued ratings growth. Houston is America's fifth largest city—a dynamic and aggressive sunbelt metro area offering unlimited challenge for an experienced professional. Salary is open. Send resume to Ms. Vici Williams, General Manager, KYND-FM, 11 Greenway Plaza, Suite 2022, Houston, Texas 77046. 713/961-0092. Equal Opportunity Employer.

## Help Wanted News

### RADIO NEWS

Bilingual Journalist to produce broadcast and print material for California's Spanish speaking audiences. Requires both relevant education and professional broadcasting experience totaling at least 6 years. Familiarity with California's Spanish speaking population desirable. Salary competitive. Send resume, tape and writing samples to:

#### UNIVERSITY OF CALIFORNIA

Staff Personnel Office  
1156 Administration Bldg.  
Riverside, Calif. 92521  
Apply by August 1, 1980

Affirmative Action/Equal  
Opportunity Employer M/F

## Situations Wanted Management

### INFUSE SUCCESS

Broadcaster/Attorney seeks  
management/investment  
opportunity.

Reply Box G-22

### IT'S SIMPLE . . .

- I am looking for equity in a small/medium market station.
  - At this station I will become GM, get paid low wages, but have an incentive program set up where by I earn equity in the company by increasing sales.
  - I have been an announcer, PD, salesperson and am currently an electric GSM at the No. 1 station in a top 40 market. (We are posting a 50% gain over 79)
  - It's simple . . . I love money.
- If you're interested in what I have to offer please include call letters and financials on reply. All inquiries will be confidential. This ad will appear once. Box G-19.

## Situations Wanted Management Continued

### GROUP MANAGEMENT

or General Manager of excellent property. Available early 81. Presently station owner with transfer pending. Proven ability in group management, consulting and direct station operations. Experience in all facets. I'm 37 years old and for 15 years I've had station and group owners say "If I could just get a man like you." Well, now you can. Write Box G-14.

## 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 background 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 Technical

### DIRECTOR OF ENGINEERING

WDRB-TV, Louisville, has just completed its move into a new facility. We are seeking an experienced engineer with hands-on skills and administrative abilities.

WDRB-TV is a well-established independent UHF station owned by the Minneapolis Star and Tribune Company and this position offers an outstanding opportunity for growth, security and benefits.

Respond to Elmer Jaspan, President and General Manager, WDRB-TV, Independence Square, Louisville, Kentucky 40203.

WDRB-TV is an Equal Opportunity Employer.

### TELEVISION BROADCAST TECHNICIAN

Baltimore television station has an opening for a technician. Must have FCC 1st class license and electronic school education.

Send resume to:

Nancy Fields  
WMAR-TV  
6400 York Road  
Baltimore, MD. 21212  
E.O.E. M/F

## Help Wanted Technical Continued



### Electronic Journalism Engineer

NBC, a recognized leader in the broadcasting industry, is seeking an Electronic Journalism Engineer for its Moscow news bureau.

The successful candidate will have thorough operational familiarity with all phases of EJ news gathering functions including portable camera and recorder operations. Knowledge of Russian language highly desirable.

Please send resume and salary history in confidence to:

**Lou Damonti, Staffing Specialist,  
NBC, 30 Rockefeller Plaza, New  
York, N.Y. 10020.**

We are an equal opportunity employer  
m/f.



### Technical Supervisor, Video Recording

The NBC television network has an unusual opportunity for an experienced Video Recording Technical Supervisor.

Responsibilities include: supervising night and weekend video tape operations, edit rooms, edit sessions and the office staff. Supervisor will be making work assignments for the night and assembling routines for the following day, while overseeing and checking on staff and machines. Supervisor will also act as management operations and technical services rep during non-business hours.

Minimum of 5 years managerial experience in video tape operations required plus thorough knowledge of various sophisticated editing systems (CMX, EECO, SONY etc.). College degree or the technical equivalent desirable.

NBC offers an excellent salary and benefits package along with opportunity for career development. Please send a detailed resume and salary history in confidence to:

**V. Branker /VT, Staffing Specialist,  
NBC, 30 Rockefeller Plaza, New  
York, N.Y. 10020.**

We are an equal opportunity employer  
m/f.

Technical

## AUDIO-VIDEO SYSTEMS ENGINEER

Position involves designing, creating and planning engineering installations for television and associated technical equipment and facilities for use in network and local station broadcasting operations. Requires BSEE or equivalent experience, knowledge of state-of-the-art broadcasting techniques and equipment, plus background in engineering supervision preferred in manager position.

Interested candidates please send resume in confidence to:

Theo Jones



4151 Prospect Avenue  
Los Angeles, CA 90027  
Equal Opportunity Employer M/F



## Technical Supervisor, Electronic Journalism

The NBC television network has an immediate opening for a Technical Supervisor with expertise in Electronic Journalism to supervise live and tape EJ pickups. In addition, you will have the opportunity to survey locations for live and taped television shows; supervise and control inventory, in-house and field video tape operations; and setup and maintenance of EJ equipment.

Minimum of 5 years broadcast/military experience. Previous supervisory experience and a thorough knowledge of the NBC/NABET Master agreement. College degree or the equivalent industry experience desired. FCC 1st Class license preferred.

The position may require extensive travel. Salary compensation in the \$30-35K range plus an excellent benefits package and opportunity for advancement. Please send a detailed resume and salary history in confidence to:

V. Branker, Staffing Specialist, EJ, NBC, 30 Rockefeller Plaza, New York, N.Y. 10020.

We are an equal opportunity employer m/f.

## CHIEF ENGINEER

A major group owned UHF Network Affiliate located in a sunbelt top 100 city is seeking an experienced Chief Engineer. The ideal candidate will have a BSEE or at least 7 years of applicable T.V. experience. In addition, the individual will possess a desire to take charge of a technical operation from transmitter to time code generator while maintaining the management skills required of a department head. This is an outstanding opportunity with a growth oriented organization. All replies will, of course, be held in strictest confidence. An equal opportunity employer. Send resumes to Box G-4.

## Help Wanted Programing, Production, Others



Producer, Talent and Technical Positions available for January premier of PM Magazine. Applications for Producer position requested immediately. Talent and technical positions approximately October 1. Experience required. Send resume and Cassette to:

Darrell Blue  
Operations Manager  
WCIA, 509 South Neil  
Champaign, IL 61820.

An Equal Opportunity  
Employer M/F



Executive Producer for No. 1 rated PM Magazine. Supervision of staff of 7 full time persons including administrative and creative duties. Producing skills and people skills a must. Send tape, resume, and salary requirements to Dave Miller, WCMH-TV, P.O. Box 4, Columbus, Ohio, 43216, EOE.

## METEOROLOGIST/ ENVIRONMENTAL REPORTER

Top 25 market station searching for Meteorologist/Environmental Reporter who can communicate. We are committed to News/Weather. Our commitment 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 experience 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

## CO-ANCHOR

We are expanding our News commitment to include a half-hour weekday noon news. Co-Anchor position will include some reporting. We are a top 30 market station and are heavy into microwave. Please send resume to Box G-30. An Equal Opportunity Employer, M/F.

## NEWS PRODUCER

Aggressive and creative producer to join expanding news staff. Previous experience required. Must know how to use film, tape, graphics, and microwave technology. Strong writing skills and organizational techniques. Send resume and tape to:

Nancy Fields  
WMAR-TV  
6400 York Rd.  
Baltimore, MD. 21212  
E.O.E. M/F



**Help Wanted News**  
**Continued**

**GENERAL  
ASSIGNMENT  
REPORTER**

To join expanding TV news staff. College degree and previous TV reporting experience is required. Your tape must show a keen sense of film and tape production and an ability to do live minicam reports. Send resume and tape to:

Nancy Fields  
WMAR-TV  
6400 York Road  
Baltimore, MD. 21212  
E.O.E. M/F

**REPORTER**

Major market network affiliate is searching for an experienced professional who knows how to develop and present strong consumer oriented reports. College degree and previous experience required. Submit resume and tape to:

Nancy Fields  
WMAR-TV  
6400 York Road  
Baltimore, MD. 21212  
E.O.E. M/F

**Situations Wanted Management**

**TELEVISION PROMOTION  
MANAGER**

Midwestern advertising agency partner, former television station production/promotion manager desires position as Director of Marketing or Promotion Manager in medium to large market television station.

I have an impressive television station track record and have produced award winning advertising campaigns for my agency's clients.

I could develop an effective marketing strategy and advertising campaign for your station. Box F-198.

**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

**ALLIED FIELDS**

**Help Wanted Programing,  
Production, Others**

**Bids And Quotations  
Specialist**

RCA Broadcast Systems is looking for a Bids and Quotations Specialist with 3 to 5 years broadcasting experience (TV/RADIO STATION). Position requires analysis of customer equipment requirements, coordinating and monitoring bid and quotation preparation to assure satisfactory technical and sales approach, costs, pricing, and participation in the presentation of bids and quotations to management and to customers.

