

The decency movement closes in on TV
RAB's massive dose of radio salesmanship

Broadcasting Feb 9

The News Magazine of the Fifth Estate □ Vol. 100 No. 6

Our 50th Year □ 1981



SOON! QUINCY

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The First

Years Of
Broadcasting

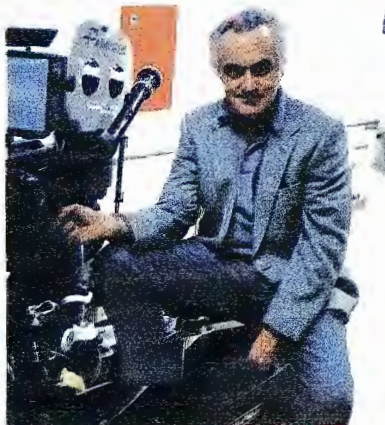
1947

□
PAGE 87



“As an independent producing on the streets of New York, I insist on discipline, intelligence and high motivation from my production colleagues. Naturally, I require the same from a distributor. Viacom has it. Their marketing acumen assures our quality product the top placement it deserves.”

ROBERT HALMI



Meet Robert Halmi. Television/movie producer, famed movie and still photographer, prolific author, ecologist, sportsman and adventurer. Before he made movies, one was made about him. John Payne played the young Robert Halmi in “Trial by Terror,” depicting the producer’s Hungarian underground exploits in World War II and subsequent anti-Communist activities.

Current Halmi hits include: **Nurse**, a two-hour movie for CBS based on the best-selling novel by Peggy Anderson which placed high among the top ten TV movies of 1980. **Nurse**, a new one-hour series for CBS prompted by critical and public acclaim for the movie, with Michael Learned and Robert Reed recreating their roles, is being produced by Halmi in association with Viacom Productions. Earlier, **My Old Man**, a two-hour movie for CBS with Kristy McNichol, Warren Oates and Eileen Brennan in starring roles, rang the ratings bell by winning its time period and finishing in the week’s Top Ten.

These and more Robert Halmi productions will be distributed worldwide by Viacom.

*Robert Reed and Michael Learned
in “Nurse,” a 1980 television movie adapted
as a series for CBS.*



AS WE LISTEN TO HISTORY, WE MAKE HISTORY.

IN AN INSTANT, A SINGLE EVENT CHANGES OUR LIVES.
TOGETHER, WE ARE STRUCK BY GRIEF, LIFTED BY JOY,
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AND ALWAYS THERE IS THE MUSIC.

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The Week in Brief

TOP OF THE WEEK

THE WORD: CLEAN UP □ Coalition for Better TV initiates national campaign to eliminate offensive sex and gratuitous violence from programing. Monitoring and sponsor boycotts are planned. **PAGE 27.** Here's look at Rev. Donald Wildmon, force behind CBT. **PAGE 28.** Falwell defends coalition's motives. **PAGE 29.**

DIGITAL TV CLOSER □ Demonstrations at San Francisco SMPTE meeting are culmination of year's work by groups working on standards. **PAGE 30.**

PBS'S GRAND ALLIANCE □ Board to get plan for Public Subscriber Network, joint project of cultural institutions and public television. It would establish pay network via various technologies and envisions paid commercials. **PAGE 31.**

INFOTEL '81 □ Washington conference draws line-up of Hill, FCC and industry spokespersons who analyze growing competition in telecommunications. **PAGE 32.**

SPECIAL REPORT

'RADIO RED HOT ...' □ "... because it works" was slogan that RAB proves at its first sales conference in Dallas-Fort Worth. **PAGE 36.** Miles David unveils survey of advertiser and agency attitudes that give radio high marks. **PAGE 38.** Keynoter Sam Cook Digges calls for RAB to adopt aggressive sales posture. **PAGE 38.** Agencyman Trout likens marketplace to battlefield. **PAGE 42.** Sales department organization is keyed to professional personnel and streamlined accounting methods, panelists say. **PAGE 42.** Top network and rep executives underscore cheap rates as part of past. **PAGE 43.** Other RAB how-to sessions analyze marketing of different formats, maximum utilization of ratings, training sales staffs, procedures for sales meetings, establishment of sales goals and successful ways to attain them, recruitment of radio sales people, and problems and profits of co-op advertising. **PAGES 43-55.**

JOURNALISM

CHANGING TIMES AT CBS NEWS □ With March 6 and 9 set for baton exchange between Cronkite and Rather, there's speculation about other changes. **PAGE 56.**

LAW & REGULATION

STILL UNCONVINCED □ In second round of filings on

DBS, broadcasters are not persuaded by Comsat arguments that interim service should be authorized prior to 1983 RARC. **PAGE 62.**

BUSINESS

OFF THE ROPES □ Network TV sales that faltered badly in late December and early January regain strength with virtual sellout of prime time in first quarter. **PAGE 71.**

MEDIA

CABLE WINDS NEAR CHICAGO □ Subject to individual city council actions, 12 suburban communities lean towards Canadian MSO Cablenet, six favor Warner Amex and two remain uncommitted. **PAGE 74.**

KEEP AT&T OFF GRASS □ Wheeler tells Justice that NCTA is upset over proposed settlement of antitrust suit that could bring Telco competition to cable. **PAGE 74.**

PROGRAMMING

STEP TWO FOR ABC □ Network follows its Alpha cable programming project with announcement of joint venture with Hearst for Beta channel offering specialized services aimed at women. **PAGE 79.**

TECHNOLOGY

BEST OF BOTH WORLDS □ U.S. delegates are satisfied now that both 9 khz plans will be analyzed at April Geneva meeting that will do groundwork on channel-spacing considerations in Brazil next fall. **PAGE 82.**

1947

THE 'BROADCASTING' YEARS □ Postwar proliferation of radio stations caused FCC to fear that mass failures were imminent. In turn, many broadcasters feared this meant any foray into territories beyond the commission's jurisdiction. But radio continued to prosper in 1947, while undergoing changes in programming at network and local levels. **PAGE 87.**

PROFILE

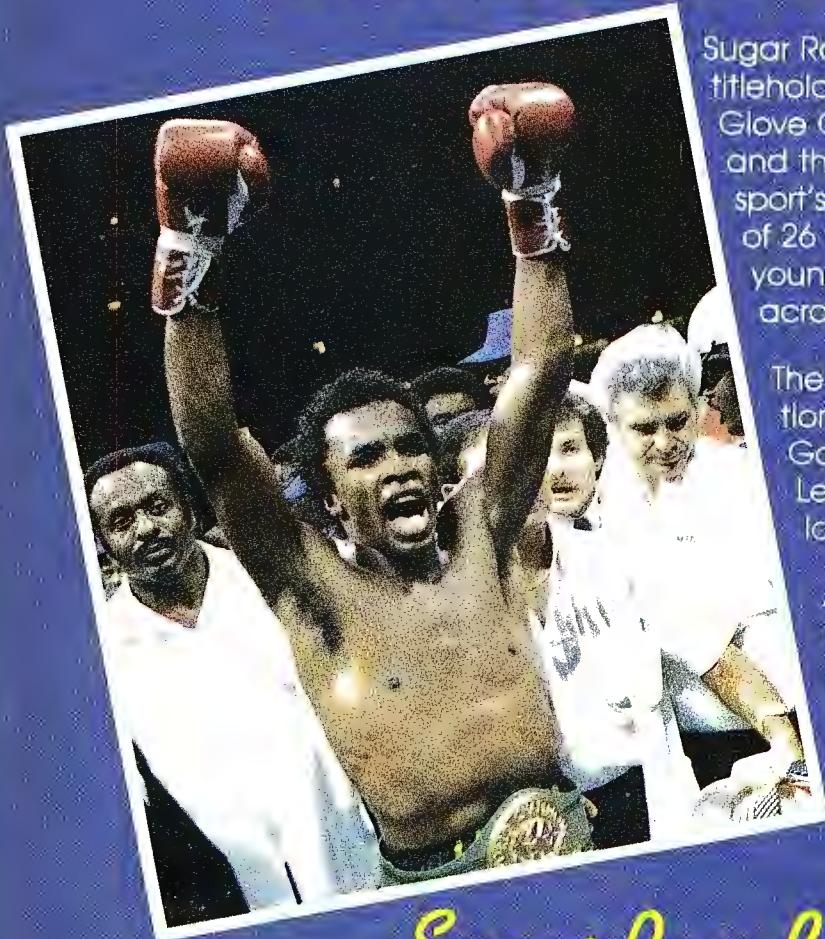
STRATEGIST IN THE SKY □ Southern Satellite Systems' original purpose was to put Ted Turner's Atlanta TV on cable via satellite. But since Ed Taylor took over SSS in 1975, it has expanded in diverse ways into programming, station ownership and other common-carrier services. **PAGE 113.**

Bottom Line.....	72	Datebook.....	18	In Sync.....	82	News Beat.....	61
Business Briefly.....	10	Editorials.....	114	Intermedia.....	78	Playback.....	80
Changing Hands.....	76	Fates & Fortunes.....	107	Monday Memo.....	16	Stock Index.....	73
Closed Circuit.....	7	For the Record.....	83	Monitor.....	81	Washington Watch.....	67

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Index to advertisers ■ ABC Radio Network 46 □ Amoco 21 □ Accuracy In Media 66 □ Aetna Life & Casualty 64-65 □ American Image 72 □ Associated Press 19 □ Back to God 70 □ Beck-Ross Communications Inc. 14 □ Blackburn & Co. 76 □ Broadcast Electronics 60 □ Cetec 68-69 □ Delta Airlines 71 □ Doubleday Broadcasting back cover □ Drake-Chenault 4 □ Enterprise Radio 52-53 □ Gannett 35 □ Gold Key 37, 57 □ Group W Productions 48-49 □ Harris 51 □ Home Theater Network 20 □ Ikegami 54 □ Independent Television Corp. 23-25 □ International Tapetronics Corp. inside back cover □ JVC 63 □ MCA-TV front cover, 6 □ McCurdy 26 □ Metromedia Producers Corp. 11, 17 □ Noble Broadcast Consultants 112 □ Harry O'Connor 81 □ Paramount 40-41 □ Phillips Petroleum 84 □ Polygram TV 58-59 □ Post-Newsweek Productions 8-9 □ RCA 39 □ Cecil L. Richards 77 □ Rose Poster 78 □ Seitel 15 □ Sony 44-45 □ Southern Baptist Radio-TV Commission 67 □ Howard Stark 79 □ Viacom inside front cover/pages 3, 12-13 □ WJLA-TV 86 □ WMAR-TV 89 □ WSBY/WQHQ 80 □ Westwood One 10 □

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26 Weekly Hours

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MCA TV



Closed Circuit®

Insider report: behind the scene, before the fact

In and out maybe

FCC Chairman Charles D. Ferris's presumed arrangement with White House to stick around long enough to pick up pension (BROADCASTING, Jan. 26) may have come unglued. Sources in position to know say White House is having second thoughts about propriety of what to some smacks of "deal." Ferris proposed to serve in name only until April 10 when he would resign and claim \$21,000 pension for life beginning at age 48. (If that gambit doesn't work, Ferris could remain on FCC as commissioner until 1984, and that prospect would not be particularly welcome at White House either.)

If Ferris's plan fails, it'll be added irony to Commissioner Robert E. Lee who had hoped to be named interim chairman upon originally expected Ferris resignation as of Jan. 20. With Ferris still in office, even though out of sight, Lee is merely acting chairman. It now turns out Lee could have picked up extra \$53,000 in retirement over 10 years if he had retired Jan. 17. Acting chairman lacks real chairman's perks (private car and driver still at Ferris's disposal) and earns regular member's pay of \$52,750 instead of chairman's \$55,000.

\$5-billion penetration

Network TV sales in 1980 set two records, according to figures just completed by Broadcast Advertisers Reports, which keeps track with monthly estimates. Total reached \$5,147,345,600, highest ever and also first break through \$5-billion mark ("Closed Circuit," Jan. 19). Total was 9.5% above 1979's \$4.697 billion.

Heavy gun

If three sources who were present are correct, members of new Coalition for Better TV got promise of muscular support from freshman Senator Jeremiah Denton (R-Ala.). At closed meeting preceding press conference at which establishment of new organization was announced (see page 27), Denton reportedly said he would use his position in Senate to persuade 95 fraternal benefit societies, with total membership of 10 million, to support coalition. Three sources—who did not want to be identified—quoted him as saying he would put "squeeze" on groups, to which he referred collectively in terms of their trade association, National Fraternal Congress, by reminding them of possible loss of their tax exempt status. Two others present at meeting, Rev. Don Wildmon, chairman of CBTV, and Dr. Ronald Godwin, executive

director, say they do not recall hearing those remarks.

Denton himself could not be reached for comment. But Fraternal Congress disappointed Denton in his pre-Senate days, when he headed Television for Decency, in Mobile, Ala. He addressed congress at its annual meetings in 1977 and 1978 and received what he regarded as pledges of support. But when he wrote individual organizations to confirm pledges, at least some said no.

Not the same

Do AM listeners differ from FM listeners? Answer is qualified yes, according to confidential study done for clients by Katz Radio. Study compared audiences to AM and FM stations with same formats. It found FM listeners tend to spend more time with given format than AM listeners and tend also to be younger.

Katz also noted what it calls "audience recycling." For example, in both AM and FM, listeners to album-oriented rock in early drive time (6-10 a.m.) return to listen in afternoon drive (3-7 p.m.) while listeners to country music at night (7 p.m.-midnight) return to morning drive.

Brief interlude

George Breece, upped to vice president at National Cable Television Association just two weeks ago ("In Brief," Jan. 26), may have short tenure. Although principals deny departure, word persists that he'll join Ted Turner's operations as Washington representative shortly.

Reagan reconstruction

Way things are going, President Reagan will have unusual opportunity to deal out almost complete hand of seven FCC commissioners in first term. And it is virtual certainty majority of commission will comprise new "Reagan" people by 1982. Tyrone Brown is gone, Chairman Charles D. Ferris is going sooner or later (see above), and Commissioner Robert E. Lee will be gone by midyear. Commissioner Abbott Washburn is expected to depart one year later, when his term expires. Two replacements seem already set, communications attorney Mark Fowler, for chairman, and Mimi Weyforth Dawson, of Senator Bob Packwood's staff. Only veteran expected to survive is Commissioner James H. Quello, believed set for reappointment.

Looking beyond 1982, Reagan will have another chance to name new member in 1983, when Commissioner Joseph Fogarty's term ends. Only Commissioner

Anne Jones has lock on her job through Reagan's first term; hers runs until June 30, 1985.

Turner competitor?

Though flirting with cable, CBS News isn't ready to pop question. Network's news division was asked some months ago to provide ballpark estimate of what cable news service might cost. Nothing is said to have come of idea to date, though occasional discussion of future cable involvement resurfaces. But "the situation is very fluid," one news official notes.

First order

Acting Chairman Robert E. Lee of FCC Friday named Kalmann Schaefer, Office of Science and Technology, acting chief of Plans and Policy succeeding Nina W. Cornell, resigned (see "In Brief").

Fallout

That \$150-million Walter Annenberg donation to Corporation for Public Broadcasting to fund production of college courses for distribution by television (air, cable, cassette, videodisk) is on hold. Since future of CPB has been thrown into question by Reagan transition team, which recommended eventual end to federal support (BROADCASTING, Jan. 26), Annenberg advisers have decided against hasty completion of CPB deal. "We think it's best to see what the reaction is to this transition report," key adviser said.

Early starter

Brandon Tartikoff, president of NBC Entertainment, believes his network "has a good chance" of ending this season in number-two position, ahead of "declining ABC," and "we will then go after CBS on Sunday and Friday nights next fall." He has also confided that NBC plans to announce fall lineup in late March, four to six weeks ahead of other two networks.

Price of news

Until announced last week (see page 56), Walter Cronkite's last day (March 6) as anchor of *CBS Evening News* had been closely guarded secret but one apparently shared for some time with certain members of advertising community. "Slight premium" was added to Cronkite rates that week with expectation of about 10% audience gain. From advertising perspective, transition to Dan Rather is understood to be smooth, with demand for upcoming Rather time as great as for Cronkite.

THESE PEOPLE ARE ABOUT DIFFERENCE IN TV

Young



POST-NEWSWEEK thanks the cast and crew that brought YOUNG LIVES to life. YOUNG LIVES is a compelling daily drama with a young slant and universal appeal. YOUNG LIVES is a network quality continuing story, affordable and available for the first time to television stations. The first five episodes are completed and ready for station viewing. And that's only the beginning. To be continued...