These are highly-regarded career positions that require moderate travel. We offer excellent compensation and benefits. Interested applicants should send resume in confidence to:

J.W. Hendrickson  
RCA Broadcast Systems  
Bldg. 3-2  
Camden, New Jersey 08102

An Equal Opportunity Employer

**RCA**



**A Tradition On The Move!**

**CUSTOMER  
SERVICE  
REPRESENTATIVE**

World leader in broadcast equipment, manufacturing, and sales needs representative in So. California. Travel is required to radio stations for installation and customer training on automation systems and associated equipment.

Successful candidate will interface with customers and must have 1-2 years experience troubleshooting analog and digital circuits. Knowledge of microprocessor technology helpful. Send in strictest confidence your resume to:

Box AAA  
Carpinteria, CA 93013  
An Equal Opportunity Employer

**PROMOTION  
BROADCAST**

Develop and conduct promotional programs for an exciting new nationally syndicated T.V. program. Significant broadcast promotion experience essential. You will be responsible for supporting advertising sales and syndication efforts. To apply, send resume, including salary history and requirements to:

Mr. J.D. Schultz

**CHAMBER OF COMMERCE  
OF THE  
UNITED STATES**

1615 H. St., N.W.  
Washington, D.C. 20062  
Equal Opportunity Employer M/F

## A UNIQUE OPPORTUNITY IN SALES!

We are seeking a highly motivated individual to work with television and radio stations throughout the country in the field of broadcast computerization.

Knowledge of computerization is less important than "hands-on" experience with the management/sales of station inventory.

Professional selling skills are required since the position calls for dealing with top executives of the broadcast industry. Heavy travel is involved.

Compensation includes base salary, commission, and expenses, as well as excellent company benefits.

Along with your resumé, include a short letter telling us why you are the individual we seek for this career opportunity. Send



BROADCAST DIVISION OF  
DATA COMMUNICATIONS  
CORPORATION

replies to: Department MS, Broadcast Division, Data Communications Corporation, 3000 Directors Row, Memphis, TN 38131. Please do not call.

An equal opportunity employer.

### DIRECTOR OF MARKETING/SALES

E.J. Stewart, Inc., Video Production Facilities, is currently seeking a director of marketing with a minimum of five years experience in sales and marketing in the videotape production industry. E.J. Stewart, a suburban Philadelphia-based tele-production company with studio and remote tape capabilities for broadcast, industrial, and government, as well as commercials and programs, has facilities which include a 7 camera mobile van, a single camera mobile van, a 63' x 77' studio and a 44' x 55' studio, state-of-the-art 1" videotape, and CMX editing.

Applicant must have solid background in TV production, established contacts, and a working knowledge of advertising agencies and television production companies. This individual must be self-motivated and capable of developing marketing strategies with emphasis in the areas of TV commercials and program production.

Qualified applicants should send resumes and salary requirements (no phone calls) to: E.J. STEWART, INC., 525 Mildred Avenue, Primos, Pa. 19018. All replies will be held in strictest confidence.

### Help Wanted Technical

## VIDEO ENGINEER

The National Security Agency, a federal government agency located at Fort Meade, Maryland, seeks a motivated, qualified individual to direct the engineering staff of the Agency Television Center. The Center is a sophisticated facility producing 4,000 to 5,000 minutes of diversified instructional and informational programs each year. Capabilities include two full-color broadcast quality studios, remote on-location operation, and reproduction/distribution of finished products. Duties involve direct engineering support for equipment operation/maintenance and consulting on engineering designs for the Agency's training center. Minimum qualifications are a BSEE and 3 to 5 years experience in video production engineering. Experience in radio/television broadcasting and sound recording is helpful. Salary will be commensurate with qualifications. Full federal fringe benefits apply. U.S. citizenship required. If interested, send resume to:

Director of Civilian Personnel  
**National Security Agency**  
Attn: M32P-DAM  
Fort George G. Meade, MD 20755

**An Equal Opportunity Employer**

### Help Wanted Instruction

#### BROADCAST INSTRUCTOR

Do you have solid radio experience? Are you a motivator in the classroom? Recent growth and expansion of our nationally accredited programs have created an exciting, full-time opportunity for a creative, self-starting broadcast professional. Classroom teaching experience essential. Successful background in all phases of broadcast operations including air work, production and news required. Salary competitive. Contact Mr. Ira Rubins, Ohio School of Broadcast Technique, 3940 Euclid Avenue, Cleveland, Ohio 44115 EOE/MF

### Products

**Professional Audio  
Recording  
TAPE**  
**Reels • Cassettes**  
**Ampex • 3M**

**Ask for our recording supply  
Polyline catalog**  
**Corp.** 312/298-5300

1233 Rand Rd. • Des Plaines, IL 60016  
24

**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 Opportunity****PROFIT  
THE HOTTEST WORD IN TELEVISION**

TV Tempo is in the television business and we're offering you a share in the profit.

Cable systems are growing with more diversified markets and larger capacity systems. Subscribers now need a complete guide, to know everything that is offered to them.

TV Tempo is a low-cost, comprehensive, localized entertaining television and cable guide. Each locally owned magazine acquires advertising for insertion in his/her local edition.

TV Tempo is well established, covering markets of more than 200 cities and now expanding nationally. We have expertise, experience, and facilities to handle all production areas: Composition, Printing, Television scheduling for each area and complete training.

An investment of \$10,500.00 is required. Call 404-546-8458 in Georgia and 800-241-7089 all other states or write TV Tempo, Inc., P.O. Box 5443, Athens, Georgia 30604.

**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.

**WITHIN 60 MILES  
OF WASHINGTON D.C.**

If that's your station let us make you an offer.

Established highly qualified buyer. Box G-33

**For Sale Stations****5000 Watt**

day time, early sign on, non directional radio station for sale in St. Ignace, Michigan. Call after 7:00 P.M. 517-321-1763.

**UNDERDEVELOPED  
CLASS "C" FM**

- Unique Opportunity In A Growth Market
- Wide Retail Trade Area
- Located In South Central Sportsman's Paradise
- #1 Facility In The Market
- \$650,000.00
- Liberal Terms To Qualified Buyer

Call 901/767-7980  
*In Complete Confidence!*



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& ASSOCIATES**  
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5050 Poplar • Suite 816 • Memphis, Tn. 38157

**H.B. La Rue, Media Broker**

RADIO • TV • CATH • 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

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 AT YOUR SERVICE WITH OVER 20 YEARS EXPERIENCE

RICHARD A.

**SHAHEEN** INC.  
 435 NORTH MICHIGAN AVE. • CHICAGO 60611

312/467-0040



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KEITH W. HORTON  
COMPANY, INC.**

P. O. Box 948  
 Elmira, NY  
 14902  
 (607) 733-7138

*Brokers and  
 Consultants  
 to the  
 Communications  
 Industry*



- 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.
- Powerful daytimer in Northern Michigan. \$430,000 Terms.
- Fulltimer. Wyoming. \$260,000. Terms.
- Class C in Colorado. \$590,000. Terms.
- 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.
- Southern Arizona. Fulltimer. Good county population. \$390,000. Terms.

Let us list your station. Confidential!

**BUSINESS BROKER ASSOCIATES**  
 615-756-7635 24 HOURS

**ROCKY MOUNTAIN**

Very profitable 5 kW fulltimer. Top signal in solid market. Absentee owned. \$171,000 real estate included. Priced at \$835,000. Box G-34.

**MID-ATLANTIC FM**

Stereo station. Rapidly growing rural/suburban area near large metropolitan population. \$440,000 Cash or terms. Box G-1.



## For Sale Stations Continued



# CHAPMAN ASSOCIATES®

nationwide service

STATION				CONTACT	
S	Small	AM	\$85K	\$30K	J.T. Malone (404) 458-9226
S	Small	Fulltime	\$350K	\$75K	Bill Cate (904) 893-6471
SW	Small	AM/FM	\$375K	29%	Dan Rouse (214) 387-2303
SW	Small	AM/FM	\$395K	\$114K	Bill Whitley (214) 387-2303
MW	Small	FM	\$425K	\$123K	Jim Mackin (312) 323-1545
S	Metro	FM	\$900K	15%	Bill Cate (904) 893-6471

To receive offerings of stations within the areas of your interest, write Chapman Co., 1835 Savoy Dr., N.E., Atlanta, GA 30341

## Radio Stations for sale in

Arizona	Florida
Texas	New Mexico
Washington	California
AM	\$400,000
AM	\$2,000,000
AM	\$2,300,000
AM-FM	\$1,250,000
AM-FM	\$1,200,000
AM-FM	\$3,500,000
AM-FM	\$5,000,000

W. John Grandy  
Broadcasting Broker  
1029 Pacific Street  
San Luis Obispo, CA 93401  
805-541-1900

## 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

## 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

## SELECT MEDIA BROKERS

TN	Daytime AM	360K	Small
NC	Daytime AM	350K	Small
MI	Daytime AM	370K	Small
NC	Daytime AM	165K	Small
MO	Daytime AM	225K	Small
WY	Fulltime AM	235K	Small
MS	Daytime AM	295K	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

**BILL-DAVID  
ASSOCIATES**  
BROKERS-CONSULTANTS  
(303) 636-1584  
2508 Fair Mount St.  
Colorado Springs, CO 80909

## Boston SMSA

Suburban AM, sell 33% for \$80,000 cash to experienced manager who will run station. 617-742-0676

## BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.  
(Billing charge to stations and firms: \$2.00).

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING. *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. Blind Box numbers: \$2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

# Fates & Fortunes

## Media

**Robert Finke**, general sales manager of Evening News Association's KVUE(TV) Austin, Tex., named general manager of co-owned WALA-TV Mobile, Ala.