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Produced by Rita Dillon
**Written by Ronnie Wenker-Konner
and Ken Livesay**
David Assael, Creative Consultant
Deborah Norton, Associate Producer

Gene Abravaya
Jody Alexander
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William Wellman, Jr.
Ken Wilcox
Bernard Yeszin

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Business Briefly

TV ONLY

Johnson Reels Fishing reels. Begins April 29 for four weeks in 21 markets. Day, fringe, news and sports times. Agency: William L. Baxter Advertising, Minneapolis. Target: men, 25-54.

Butler Manufacturing Buildings division. Begins in March for five weeks in about five markets. Agency: Valentine-Radford Inc., Kansas City, Mo. Target: men, 25-54.

Ralston-Purina Hi-protein pet food. Begins March 2 for four weeks in eight markets. Agency: Gardner Advertising, St. Louis. Target: adults, 25-49.

Golden Grain Inc. Stuffing mix. Begins Feb. 16 for eight weeks in about 15 markets. Fringe, prime access, prime and weekends. Agency: Vantage Advertising, San Leandro, Calif. Target: women, 18-49.

White-Westinghouse Appliances.

Begins March 30 for four weeks in 52 markets. Day, fringe and news times. Agency: Kelly, Scott & Madison, Chicago. Target: total women.

Michigan Milk Producers Association Farmers' cooperative. Begins March 30 for four weeks in various Michigan markets. All dayparts. Agency: Ross Roy, Detroit. Target: women, 18-49.

Plasti-Kote Paint. Begins March 16 for 11 weeks in three West Coast markets. All day parts. Agency: Wattenmaker Advertising Inc., Cleveland. Target: adults, 25-54.

Krystal restaurants Fast food chain. Begins Feb. 16 for 10 weeks in 16 markets. Fringe and prime times. Agency: Cargill, Wilson & Acree, Atlanta. Target: adults, 18-49.

Houston Trunk Factory Luggage. Begins this week for three weeks in Texas markets of Austin, Corpus Christi, Beaumont, Houston and San Antonio. News, late fringe and prime times.

Agency: Goodwin, Dannenbaum, Littman & Wingfield, Houston. Target: women, 25-49.

Oshkosh B'Gosh Leisure clothes. Begins April 6 for two weeks in 22 markets. Day, prime access, prime, fringe and children's programing. Agency: Frankenberry, Laughlin, Barnstein & Constable, Milwaukee. Target: total teenagers, total children, women, 18-34.

Boise-Cascade Corporate paper group. Begins this week for six weeks in 34 markets. Agency: Dancer Fitzgerald Sample, San Francisco. Target: total adults.

Luzianne Tea. Begins February-March for about 18 weeks in over 30 markets concentrating in South. Day and fringe times. Agency: Rosenfeld, Sirowitz & Lawson, New York. Target: women, 25-54.

Chattem Drug & Chemical Mudd facial mask. Begins this week for four weeks in over 20 markets. Early fringe, fringe and weekend programing. Agency: American Media Consultants, Los Angeles. Target: teenagers, 12-17; women, 18-34.

RADIO AND TV

ADA of Wisconsin Dairy products. Begins this quarter for varying flights in



Chicago and Wisconsin markets. Agency: CreatiCom Advertising, Madison, Wis. Target: total adults.

Kentucky Fried Chicken Chicken sandwiches. Begins this month for first quarter in Honolulu and Las Vegas. Agency: Young & Rubicam, New York. Target: adults, 18-49.

Weight Watchers International Food

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WORLDS APART



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visual lightning that makes TV special!

Celebrity Interviews—Stars reveal secrets about their lives, their experiences and their hidden thoughts.

Star Talk—James Brady, the nationally syndicated columnist, shares interesting tidbits about famous personalities and the superstars in the world of entertainment.

Health and Beauty—Startling new and useful information is revealed.

Predictions—Astounding forecasts of what's to come by "psychic to the stars", Kebrina Kinkade.

"Dear Meg"—Providing helpful personal advice to viewers.

And More...



Half-Hour Strip Available for September 1981



Om!



AdVantage

Older is bigger. Jack Masla & Co., New York, has completed analysis of spot radio availability requests for second half of 1980 and concludes there is continuing move to older demographics. Leading list is 25-49 grouping at 18.4% of avail calls, up from 16.4% in comparable period of 1979. Other categories showing gains were 25-54, up 31%, and 18-49, up 21%. Showing declines were 18-34, down 31%, and teen-agers, down 10%. Avail requests overall increased by 17% to 646 in second half of 1980.

Hitting the road. Blair Wired State Networks of Blair Radio will be giving new eight-minute audio-visual slide presentation on merits of wired state networks over next three months to key advertiser and agency executives in Minneapolis, St. Paul, Boston, Philadelphia and various West Coast cities. Blair, which represents networks in 16 states, stresses in presentation that networks permit advertisers' messages to reach not only metropolitan areas but hard-to-reach C and D counties as well.

Roxxon picks RKO. Roxxon Radio, producer and syndicator of sponsored radio programming, has appointed RKO Sales Inc. as its national ad sales representative. Roxxon, division of Maximedia Electronics Corp., produces *Rockmentary* and *Headliners*—two rock-oriented entertainment series. Company is based in Los Angeles.

Into New York. Enterprise Radio, Avon, Conn., has opened sales and administrative office at 1270 Avenue of the Americas, Suite 1907, New York 10020, (212) 582-8677. Janet Schultz, sales assistant for radio network division of Christal Co., New York, has been named New York account executive for Enterprise Radio.

Number 19. Katz Television has opened its 19th sales office. Newest is in Denver area at 7000 East Belleview Avenue, Englewood, Colo., 80111, (303) 740-8765. Vince Arminio, account executive with Katz TV in San Francisco, has been named manager of new office.

plan. Begins this week for three weeks in about eight TV markets and nine radio markets. TV spots will run in day and fringe times. Agency: Graber & Cohen Advertising, New York. Target: women, 25-54.

RADIO ONLY

Smith's Food Centers □ Begins Feb. 16 for one week in western Texas, New Mexico and Utah. Morning drive, midday, afternoon drive times and weekends. Agency: Harris & Love Advertising, Salt Lake City. Target: women, 18 and over.

New England Telephone □ Begins Feb. 23 for 18 weeks in eight markets. Morning

drive times. Agency: Harold Cabot & Co., Boston. Target: adults, 25-54.

Kentucky Department of Tourism □ Begins March 1 for nine weeks in seven markets. News times. Agency: Doe-Anderson Advertising, Louisville, Ky. Target: adults, 25-54.

Conwood Corp. □ Tobacco products. Begins Feb. 16 for 10-to-14 weeks in about 30 markets. Early fringe and sports times. Agency: Tucker Wayne & Co., Atlanta. Target: total men.

Clopay Corp. □ Household fixtures. Begins April 12-13 for six weeks in under 20 markets. Day, early fringe and weekend times. Agency: Sive Associates, Cincinnati. Target: women, 18-49.



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Phone: 01-402-0142.
William J. Sposato, correspondent.



Founded in 1931 as *Broadcasting*—*The News Magazine of the Fifth Estate*. □ *Broadcast Advertising** was acquired in 1932. *Broadcast Reporter** in 1933. *Telecast** in 1953 and *Television** in 1961. *Broadcasting—Teletesting* was introduced in 1946. □ *Reg. U.S. Patent Office. — Copyright 1981 by Broadcasting Publications Inc.

KTXA-TV

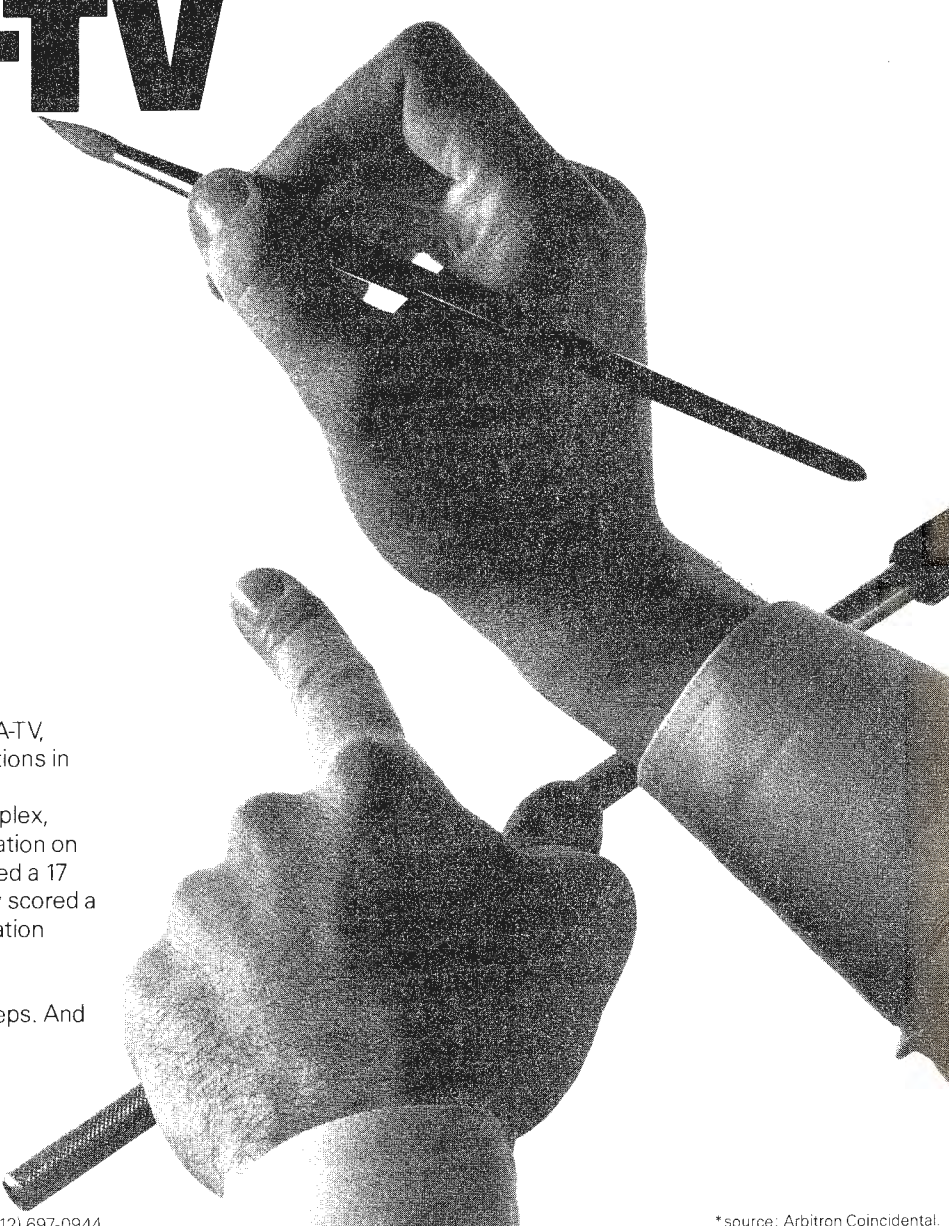
An important addition to the company we keep.

We welcome the newest station in Texas, KTXA-TV, to one of the strongest lists of represented stations in the business.

KTXA-TV, serving the Dallas/Ft. Worth metroplex, scored the highest rating ever achieved by a station on its premiere day. On January 4, 1981, they scored a 17 rating and a 25 share. On the second night they scored a 22 rating and a 32 share*. It's a powerhouse station (5 million watts) with a glowing future.

Welcome aboard KTXA-TV.

You can tell a company by the company it keeps. And KTXA-TV is the kind of company Seltel keeps.

**SELTEL**

SELTEL, INC. 750 THIRD AVENUE, NEW YORK, NY 10017 (212) 697-0944

* source: Arbitron Coincidental.

Monday Memo®

A cable advertising commentary from Paul Lambert, president, Martin Lambert Advertising, Chicago

Exploring the potential of cable advertising

To many advertisers and their agencies, cable television is still an enigma. Because it is relatively new as an outlet for national advertising, because reliable rating systems have yet to be established and universally accepted, and because the requisite investment is much less than on the major commercial broadcast networks, most advertisers have yet to extend but their big toe in the cable waters. Yet it is precisely the differences between cable and broadcast networks that makes the former so attractive, let alone a highly cost-efficient means of reaching a more specifically defined audience.

Cable television has created the reality of "narrowcasting," and this is its inherent beauty. A careful examination of the options offered by the various cable networks can allow an advertiser to address a highly specified audience. Recently, Martin Lambert Advertising created a campaign for a company called Sports Shack that ran on ESPN, the 24-hour sports cable network owned by the Getty Oil Co., to reach prospective franchisees. The response to this initial one-week flight exceeded all expectations and has resulted in a dramatically altered outlook on the value of advertising on cable TV by both our agency and by Sports Shack, our client.

Sports Shack is a company that sells sporting goods store franchises. It has been in existence since 1974, and has sold some 700 franchises across the country with about 90 stores open by late 1980. In November, it came to us with a marketing problem.

From 1977 to 1979, Sports Shack had been eliciting responses from large numbers of people through newspaper syndicate advertising that prompted them to call or write for more details about the costs and benefits of becoming a Sports Shack franchisee. This expenditure proved to be inefficient, however, as it was a sizable investment that produced largely unqualified leads. People were being reached, but not the right ones.

Early in 1979, Sports Shack switched its advertising to selected major-market newspapers, specifically those with a business orientation, or to sections of a few major newspapers that dealt with this topic. They quickly discovered that the same people were reading those each week, as the level of response diminished with each weekend flight. Such an outlet proved to be effective only once or twice, and not as an ongoing program.

By March of 1980, Sports Shack had built a solid foundation and had experienced steady, if less than rapid growth. *Entrepreneur* magazine ranked it as the



Paul Lambert, president of Martin Lambert Advertising, Chicago, founded the agency in 1978. His accounts, aside from Sports Shack, are Jewlcor Merchandising, Pointerware Corp. of America and Moulinex. He began his career in 1972 as an appliance buyer for McDade & Co., Chicago (catalogue showroom) and became director of advertising for McDade in 1975.

28th largest franchise operation in America. The company lacked strong executive leadership, however, and it was at this time that David Featherly came on board as president. He in turn hired Martin Lambert Advertising because of our expertise in retail advertising with a strong emphasis on national dealership-type programs like Sports Shack.

One of the first things that we determined was that the company needed to sell more franchises and open more stores before getting into any consumer-targeted advertising. Featherly changed the franchise agreement so that it became a requirement that stores be opened within 12 months of franchise purchase.

In cable television, and ESPN in particular, we found a medium for Sports Shack that addressed this marketing problem and that demographically and geographically appeared as if it would produce qualified leads in acceptable numbers.

In concert with Paul Zack and a company we jointly own called Cablecast, we sought out a narrow target audience of people who were (a) homeowners, (b) sports lovers, and (c) stable, knowledgeable individuals. These are the types of people to whom the Small Business Administration will gladly make loans of the amount needed to obtain a Sports Shack franchise (\$6,500).

Our ideal viewer would be perhaps 24-50 years old, have a salary level between \$18,000 and \$35,000, and would be

a knowledgeable sports fan. Paul Zack was convinced that cable was the medium on which to deliver the message most successfully and efficiently.

The commercial spots featured Bobby Douglass, the former professional football and baseball star who has also gained a reputation as a successful businessman. With simplicity as the goal, and production costs kept to a minimum, the spots merely consisted of Bobby addressing the viewer with a brief capsule of what Sports Shack is all about. The required initial investment was not mentioned in the commercials.

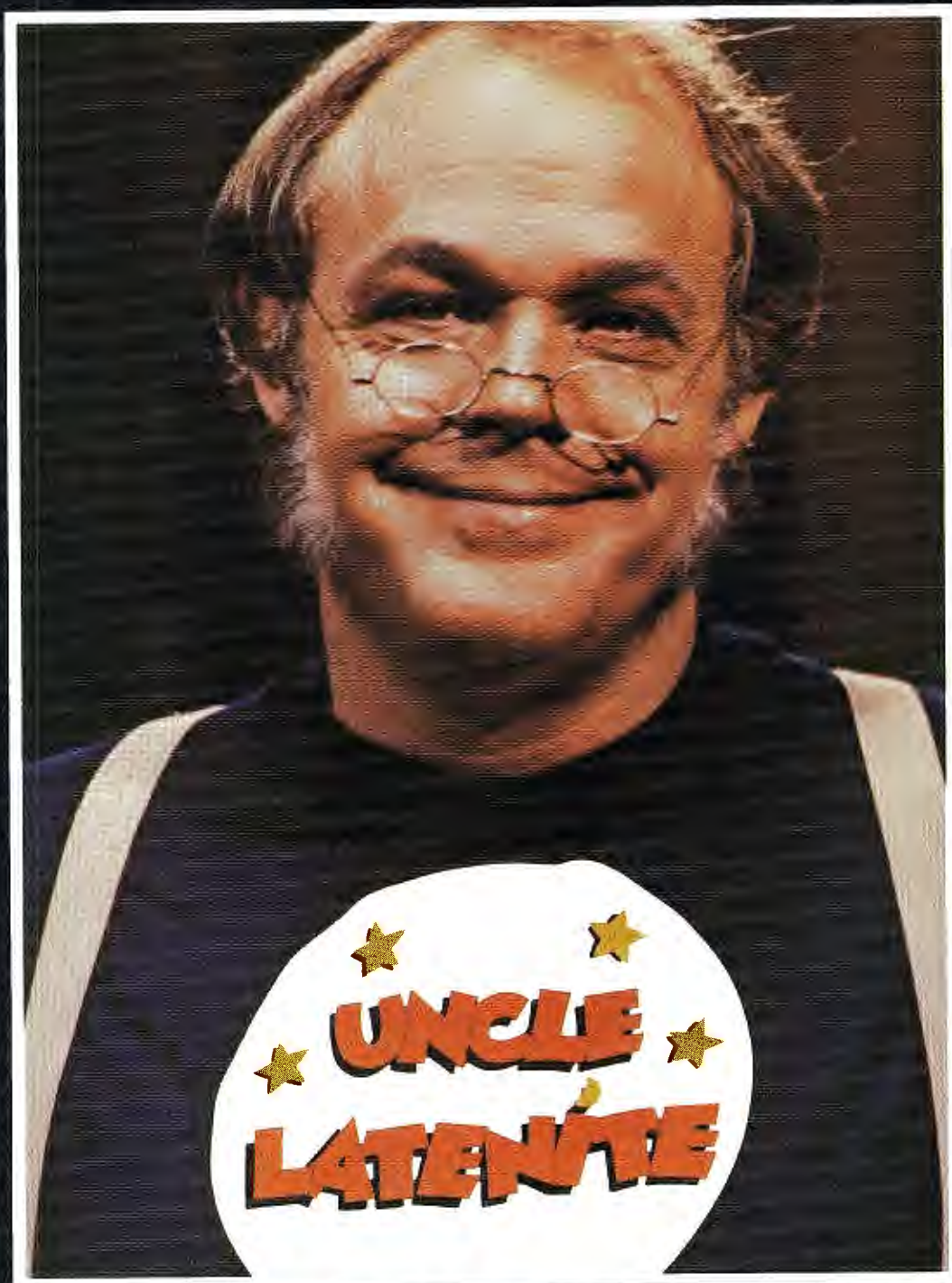
We expected to receive approximately 20 responses a week from the ESPN flight, and had a toll-free number established to record the date and time of all calls, enabling us to determine which time slot or program worked most successfully. The response to the flight, however, has been beyond our greatest expectations.

The 10-day period, in which the commercial was aired a total of 14 times, produced 593 calls (as of Dec. 26, 1980). Of these, 86 have been categorized as "very qualified leads." Perhaps more significant, a number of people have apparently been keeping the number or passing it along to friends. The flight, which began on ESPN's Top Rank Boxing program on Nov. 13 and from which more than 150 responses were generated, ran through Nov. 22. As of the following Monday, Nov. 24, 540 calls had been received, meaning that more than 50 were made after the commercial had concluded its run (and by Dec. 26).

The Sports Shack tie-in with ESPN and its sports programming is a natural, yet the other reason for our use of cable should encourage other advertisers to consider the medium. The efficiency or delivery to viewers, the precise target marketing capabilities, and in many cases the round-the-clock availability can only be offered by cable. Cable audiences generally have a higher salary level per household. And in the case of ESPN, the programming is clean and family-oriented, the production high quality.

The direct response advertising approach also allows for some degree of audience measurement in lieu of an as yet acceptable rating system for cable in general. When looking for the kind of audience that is up-scale and that has a specific interest, we now prefer to use cable over commercial broadcasting. Cable does the pre-screening for us because of the more precise and assured demographics of its audience. We have found that it can be a highly successful and efficient advertising medium, and feel confident that others can also achieve positive results advertising on cable.

Are you grown-up enough for...



Announcing a "kiddie show" for ADULTS ONLY!
It's a hilarious new half-hour strip, all grown-up, all comedy, all adult, for late night television!

AVAILABLE FALL 1981

Produced by Pierre Cossette Productions

METROMEDIA
P R O D U C E R S
C O R P O R A T I O N

5746 SUNSET BLVD., HOLLYWOOD, CA. 90028 • (213) 462-7111 TWX 910-321-4087

Datebook®

■ Indicates new or revised listing

This week

Feb. 6-10—*CBS Radio* affiliates board meeting. Royal Biscayne, Key Biscayne, Fla.

Feb. 10—*West Virginia Broadcasters Association* sales seminar. Charleston House Holiday Inn. Charleston, W. Va.

Feb. 10-11—*Wisconsin Broadcasters Association* annual winter meeting. Concourse hotel, Madison, Wis.

Feb. 10-11—*Arizona Cable Television Association* annual meeting. Adams hotel, Phoenix.

Feb. 12—*Southern Baptist Radio and Television Commission's* 12th annual Abe Lincoln Awards. Tarrant County Convention Center, Fort Worth.

Feb. 12—*Maryland-District of Columbia-Delaware Broadcasters Association* annual legislative reception for members of Maryland legislature and Maryland Governor Harry Hughes's staff. Harbour House, Annapolis, Md.

Feb. 12-16—*Howard University's* 10th annual communications conference. Theme: "The Impact of Communications on the Family: Responsibilities and Strategies." Main campus, Howard University, Washington.

Feb. 13—Deadline for entries for Broadcast Preceptor Award and Broadcast Media Award, to be presented during 30th annual Broadcast Industry Conference at *San Francisco State University* April 28-May 2.

Feb. 15—Deadline for Clarion Awards sponsored by *Women in Communications*. Address: Box 9561, Austin, Tex., 78766.

Also in February

Feb. 15-20—*National Association of Broadcasters* engineering management development seminar. Purdue University, West Lafayette, Ind.

Feb. 17—*International Radio and Television Society* newsmaker luncheon. Speakers: B. Donald Grant, CBS Entertainment president; Brandon Tartikoff, NBC En-

tertainment president, and Anthony Thomopoulos, ABC Entertainment president. Waldorf-Astoria hotel, New York.

Feb. 17-18—*National Association of Broadcasters* executive committee meeting. NAB headquarters, Washington.

Feb. 17-19—*Electronic Industries Association/Industrial Relations Council* 28th annual conference. Theme: "Human Resources: Our Vital Link to the Future." Canyon hotel, Palm Springs, Calif.

Feb. 19—*Federal Communications Bar Association* luncheon. Speaker: Thomas Wheeler, president, National Cable Television Association. Touchdown Club, Washington.

■ **Feb. 19**—*Alfred I. duPont-Columbia University Awards* in Broadcast Journalism, presented by Walter Cronkite, Hugh Downs, Jim Lehrer, George Plimpton and Jessica Savitch. Rotunda of Low Memorial Library, Columbia University, New York.

Feb. 19-22—*National Association of Black-Owned Broadcasters* third annual winter conference. Hilton Inn, Clearwater Beach, Fla.

Feb. 20-21—*UCLA Communications Law Symposium* on "The Regulation and Deregulation of the New Video Technologies." Speakers include: Tyrone Brown, former FCC commissioner; Anne Jones, FCC commissioner; Nina Cornell, FCC Plans and Policy Division; Richard Wiley, former FCC chairman, now with Washington law firm of Kirkland & Ellis; Thomas Wheeler, National Cable Television Association; Henry Geller, former head of National Telecommunications and Information Administration; Robert Cahill, National Subscription Television, and Mel Harris, Paramount Pictures.

Feb. 20-22—San Diego conference on "Culture and Communication," hosted by *College of Professional Studies and Fine Arts at San Diego State University*. Hotel San Diego.

Feb. 20-22—"Journalism Opportunities for Minorities" conference, co-hosted by *California Chicano News Media Association* and *Media Institute for Minorities*. University of Southern California, Davidson Conference Center.

Feb. 23-25—*Advertising Research Foundation* 27th annual conference and research exposition. New York Hilton.

Feb. 24—*American Women in Radio and Television* congressional reception. Master of ceremonies, Willard Scott, NBC-TV's *Today* program. Cannon House Office Building, Caucus Room 345, 6-8 p.m., Washington.

Feb. 25—Deadline for entries for annual Commendation awards presented by *American Women in Radio and Television*. Information: Joan Berlin, AWRT, 1321 Connecticut Avenue, N.W., Washington, D.C., 20036, (202) 296-0009.

Feb. 25—*Association of National Advertisers* television workshop. Luncheon speaker: Walter Cronkite, CBS News. Plaza hotel, New York.

Feb. 26—*Association of National Advertisers* media workshop. Luncheon speaker: Katharine Graham, chairman, Washington Post Co. Plaza hotel, New York.

Feb. 26—10th annual *Mass Communications Hall of Fame* presentation. Induction of Gordon B. McLendon during luncheon at Texas Tech University, Lubbock, Tex.

Feb. 27-28—"Law and Television of the 1980's," sponsored by the *New York University School of Law*, 25 West Fourth Street, New York, 10012. Panelists include Charles Ferris, FCC chairman; Henry Geller, former head of National Telecommunications and Information Administration; Richard Wiley, partner, Kirkland & Ellis, Washington, and former FCC chairman, and Kenneth Cox. Attendance by invitation only.

Feb. 27-28—National conference on consumer and cable television, to be sponsored by *National Citizens Committee for Broadcasting and National Federation of Local Cable Programmers* and partially funded by

Major Meetings

March 13-18—*National Association of Television Program Executives* 18th annual conference. New York Hilton and Sheraton Center. 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—*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, April 20-23, 1986; Atlanta, April 5-8, 1987; Las Vegas, April 10-13, 1988.

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

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

May 4-7—*ABC-TV affiliates* annual meeting. Century Plaza, Los Angeles.

May 5-9—30th annual convention, *American Women in Radio and Television*. Sheraton Washington hotel, Washington.

May 10-13—*CBS-TV affiliates* annual meeting. Century Plaza, Los Angeles.

May 17-19—*NBC-TV affiliates* annual meeting. Century Plaza, Los Angeles.

May 29-June 3—*National Cable Television Association* annual convention. Los Angeles Convention Center. Future conventions: May 2-5, 1982, Las Vegas; June 12-15, 1983, Houston; May 20-23, 1984, San Francisco; March 31-April 3, 1985, New Orleans; March 16-19, 1986, Dallas, and May 15-18, 1988, Las Vegas.

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

June 4-6—*Associated Press Broadcasters* annual convention. Washington Hilton, Washington.

June 6-10—*American Advertising Federation* national convention. Hyatt Regency hotel, Washington.

June 10-14—*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 1-4, 1983, Fairmont hotel, New Orleans; June 10-14, 1984, Caesars Palace, Las Vegas; 1985, Chicago.

Aug. 16-19—*National Association of Broadcasters* annual radio programing conference. Hyatt Regency, Chicago.

Sept. 10-12—*Radio-Television News Directors Association* international conference. Marriott, New Orleans. Future conventions: Sept. 30-Oct. 2, 1982, Caesars Palace, Las Vegas; Sept. 21-23, 1983, Orlando, Fla., and Dec. 3-5, 1984, San Antonio, Tex.

Sept. 20-23—*National Radio Broadcasters Association* annual convention. Diplomat hotel, Hollywood-by-the-Sea, Fla. Future conventions: Sept. 12-15, 1982, Reno; Oct. 2-5, 1983, New Orleans; Sept. 23-26, 1984, Kansas City, Mo.

Sept. 20-23—*Broadcast Financial Management Association* 21st annual conference. Sheraton Washington hotel, Washington. Future conference: Sept. 12-15, 1982, Riviera hotel, Las Vegas.

Oct. 25-30—*Society of Motion Picture and Television Engineers* 123d technical conference and equipment exhibit. Century Plaza, Los Angeles.

■ **Nov. 1-4**—*National Association of Educational Broadcasters* 57th annual convention. Hyatt Regency, New Orleans.

Nov. 9—*Region 2* conference on AM broadcasting begins. Tentatively set to run for six weeks. Rio de Janeiro.

Nov. 9-11—*Television Bureau of Advertising* 27th annual meeting. Fontainebleau Hilton, Miami.

Nov. 11-14—*Society of Professional Journalists, Sigma Delta Chi* national convention. Washington.

Feb. 7-10, 1982—*Association of Independent Television Stations (INTV)* ninth annual convention. Shoreham hotel, Washington. Future convention: Feb. 6-9, 1983, Galleria Plaza hotel, Houston.

■ **Feb. 7-10, 1982**—*National Religious Broadcasters* annual convention. Sheraton Washington hotel, Washington.

GOOD NEWS FOR SMALL STATIONS.

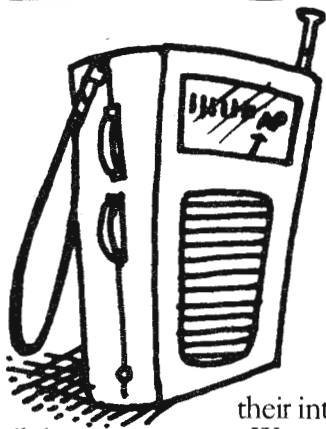
No matter how small your station or how remote your market area you can offer news and information programming equal to anyone, anywhere.

It's as simple as affiliating with AP Broadcast Services.

Our Radio Wire gives your station all the world's news, fully scripted and ready to air. In addition to National and International news you get regional and state coverage plus special events, sports, Wall Street, politics, Ag reports, the economy and much more.

AP Radio Wire features are produced on a regular schedule, so you can strip program. And, it's all highly saleable to scatter plan or participating advertisers. There are over 1,000 in-program spots and adjacencies each and every week.

Some station owners think their listeners aren't interested in news. They're wrong. An independent survey conducted for the AP by Frank



Magid Associates shows clearly that news programming is a very important, very listened-to feature of radio. And, that holds true for all formats —from Rock to Bach—a common thread of listeners of all formats is

their interest in news.

Want more information? Send in the coupon and one of our broadcast representatives will show you this important report and how your station can profit from affiliation. We think you'll agree—it's the best news ever for a small station.

Associated Press Broadcast Services
50 Rockefeller Plaza New York, N.Y. 10020

I want to know more about how radio audiences listen to news programming.

Name _____

Station _____

Address _____

Phone _____

AP Broadcast Services
INNOVATION for better news programming

Federal Trade Commission, Kennedy Center, Washington.

March

March 2—*International Radio and Television Society* anniversary banquet and Gold Medal award, presented to Sam Cooke Digges, retiring president of CBS Radio, Waldorf-Astoria hotel, New York.

March 2—*Entry deadline for student competition in National Video Festival presented by American Film Institute and sponsored by Sony Corp.* Information: National Video Festival, AFI, John F. Kennedy Center for the Performing Arts, Washington, 20566, (202) 828-4013.

March 2-3—*West Virginia Broadcasters Association* spring meeting (license renewal seminar). Charleston House Holiday Inn, Charleston, W. Va.

March 3—*Federal Communications Bar Association* luncheon. Speaker: FCC Commissioner Robert E. Lee. Harvard Club, 27 West 44th Street, New York.

March 3—*Florida Association of Broadcasters* reception for Florida delegation. Florida House, Washington.

March 3-4—*Cable Television Administration and Marketing Society* advertising conference. New York Hilton. Information: (202) 296-4218.

March 4—*Pennsylvania Association of Broadcasters* Congressional/Gold Medal reception and dinner. Rooms B-338, 339 and 340 of Rayburn House Office Building, Washington. Information: Robert Maurer, PAB, 407 North Front Street, Harrisburg, Pa., 17101, (717) 233-3511.

March 6-7—*Radio-Television News Directors Association* board meeting. New Orleans Marriott.

■ **March 6-8**—*Intercollegiate Broadcasting System* national convention. Shoreham hotel, Washington. Information: Rick Askoff, (607) 273-8777.

March 7—*Radio-Television News Directors Association* regional meeting. Trinity University, San Antonio,

Tex. Information: Jay Solomon, KMOL-TV San Antonio, (512) 226-4251.

■ **March 8-10**—*Ohio Cable Television Association* annual convention. Sheraton Columbus hotel, Columbus.

March 10-11—*National Association of Broadcasters* executive committee meeting. NAB headquarters, Washington.

March 12—*International Radio and Television Society* newsmaker luncheon. Speakers: Grant Tinker, Lee Rich, Mark Goodson and Alan Landsburg, producers. Waldorf-Astoria hotel, New York.