**David Zamichow**, former sales manager of WUTR(TV) Utica, N.Y., named general manager of station and VP of licensee, Roy H. Park Broadcasting of Utica-Rome Inc. He succeeds Gary Bolton, who was named general manager of Park's WDEF-TV Chattanooga, Tenn. (BROADCASTING, June 16).



Kelly

**Don Kelly**, VP-general manager of Metro-media's WIP(AM) Philadelphia, named VP-general manager of co-owned KLAC(AM) Los Angeles.

**Michael Solan**, former general manager of WDEF-AM-FM Chattanooga, joins WBFG(FM) Detroit as general manager.

**Michael Packer**, operations director, KXRX(AM) San Jose, Calif., joins WXYZ(AM) Detroit in same capacity.

**Bob Ardrey**, regional manager, Drake-Chenault Programming Consultants, Los Angeles, joins KJYE(FM) Kailua and co-owned KKBG(FM) Hilo, both Hawaii, as general manager.

**Robert Franklin**, formerly with KSON-AM-FM San Diego, named executive VP of KMAK(AM) Fresno and co-owned KBOS(FM) Tulare, both California.

**Bill Powell**, former general manager of WKS(AM) Greenfield, Ind., joins KBEZ(FM) Tulsa, Okla., as general manager.

**Robert Mart**, station manager, KTVU(TV) Oakland, Calif., resigns.

**Stuart Swartz**, general sales manager, KMSP-TV Minneapolis, named station manager.

**Walda Roseman**, VP for national affairs, National Public Radio, Washington, named senior VP for national affairs and planning. **Clyde Robinson**, VP for station services, NPR, named senior VP for representation.

**Daniel Forth**, general sales manager and promotion director, WLOB-AM-FM Portland, Me., joins NBC Radio's young adult network, The Source, as regional manager, affiliate relations, based in New York.

**Lawrence Kessler**, assistant general counsel, Teleprompter Corp., New York, assumes additional duties as executive director of new markets development.

**Don Glasell**, former communications management consultant with Saga Communications, Greenwich, Conn., joins Matrix Enterprises, Franklin, Tenn., cable operator, as director of

franchise development for Chicago area.

**Jo Baker**, fund development assistant, St. John Medical Center, Tulsa, Okla., joins noncommercial KWGS(FM) as development director.

**David Fuellhart**, general manager of WPOC(FM) Baltimore, elected president of Maryland, District of Columbia, Delaware Broadcasters Association. He succeeds **Thomas Cookerly**, VP-general manager of WJLA-TV Washington, who relinquishes title due to other demands, but will remain with association as VP.

**June Clarke-Doar**, education administrator, New York City Department of Education, named director, employee relations and personnel development, Group W, New York.

**David Smith**, manager of organization development, NBC, New York, and **Deborah Shah**, second VP and manager of management development for operations department of Chase Manhattan Bank, named human resources consultants for NBC.

## Advertising

**Norman Steen**, senior VP-general manager of Needham, Harper & Steers/West, Los Angeles, named president of NH&S International, and elected to board of NH&S Inc. He will be based in New York. Steen succeeds **William Wilson**, who resigned. **John Gilbert**, assistant account executive, Ted Bates & Co., New York, joins NH&S as account executive.



Steen



Delano

**Lester Delano**, chairman and chief executive officer of Tinker Campbell-Ewald, and president of co-owned Campbell-Ewald International, London, named president of Campbell-Ewald Worldwide Inc.

**Henry Waslak**, president of Ketchum New York, operating unit of Ketchum, MacLeod & Grove, resigns to join Brown-Forman subsidiary, The Jos. Garneau Co., Louisville, Ky., as executive VP. **Walter Kaprielian**, executive VP-creative director of Ketchum New York, assumes additional duties as general manager of Ketchum New York.

**Carol Herman**, account supervisor, Grey Advertising, New York, elected VP.

**Jo Ann Harvard**, head of broadcast production for J.M. Fields, division of Food Fair, New York, joins Nadler & Larimer there as VP in charge of broadcast activities.

**Carolyn Wills Johnson**, media planner, Weekly & Penny, Houston, joins Ogilvy &

Mather there as broadcast buying supervisor. **Elizabeth Stansfeld**, account manager, Bozell & Jacobs and Partners, London, joins O&M in Houston as account executive.

**Anne Bernheim**, account executive, D'Arcy-MacManus & Masius/de Garmo, New York, named senior account executive. **Kathleen Clark**, regional media advertising manager with Seven-Up Co., joins DM&M in St. Louis as media supervisor.

**Alma Gonzalez**, former Spanish translator-interpreter for Los Angeles criminal courts system, and formerly with KMEX-TV Los Angeles, named general manager of newly opened Los Angeles office of Spanish Advertising & Marketing Services, part of D'Arcy-MacManus & Masius.

**Bill McDonald**, president of Interthink, marketing consultancy and advertising agency in Omaha, joins Barkley & Evergreen, Overland Park, Kan., as account supervisor. **Robert Moore**, account executive, Sher, Jones & Litman, Kansas City, Mo., joins B&E as account executive.

**Susan Boller**, associate director of media research, Ogilvy & Mather, New York, joins BBDO there as director of media analysis and information services.

Please send

## Broadcasting

The newswEEKLY of broadcasting and allied arts

Name

Company

☐ Business Address

☐ Home Address

City

State  Zip

Type of Business

Title/Position

Are you in cable TV operations ☐ Yes ☐ No

Signature (required)

☐ 3 years \$120 ☐ 2 years \$85 ☐ 1 year \$45

(Canadian and international subscribers add \$12/year)

☐ 1980 Yearbook \$55.00

(If payment with order: \$50.00)

☐ Payment enclosed ☐ Bill me

For Address Changes Place Most Recent Label Here.

1735 DeSales Street, N.W., Washington, D.C. 20036

**Barbara Welsh**, media supervisor in Chicago for Ed Libov Associates, named VP-account services, Ed Libov Associates of Illinois.

**Linda Mezo** and **Charles Bertsch**, account executives, Keyes, Martin & Co., Springfield, N.J., named VP's.

**Donna Grimland**, former advertising department director for E. James White Co. Advertising and Design, Alexandria, Va., joins Culpepper & Associates, Houston, as account executive.

**Joan Stuart**, associate media director, Jack List & Associates, Cleveland, named media director.

**Ira Schloss**, responsible for management of research councils, Business Advertising Research Council and Media Communications Council of Advertising Research Foundation, named assistant research director of ARF. **Robert Lyman**, senior VP-finance, Benton & Bowles, elected treasurer of ARF.

**Maury Wind**, national sales manager of American stars team in New York, **Tom Alt**, manager of white sales team in Chicago, and **Wanda Tucker**, Dallas sales manager, Katz American Television, named divisional VP's.

**Timothy Frame**, from WTLV(TV) Jacksonville, Fla., joins Blair Television's Jacksonville sales staff.

**Tim Greenier**, account executive on blue team, Harrington, Righter & Parsons, Chicago, transfers to blue team in Los Angeles. **Greg Moore**, formerly with Petry, succeeds Greenier in Chicago.

**Virginia Weber**, manager of business administration, CBS Television Network Sales, New York, assumes additional duties as director of merchandising and special events.

**Frank B. Gregg**, VP-director of sales, WNAC-TV Boston, joins KHOU-TV Houston as general sales manager.

**John Carpenter**, general sales manager, WSB-TV Atlanta, joins WGAL-TV Lancaster, Pa., in same capacity.

**Harry Callahan**, Eastern regional manager for RKO Radio Sales, New York, named general sales manager of RKO Radio's wxLO(FM) New York.

**Patrick McNally**, formerly with www(FM) Detroit, joins WBFZ(FM) there as general sales manager.

**Charles A. Wilson**, account executive and special projects manager, WGN(AM) Chicago, and director of farm sales for licensee, WGN Continental Broadcasting Co., named national sales manager for WGN(AM). He will continue as director of farm sales.

**Marcellus Alexander Jr.**, account executive, WRIF(FM) Detroit, named national sales manager, succeeding Russell (Buzz) Van Houten, who was named general sales manager (BROADCASTING, June 30).

**Paul Virciglio**, local sales manager, WNEM-TV Bay City, Mich., named national sales manager. **Paula Morrissey**, Flint, Mich., sales manager, named local sales manager.

**Connie Joiner**, on staff of WVLK-AM-FM Lexington, Ky., named sales manager of WVLK-FM.

**Dennis Tugander**, director of business affairs, WBBM-TV Chicago, and **Jose Oti**, assistant marketing manager, Coca-Cola Bottling of

California, San Francisco, named account executives at WBBM-TV. **Rory Clark**, who is working on master's degree at Southern Illinois university, Carbondale, and formerly with WGN-TV Chicago, joins WBBM(AM) Chicago as account executive on retail sales staff.

**Philip Salas**, manager of research, WCAU-TV Philadelphia, named account executive.

**Marie Michels**, retail advertising account executive, *Seattle Post-Intelligencer*, joins KIRO-TV Seattle as account executive.

**Thomas Hunt**, account executive, WHIO-AM-FM Dayton, Ohio, joins WDTN(TV) there in same capacity.

**Beverly Wilson**, sales manager, WBEE(AM) Chicago, and **Gregg Rizzo**, account executive, WAIT(AM) Chicago, join WIND(AM) there as account executives.

**Pat Joyce**, from WOJO(FM) Evanston, Ill., joins WLAK(FM) Chicago as account executive.

**Ken Stanciel**, from WCFL(AM) Chicago, joins WRCK(FM) Chicago as account executive.

**Nancy Dewar**, former account executive with Ross Roy Advertising, Toledo, Ohio, joins WNIC-AM-FM Dearborn, Mich., as account executive and co-op coordinator.

**Glenn Proffitt**, from WOKX(AM) Highpoint, N.C., and **Brad Richdale**, from KQXE(AM)-KIOG(FM) Phoenix, join KXTC(FM) Phoenix as account executives.

**Kenneth Knapp**, photographer, Capitol Broadcasting, Raleigh, N.C., joins WITN-TV Washington, N.C., as account executive.

## Programming

**Robert A. Harris**, VP in charge of programming and development for CBS at Universal Television,



Harris



Kowal

sion, Los Angeles, named senior VP. **Stefanie Kowal**, VP in charge of movies for television and miniseries, Universal Television, named VP in charge of programming and development at Universal for NBC.

**Joseph Indelli**, VP-domestic sales, Metromedia Producers Corp., New York, joins Columbia Pictures Television Distribution as VP-domestic sales, based in Sherman Oaks, Calif.

**Angela Schapiro**, VP for Home Box Office program services, New York, named VP of programming for Cinemax, HBO's new complementary maxi service. **Richard Beahrs**, director of new product sales, HBO, named director of sales for Cinemax. **Matthew Blank**, director of market development, assumes additional duties as director of marketing for Cinemax. **Thomas Ludlow**, manager of marketing services, named manager of marketing for Cinemax.

**Matt Herman**, co-producer of QM Productions' *A Man Called Sloane*, named VP-world-

wide productions, QM. **Laurie Deitz**, with Lawrence Gordon Productions, joins QM in New York as director of creative development for company's pay television operations.

**Jody Pollock**, former administrative director of Colbert Television Sales, Los Angeles, named general manager of syndication sales company.

**Sam Schroeder**, director of programming for New Jersey Public Television Network, joins Prism, Philadelphia-based entertainment television network, as VP-programming.

**Frank Reiter**, general manager, Allied Entertainment Corp., New York, joins Carter Grant Productions, New York, as sales manager.

**Janet Gardner**, senior editor, Book-of-the-Month Club Inc., joins Claridge Group Ltd., New York, U.S. television production arm of Trident Television Ltd. of United Kingdom, as director of development.

**Jack Patterson**, program director, KMIQ(FM) Houston, joins TM Programming, Dallas, as director of Alpha Programming and Consulting, responsible for creative development of TM Programming's new syndicated format, Alpha One.

**Rick Sadle**, creative director, KSAN-FM San Francisco, resigns post to operate Rick Sadle Productions, San Francisco audio production company.

**Zvi Shoublin**, program director, WPHL-TV Philadelphia, named director of programming and operations.

**Greg Miller**, director of operations, WTAF-TV Philadelphia, named program manager.

**Shirley Frederick**, program manager, WKW-TV Cleveland, assumes additional duties as director of operations and programming.

**Curtis Gadson**, stage manager for *PM Magazine* on WJBK-TV Detroit, joins WDIV(TV) there as producer of documentaries and specials. **Tom Stefani**, cameraman and editor for *PM Magazine* on WJBK-TV, joins WDIV's program department as supervisor of electronic field production.

**Russ Stanton**, stories producer for *Evening Magazine* on KYW-TV Philadelphia, named associate program producer for *Evening Magazine*, succeeding James Schmidt, who was named executive producer of programming (BROADCASTING, May 26). **Fran Lee**, who currently appears weekly on WABC-TV New York's *A.M. New York* as consumer advocate, joins KYW-TV as resident consumer expert on *AM/PM* program.

**Sue Toma**, producer and host of daily talk show on WMT-TV Cedar Rapids, Iowa, and **Tim Klein**, production coordinator for *Country Day* on KSTP-TV Minneapolis-St. Paul, join WHO-TV Des Moines, Iowa, as co-hosts of *PM Magazine*, scheduled to begin in September.

**Louis Rainone**, production manager, WLWT(TV) Cincinnati, named director of sports operations. **Michael Hurdelbrink**, executive producer of special programs, succeeds Rainone.

**Ted Patterson**, weekday sports reporter and weekend sports anchor, WMAR-TV Baltimore, named weeknight sports anchor.

**Ed Sorensen**, sports director, KTSB(TV) Topeka, Kan., joins KGUN-TV Tucson, Ariz., in



same capacity.

**Mark Lewis**, sports director, KPVI(TV) Pocatello, Idaho, joins WRCB-TV Chattanooga in same capacity.

**Karen Kornacki**, sports reporter, WBNS-TV Columbus, Ohio, named daily sports anchor.

**Bob Anderson**, air personality, WLOB-AM-FM Portland, Me., joins Maine Information Radio Network, Augusta, as sports director.

**Jim Lamping**, air personality, WFDT(FM) Columbia City, Ind., joins noncommercial KAVT-TV Austin, Minn., as broadcast specialist.

**Jim Thoreson**, who has been vocational agriculture instructor in Arlington, S.D., joins KWAT(AM) Watertown, S.D., as farm director.

**Tim Probst**, from University of Wisconsin Agricultural Extension Division, Madison, joins WLKE(AM) Waupun, Wis., as farm director.

**Bob Christy**, program director, WHDH(AM) Boston, and former program director at WIBC(AM) Indianapolis, rejoins WIBC as program director.

**Laura Ashton**, formerly with KYA-AM-FM San Francisco and KPRI(FM) San Diego, joins WMAF-FM Springfield, Mass., as program and music director and air personality.

**John Gregory Buttermore**, air personality, WKSP(AM) Kingstree, S.C., assumes additional duties as program director.

**Michael York**, from WLAY-AM-FM Muscle Shoals, Ala., joins KAAY(AM)-KLPQ(FM) Little Rock, Ark., as air personality.

**Dave Kettinger**, air personality, WPST(FM) Trenton, N.J., joins WKHI(FM) Ocean City, Md., as morning air personality.

**Timothy Marsh**, continuity, public service, traffic director and weekend air personality, KPSI(AM) Palm Springs, Calif., assumes additional duties as full-time late-night announcer.

## News and Public Affairs

**Virgil Domlnic**, news director, WKW-TV Cleveland, named director of news and communication.

**Diane Sawyer**, reporter, CBS News, Washington, named correspondent.

**Gabe Pressman**, one of New York's most prominent local TV reporters, is switching from WNEW-TV New York, where he has been since 1972, to WNBC-TV New York, where he had worked 17 years before joining WNEW-TV.



Newport

**Frank Newport**, co-host of *Talk of Houston* show on KTRH(AM) Houston, named news director there.

**Steve Thompson**, reporter and producer, WTOP(AM) Washington, named news manager.

**Richard Forschner**, community affairs director, WJYW(FM) Tampa, Fla., named news director.

**Ken Campbell**, formerly in upholstery business in Minneapolis, joins WLKE(AM)-WGGQ(FM) Waupun, Wis., as news director.

**Dave Koester**, reporter, KODE-TV Joplin, Mo., named news director.

**John Frazee**, executive news producer, KMOX-TV St. Louis, named assistant news director.

**Lowell Briggs**, reporter and weekend producer and anchor, WHP-TV Harrisburg, Pa., joins WGAL-TV Lancaster, Pa., as assignment editor.

**Christopher Larson**, reporter and weekend weatherman, WSPA-TV Spartanburg, S.C., and **Jennifer Palo**, former reporter for *Camden* (N.J.) *Courier-Post*, who also did radio news in Camden-Philadelphia area, join WGAL-TV as reporters.

**John Anthony Slick**, sportscaster and reporter, WENY-TV Elmira, N.Y., joins WKZO-TV Kalamazoo, Mich., as general assignment reporter and weekend sports anchor.

**John Willing**, from KUTV(TV) Salt Lake City, joins KMOL-TV San Antonio, Tex., as meteorologist.

**Gene Key**, from KAMR-TV Amarillo, Tex., joins KGUN-TV Tucson, Ariz., as weathercaster and environmental reporter.

**Bob Grossi**, weekend weather reporter, WBNS-TV Columbus, Ohio, named daily weather reporter on noon news.

**Paul Gibson**, weathercaster, KEYC-TV Mankato, Minn., joins KTTC(TV) Rochester, Minn., in same capacity.

**Joe Connolly**, freelance reporter for AP Radio, Washington, joins news department of WASH(FM) there.

**Dick Levitan**, former head of investigative unit for *Boston Herald American*, and investigative reporter for WEEI-AM-FM Boston,

joins news staff of KCMO(AM) Kansas City, Mo.