March 13—Deadline for 1981 *Radio-Television News Directors Association* International Radio and TV Awards. Information: RTNDA, 1735 DeSales Street, N.W., Washington, 20036, (202) 737-8657.

March 13-14—*Country Radio* seminar. Hyatt Regency, Nashville. For information: (615) 329-4487.

March 13-18—*National Association of Television Program Executives* conference. New York Hilton and Sheraton Center.

March 15-16—*Kentucky CATV Association* spring convention. Hyatt Regency hotel, Lexington, Ky. Information: (502) 864-5352.

March 15-17—*North Central Cable Television Association* meeting. Holiday Inn, Fargo, N.D.

March 16—Seventh annual Video and Television Documentary Festival, sponsored by *Global Village*, 454 Broome Street, New York, 10013, (212) 966-7526.

March 16-17—*Society of Cable Television Engineers* annual spring engineering conference. Opryland hotel, Nashville.

■ **March 16-17**—*New York State Cable Television Association* spring legislative meeting. Empire State Plaza, Albany, N.Y.

■ **March 18**—Ohio State Awards for excellence in educational, informational and public affairs broadcasting, sponsored by *Institute for Education by Radio-Television* under auspices of *Ohio State University Telecommunications Center*. National Press Club, Washington.

March 19-20—*Broadcast Financial Management/Broadcast Credit Association* board of directors meeting. Fairmont hotel, Denver.

March 19-20—*Georgia Cable Television Association* annual meeting. Sheraton-Atlanta hotel, Atlanta.

March 21—*Radio-Television News Directors Association* regional meeting. Lamar University, Beaumont, Tex. Information: Dave Wilson, KJAC-TV Port Arthur, Tex., (713) 985-5557.

■ **March 21**—*UPI Broadcasters of Louisiana* annual meeting. Holiday inn North, Lafayette, La.

March 22-24—*International Broadcasters Idea Bank* annual convention. Sebel Town House, Kings Cross, Sydney, Australia.

March 22-29—*INPUT '81*, international public television screening conference, Venice, Italy. U.S. representative: Corporation for Public Broadcasting. For information: David Stewart, CPB, 1111 16th Street, N.W., Washington, (202) 293-6160.

March 23-24—*Public Service Satellite Consortium* workshop on "How to Teleconference Successfully" Denver.

March 23-25—*Radio-Television News Directors Association* management training seminar conducted by Sterling Institute. O'Hare Marriott, Chicago.

March 24—*New York State Broadcasters Association* annual meeting. Essex House, New York.

March 24-25—*Ohio Broadcasters* salute to Congress. Hyatt Regency and Four Seasons hotels, Washington.

March 25—*New York Women in Communications* 1981 Matrix Awards luncheon. Keynote speaker: Katharine Graham, board chairman, Washington Post Co. Sheraton Center, New York.

March 26—*Religion In Media's* Angel Awards banquet. Palladium, Los Angeles.

March 26-29—*Alpha Epsilon Rho*, national honorary broadcasting society, annual convention. Opryland hotel, Nashville.

March 27-April 5—11th annual *USA Film Festival*

of independent and studio films. Loews Anatole hotel, Dallas. Information: USA Film Festival, P.O. Box 3105, Southern Methodist University, Dallas, Tex., 75275, (214) 692-2979.

March 28-April 1—*Illinois-Indiana Cable Television Association* annual convention. Hyatt Regency hotel, Indianapolis.

April

April 1—Deadline for receipt of bids for cable franchise in Miami.

April 1-2—Communications in the 21st Century symposium, sponsored by *The Colgate Darden Graduate School of Business Administration at University of Virginia* in cooperation with Annenberg School of Communications of University of Pennsylvania and University of Southern California. Funding by Philip Morris Inc. Philip Morris Operations Center, Richmond, Va.

April 6-8—Presentation of 28th annual Unity Awards in Media for excellence in broadcast and print journalism, sponsored by Department of Communications, *Lincoln University*, Jefferson City, Mo.

April 6-10—*Community Antenna Television Association* technical seminar. Garland Holiday Inn, Dallas. Information: (305) 562-7847.

■ **April 7**—*Federal Communications Bar Association* luncheon. Speaker: William McGowan, chairman of board, MCI Communications Corp. Touchdown Club, Washington.

April 8—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria hotel, New York.

April 9—*Atlanta chapter, American Women in Radio and Television*, first annual Woman of Achievement Awards banquet. Egyptian Ballroom of Fox Theater, Atlanta.

April 12-15—*National Association of Broadcasters* 59th annual convention. Las Vegas Convention Center.

April 14—Annual *Broadcast Pioneers* breakfast. Las Vegas Hilton, Las Vegas.

April 15—New FCC deadline for comments on notice of proposed rulemaking on generic VHF drop-in proceeding (BC Doc. 80-499). FCC, Washington.

April 15-16—*Maryland/Delaware Cable Television Association* spring meeting. International hotel, Baltimore-Washington International Airport.

April 20-21—Industrial Television Conference, sponsored by *Alpha Epsilon Rho*, national honorary broadcasting society. Moore Hall, Central Michigan University, Mount Pleasant, Mich.

April 23—Children's Television Conference, sponsored by *Alpha Epsilon Rho*, national honorary broadcasting society. Moore Hall, Central Michigan University, Mount Pleasant, Mich.

April 23-24—*Oklahoma AP Broadcasters* convention. Holiday, Oklahoma City.

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

April 24-May 16—7th annual Video and Television Documentary Festival screenings. Sponsored by *Global Village*, 454 Broome Street, New York, N.Y., 10013, (212) 966-7526.

Errata

KAAP-AM-FM Santa Paula, Calif., was sold to **Pac West Broadcasting Corp.** for \$1.2 million, not to Lincoln Dellar and others for \$500,000 as stated in "For the Record" in Jan. 19 issue. Station sale was reported correctly in "Changing Hands" in same issue.

□

Name and address of licensee for new **FM in Ava, Ill.**, was incorrectly identified in "For the Record," Feb. 2. Licensee is **Harold L. Lawder**, Rt. 4, Box 276, Murphysboro, Ill. 62966.

**"There's always
a good movie
on HTN"**

The smart cable
operators are target
tiering with HTN — the
\$3.95 G/PG movie channel —
going after the
40% who don't take pay
TV because it's too
expensive or because
they object to R-rated
material in their homes.

**HOME
THEATER
NETWORK**

Start
target tiering.

Call HTN. 207/774-0300.

Einstein's theory is helping Amoco turn light into electricity

In 1905, Albert Einstein provided the mathematical foundation that explained why electrons were released from metals in the presence of light. Three quarters of a century later, the dream of economic conversion of light directly into electricity is approaching reality. At Amoco laboratories, physicists are successfully probing the photovoltaic effect,

improving the efficiency of this conversion. As the conversion efficiency rises, the potential for mass use of this alternate form of energy grows.

It's one of the new technologies Amoco is exploring to provide energy America will need in the year 2000 and beyond.

You expect more from a leader



April 25—Fourth annual Great Lakes Radio Conference, sponsored by *Broadcast and Cinematic Arts Department* and *Alpha Epsilon Rho*, national honorary broadcasting society, Central Michigan University, Mount Pleasant, Mich.

■ **April 26-28**—*Virginia Cable Television Association* annual convention, Wintergreen, Va. Information: (804) 320-2780.

April 27—Broadcasting Day at University of Florida, College of Journalism and Communications, sponsored by *Florida Association of Broadcasters*. Gainesville, Fla.

April 28-May 2—30th annual Broadcast Industry Conference and Awards, hosted by *San Francisco State University*. Theme: "Programing the 80's." San Francisco State University.

April 29-30—*National Association of Broadcasters* executive committee meeting. NAB headquarters, Washington.

April 29-May 1 *Indiana Broadcasters Association* spring conference. Sheraton-West, near Indianapolis International Airport.

May

May 1-3—*Texas AP Broadcasters* convention. Marriott North, Dallas.

May 2—*Iowa Broadcast News Association* annual convention. Howard Johnson's Motor Lodge, Des Moines.

■ **May 2-7**—*Pennsylvania Association of Broadcasters* spring convention. Ambassador Beach hotel, Nassau, Bahamas. Information: Robert Maurer, counsel and executive director, PAB, 407 N. Front Street, Harrisburg, Pa., 17101, (717) 233-3511.

May 3—*Public Radio in Mid-America* board of directors and membership meeting. Phoenix. Information: Thomas Hunt, Central Michigan University, noncommercial WCMU-FM Mount Pleasant, Mich., 48859, (517) 774-3105.

May 3-5—*Minnesota Broadcasters Association* spring meeting. Radisson Plaza hotel, St. Paul.

May 4-7—*ABC-TV affiliates* annual meeting. Century Plaza, Los Angeles.

May 4-8—*Community Antenna Television Association* technical seminar. Paramount Heathman hotel, Portland, Ore. Information: (305) 562-7847.

May 5-9—*American Women in Radio and Television* 30th annual convention. Sheraton Washington hotel, Washington.

May 6—George Foster Peabody awards luncheon, sponsored by *Broadcast Pioneers*. Hotel Pierre, New York.

May 10-13—*CBS-TV affiliates* annual meeting. Century Plaza, Los Angeles.

May 11-12—*International Video Conference* sponsored by *The Economist* magazine. Topics of discussion will include cable, videodisks and cassettes, direct broadcasting satellites and video theaters. Information: Marion Bieber, *The Economist* conference unit, 25 St. James Street, London.

May 11-14—*Canadian Cable Television Association* annual convention and trade show. Quebec City.

May 17-19—*NBC-TV affiliates* annual meeting. Century Plaza, Los Angeles.

May 20-22—*Videotex '81*, international videotext conference and exhibition, sponsored by *Infomart* and *Online*. Royal York hotel, Toronto, and Canadian National Exhibition grounds.

May 21—*International Radio and Television Society* annual meeting and Broadcaster of the Year award. Waldorf-Astoria hotel, New York.

May 26-28—*Electronic Industries Association* Hyannis, Mass., conference: "Telecommunications—Trends and Directions." Sponsored by EIA's communications division, conference is primarily directed to financial community. Dunfey's hotel, Hyannis, Mass.

May 27-30—*International Television Association* annual conference. Peachtree Plaza hotel, Atlanta. Information: Dick Triche, Tricom Inc., 10175 Harwin Drive, Suite 103, Houston, 77036, (713) 776-0725.

May 28-29—*Ohio Association of Broadcasters*

Wants some action

EDITOR: Is there such a thing as government harassment? I sympathize with Donald McMeans's problems in getting his new TV station on in New Jersey (BROADCASTING, Dec. 22, 1980).

I filed a simple Class A FM frequency assignment petition to obtain a channel for Virden, Ill., a small community of 4,000 in south central Illinois. That petition reached the FCC Jan. 4, 1980.

It was put on public notice Feb. 27, 1980. I received a letter through my congressman from Richard Shiben, chief of the Broadcast Bureau, saying a notice of proposed rulemaking would be issued by July 1980. It was issued Sept. 4, 1980.

Reply comments ended Nov. 13, 1980, and the FCC told me in a phone conversation in December that it would be another two to four months just to make the assignment.

Meanwhile, equipment costs go up 15% per year, local investors get despondent, my enthusiasm for the venture wanes and the residents of Virden are still waiting for their first local radio service.

With all due respect to my predecessors who worked to get local radio service to their own small communities, it sure seems like a good way to discourage development of local radio service by the FCC's current method of file it and forget

it.—*Randal J. Miller, president, Virden Broadcasting Corp., Virden, Ill.*

Editor's note. Broadcast Bureau sources indicate that the length of Miller's application process, which involves a rulemaking to put an FM channel where none had been assigned, is not unusual, but say his assignment is expected to be granted within two weeks.

Localism stressed

EDITOR: Each week I read with great interest your publication and others informative to the business of broadcasting and advertising and can't help but be impressed with the amount of space being devoted to the fast-growing cable/satellite television industry. In view of that, I'd like to offer the following: With the proliferation of the electronic media, it may well become the responsibility of traditional broadcasters to develop the programming of the future—that is, the regional and local programming necessary to maintain a strong community identity. It is a time for broadcasters to serve broadcasters. And I think we must find a way to profit from cable/satellite transmission in much the same manner the film industry has from commercial television.—*Michael Avery, account executive, Bozell & Jacobs Inc., Omaha.*

June

June 1-5—*Community Antenna Television Association* technical seminar. George Washington Motor Lodge, Philadelphia. Information: (305) 562-7847.

June 2-4—*National Association of Broadcasters* executive committee meeting. NAB headquarters, Washington.

June 3-7—National Video Festival and Student Competition presented by American Film Institute and sponsored by *Sony Corp.* John F. Kennedy Center for the Performing Arts, Washington. Information: National Video Festival, AFI, John F. Kennedy Center, Washington, 20566, (202) 828-4013.

June 4-6—*Associated Press Broadcasters* annual convention. Washington Hilton.

June 10-12—*Oregon Association of Broadcasters* spring meeting. Agate Beach Hilton, Newport, Ore.

June 10-12—*Iowa Broadcasters Association* annual convention. Sioux City.

June 10-14—*Broadcasters Promotion Association* 26th annual seminar and *Broadcast Designers Associ-*

ation third annual seminar. Waldorf-Astoria hotel, New York.

June 11-12—*Broadcast Financial Management/Broadcast Credit Association* board of directors meeting. Riviera hotel, Las Vegas.

June 11-13—*South Dakota Broadcasters Association* annual convention. Howard Johnson motel, Rapid City, S.D.

June 11-14—*Missouri Broadcasters Association* spring meeting. Rock Lane Lodge on Table Rock Lane near Branson, Mo.

June 12-13—*Radio-Television News Directors Association* board meeting. Hyatt Orlando, Orlando, Fla.

June 12-14—*Mississippi Broadcasters Association* annual convention. Royal d'Iberville, Biloxi, Miss.

June 14-17—International Conference on Communications, sponsored by *Denver section and Communications Society of Institute of Electrical and Electronic Engineers*. Denver Hilton hotel. For information: ICC '81, P.O. Box 21291, Denver, 80221.

June 15—FCC deadline for reply comments on generic VHF drop-in proceeding (BC Doc. 80-499). FCC, Washington.

June 21-24—*Virginia Association of Broadcasters* summer meeting. Cavalier hotel, Virginia Beach, Va.

June 21-27—*Radio-Television News Directors Association* management training seminar co-sponsored by *National Association of Broadcasters*. Wharton School, University of Pennsylvania, Philadelphia.

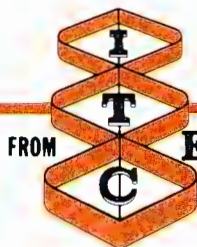
June 24-27—*Maryland-District of Columbia-Delaware Broadcasters Association* annual convention. Sheraton Fontainebleau Inn, Ocean City, Md.



**120 Incomparable Half-Hours
Recently Sold
In More Than 100 Markets
For The All-Time
Record Gross Of Over...**

**100 Million
Dollars**

...and sales continue!



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I congratulate and thank:

**Jim Henson
Frank Oz**

**David Lazer
Bernie Brillstein**

...and all the wonderful and talented people in front of and behind the cameras for creating the world's most honored, popular and successful TV series.

I congratulate and thank:

Pierre Weis

...for executing the industry's most original, creative and effective sales and marketing plan.

I congratulate and thank:

**Allen Ash
Joe Ceslik
Cy Kaplan**

**Charles Keys
Al Lanken
Jim Stern**

...and their efficient sales staff for implementing this plan.

I congratulate and thank:

**Murray Horowitz
Robert Mandell**

...and their very talented department for heralding Muppetmania in advertising, promotion and publicity.