**Miri Day**, former news director for Mission Cable's noncommercial FM channel in San Diego, joins KFMB-TV there as parttime news writer.

**Ken Koontz**, reporter, WBTV(TV) Charlotte, N.C., named community affairs director.

## Promotion and PR

**Suzanne Banks**, public relations specialist with American Express Co., New York, joins ABC Radio Network there as manager of publicity and promotion.



Hutchinson

**Donna Hutchinson**, promotion manager, WPIX(TV) New York, named director of advertising and promotion.

**Catherine Quinlan**, former assistant director of merchandising for WOR-TV New York, who has most recently written for McGraw-Hill, Kirkus Reviews and Creative Artists

Program Services, rejoins WOR-TV as manager of publicity.

**Jerry Bredouw**, former director of broadcast promotion for Universal Studios, and formerly with ABC as director of on-air promotion, joins KTLA(TV) Los Angeles as director of advertising and promotion. Bredouw took last two years off to write novel.

**Jolen Schmauss**, audience promotion man-

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**Highest honor.** Retired National Public Radio international affairs analyst and NBC News correspondent Pauline Frederick has been chosen as winner of the 1980 Paul White Award given by the Radio-Television News Directors Association. She will accept the award, given each year for distinguished service to broadcast journalism, at RTNDA's annual international conference December 3-5 in Hollywood, Fla. Frederick is the first woman to win the Paul White Award, which is the organization's highest honor. Past winners include President John Kennedy, Edward Murrow, Walter Cronkite, Eric Sevareid and former Senator Sam Ervin. While at NPR, Frederick also was the co-producer and moderator of a weekly international relations program, *Pauline Frederick & Colleagues*. At NBC News, she was United Nations correspondent, and before that worked briefly at ABC News.

ager, WBZ-TV Boston, named creative services director.

**Joanne Stern**, on-air promotion director, WKW-TV Cleveland, named assistant director of creative services.

**Sandra Steeves Hughes**, former advertising copywriter with Griswold-Eshleman, Pittsburgh, joins noncommercial WXXI-FM-TV Rochester, N.Y., as director of public information.

**Bette Bryman**, freelance public relations and talent agent, Atlanta, joins WRNG(AM) Atlanta as promotion director.

**Rosa Gatti**, sports information director, Brown university, Providence, R.I., joins Entertainment and Sports Programming Network, Bristol, Conn., as director of communications.

## Technology

**Bill L. Wormington**, president of Space Network Services, Greenwich, Conn., consulting firm in satellite communications, named manager of operations for Blairsat, John Blair & Co.'s new subsidiary for distribution of TV commercials and traffic instructions by satellite.

**Jerry Young**, former VP-international business development for card division of American Express Co., elected VP-international affairs, RCA Global Communications, New York.

**Andrew Gaspar**, director of electronic business development, RCA, New York, elected VP-strategic planning for RCA Global Communications. **Thomas Hamilton**, district sales

manager in East Orange, N.J., for RCA Mobile Communications Systems, named Northeast sales representative for RCA Cablevision Systems.

**John McCallister**, head of marketing, Zenith Radio Corp., Chicago, elected VP-marketing.

**Thomas Lorenzen**, sales engineer handling several Midwestern states, Sony Broadcast, joins Thomson-CSF Broadcast as Midwest regional manager.

**Chuck Balding**, former general manager of KXII(TV) Ardmore, Okla., joins Broadcast Systems Inc., Austin, Tex., as national sales manager for antenna products. **Carroll Ogle**, former marketing manager, television transmitters, CCA Electronics Corp., and formerly with RCA, joins BSI as territorial sales manager for Southeastern region, based in Raleigh, N.C.

**Geoffrey Gates**, formerly with Bell Laboratory's Indian Hill facility in Naperville, Ill., joins Cox Cable Communications, Atlanta, as director of software technology. **Michael Ellis**, former VP of ICC Inc., San Diego, joins Cox Cable as director of advanced technology.

Four former employees of Watkins-Johnson Co., Palo Alto, Calif., microwave manufacturer, have formed new company, Magnum Microwave Corp., Sunnyvale, Calif., to manufacture RF components for satellite and telecommunications industry. **Harry McGrath Jr.**, who was head of international sales at Watkins-Johnson, is president of Magnum; **Harry Soza**, who was mixer production manager, is VP-manufacturing; **Joseph Lee**, who was head of mixer development, is engineering director, and **David Fealkoff**, who worked in European sales for Watkins-Johnson, is marketing director. **Nolan Bushnell**, former chairman and founder of Atari, video game manufacturer, and now chairman of Pizza Time Theater, is chairman of Magnum.

**Linda Mancini**, in marketing communications with Verbatim Corp., Sunnyvale, Calif., named sales support specialist.

**Len Zuga**, former operations manager for Tymnet, Cupertino, Calif., joins GMS, subsidiary of Gill Industries, which produces data processing systems for cable television operators, San Jose, Calif., as assistant to president.

**Jan Kowalczyk**, technical supervisor, KDKA(AM) Pittsburgh, named engineering manager.

**Patrick Shirley**, former chief engineer, WWW(FM) Detroit, joins WBFG(FM) there as chief engineer.

**Jocelyn Wadley**, secretary of radio programming, WHP Inc., Harrisburg, Pa., joins The Pennsylvania Public Television Network, Hershey, as broadcast technician.

## Allied Fields

**Larry Patrick**, VP-research, National Association of Broadcasters, Washington, named senior VP.

**Daniel Bormann**, VP-finance and administration, Frank N. Magid Associates, Marion, Iowa, named VP-chief administrative officer.

**Richard Logan**, VP-radio sales, Arbitron Radio, New York, named VP-radio sales and marketing. **Andrew Beshgetoor**, president and operating manager of Market Logic,

marker research and consulting firm he founded in Atlanta, joins Arbitron, Laurel, Md., as research manager.

**Dr. Peter Schillaci**, manager, ABC Wide World of Learning Inc., New York, named director of unit, which is subsidiary of ABC Video Enterprises and markets educational programs to schools, libraries, business, industry and government.

**Lawrence Loiello**, executive VP for financial affairs at Peters, Griffin, Woodward, has resigned to open financial advisory service in Florida. Move was said to be prompted in part by Dun & Bradstreet's acquisition last year of PGW, opening up D&B's extensive resources to PGW and lessening need for financial specialist like Loiello.

**Jack Doren**, north central regional representative, Traverse City, Mich., Warner-Amex Satellite Entertainment Corp., joins Station Business Systems, Greenwich, Conn., as account manager for cable TV computer systems, based in Travers City.

**Ed Shea**, Southern regional executive director, Nashville, American Society of Composers, Authors and Publishers, named national coordinator of public affairs. He will travel between Nashville and Washington until new regional director is selected.

**Linda Beech Ebner**, director of congressional relations, National Cable Television Association, joins Malarkey, Taylor & Associates, cable consultant, Washington, as VP for research and marketing.

**Charles Crain**, former general sales manager for subsidiary of A.H. Belo Corp., Dallas, which owns Belo Broadcasting, group owner based in Dallas, joins R.D. Hanna Co., media brokerage and consulting firm in Dallas, as assistant to president, Robert Hanna.

**Lawrence Johnson**, host of *What's New in Learning*, daily program on CBS Radio, named director of electronic media on chancellor's staff at University of California, Los Angeles.

New officers, Southern California chapter of American Women in Radio and Television: **Phyllis Lycett**, CBS-TV, Los Angeles, president; **Bettee Holden**, UCLA Communications, president-elect; **Bette Rosenthal**, Seymour Heller & Associates, first VP; **Barbara Forrest**, Forrest & Associates, second VP; **Mary Jane Hopkins**, Paulist Productions, treasurer; **Patti Hirahara**, United Television Broadcasting, recording secretary, and **Suzanne Wallace**, KHJ(AM) Los Angeles, corresponding secretary.

## Deaths

**Harold Harley Hersch**, 54, Manassas, Va., lawyer, formerly with Washington communications law firm of Dow, Lohnes & Albertson, died in single-engine plane crash June 25 at Betterson, Md. He was former director of WQVA(AM) Quantico, Va., now WPWC, and was director of WISZ(AM) Glen Burnie, Md., now WJRO. Hersch had also been president and treasurer of Prince William Broadcasting Corp., licensee of WPRW(AM) Manassas, since 1957. Survivors include two sons.

**Richard Joseph Pauley**, 50, former air personality for KNX(AM) Los Angeles and WBT(AM) Atlanta and who also worked for radio stations in Tampa Bay area of Florida, died of cancer June 20 in Sarasota, Fla. Survivors include his wife, Marilyn, two daughters and one son.

# Stock Index

Exchange and Company	Closing Tues. July 1	Closing Wed. June 25	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>BROADCASTING</b>						
N ABC	28 7/8	30 1/8	- 1 1/4	- 4.14	6	813
N Capital Cities	51 1/4	51 7/8	- 5/8	- 1.20	13	678
N CBS	47 3/8	50 3/4	- 3 3/8	- 6.65	7	1,373
N Cox	74 1/4	76	- 1 3/4	- 2.30	15	500
A Gross Telecasting	25 3/4	26 1/4	- 1/2	- 1.90	8	20
O LIN	47 3/4	49	- 1 1/4	- 2.55	12	131
N Metromedia	71	71 3/4	- 3/4	- 1.04	10	327
O Mooney	9 1/2	9 3/4	- 1/4	- 2.56		4
N Scripps-Howard	52 1/2	53	- 1/2	- .94	9	135
N Storer	26 5/8	27	- 3/8	- 1.38	14	289
N Taft	30 3/8	30 3/4	- 3/8	- 1.21	10	265

<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>						
A Adams-Russell	19 7/8	19 3/4	+ 1/8	+ .63	16	36
A Affiliated Pubs.	19	18 3/4	+ 1/4	+ 1.33	7	97
N American Family	8 3/8	8	+ 3/8	+ 4.68	4	88
N John Blair	20	20 1/8	- 1/8	- .62	5	74
N Charter Co.	23 3/4	25	- 1 1/4	- 5.00	20	661
N Chris-Craft	23 5/8	23	+ 5/8	+ 2.71	13	64
N Coca-Cola New York	4 7/8	5	- 1/8	- 2.50	6	85
N Cowles	24 1/8	24 3/4	- 5/8	- 2.52	19	95
N Dun & Bradstreet	48 1/2	47 3/8	- 7/8	- 1.84	18	1,293
N Fairchild Ind.	48 1/4	48 1/4			10	275
N Fuqua	15	15 5/8	- 5/8	- 4.00	4	190
N Gannett Co.	45 7/8	45 1/4	+ 5/8	+ 1.38	15	1,593
N General Tire	15 3/4	15 1/2	+ 1/4	+ 1.61	3	372
O Gray Commun.	34	34			11	16
N Harte-Hanks	23 3/4	23 1/4	+ 1/2	+ 2.15	14	222
O Heritage Commun.	13	12 3/4	+ 1/4	+ 1.96		39
N Insilco Corp.	14	13 5/8	+ 3/8	+ 2.75	6	150
N Jefferson-Pilot	28 7/8	29 1/2	- 5/8	- 2.11	8	633
O Marvin Josephson	14 1/2	15 1/2	- 1	- 6.45	8	37
O Kansas State Net	29	29			24	54
N Knight-Ridder	23 3/8	23 1/4	+ 1/8	+ .53	10	761
N Lee Enterprises	19 3/4	20 3/8	- 5/8	- 3.06	10	141
N Liberty	15 1/4	14 5/8	+ 5/8	+ 4.27	7	197
N McGraw-Hill	31	30 1/8	+ 7/8	+ 2.90	12	763
A Media General	28 3/4	29 1/4	- 1/2	- 1.70	12	207
N Meredith	36 1/2	35	+ 1 1/2	+ 4.28	7	114
O Multimedia	23 1/2	23 1/2			10	234
A New York Times Co.	23	24 1/8	- 1 1/8	- 4.66	17	276
N Outlet Co.	23 1/2	23 3/8	+ 1/8	+ .53	6	59
A Post Corp.	17 1/2	16 3/8	+ 1 1/8	+ 6.87	8	31
N Rollins	29 1/4	28	+ 1 1/4	+ 4.46	14	392
N San Juan Racing	17	16 7/8	+ 1/8	+ .74	22	42
N Schering-Plough	39 1/8	39 1/4	- 1/8	- .31	11	2,077
O Stauffer Commun.	35	35			9	35
A Tech Operations	10 1/4	8 1/4	+ 2	+ 24.24	26	14
N Times Mirror Co.	32 1/4	33 1/2	- 1 1/4	- 3.73	9	1,094
O Turner Broadcasting*	14	14 1/2	- 1/2	- 3.44		138
A Washington Post	17	17			6	240
N Wometco	17 7/8	19 3/8	- 1 1/2	- 7.74	8	158

<b>CABLECASTING</b>						
A Acton Corp.	11 1/2	11	+ 1/2	+ 4.54	8	34
N American Express	34 7/8	36	- 1 1/8	- 3.12	7	2,486
O Burnup & Sims	9 1/8	9 7/8	- 3/4	- 7.59	48	78
O Comcast	19 1/2	19 1/4	+ 1/4	+ 1.29	19	74
O Entron*	5	5			5	4
N General Instrument	55 1/4	53	+ 2 1/4	+ 4.24	15	464
O Geneve Corp.	38 3/8	39 1/4	- 7/8	- 2.22	16	43
O Tele-Communications	27	28	- 1	- 3.57	33	298
N Teleprompter	17 7/8	18 1/4	- 3/8	- 2.05	24	303
N Time Inc.	45 1/8	46 5/8	- 1 1/2	- 3.21	8	1,271
O TOCOM	14	14 1/2	- 1/2	- 3.44	30	41
O UA-Columbia Cable	49	50 1/2	- 1 1/2	- 2.97	23	164
O United Cable TV	30	32 1/4	- 2 1/4	- 6.97	21	123
N Viacom	38 3/4	39 1/8	- 3/8	- .95	20	147

Exchange and Company	Closing Tues. July 1	Closing Wed. June 25	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>PROGRAMMING</b>						
O Chuck Barris Prods.	4	2 3/4	+ 1 1/4	+ 45.45	2	12
N Columbia Pictures	28 1/2	28 1/2			4	286
N Disney	48 1/2	50	- 1 1/2	- 3.00	15	1,574
N Filmways	8 1/8	8	+ 1/8	+ 1.56	5	54
O Four Star	1 5/8	1 5/8			16	1
N Getty Oil Corp.	79 3/4	81 3/4	- 2	- 2.44	9	6,551
N Gulf + Western	16 1/4	16 3/8	- 1/8	- .76	4	727
N MCA	47	47 7/8	- 7/8	- 1.82	9	1,104
O Medcom	4 1/4	4 1/4			17	7
N MGM Film	8	7 3/8	+ 5/8	+ 8.47	4	259
O Reeves Commun.	18 3/4	19	- 1/4	- 1.31	18	45
N Transamerica	16 3/8	18	- 1 5/8	- 9.02	5	1,070
N 20th Century-Fox	45 3/4	45 3/4			6	367
O Video Corp. of Amer.	7 5/8	8	- 3/8	- 4.68	25	7
N Warner	42 1/8	44 1/8	- 2	- 4.53	9	1,198
A Wrather	16 1/4	16 1/2	- 1/4	- 1.51	44	36

<b>SERVICE</b>						
O BBDO Inc.	35 1/4	34 3/4	+ 1/2	+ 1.43	8	88
O Compact Video	16	15 3/4	+ 1/4	+ 1.58		30
N Comsat	36 7/8	39 1/8	- 2 1/4	- 5.75	9	295
O Doyle Dane Bernbach	27	27			9	70
N Foote Cone & Belding	27 7/8	26 1/2	+ 1 3/8	+ 5.18	9	74
O Grey Advertising	46	46			5	28
N Interpublic Group	30	30 3/4	- 3/4	- 2.43	6	134
O MCI Communications	8 1/2	8 3/8	+ 1/8	+ 1.49	106	258
A Movielab	8	7	+ 1	+ 14.28	14	13
A MPO Videotronics	6 1/2	6	+ 1/2	+ 8.33	6	3
O A. C. Nielsen	27 1/8	27 3/8	- 1/4	- .91	12	298
O Ogilvy & Mather	24	24			8	98
O Telemation	1 1/2	1 1/2			2	1
O TPC Communications	7 5/8	7 5/8			14	6
N J. Walter Thompson	31	31 1/2	- 1/2	- 1.58	7	94
N Western Union	24 1/4	23 7/8	+ 3/8	+ 1.57	10	368

<b>ELECTRONICS/MANUFACTURING</b>						
O AEL Industries	7 3/8	7 1/2	- 1/8	- 1.66	6	12
N Ampex	19 1/4	19 1/8	+ 1/8	+ .65	13	220
N Arvin Industries	11 3/8	10 7/8	+ 1/2	+ 4.59	3	88
O CCA Electronics*	1/8	1/8			1	
A Cetec	5 1/4	5 1/8	+ 1/8	+ 2.43	11	10
A Cohu	6 1/4	6	+ 1/4	+ 4.16	21	10
N Conrac	16 1/4	17 1/8	- 7/8	- 5.10	26	33
N Eastman Kodak	57	57 3/8	- 3/8	- .65	10	9,199
B Elec Missile & Comm.	3 3/8	3 3/8			31	9
N General Electric	52	51 3/4	+ 1/4	+ .48	10	9,598
N Harris Corp.	37 1/4	36 3/4	+ 1/2	+ 1.36	16	1,126
O Harvel Ind.	8 1/2	6 1/2			17	3
O Intl. Video*	7/8	7/8			2	
O Microdyne	20 1/4	20 3/8	- 1/8	- .61	21	2
N M/A Com. Inc.	29 1/4	29 1/4			38	267
N 3M	53 1/4	54	- 3/4	- 1.38	11	6,202
N Motorola	49 1/8	49	+ 1/8	+ .25	12	1,402
O Nippon Electric	45	46 1/8	- 1 1/8	- 2.43	41	1,477
N N. American Philips	28 7/8	28 5/8	+ 1/4	+ .87	5	347
N Oak Industries	27 3/8	28	- 5/8	- 2.23	19	142
A Orrox Corp.	5 5/8	6	- 3/8	- 6.25	8	9
N RCA	22 3/8	22 3/8			6	1,675
N Rockwell Intl.	57	56 3/8	+ 5/8	+ 1.10	9	2,006
A RSC Industries	4	4 1/8	- 1/8	- 3.03	22	9
N Scientific-Atlanta	26 1/2	27 1/2	- 1	- 3.63	15	258
N Sony Corp.	10 1/4	10 1/8	+ 1/8	+ 1.23	17	2,210
N Tektronix	50 7/8	50	+ 7/8	+ 1.75	13	915
O Texscan	8 3/4	8 1/2	+ 1/4	+ 2.94	51	6
O Valtec	28 1/4	26 3/8	+ 1 7/8	+ 7.10	60	112
N Varian Associates	22 7/8	24	- 1 1/8	- 4.68	127	156
N Westinghouse	23 1/4	23 1/8	+ 1/8	+ .54	6	1,999
N Zenith	10 3/8	10 1/2	- 1/8	- 1.19	10	195

Standard & Poor's 400 Industrial Average 129.23 131.12 -1.89

**Notes:** A-American Stock Exchange, B-Boston, M-Midwest, N-New York, P-Pacific, O-over the counter (bid price shown, supplied by Shearson, Hayden Stone, Washington). P/E ratios are based on earnings per share for previous 12 months as published by Standard & Poors' or as obtained by *Broadcasting's* own research.