*Sold in the past 6 months in over 100 markets, including
ALL of the top 50, surpassing all prior sales records.*

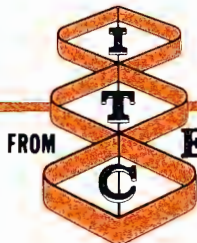
*Market Rank	Market	Station	Market Rank	Market	Station	Market Rank	Market	Station	Market Rank	Market	Station
1.	New York	WCBS-TV	26.	New Haven	WTNH-TV	51.	San Antonio	KENS-TV	88.	Springfield	WWLP
2.	Los Angeles	KTTV	27.	Cincinnati	WKRC-TV	52.	Flint/Saginaw	WEYI-TV	89.	Evansville	WFIE-TV
3.	Chicago	WGN-TV	28.	Milwaukee	WTVV	53.	Winston-Salem	WXII-TV	90.	Youngstown	WYTV
4.	Philadelphia	KYW-TV	29.	Buffalo	WIVB-TV	54.	Little Rock	KTHV	92.	Tucson	KZAZ-TV
5.	San Francisco	KBHK-TV	30.	Nashville	WZTV	55.	Toledo	WTVG	93.	Sioux Falls	KSFY-TV
6.	Boston	WBZ-TV	31.	Phoenix	KPNX-TV	56.	Tulsa	KJRH	94.	Fort Wayne	WFFT-TV
7.	Detroit	WJBK-TV	32.	Providence	WLNE	57.	Wichita	KARD-TV	95.	Austin	KVUE-TV
8.	Washington	WDCA-TV	33.	Columbus	WTVN-TV	59.	Richmond	WRNX-TV	96.	Baton Rouge	WRBT
9.	Cleveland	WJKW-TV	34.	Memphis	WMC-TV	63.	Syracuse	WIXT	97.	Columbia	WIS-TV
10.	Dallas	KXTX-TV	35.	Charlotte	WPCQ-TV	64.	Des Moines	WHO-TV	98.	Fargo	WDAY-TV
11.	Pittsburgh	WIBC-TV	36.	New Orleans	WDSU-TV	65.	Green Bay	WFRV-TV	101.	Washington	WITN-TV
12.	Houston	KPRC-TV	37.	Asheville	WHNS	66.	Jacksonville	WAWS-TV	107.	Joplin	KTVJ
13.	Minneapolis	WTCN-TV	38.	Grand Rapids	WOTV	67.	Rochester	WHEC-TV	109.	Terre-Haute	WTHI-TV
14.	St. Louis	KPLR-TV	39.	Oklahoma City	KGMC	68.	Fresno	KMPH-TV	111.	Charleston	WCBD-TV
15.	Seattle	KOMO-TV	40.	Orlando	WESH-TV	71.	Davenport	WOC-TV	113.	Columbus	WYEA-TV
16.	Atlanta	WANX-TV	41.	Durham	WPTF-TV	72.	Albuquerque	KGSW	119.	Monterey	KMST
17.	Miami	WCIX-TV	42.	Louisville	WLKY-TV	74.	Portland	WCSH-TV	120.	Beaumont	KBMT-TV
18.	Tampa	WTSP-TV	43.	Huntington	WOWK-TV	75.	Champaign	WCIA	122.	Las Vegas	KVVU-TV
19.	Baltimore	WJZ-TV	44.	Birmingham	WBMG-TV	76.	W. Palm Beach	WPEC	122.	Savannah	WJCL
20.	Denver	KBTU	45.	Salt Lake City	KSTU	78.	Altoona	WTAJ-TV	124.	Binghamton	WBNG-TV
21.	Indianapolis	WRTV	46.	Lancaster	WGAL-TV	79.	Honolulu	KHON-TV	125.	Eugene	KVAL-TV
22.	Sacramento	KCRA-TV	47.	Norfolk	WYAH-TV	80.	South Bend	WNDU-TV	127.	Yakima	KNDO-TV
23.	San Diego	KCST-TV	48.	Wilkes-Barre	WBRE-TV	85.	Lexington	WLEX-TV	129.	Columbia	KCBJ-TV
24.	Portland	KPTV	49.	Dayton	WDTN	86.	Peoria	WMBD-TV	133.	Lubbock	KAMC-TV
25.	Kansas City	WDAF-TV	50.	Albany	WRGB	87.	Huntsville	WAAY-TV	134.	Corpus Christi	KIII
									139.	Reno	KOLO-TV
									143.	Boise	KTVB
									148.	Bangor	WLBZ-TV
									155.	Bakersfield	KPWR-TV

*To all the stations that have recently acquired the re-runs
of "The Muppet Show," I say...*

congratulations and thank you.

Sincerely,
Abe Mandell
President

*Markets listed according to
latest Arbitron ranking.



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SS8800

A new console concept for the 80's

The SS8800, a compact, fully modular, desk mounting 8 mixer stereo console providing full broadcast facilities in a functionally styled package utilizing professional quality circuitry of proven reliability is now available for the unusually attractive price of \$9,500.00.

The engineering expertise of McCurdy Radio, now into their 4th decade of providing audio equipment to the broadcast industry, ensures that the SS8800 incorporates all the features expected in a modern console and is fully systems compatible.

The SS8800, also obtainable in 16 mixer form, is available with a full range of prewired options and as an integral part of complete packaged systems custom tailored to your requirements.



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Broadcasting Feb 9

Vol. 100 No. 6

TOP OF THE WEEK

Crusade sets out to clean up TV

Coalition for Better TV to crusade against sex and violence, with weapon of advertiser boycotts

A coalition said to include about 200 regional and national organizations is gearing up for a major effort to cleanse television of programs its members consider offensive, in terms of "sex scenes, gratuitous violence intended to injure, and abundant profanity." The cleansing agent will be the threat and implementation of boycotts aimed at sponsors of offending programs.

As the Rev. Donald Wildmon, of Tupelo, Miss., chairman of the Coalition for Better TV, sees it, such drastic action is the only means left to persuade the networks to "halt the trend toward increasing amounts of sex, violence and profanity" in their programming. Instead of responding to viewers' expressions of concern with restraint and reason, he said at a crowded news conference announcing the coalition's project, the networks "have... displayed an arrogance and indifference rarely matched in the history of corporate America."

But it is the advertisers—those who "must share responsibility" for the programming on television—who are being targeted. Beginning in March and continuing for three months, Wildmon said, two groups of monitors—one using a general form, the other a more specific one—will review network programming. At the end of the monitoring phase, Wildmon said, the coalition will select one or more advertisers that rank among the top sponsors in the three offending categories and will "ask for a one-year voluntary boycott of all their products."

The coalition will also select advertisers "who support basically quality programs and ask that their products be chosen over their competitors," Wildmon said.

Nor will the coalition focus only on programming. Wildmon said the monitors will also review commercials and note those found to be suggestive—that use "sex to sell products."

Wildmon assumed leadership of the coalition from his position as chairman of the National Federation for Decency, which has been through the drill of monitoring programs and calling for boycotts of offending advertisers. So he



Monitors. Partners in the clean-up television campaign are the Reverend Don Wildmon (l), of the National Federation for Decency, and Dr. Ronald S. Godwin, of the Moral Majority. Wildmon is chairman of the new Coalition for Better TV and Godwin is executive director. The garbage can symbolizes the coalition's critical evaluation of much on the tube.

knew the reaction the announcement last week would generate, and sought to anticipate it.

He stressed that the coalition is not engaging in censorship. "That," he said, is "an official act" by a governmental body (although Webster's unabridged Third New International Dictionary does not define it in terms of either governmental or nongovernmental action). "The clearest expression of the First Amendment is the right of a person to spend his money where he so desires," Wildmon said. And to rebut an expected charge that only "a small group of religious fanatics" are concerned, he quoted a variety of individuals—from the late Bing Crosby to columnist Ellen Goodman and comedienne Lucille Ball, among others—as complaining about undue permissiveness on television. He also denied that the coalition's program involved coercion. "As concerned parents and citizens," he said, "we have an obligation to practice not only selective viewing but also selective buying."

But the reaction came anyway.

The coalition's purpose in boycotting advertisers, said Peter Allport, president of the Association of National Adver-

tisers, in a statement issued to reporters as they left Wildmon's news conference, "can only be to gain control of television's economic base and thereby impose its own wishes and standards on both the television medium and on television viewers." Allport predicted that "thoughtful advertisers will reject the means adopted by the coalition no matter how worthy they believe its eventual goal to be."

CBS said, "No matter how well intentioned, and no matter how artfully crafted the rationale," the use of an economic boycott to influence program decisions "amounts to censorship—a concept abhorrent to the American way of life." The network also expressed concern that efforts to restrict viewers' programming choices could lead to "similar campaigns directed at other communications media."

And ABC said, "We do not believe that any group has the right to appoint itself as the 'moral' censor for all the people. We find the coalition's threat to boycott a totally unacceptable means of trying to influence programming."

NBC said, "Everybody has the right to monitor television programming and everybody has the right to make their own judgments. But boycotts and other pressure

NFD's Don Wildmon: The medium is the mission

Four years ago, during the Christmas season, the Rev. Don Wildmon, pastor of the First United Methodist Church of Southaven, Miss., sat down early one evening with his wife and four children—ages 5 through 13—to watch television. It proved to be a night that transformed Wildmon's life, changing its focus from preaching to action. And he indicates he won't rest until that night proves also to have been a turning point in television programming. In his view, TV is suffused with sex, violence and profanity, and is a leading contributor to what he sees as a rending of the nation's social and moral fabric.

Last week, at a press conference in Washington, he emerged as the head of a coalition claiming 200 groups with a total membership of more than three million whose aim is to clean up television by boycotting the products of sponsors of programs found to be the most offensive (see page 27). How long will the Coalition for Better TV (CBTV) remain in being? "Until television improves," he said last week.

Wildmon does not recall the details of the programming he and his family watched with growing dismay that Christmas season night in 1976. But enough of it remains clear. It was 7 p.m., and the program they were watching contained what Wildmon describes as "an explicit sex scene." "We don't live that way, so I asked the children to change the channel." The next program on view contained "earthy" language. "We don't use that language, and teach our children not to," he said. So the Wildmons tried a third channel and found a detective story. It seemed fine, until suddenly, "One man has another down and is working him over with a hammer."

That was the end of television for the Wildmon children that night. But for their father, it was the start of what could probably be called a crusade.

"I sat there and I said to myself, 'This medium has the potential to be the most constructive we've ever had. But it's going the same way as the movies.'" Instead of using its power to sell what

he considers a "positive" value system, he saw it as teaching viewers to "cheat, lie, steal, rob, kill." He felt he should do something.

His ambition was and is to change, improve, cleanse television. At 43, Wildmon is a product of the rural South. He grew up in Ripley, Miss., (population 3,000), graduated from Millsap College, in Jackson, Miss., and attended seminary school at Emory, in Atlanta. He now lives in Tupelo, Miss. (population 23,000). And for him, the good old days predate television, at least television as the dominant medium for entertainment and news.

"I can remember 25 years ago, and I could go into a variety store and not see naked women on the covers of magazines, and go to movies and not be offended," he said last week. Now, television is transmitting offensive material into his home, and it makes him "angry." And he can remember how, in the early and mid-1950's, he would feel comfortable leaving his car unlocked on the street at night and not worry about securing his home. No more. "I won't say television caused that change," he said. But he seems to suggest it when he says, "The only new medium of society since the early 1950's is television." Speaking of television, he says, "Once you see, night after night, killing and robbing and beating, you come to a point where it has an effect." He also calls television "a narcissistic medium—do your own thing. Society owes you everything; you owe society nothing." Again, he says, "I'm not saying television caused all that, but considering the value system it's promoting, what else can you come out with?"

Wildmon's first effort at striking back at television was modest, although he thinks it might have had a significant payoff. While still minister of the church in Southaven, he urged members of the congregation, in March 1977, to turn off their television sets for one week as a protest against the programming. The television boycott received national attention, and he likes to think it was a factor in the drop in television viewing that year.

tactics raise entirely different questions."

Action for Children's Television, long concerned about children's television programming and active in seeking government regulations to assure more of it—and of certain kinds—was also critical of the Wildmon crusade. Peggy Charren, ACT's principal spokesperson, called the coalition's program "frightening" and said it has "political overtones that are dangerous" and amounts to "plain censorship." ACT "never chose that approach," she said. "It would have been as if we had set ourselves up as providing a seal of approval." (Wildmon said the coalition had asked Charren to join, but she said she was unaware of such an invitation.)

At present, the identities of most of the coalition's claimed 200 constituent groups have not been made public. Wildmon said they would be identified "at the proper time." But he indicated most are "pro-life and pro-family," and said he was unaware of any that would be considered liberal.

One of the leading groups in the coalition is the Moral Majority, which is headed by television minister Jerry Falwell. It had planned a clean-up-television campaign of its own before joining forces with Wildmon. The Moral Majority's vice president and chief operations officer, Dr. Ronald S. Godwin, is executive director of the coalition, and the Moral Majority's Washington office is serving as the coalition's headquarters.

Other members of the coalition's board of directors are Phyllis Schlafley, of the anti-Equal Rights Amendment Eagle Forum; Judie Brown, of the American Life Lobby; Beverly Lahaye, of the Conference of Women for America; Lottie Beth Hobbs, of the Pro Family Forum, and the Rev. John Hurt, of the Joelton Church of Christ, in Joelton, Tenn., which has carried on its own campaigns. (Hurt's church has been incorrectly associated with the United Church of Christ in earlier news accounts of this movement.)

The monitoring effect is envisaged as a major undertaking. Wildmon said a mailing containing a general form to be used in reviewing programs would be sent to half a million homes, with an invitation to participate. They will be given a form containing 10 general questions—such as, "Would this program build good character?" and "Would it help promote better family life?" It closes with a request to rate the program as a constructive force, on a scale of 0-10.

A more sophisticated monitoring job will be done by some 4,500 individuals, all members of coalition groups, whom coalition leaders will train with the aid of videotapes of programs. They will be asked to identify specific scenes involving sex, violence and profanity. The results will be run through a computer.

"We're not opposed to sex and violence per se," Wildmon said, "only when it is

gratuitous." For instance, he said, "if a camera zoomed in on a girl to expose her breasts, that would be a skin scene," Wildmon said. It would be listed. So would scenes of "implied sexual intercourse and sexually suggestive comments." The coalition is not interested in "pie-in-the-face" violence; rather, the kind intended to do "bodily harm." Profanity is defined as blasphemous references to God or Jesus Christ and various swear words.

Wildmon said some advertisers have attempted to place their commercials in "programs of quality." In that connection he mentioned Kraft, Timex, Hallmark and Eastman Kodak. He said others, including American Home Products and Lever Brothers, have made it a practice to express concern "while showing little of that concern in actual practice." Wildmon specifically mentioned Alberto Culver as an advertiser that "made it a regular practice to buy distressed merchandise with total disregard of program content"—a charge the company denied. A spokesman said the company "is very much interested" in a program's content and does not want to be associated with objectionable programs. He added that the company generally avoids controversial programs as advertising vehicles but sometimes supports shows it feels have "a worthwhile message to deliver."

Wildmon estimated the 12-week project will cost \$20,000—and said the funds

Then, he decided to institutionalize his concern. He took a special appointment from his bishop to give up the pulpit to organize and run what became the National Federation for Decency. It would monitor—with the help of hundreds of volunteers—network programs and rate them as the most or least “constructive” to family life, and list advertisers that sponsored the most and least offensive programming, in terms of what was considered gratuitous sex and profanity. It would publish its findings in quarterly reports and, in addition, issue a monthly newspaper, which came to reflect Wildmon’s view that television is a principal cause of many of the ills of the nation. NFD, then, became one of a number of organizations critics called moral monitors, if not nannies, and censors.



But Wildmon, a combative type, was not deterred. Last fall, when the Rev. Jerry Falwell’s Moral Majority announced plans for a clean-up-television campaign that would involve the use of a professional polling organization, Wildmon asked it to join forces with him instead. He was organizing a national coalition of groups that would apply economic pressure in the marketplace to persuade advertisers to avoid programs the coalition considered to have a negative impact on family life. Because of the work of the NFD, Wildmon already had in place the organization and computer capacity to monitor programming and analyze the results. Falwell agreed to join the coalition, although in a key role. His top executive officer, Dr. Ronald S. Godwin, is the coalition’s executive director.

Wildmon lacks the sophistication—not to mention the expensive tailoring and private jet—of a Jerry Falwell. There is nothing in his appearance to suggest he earns more than the \$23,000 a year he says he does. The NFD itself is a small-change outfit; Wildmon runs it with the aid of a full-time associate director and

a part-time secretary on a budget that last year amounted to \$158,000, all of it provided by 65,000 subscriptions to the NFD newspaper and donations from individual churches. NFD’s 12-member board of directors, unpaid, is drawn from Wildmon’s friends in and around Tupelo. But all that aside, there is in Wildmon as much determination and passion for the work at hand as in better known preachers on the scene today.

After three years of following the practices of advertisers, Wildmon finds some of them reasonable. But he refers to others as “buzzards concerned only with how many viewers for the cheapest dollar.” And he does not try to hide his resentment of the networks—which he calls “arrogant”—particularly following the failure of any of the three to report on his news conference on the Monday evening news shows. “I am convinced the three networks are in collusion on this matter,” he said. “They know they can make news by giving coverage to something, like the hostage issue, or they can suppress news by their absence.” However, he did appear on the *Tomorrow* show.

Generally, the response of those who were the target of Wildmon’s broadside on Monday was carefully respectful; network and advertiser representatives prefaced objections to a boycott with statements to the effect that, of course, everyone is entitled to his opinion. But Gene Mater, vice president of the CBS Broadcast Group, got closer to the opposition’s true feelings: “We’re not in need of an American ayatollah who will set standards of what is approved or nonapproved programming.”

Maybe not. But the minister from Tupelo who was unable to find a program he considered decent for his family to watch on one December night in 1976 has a coalition behind him that says television needs a moral overhaul and that his is the organization to do the job.

would be provided by member groups, each of which is being asked to contribute \$100. He said a small grant had been obtained for start-up funds, but declined to be specific or to identify the source.

Actually, the total cost of the operation could be considerably higher for the member groups—at least, Godwin recommended that they send solicitation letters along with the general forms they will distribute to those they invite to participate in the monitoring. He told representatives of the groups at a private meeting preceding the news conference that the Moral Majority would use the form as a “mailing piece.” However, he said later, he did not expect the organization to make its mailing costs.

Wildmon indicated that he has the attention of network advertisers. He had planned to meet privately with a number of them following the news conference, but plans were scrubbed after, he said, one of those invited to attend leaked word to the press. Wildmon declined to identify the advertisers that had accepted the invitations, but he said they represented “between \$500 million and \$750 million of network advertising. But advertising industry representatives say Wildmon was overstating the evidence of advertiser interest. They say many of those invited had made a conscious determination not to attend—principally because they did not want to imply support for the coalition.

Falwell defends boycott as ‘very American’

Moral Majority leader takes coalition’s message into the lion’s den, tells New York TV academy that media haven’t been ‘unfair’ to his movement but are ‘afraid’ of its new power

The Rev. Jerry Falwell, leader of Moral Majority, last week said that TV monitoring by the newly formed Coalition for Better Television would lead to a “boycott ultimately” of advertisers sponsoring “offensive” programs. And he claimed that the withholding of viewer dollars is the key weapon in making the “whole-some difference.”

“I think that’s very American,” Falwell said, asserting that groups of varying concerns have found that the only recourse in promoting change has been to “cut their dollars of support.”

Falwell, addressing an overflow crowd of more than 300 persons at a luncheon sponsored by the New York chapter of the National Academy of Television Arts and Sciences, frequently made mention of bringing forth “consensus” views from the coalition’s monitoring activities. He said that everyone “has the right to try and get a consensus of what the majority likes.”

When questioned from the floor, however, Falwell admitted that those doing the

monitoring would “not [be] scientifically representative” but rather be members of the 200 organizations (including Moral Majority) he said are working under the coalition umbrella.

Falwell talked about television programming in general terms, mentioning the offensiveness he said the public finds, for example, in bedroom scenes and certain language. He would not, however, specify which shows he believes are the chief offenders.

Falwell said that “I don’t think the media have been unfair to us. I think they’ve been afraid of us.” The reasons for the fear, he said, are that the organization is the “new guy on the block” and unknown and also that “we have been quickly effective.”

Another reason he cited was that the Moral Majority has members that “get their mouths going before their minds are in gear”—a price he claimed a new organization pays. Several members of the audience criticized the words and actions of local Moral Majority leaders and Falwell admitted that mistakes have been made.

Falwell, throughout, stressed that “I believe in separation of church and state. I think it’s vital.” Those vocal in the audience, however, consistently challenged him, claiming that his actions do not seem to support that.

One long step closer to digital TV

SMPTE demonstrates all-digital system; comparison by experts of various standards is hoped to produce set acceptable to EBU and lead to common usage

The estimated time of arrival for digital television was moved ahead in San Francisco last week as the Society of Motion Picture and Television Engineers conducted extensive experiments with, and demonstrations of, a \$2.5-million "all digital television plant" set up at Westinghouse's KPIX(TV) there.

This prelude to SMPTE's annual winter TV conference last Friday and Saturday across town at the Saint Francis hotel, was the culmination of a year of activity by several SMPTE groups working toward the realization of a common goal—establishment of a worldwide digital standard that would break down some of the barriers created by the existence of incompatible television systems around the world today.

Calling the project historic, Ken Davies of the Canadian Broadcasting Corp., and chairman of SMPTE's working group on digital video standards, said SMPTE has attempted to show what a digital system can do and what digital equipment can do.

SMPTE's committee on new technology, aware of the manifold benefits to be derived from digital technology, has been investigating it since 1972. At first, SMPTE concentrated on the encoding of the NTSC composite television signal, but during 1979 it became increasingly clear that the way to go was with component encoding (encoding the three video signals separately). Component encoding, it was found, would produce better pictures, facilitate signal processing and editing and, most important, provide the foundation for a worldwide digital standard.

SMPTE made a commitment to find and establish such a standard at last year's television conference in Toronto. Since then SMPTE has worked on developing a practical standard that would not only allow "headroom" for further development of the technology, but would also be acceptable to foreign broadcasting organizations whose consensus is needed to achieve a worldwide standard.

SMPTE's digital experiments were conducted last Monday and Tuesday (Feb. 2 and 3). Panels, drawn from a pool of more than 100 industry experts, made subjective comparisons of some 600 television pictures produced by various digital parameters under various conditions.

According to SMPTE, the two most important parameters under scrutiny were sampling frequency (the rate at which an analog signal is sampled per line during the conversion to digital) and the ratio of the luminance component of the TV signal to the two color-difference components. A 4-2-2 ratio for instance, indicates that the luminance is sampled at twice the rate of the color-difference signals.

When all the results are in, the experi-

ments should give SMPTE a handle on which sampling frequency (912, 864 or 768 samples-per-line) and which sampling ratio (4-4-4, 4-2-2, 4-1-1 or 2-1-1) are most desirable in terms of direct display, NTSC compatibility, processibility and recording.

The observations made during the experiments have been fed into a computer which is sorting and analyzing them. According to Roland Zavada, SMPTE's vice president of engineering, early results of that computer analysis will be available when SMPTE meets with representatives of the European Broadcasting Union in San Francisco today (Feb. 9).

Last Wednesday and Thursday, a wider audience including the press, was led in groups of 20-30 into a darkened studio at KPIX to witness the effects of the different sampling frequency ratios on pictures emanating from the digital system and appearing on six monitors.

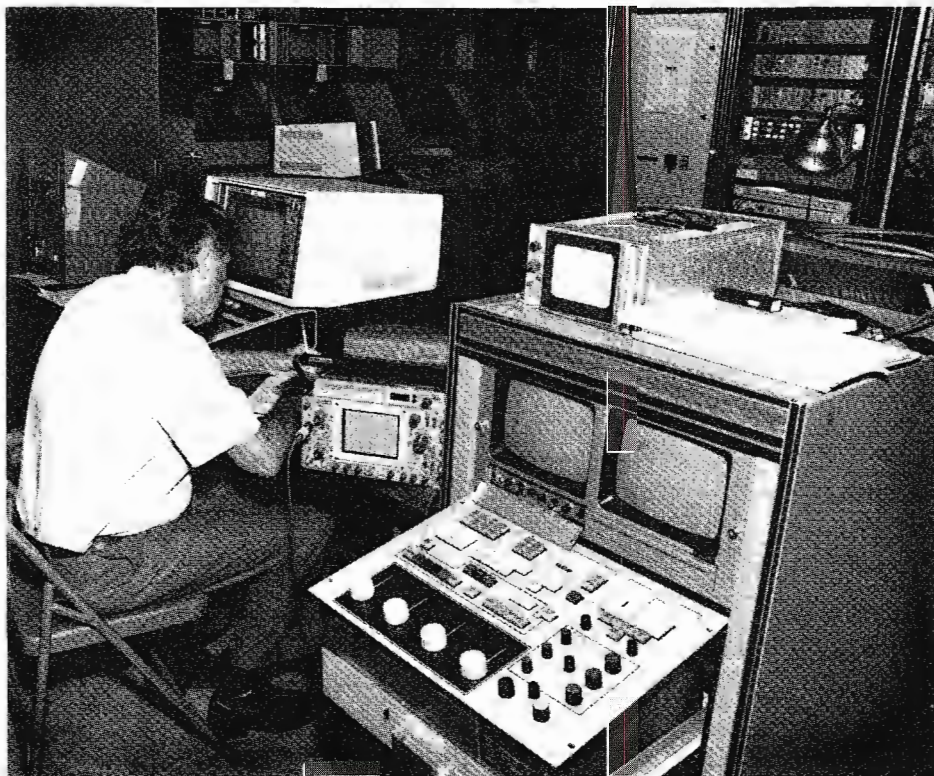
To the untrained eye, the subtle differences caused by the various parameters were not dramatically apparent, but to the experts, particularly the ones who worked on setting up the digital system, the differences were real enough. Davies said he and others who worked closely on the project with him no longer need to be told what they are seeing on the monitors.

Joseph Flaherty, CBS VP-engineering and development, commented at a press conference following one of the demonstrations that although the differences might not be readily visible during the "first generation" pictures shown, the differences might begin showing up if the picture were to be reproduced several times.

What was impressive to all, ironically because there was little difference in picture quality, was the demonstration of the transparency of an experimental digital Sony videotape recorder. Examples of first, 10th and 20th dubs of a digital videotape were shown. There appeared to be little degradation of the picture.

The Sony VTR, which uses a sampling ratio of 4-2-2 (14 mhz-7 mhz-7 mhz) and a sampling rate of 912 samples per line, was the subject of a couple of other demonstrations. Running the VTR in fast forward and fast reverse modes stripped the picture of some of its color, but most of the detail was preserved. The VTR's picture was also shown with and without the aid of error-protection and error-concealment features.

In one sense the experiments and demonstrations were anticlimactic. Much of the value of the project derives from its planning and implementation. Flaherty called the progress SMPTE has made in digital technology over the past year astronomical. "I can't imagine we made this much progress." In setting up the



Behind the scenes. Joseph Geiger of RCA (above), was one of 45 members of SMPTE who contributed his time to setting up an all digital television studio at KPIX(TV) San Francisco. The studio was used last week in a series of SMPTE-sponsored experiments and demonstrations. In the foreground is an RCA camera control unit which was linked to an RCA TK 47 camera. Additional equipment was supplied by CBS, ABC, RCA, Sony, Ampex, Tektronix, Thomson-CSF, Digital Video Systems, Barco, Marconi, VGR and Dynair.

Hi-fi comes to TV. Major attraction of SMPTE San Francisco conference was to be demonstration on Saturday morning (Feb. 7) of high-resolution TV system developed by Japan's NHK. BROADCASTING reporter saw sneak preview of 1,125-line system on Friday, said he was "impressed" and that he found scanning lines to be indistinguishable at normal viewing distance. System—with 5-3 aspect ratio instead of conventional 4-3—requires 30 mhz bandwidth, as opposed to 4.2 mhz in standard NTSC system. Japanese hope to broadcast high definition by direct broadcast satellite, but must await development of 22 ghz band to do so; international treaties for that part of the world have already committed 12 ghz satellite generation to 25 mhz bandwidth, too narrow for high definition. That's situation CBS, which is urging high-definition DBS option upon FCC, hopes to avoid in western hemisphere. (Also see story page 82.)

VTR demonstration, engineers found that they were able to edit the recorded portion of the demonstration digitally on the Sony VTR. The feat puts to rest all questions concerning the ultimate feasibility of digital editing, Sony said.

There is some urgency to SMPTE's work. It must have its research completed and a standard ready by late April, the latest papers can be submitted to the International Radio Consultative Committee (CCIR), the arm of the International Telecommunication Union that sets standards by adopting and publishing them.

Not only must SMPTE digest its research and reach a consensus among its membership, but it must also come to terms with the EBU which has done its own work on digital standards and has its own ideas on the subject.

SMPTE hopes that today's meeting with the EBU results in some movement toward a jointly endorsed standard. There are problems, however. The EBU has done most of its work on standards that many in the U.S. deem too restrictive, both in terms of sampling frequency and bandwidth. There is also concern that the EBU standards would inhibit the development of a "hierarchy" of videotape recorders, that is, the development of compatible recorders of varying capability and cost.

SMPTE seems to be shooting a little higher than the Europeans. Frank Davidoff, an engineering consultant and chairman of SMPTE's digital task force, said the move from analog to digital will be a "drastic change" on the order of the move from black and white to color. "It's important to choose the right numbers [standards] because we are going to be living with them for the next 20 years."

It took 45 men, thousands of man-hours since early last month, and equipment supplied by numerous companies to put the digital TV system together. Experimental equipment was supplied by RCA, Sony, CBS Technology Center and Digital

Video Systems. Support equipment was provided by RCA, ABC-TV, Digital Video Systems, Tektronix, Thomson-CSF, Ampex, VG Electronics, Barco, Marconi, VGR Corp. and Dynair.

PBS begets PSN

At least, that's the ambition for a 'grand alliance' between public broadcasting and culture outlined in new report; if given board OK, attempt would be made to establish pay network—via various technologies and with commercials—to begin in 1983

The formal outlines of an elaborate master plan for public television—one that would involve creation of an entirely new Public Subscription Network (PSN) supported by pay television revenues and advertising alongside the existing noncommercial network (PBS)—was announced last week by the latter organization, which sees in it an opportunity to create a "grand alliance" between public broadcasting and the nation's major cultural institutions.

PSN would be distributed by the satellite network that feeds PBS, but its local delivery system would vary market-by-market: cable channels, MDS, conventional STV, and low-power TV, according to availability of the various installations.

PSN by night would be distinguished by 90 minutes to three hours of exclusive cultural fare for which the average subscribing home would be expected to pay \$10-\$13 per month. During the day, PSN would carry professional improvement and skills programming for adults, secondary schools, colleges and corporations.

The evening fare would be supported by individual subscribers (an anticipated 360,000 in the first year, 1983, and perhaps 1,225,000 by 1990) and revenues raised from selling "institutional messages" to corporate underwriters. Those "institutional messages" would run in two "clusters" before and after the evening's programming.

The daytime programming would be funded in large part by license fees from subscribing institutions. In return, the institutions would have the right to record the programming for their own use.

But PSN might have other sources of revenue. According to a PBS report released last week, other possible sources include: an arts and cultural magazine with a "playbill" for the network's programming; selling videocassette recorders and videodisk players; selling videodisk and cassette recordings of programs; selling tickets at a discount for events at cultural institutions affiliated with the network, and operating a travel service that would organize domestic and international cultural tours.

The report notes that: "Conservative assumptions indicate that the videodisk and cassette business can break even or generate revenues in excess of expenses during the first several years of operation,

with excess revenues growing to about \$30 million by 1990."

And, according to the report, the pay network as a whole should be in the black by its second year, with a positive cash flow of more than \$7 million. That should increase to more than \$72 million by 1990.

The key to the plan is for public broadcasting to enter into a "grand alliance" with the nation's cultural institutions—most likely in the form of a limited partnership. Public television stations and cultural institutions would be the limited partners; the general partner would be a nonprofit corporation affiliated with PBS but with a separate identity.

The report footnoted that limited partnerships offer several advantages: The partnership itself would not be subject to federal income tax; the partners would be required to pay tax on their shares of partnership income only to the extent it is derived from activities that would be considered unrelated business if carried on directly by the partner in question; the partnership could carry on any sort of revenue-producing activity without adverse effect on a partner's tax exemption, so long as that partner's exempt purposes were not the primary activity of the partner; there would be great flexibility in the ways net revenues may be divided among the partners and, "limited partners traditionally are not liable for losses incurred by the general operating partner."

According to the report, public television stations would have to make capital contributions of about \$20,000 per unit to participate. In return for providing the capital and helping enroll subscribers and marketing and distributing the Public Subscriber Network, the stations would get an "appropriate" share of the revenues raised through the venture. The cost of partnership investment for cultural institutions would be about \$5,000 per unit. And, while the member cultural institutions would serve as a primary source for the network's programming, as limited partners they would also get a share of the revenues.

If the plan is approved by the PBS board—it goes before that body in June—it is anticipated that the Public Subscriber Network will become operational in at least 50 markets in 1983.

Most of the feature programs would be scheduled on the network an average of three or more times, usually within one year, after which they would be released to PBS for regular public television broadcast—without the accompanying commercial clusters, the report says, but with conventional credit given to underwriters.

The new PBS-PSN plan—which followed upon recommendations made by the second Carnegie Commission's PACE report (Performing Arts, Culture and Entertainment)—was outlined to reporters in New York and Washington Friday by Lawrence K. Grossman, president of PBS. He described the extension of pay TV from private to public media as a natural evolution of the telecommunications media.

Infotel '81 conference looks at the future of communications

Impact of growing competition on business community explored by lineup from FCC and Hill

The increasing competition for the telecommunications turf that is now in a no man's land bounded by the common carrier, cable and broadcast worlds—and the resulting regulations, problems and opportunities—occupied delegates to Infotel '81 in Washington Jan. 29-30.