Earnings figures are exclusive of extraordinary gain or loss. **Footnotes:** \* Stock did not trade on given day, price shown is last traded price \*\* No P/E ratio computed, company registered net loss. \*\*\* Stock split. + Stock traded at less than 12.5 cents.



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# 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:

- 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.*

## Lukasik: one-man think tank for FCC

Stephen Lukasik went on board as the FCC's chief scientist 18 months ago because he felt "there was a particular job to be done here—a job where change was required."

And change has typified his career which, he says, has followed a "logical evolution." At 49 years of age, Lukasik has moved through a job spectrum that has required him to collect experimental data for a variety of private and governmental research departments, to study that data in the think-tank environment of the Rand Corp. and to implement and manage policy for the FCC.

The pipe-smoking chief scientist of the commission feels his move to the FCC from the same role at the Rand Corp. was important. "When one is in a think tank, one has a marvelous opportunity to think about policy. On the other hand, you're not doing it," he said. Lukasik would like to "have some component of doing it rather than just thinking about it."

Lukasik said he knows that the FCC has been criticized for not having a proper approach to technology. "There's a collection of charges against the FCC vis-a-vis innovations in communications," he said, agreeing that some of the criticism may be deserved. However, Lukasik suggested that "working inside on the reality, and outside on the perception" of those problems is what his primary role may be.

"My job is to tell people what's important, what's coming along when and identify the regulatory issues. [As a policy-maker] you don't need to be a deep technologist, but you do need some help in being led to what the problem is and being represented with the small amount of information that you, as a lawyer or an economist, need to think about that particular problem."

He addressed the criticism that has been aimed at two recent FCC decisions—its move to adopt the Magnavox AM stereo system and its proposal to reduce spacing in the AM band from 10 khz to 9.

"I think that the AM broadcasters had a reasonable request," he said of the AM stereo decision. "I think there was a choice of systems, and I think the EIA [Electronics Industries Association] provided a useful service. There was a rulemaking docket and comments, and we made a choice. I find myself just a little bit surprised that this sensible evolution is now a subject of such debate."

"In AM stereo, the listener gets something, the AM broadcasters get something and, really, all the equipment manufacturers get something. The only real issue there is: Which company gets the royalties



Stephen Joseph Lukasik—chief scientist, FCC; b. March 19, 1931, Staten Island, N.Y.; BS, physics, Rennselaer Polytechnic Institute, 1951; MS (1953) and PhD (1956), physics, Massachusetts Institute of Technology; research assistant in physics, MIT, 1951-55; scientist, Westinghouse Electric Corp., 1955-57; chief, fluid physics division, Davidson Laboratory, Stevens Institute of Technology, 1957-66; deputy director of the Department of Defense Advanced Research Projects Agency (ARPA), 1966-71; director, ARPA, 1971-74; vice-president, technical staff, Xerox Corp., 1974-75; vice president and general manager, systems development division, Xerox, 1975-76; president of S.J. Lukasik Ltd., 1976-77; senior vice president for national security programs, the Rand Corp., Santa Monica, Calif., 1977-78; chief scientist, Rand Corp., 1978-79; m. Marilyn Trappiel, Jan. 31, 1953; four children, Carol, 24; Gregory, 21; Elizabeth, 18, and Jeffrey, 16.

for what the other companies manufacture? . . . It seems that here there are a few people biting their nose to spite their face."

However, Lukasik said he can understand "much more" the negative arguments on the 9 khz issue. "The choice between 9 and 10 is not something the listening public will directly perceive. It's not a gut issue for the public," he said. "If there is any problem, it has to do with interregional interference. In the case of the broadcasters, I quite understand that more competition, in the case of the fixed pie, means less per participant. And I think broadcasters have a perfect right to make their unhappiness known."

He does, however, say "it is hard to say" whether the 9 khz decision was a social engineering decision or a technical one. The thrust of the task force report on that proposal, he noted, said "if this country wants to go to 9 khz for the social policy

reasons thereof, it is technically sensible, it is possible, it won't cost an arm and a leg. In effect what the technical people did was to say: 'You people can make your decision and understand there's not a big technical problem.' If anything, the technical people were probably in favor of it on interregional interference grounds."

At first blush, Lukasik seems the stereotyped scientist: He's tall, thin, slightly graying, wears dark, horn-rimmed glasses, has a blackboard in his office behind an expansive library table laden with books and files. But when he talks about himself and his role at the FCC, a modest person, with a wry sense of humor, emerges.

He sees himself as a "process person." "My ego," he said, "does not require that I be in charge, that my ideas be the dominant influence. I'm more interested that my office is serving the kind of role for the commission to work right. Without wishing to be a filter, I would like to be a selection mechanism."

"There is a history of turf-manship at the FCC," he said. "And an organization that focuses on turf issues cannot be a very successful organization because it must spend the bulk of its energies fighting its varying pieces, and I'm not interested in that."

Lukasik is excited about the future of telecommunications. He believes that space technology has been the biggest development in the last 10 years to affect telecommunications. "The idea of wiring mankind together—worldwide television—we would not have without space," he said. However, he also believes that digital and common carrier technology will "make possible a new environment for the handling of information for the future."

In the meantime, he hopes to keep the FCC aware of technological changes, and hopes to keep the commission's policies flexible enough to meet them.

What he calls his "strong, primary feelings" he carries through all threads of his life. He hopes to be able to recognize change, as well as seek it out when necessary, and he offers this cautionary note to broadcasters: "Our social, economic and political system is based on the notion of individual rights and responsibilities and group interests. And I offer this holistic view, with the heat of partisan battle and the proper pursuit of one's personal interests, there always comes a point where your interest and your group interest must come to a natural end. By all means, fight for what you want and say what you think, but there's lots of social needs for mankind in the 20th century. One has to synthesize these things and ask if some are more important than others."



## Double trouble

To broadcasters who are finding it difficult to meet FCC quotas on minority and female employment, the news from Washington last week was all bad. First the FCC rejected a petition by the National Association of Broadcasters to review the unrealistic quotas that were imposed last February. Next the good Rev. Everett C. Parker and his Office of Communication of the United Church of Christ came up with the money to raise a national army of snoops who are to investigate station compliance with FCC quotas.

For a while it had looked as if reason might return to EEO enforcement at the FCC. FCC Commissioner Anne Jones, in a speech to the Federal Communications Bar Association, raised pointed questions about a policy that she felt was unfairly demanding more of broadcasting than of other businesses and probably doomed to fail in its announced purposes of changing the nature of radio and television programming. True, a week later FCC Commissioner Tyrone Brown retorted with a defense of commission policy which he, of course, thinks is too lenient for white broadcasters. But other members of the FCC remained silent, a sign some outsiders took to suggest that second thoughts might be forming about EEO standards.

The outsiders were wrong. With Jones absent from the meeting at which the NAB petition was voted down, nobody had a kind word to say for it.

The NAB petition deserved a better fate. It contained serious criticism of the FCC's high-handed adoption of its new quotas by administrative fiat. It eloquently argued for the initiation of a rulemaking in which the reasonableness of the quotas could be appraised. The view from here is that the FCC all but invited judicial review of its summary rejection of the NAB petition.

The good Dr. Parker's army in the field will only exacerbate an already abrasive situation. This could be turning into a confrontation that no one will win, least of all the minorities and women whom most broadcasters are genuinely trying to help.

## Facts of television life

The exact amount of money that viewers paid to watch the Duran-Leonard fight (BROADCASTING, June 30) is unclear. Different representatives of the promoter have put different figures on it, as is sometimes the way of sports promoters. According to them, it was somewhere between \$20 million and \$30 million. For our purposes, let's just say it was plenty.

The bulk of the money, by both accounts, came from viewers at closed-circuit theater showings. But nearly \$2 million came from homes via pay television—through the ON-TV over-the-air system in Los Angeles and the Qube cable system in Columbus, Ohio. And ABC Sports paid \$500,000 for the right to show the fight free to its viewers a month later.