The two-day, dawn-to-dusk conference at the Mayflower hotel was hosted by Executive Enterprises Inc. and chaired by Richard Wiley, the former FCC chairman now a partner in the Washington law firm of Kirkland & Ellis. Among the legislative-regulatory heavyweights heard from were Representative Timothy Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, and FCC Commissioners Joseph Fogarty and Anne Jones.

There were 35 speakers in all, and most of them at least touched on the FCC's Computer II Inquiry, which allows AT&T to enter the information processing business.

Among their observations:

■ Fogarty: The Computer Inquiry II is a "landmark in the history of communications. No other decision since the passage of the Communications Act of 1934 has been so momentous in terms of its impact on industry, regulation and public interest."

■ Wirth: It's "next to impossible to get Congress to act on complex, controversial ideas without an informed national constituency clamoring for action, without problems which obviously call for immediate solutions, and with a cautious set of industry advocates whose self interest is in a state of flux."

■ Jones: "I've never been involved in an industry where people sue more."

Lawrence Secrest, a partner at Kirkland & Ellis, addressed developments in federal communications policymaking, paying particular attention to the FCC's Com-

puter Inquiry II. That decision was adopted by the commission last spring and modified on reconsideration in October.

Under Computer Inquiry I, Computer II's predecessor, Secrest noted, AT&T was barred from the unregulated "hybrid" data processing market by the 1956 consent decree (which basically bars AT&T's entry into unregulated businesses). Computer I also prevented any single entity from offering both communications and data processing services. While AT&T was barred from offering data processing and hybrid data processing services completely, other firms could, but only if they set up separate entities to perform those functions and kept a "maximum separation" between their communications and data processing arms (by employing separate officers, directors, employees, books and computing facilities). Under Computer I, services with elements of both communications and data processing were deemed "hybrids." Where the communications element was predominant, the service was deemed "hybrid communications"; where the data processing element was predominant, the service was deemed "hybrid data processing."

According to Secrest, under Computer Inquiry I, pure communications and hybrid communications were regulated as common carriage; hybrid data processing and pure data processing were outside FCC jurisdiction and were unregulated.

The FCC's objectives in Computer Inquiry II, Secrest said, were to let AT&T offer hybrid data processing services, and to accomplish that without having to regulate hybrid data processing. Another objective, Secrest said, was to permit other companies to offer both hybrid communications and hybrid data processing without having to meet the maximum separation rule.

The FCC accomplished its goal of permitting AT&T into the hybrid data processing business in ingenious fashion. According to Secrest, the FCC simply found hybrid data processing offered by carriers to be communications—and therefore under FCC jurisdiction. Furthermore, the FCC argued that rates for hybrid data processing were subject to regulation, though no such regulation exists.

To keep from having to expand its regulation of hybrid data processing services, the FCC argued that hybrid services (which it now calls "enhanced" services) aren't common carrier services. As a result, it argued that enhanced services were subject only to "ancillary" FCC jurisdiction and chose not to exercise this ancillary jurisdiction, Secrest said.

The FCC also, Secrest said, reduced the separation requirements by maintaining that only AT&T had to separate its basic communications services from its enhanced services on a corporate level; all others had only to separate the accounting functions of the different services.

As a result, Secrest said, under Computer Inquiry II, pure communications—basic common carrier services—are regulated, pure data processing is outside FCC jurisdiction, and enhanced services are within FCC jurisdiction but are unregulated.

Secrest further noted that Computer Inquiry II might allow the Postal Service entry into the electronic mail business and would allow AT&T into all enhanced services.

Commissioner Jones noted that technological advances were making "an increasing diversity" of telecommunications services possible and making entry into new markets easier. That, she said, was making "initiative and risk taking" by more firms possible, and "hence economic forces can function with less need for regulatory intervention."

Although she said the commission was attempting to respond to this changing world, she admitted "our response has not come easily." She further noted that the "boundary between regulated and unregulated services is complex and will evolve further in commission hearings."

However, she said, Computer Inquiry II provides a "major element" of the boundary. At the heart of Computer II, she said, is its distinction between basic communications services—pure transmission services transparent to the information conveyed—and enhanced services, which combine basic services with information processing to provide additional, different or restructured information.

Jones said she thought it important that such a "definitional structure" draw a "bright line" between the two services—so that "this distinction will be unambiguous and clear to all"—and that the line be set in the right place. She thought the definitional structure in Computer II accomplished both.

Although Commissioner Fogarty was suffering from a case of laryngitis and was unable to speak for himself, one of his



Wiley



Jones

legal assistants read his prepared comments for him.

In his comments, Fogarty noted that high-technology office components now have sales of \$30 billion annually, and those sales are expected to increase to \$100 billion a year by 1990. Some of the main players in the market now, Fogarty said, are Xerox, Exxon, IBM, Honeywell, Datapoint Corp., Wang Laboratories, M/A Com Corp., Prime Computers Inc. and Data General Corp. And Fogarty predicted that because of the Computer II decision, AT&T would enter the market soon.

The Computer II decision, he noted, will allow data processing vendors and carriers, including AT&T, to offer enhanced services in one package. "In view of AT&T's tremendous research and development potential, the commission's action should result immediately in benefits to consumers in terms of innovative, widely available and low-cost enhanced services," he said.

Fogarty concluded: "The FCC must be vigilant and ever-ready to remove or waive all unnecessary regulatory restrictions if the public interest in assuring that new technology develops in a rapid, optimal fashion—at the lowest cost—is to be served."

In his speech, Representative Wirth noted that the "information and electronic revolution is laying before us a set of increasingly complex challenges and questions" and stressed that Congress should keep the public interest foremost in its mind as it attempts to address telecommunications issues.

Wirth warned that "those who would limit competition and consumer choices must bear the burden of proving that there is a public interest in exclusion." Unfortunately, he said, "this principle runs contrary to the instincts of many regulated industries. They have a sense of private entitlement to public rights or resources which fits neatly with their economic self interest."

Wirth also said establishing national legislative policy on telecommunications might be difficult for two reasons. First, he said, Congress was unsure of how the "electronic revolution" will affect society and therefore is uncertain of what to do. Second, he said, it is "next to impossible to get Congress to act on complex, controversial ideas without an informed national constituency clamoring for action, without problems which obviously call for immediate solutions, and with a cautious set of industry advocates whose self interest is in a state of flux."

In response to a question after he had completed his speech, Wirth noted that communications bills in the future probably would be of narrower scope than those from the last session. Last year, "our eyes were bigger than our stomachs," he said.

Wilson Dizard, former State Department telecommunications expert, now a vice president of Kalba Bowen Associates Inc., a consulting firm based in Cambridge, Mass., presented an overview of the emerging information systems, con-



Changes in telecommunications law. L-r: Richard Wiley, partner in the Washington law firm of Kirkland & Ellis; Robert Bruce, general counsel, FCC; Herbert Jasper, executive vice president, Ad Hoc Committee for Competitive Telecommunications; Thomas Phillips, assistant vice president, AT&T; Ward White, senior counsel, Senate Commerce Committee; Bernard Wunder, chief minority counsel, House Telecommunications Subcommittee.



New home video services. L-r: James Graf II, legal assistant to FCC Commissioner Joseph Fogarty; Robert Schmidt, president, Communications Technology Management Inc.; George Billings, vice president, Comsat; William Lilley III, CBS vice president, Washington; R. Barry Williams, Logica Inc., consultant to British Post Office Prestel Service.



Electronic publishing and document distribution. L-r: Mary Jo Manning, minority counsel, Senate Communications Subcommittee; J. Christopher Burns, vice president, planning, The Washington Post Co.; Stanford Weinstein, Washington counsel, Graphnet Inc.; Richard Neustadt, former associate director, White House domestic policy staff; Philip Vermeer, chief, FCC Common Carrier Bureau.

centrating on the characteristic they share—electronic message services (EMS).

EMS, he said, is a network of digital facilities that can transmit character-encoded messages or documents via telephone circuits, packet-switched digital signal circuits, FM broadcasting or satellite. Because EMS uses digital technology, it can move voice, data or visual information. That ability, he said, "makes it a one-stop service for transmitting information which has traditionally been carried by separate media—the postal service, telegraph, telephone, newsstands, etc."

Dizard predicted that the use of EMS networking at both wholesale and retail levels will become more "prominent" in the 1980's. High-capacity satellite and cable systems, computers and other infor-

mation systems using microprocessors are beginning to supplement traditional marketing techniques—the mail, print media, radio, television and telephones, he said. Although currently the new marketing techniques are overlapping the traditional channels, "eventually they will begin to supplant them," he said.

In another presentation, George Billings, Comsat vice president, discussed the latest developments in his company's plans to start a three-channel satellite-to-home subscription TV service.

Bob Schmidt, former National Cable Television Association president and current president of Communications Technology Management Inc., outlined his company's agreement with M/A Com Inc. to test a digital interactive television service in three separate markets.

InBrief

It's official, sort of. **FCC Commissioner Robert E. Lee is serving as acting chairman.** With Chairman Charles D. Ferris not participating in commission actions as part of understanding under which he remains in office until his retirement in April, commission is charged by Communications Act with responsibility for naming acting chairman. At each of last two commission meetings, Lee, as senior member, simply did what he has always done in absence of chairman—took over gavel. Each time, though, he asked if anyone objected; no one did. Lee said he would not seek colleagues' approval in future. "I expect to be acting chairman." He is signing commission documents in that capacity. However, Lee, who had hoped President Reagan would name him interim chairman—which would have required displacing Ferris—is still looking for letter from White House, even if it is only acknowledgement of his "acting" status. "I'd like that," said Lee, who is due to leave commission in June, after 28 years of service.

Third FCC cut-off list for translator and low-power television applications has been issued. Deadline: March 12. Commission extended second such cut-off list from Jan. 16 to Feb. 17. Also on low-power front, commission denied Corporation for Public Broadcasting request for stay of Jan. 8 revision of interim processing rules for low-power so that CPB can appeal in effort to force commission to reserve some low-power channels for noncommercial use. CPB will now ask D.C. Appeals Court to stay commission's Jan. 8 decision.

FCC has deferred until this Wednesday (Feb. 11) decision on whether (a) to move its headquarters to Rosslyn, (b) to keep looking for another D.C. site or (c) to stay put at 1919 M Street. Search committee headed by Acting Chairman Lee and Commissioner Jones put those options before other three commissioners last Thursday. Lee, knowing it's "no win" situation sure to be second-guessed by Congress and other interested parties, wants unanimous vote; Commissioner Abbott Washburn remains reluctant to go along with Rosslyn option, conceded to be least expensive. Two other D.C. sites were mentioned, one at Fifth and E Streets N.W. (Judiciary Plaza), other at Fourth and C Streets S.W. Latter, one source said, "offers no amenities for the commission employees... there's nothing down there." FCC's current lease on space—not large enough to permit consolidation of all offices in one building—expires in 1982; it's estimated renewal would double current cost.

"Day with President Reagan" is to be featured on special edition of "NBC Magazine" with David Brinkley Friday (Feb. 13) at 10-11 p.m. (NYT). Taping by five crews is scheduled to begin before dawn Tuesday (Feb. 10), following Reagan and staff in and out of White House that day and including interview with President. Brinkley is correspondent; Paul Friedman is *NBC Magazine* executive producer; initial arrangements were made by Les Crystal, senior executive producer, political coverage. NBC News had "Day with President Carter" special report in April 1977.

FCC departures: Nina Cornell, chief of Office of Plans and Policy, leaves at end of week to establish economic consulting firm with Bruce Owen, formerly director of economic policy office in Department of Justice. **J. Randolph (Randy) May**, associate general counsel, resigned on Friday to join McKenna, Wilkinson & Kittner as partner. **William Ginsberg**, deputy chief of Common Carrier Bureau, resigned on Friday and plans either to engage in financial consulting or enter private business, possibly in communications field, in New York.

Representatives of **buyers and sellers** alike came out of meeting last week confident they can devise **workable way to handle proof of performance on commercial placement**, for use when FCC's radio commercial logging requirements are dropped ("Closed Circuit," Feb. 2). They've yet to work up form to be recommended for use, but general idea, it's understood, is not to require more paperwork than is required now, and probably to require less—just enough, say, to cover such basics as identification of commercial and date and time it ran. In on meeting were leaders of Radio Advertising Bureau, National Association of

Broadcasters, American Association of Advertising Agencies and Association of National Advertisers.

Soviet Ambassador Anatoliy F. Dobrynin enjoys joke at one of ABC tables at Washington Press Club's Salute to Congress dinner Wednesday night, at Sheraton Washington. With Dobrynin, second from right, in this ABC News picture, are Elton Rule, president and



chief executive officer of ABC, correspondent Barbara Walters, and Roone Arledge, president of ABC News and Sports. Others at the table were Secretary of State Alexander Haig and Leonard Goldenson, ABC chairman.

Warner Amex Cable Communications announced Friday that it **will offer Home Box Office** to its cable subscribers "nationwide," with 40 of Warner's 135 systems starting service this year. Pittsburgh, Cincinnati, Houston and Columbus, Ohio, systems will be included in initial year's group. Meanwhile, **Warner Communications** filed notification with SEC that it had **purchased 8.6% of publisher Harcourt Brace Jovanovich**, acquiring 380,000 shares for total of **\$13.3 million**.

National Cable Television Association board elected new officers at its Feb. 5-6 meeting in Key Biscayne, Fla. Allen Gilliland, president of Gill Cable, San Jose, Calif., was elected chairman; John Saeman, president of Daniels & Associates, vice chairman. Treasurer is Jerry Lindauer, senior vice president of Times Mirror Cable Television Inc.; secretary is Gustav Hauser, chairman of Warner Amex Cable Communications. **In other action**, board directed staff to submit comments on **VHF drop-in** proceedings at FCC. Comments won't oppose drop-ins but will express concern over interference drop-ins may cause cable systems and argue that drop-ins shouldn't have "must carry" status.

Latest proposed low-power television network entry: American Christian Television System Inc. (ACTS), which is being financed for \$10 million by **Southern Baptist Convention** (largest Protestant denomination in America). To date, ACTS has filed 81 applications for low-power stations and plans to file up to 115. Construction and first-year operating costs for facilities—predominantly 1 kw UHF outlets—will run approximately \$150,000 each. EMCEE transmitters and Bogner antennas would be used. Programing would consist of mixture of religious, children's, ethnic, variety/musical, sports and educational. Negotiations are in progress for lease of transponder time.

James M. King, executive VP of TV division of Corinthian Broadcasting, New York, named president of Peters Griffin Woodward, New York, division of Corinthian. King, who assumes direction of the representative company, succeeds Charles R. Kinney, who has been named chairman.

Joseph Marino has been appointed acting chief of **FCC Common Carrier Bureau**—a position he would "be happy" to secure on permanent basis, "if that's what the new [yet-to-be appointed FCC] chairman wants." Marino, 45, has been with bureau since 1975 serving as deputy chief; managing counsel, Compliance and Litigation Task Force, and chief, enforcement division. Last November Marino was in running for acting chairmanship of FCC Review Board, position that ultimately went to Daniel Ohlbaum (BROADCASTING, Nov. 24, 1980). Initially, Marino will concentrate on implementation of commission's Computer II decision as well as decisions involving tariff and accounting problems within common carrier industry.

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Oklahoma City

RADIO Red hot because it works.

... as did RAB's first sales conference

It was part schooling, part pep rally—and, in sum, it drew rave reviews. Close to 800 radio salespeople last week packed the meeting rooms in the Amfac hotel at Dallas-Fort Worth Regional Airport to learn how to be winners in the media marketplace. Typical was this comment: "The Radio Advertising Bureau has hit upon something not offered by the National Association of Broadcasters or the National Radio Broadcasters Association—a convention with every session devoted to the same thing: sales."



Coming off its first year with a multimedia image campaign, "Radio It's Red Hot," the Radio Advertising Bureau last week launched its first Managing Sales Conference with the purpose of making the medium even hotter.

From Jan. 31 to Feb. 3 in Dallas, salespeople from varying-sized markets shared advice and heard from experts. Sessions, frequently standing-room-only, covered the dynamics of the sales process, from research to training, with discussions on motivation as well.

The initial conference was a success before it even got started. RAB and its conference committee members had been expecting the participation of about 400 salespeople. By the time sessions opened registration was almost double that. According to RAB President Miles David, planners anticipated the conference "would be well received" but were surprised by the "overwhelming enthusiasm."

A key reason, voiced by many participants, was that this convention was *theirs*, geared not to the many aspects of the radio business but just to sales. And while panels and speeches ran the gamut from

What Makes Radio Salespeople Winners" to "How to Run Productive Sales Meetings," underlying them all was the much-desired goal of beefing up the bottom line.

At the conference opening, Chairman Richard Harris, president of Group W Radio, said that the event was a "recognition of a new professionalism in radio sales." Referring to the growing competition among media, Harris added, "If fragmentation is the name of the game... we wrote the rules, and we'll write some more in the next few days."