Both ON-TV and Qube charged \$10 per home, paid 55% to the fight promoter and still came away with substantial profits for the evening. For whatever it means, incidentally, the fight seemed to have considerably greater appeal in Los Angeles, where 46% of ON-TV's subscribers ordered it, than in Columbus, where Qube's order rate was 30%.

We don't know what to make of that, but we do know that the fight was an exceptional event, not only in the execution but in the advance build-up, which is far more critical to the pay-per-view operator. Jerry Perenchio, president of ON-TV, said he doesn't expect more than three "special events" approaching that caliber in a year. Three may be on the high side.

What the Duran-Leonard experience showed is that there is a

paying audience out there if the event is right. And it should be noted that, though the dollar figures sound as if a third of the country was in theaters that Friday night, the Nielsen figures show network TV audiences were unaffected—that they were, in fact, a little larger that night than on the Friday before or the Friday after.

We don't know what to make of that either, unless it means that the American appetite for television in any form is all but insatiable.

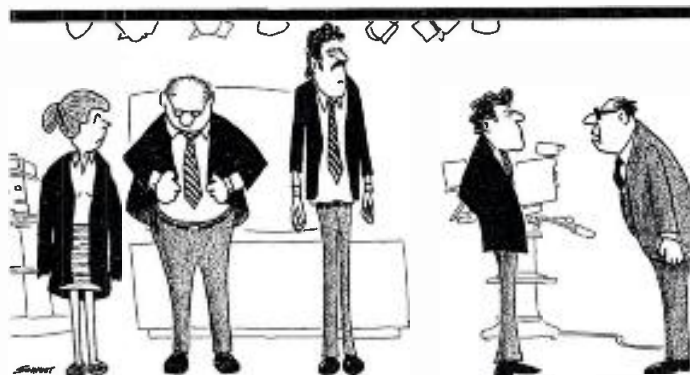
## Sign of progress

To the immense relief of journalists, not to mention other admirers of the U.S. Constitution, the Supreme Court ruled last week that the right of press and public to attend criminal trials is guaranteed by the First and 14th Amendments. Some journalists had hoped for more, a correction or reversal of the same court's ruling of a year ago that pretrial hearings may be closed without abridging journalism's rights. Last week's decision may have disappointed those who wanted ultimate relief. It went a long way, however, toward restoring hope that the Burger court can read the Constitution the way it was written.

The decision ought to arrest the wave of secret proceedings that followed the decision in *Gannett vs. DePasquale* (BROADCASTING, July 9, 1979) which upheld a judge's right to close a pretrial hearing to the press on request of the defendant. Within six months of the *Gannett* ruling, some 100 motions to close both trials and pretrial hearings had been reported and about half granted.

Although the court passed the opportunity to take back *Gannett* in its *Richmond Newspapers* ruling of last week, five of the nine justices were already on public record with individual clarifications of *Gannett*, variously issued in response to the doubts and criticisms that *Gannett* raised. Not only that, the author of the New York opinion that the Supreme Court upheld in *Gannett* later issued another ruling that significantly narrowed what he had originally written (BROADCASTING, Nov. 26, 1979). The *Gannett* decision now presents a smaller danger to the practice of journalism that it threatened at its writing.

For broadcast journalists another case of more personal importance than *Richmond Newspapers* awaits Supreme Court disposition in the next term. It is a challenge to the constitutionality of television coverage of criminal trials that the court accepted for review last April (BROADCASTING, April 28). There is no way to guess how that will come out, but the prospect for vindication of television is brighter than it would have been if *Richmond Newspapers* had gone the other way.

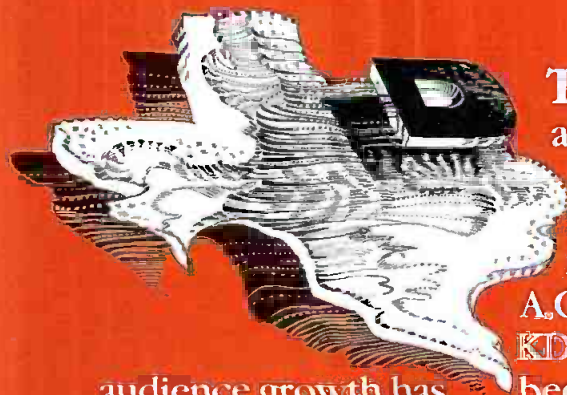


Drawn for BROADCASTING by Jack Schmidt

"When I told you to get the same blazers for the whole staff, I meant style not size."



# In Dallas, Texas KDFW-TV is now the news leader!



The May ratings  
are in and there's  
a new news  
leader in Dallas.  
According to

A.C. Nielsen Co.,  
KDFW-TV's news

audience growth has been phenomenal.

In fact, more than 200,000 viewers have  
joined the switch to KDFW-TV News at  
either 5pm, 6pm or 10pm... an unheard of  
increase of 40% since last May.

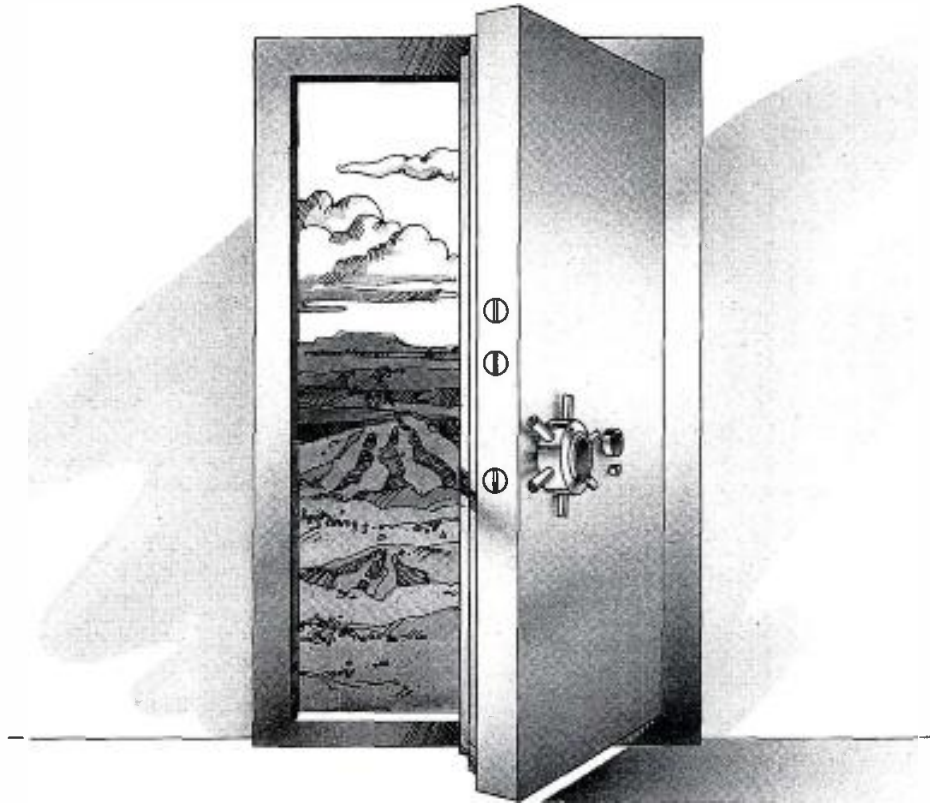
The fact is that by consistently delivering  
the best news presentation in Dallas,  
KDFW-TV has become the news leader.

**KDFW-TV** DALLAS  
A TIMES MIRROR STATION

Source: A.C. Nielsen, May 1979-80.



# How opening federal lands to oil and natural gas exploration will raise your family's standard of living.



America has been sending more and more money overseas for foreign oil every year. When U.S. dollars leave the country to pay for this oil, the effect is a lessening in the value of the dollar...and a nibbling away at every American's standard of living.

To help cut its dependency on foreign oil, America must produce more oil and natural gas here at home. Our country has rich, untapped reserves; the problem is that much of them are under federal lands. About a third of our country is controlled by the federal government. Most of this land is currently off limits to energy exploration and development. And proposed legislation would shut these lands off permanently.

## **Energy lands should be developed.**

Just one example: in the Rockies of Idaho, Montana, Utah and Wyoming, a mineral-rich

geologic area that's part of the "Overthrust Belt" contains 8 billion barrels of oil and 100 trillion cubic feet of natural gas by some estimates. But nearly half of this land may be put off limits.

Some government land management people feel that they have to draw a permanent line on land use: a line protecting every facet of the environment in its natural state from oil and natural gas development. At Amoco, we believe that energy can be produced on these lands while maintaining their natural integrity.

## **The environment can live with oil and gas development.**

Now don't get us wrong. We are not for the wholesale exploitation of America's natural wilderness. But we would like to be able to explore public lands to find those having the potential for holding oil and natural gas deposits. Further, we'd like to be permitted to drill on those lands where large quantities of

oil and natural gas are most likely to be found.

Amoco believes that America can't afford to cut itself off from any opportunity to increase its energy reserves. Because producing secure American petroleum supplies is the best way to lessen the influence that foreign oil producers have on every American's standard of living.

**America runs  
better on  
American oil.**