Throughout the conference, the radio sales participants were encouraged to work together to the betterment of the medium—but only up to a point. Harris, at the start, cautioned against the trading of information that could be taken as "anti-competitive" actions.

The lessons offered during the RAB Managing Sales Conference appear certain

to be continued. The first order of business immediately following the final session was a meeting of the planning committee which voted unanimously to recommend that RAB hold another conference next year. While no logistical decisions were made (and RAB board approval for another go-around is still formally required), it's likely to be the same time of year, in a Sunbelt location.

In the meantime, however, other RAB services continue, and among them, a new sell-radio campaign to be launched Feb. 15. The successor to "Radio It's Red Hot" is "Radio Red Hot Because It Works," from the Trout & Ries agency. Included are seven radio spots produced by Walt Kraemer Creative Services: three humorous 60's and four straight-voice 30's with one that allows local testimonials. They carry the on-air tag line: "Radio—red hot because it works. The Radio Advertising Bureau can send you more facts. This station can send you more customers."

David said that last year's "Red Hot" campaign had been carried by 3,500 stations and all national networks and he encouraged even greater participation this year.

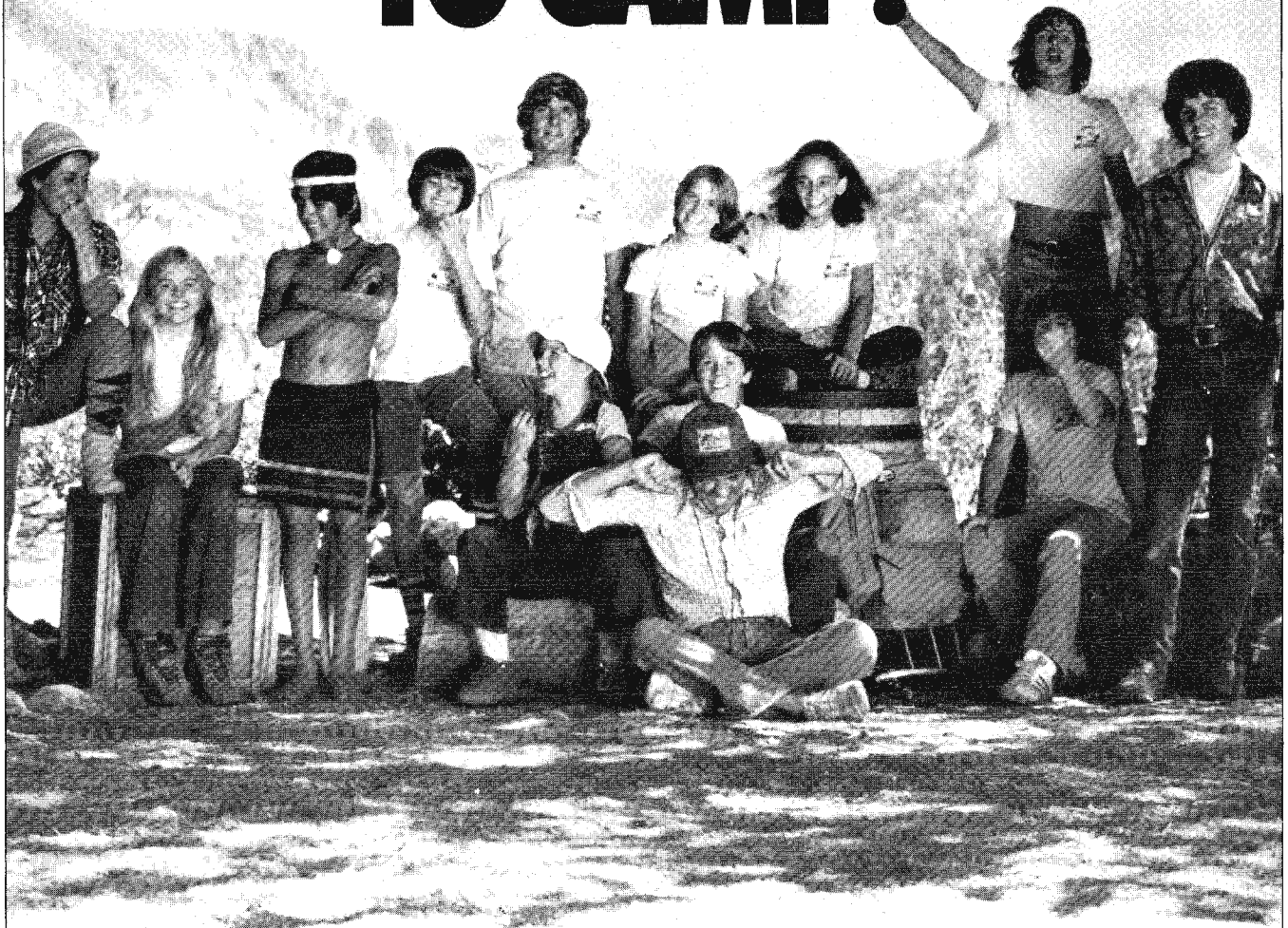
RAB also announced plans to sponsor a seminar on sales management at the University of Pennsylvania's Wharton School of Business. Scheduled to convene June 15 to 18, the mini-course will include sessions on executive time management, setting objectives, using groups and managing conflict and will be taught by Wharton School professors.

In closing the conference David told his audience to strive to position radio as a "primary" rather than "supplementary" medium in advertising mixes. "Keep the heat on the competition," he urged, "and keep the heat on yourself."



Conference Chairman Harris

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RAB survey gives radio generally high marks

Medium gets buyers' votes for C-P-M, recognition of 'Red Hot' campaign, and salespeople

With the results of a new survey of advertiser and agency attitudes in hand, RAB President Miles David last week confidently told those attending the Managing Sales Conference: "We have become an advertised brand."

As RAB completes its "Radio It's Red Hot" sales campaign and soon launches the "Radio Red Hot Because It Works" push, Davis was able to report research showing that 65% of 200 people sampled in 10 geographically dispersed large cities knew radio had a sales drive—almost 20% higher than awareness of any other advertising medium's campaign (BROADCASTING, Feb. 2). The survey was conducted by Audience Information Management in confidential interviews with agency people, local retailers and ad managers.

Other good news offered by David included radio's rating as the leading medium in categories of "most flexible," "most selective" and "lowest cost-per-thousand." As for which media are becoming more important, the survey showed radio first (on a scale of 1-10) at 7.5, followed by TV 7.3; newspapers 6.7, and magazines 6.1.

As to which media will be used more in the future, radio and television were "neck and neck," with TV, however, slightly ahead—TV 8.0; radio 7.9; newspapers 7.2, and magazines 6.4.

In evaluating their attitudes toward media salespeople, 76% of those interviewed reported radio salespeople as average or above average in availability, and 75% said radio sellers do well in following up and are prompt for appointments. Sixty-five percent said radio salespeople know their clients' business and the same percentage said they sell creativity. A "good listener" description was given by 67%. About 65% said radio salespeople are average or above when compared to other media people in knowing client's needs.

The study also showed that television competitors now are calling on local advertisers about as often as radio salespeople. And as for newspapers, the survey results said that newspapers cover 56% of their advertisers once a week and about 25% of their agency contacts weekly. Noting that newspapers outbill radio five-to-one nationwide, David said the study indicates that radio must strive for deeper and more frequent coverage of advertisers.

As to what agency and advertising people want in or from media salespeople, the top-10 requisites were knowledge of medium, current rates, understanding of target audience, the right packaging and promotion, understanding of ad objectives, knowledge of competitors' actions, media analysis, availability of impact/case histories, merchandising programs and creative ideas.

These, according to David, are only the initial results of the survey, which was conducted without informing those interviewed which medium it was for. He said copies of the study will be sent to RAB members after the results are run through a computer for greater detail.

■ In another survey, released at the conference, it was found that radio sales staffs are growing larger and younger and that 36% of all radio salespeople are women. High turnover remains a major problem of radio sales departments, but there may be an answer to that problem in better training and management.

The RAB survey became the theme for many discussions at last week's meeting. RAB Executive Vice President Robert Alter presented the survey results, which were drawn from responses from 1,200 radio stations.

According to the survey, 68% of radio sales people are under 35 years of age and 85% of stations have at least one woman on staff. Concerning turnover, 64% of salespeople have been with their station two years or less and 50% of stations report a turnover of two or more salespeople a year.

"Stations estimate they spend \$5,824 annually to train salespeople who don't work out," said Alter. "This translates into something like \$28 million for the nation's radio stations."

Concerning training: 97% of the stations reported they have some form of training,

94% have sales meetings, 70% send salespeople to outside sales meetings, 67% buy outside training courses and 16% use consultants. Only 37% reported a formal sales training program, but 99% say they will maintain or increase their sales training emphasis over the next few years.

Radio sales managers need to implement "better screening and selection of candidates, stronger training programs, realistic compensation plans, continuing communications between management and salespeople and more local selling aids," said Alter. Although good training of new salespeople clearly cuts down turnover, 41% of the stations have no special training for new people.

Most large-market stations and a growing number of small-market stations are using grid rate cards, and personal contact remains the most common form of sales pitch. Most managers hire new salespeople on the basis of enthusiasm and ambition rather than radio selling experience, and most stations use a combination of salary plus commission or bonus as compensation.

Digges calls for 'aggressive' sales posture for radio

In keynote address, retiring head of CBS Radio also encourages attention be paid to whole media mix

Sam Cook Digges, former CBS Radio president and keynote speaker at last week's RAB Managing Sales Conference, called upon his audience to sell aggressively against television and print but to remain loyal even to radio competitors.

"I hope that none of us forgets who the enemy is," Digges said, explaining that "too often" internecine competition among radio stations within a market can damage the medium's image and "that's hari kari." He encouraged selling that is upbeat for the medium as a whole.

Digges, who appeared at the RAB meeting a day after his official retirement from CBS, urged radio salespeople not just to think about the share of radio revenues their station attracts but rather to concentrate on beefing up the share of the entire media mix.

He cited several weaknesses in newspaper advertising and urged radio sales staffs to pass the word. Digges explained, for example, that "in most cities, you'll find somewhere between 50% and 90% of the households in the city zone plus the retail trading zone, or in the primary market area, do not receive the leading newspapers." And he advised salespeople to use Starch newspaper research data which documents, he said, the high numbers of newspaper readers who don't read or can't remember ads. As for television, Digges told the radio meeting not to believe that its electronic competitor automatically

Sharing advice. During an RAB session directed specifically to salespeople from small and medium-sized markets, the invitation was to "Bring a Problem, Leave with a Solution." Moderated by Phillip Zeni of KAYI(AM) Little Rock, questions varied and so did the answers. Among the subjects and suggestions:

- On motivating the sales staff—Share success stories from advertisers. Break new salespeople in with clients that have a positive attitude about the station. Help a new sales recruit set long- and short-term goals. Have a bell at the station that a salesperson rings upon making a sale of \$100 or more.

- On developing new accounts—Train the station secretary to be a co-op specialist. For the first four weeks a new client is on the air, give the salesperson 5% above the regular commission. Hold sales contests.

- On distributing prospective client calls—Have the receptionist rotate the calls evenly among salespeople. Give each salesperson a "call-in day." Find the salesperson with the best track record in the product category of the potential new client.

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Press a button, and it sets up automatically. In seconds, instead of hours. File and recall six basic lighting situations, and get great picture quality—instantly—under any conditions.

All RCA cameras are built to extend your creativity, lighten your chores, and deliver the very best on-air product.

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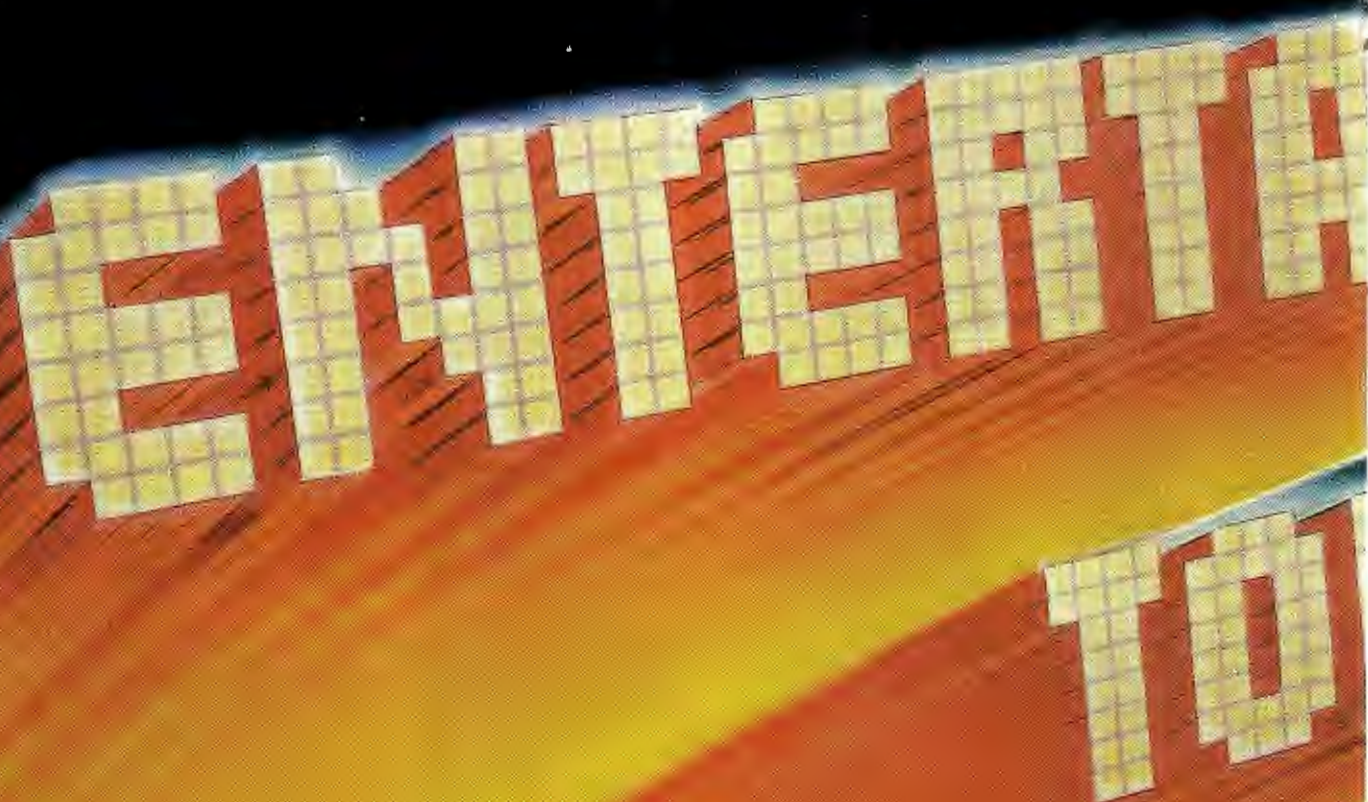
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- ★ The greatest stars in performance and behind the scenes—the glamour of movies, music, TV and theatre!



UNPRECEDENTED SUPPORT!

Streaking across the sky this Fall...the unique series that's above and beyond every other in syndication!

As of Jan. 27, it's already sold to 14 major groups! In all, 52 stations representing over 50% of the U.S. have signed on for our satellite-delivered series!

ENTERTAINMENT TONIGHT—innovative in concept and distribution...unprecedented in sales success!

Already Sold to

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Gannett	McGraw-Hill	Storer
Gaylord		Taft

ENTERTAINMENT TONIGHT

starts entertaining America September '81!

- ★ Broad demographic appeal—appetite for inside-showbiz news covers all ages!
- ★ Executive Producer: Jack Haley, Jr.
- ★ Can't be compared to any other show currently being offered!



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generates more recall.

In all selling situations, Digges said that the pitch should be given from the standpoint of the advertiser.

Digges emphasized that sales managers



Digges

have "to know the territory... the territory that exists inside the heads of your salespeople and inside the heads of your prospects and clients." He said that "effective communication" of management goals should be a prime goal and added, "for goodness sake, be a good listener." Furthermore, he said that sales managers must instill pride not only in the station but in the radio medium itself, and motivate the sales force "not to accept a 'no'" from a prospect.

If a manager finds problems at his station, detracting from his pride in selling it, Digges suggested that higher management should be informed. Too little community service, he said as an example, might make a salesperson "want to talk to the G.M."

Digges, who retired from CBS Radio effective Jan. 31, now is president of Digges Enterprises, a Palm Beach, Fla., firm that plans to acquire and manage radio stations.

How to fight the radio war

Trout tells broadcasters to adopt military tactics in their battle for the marketplace

What does "On War," a 200-year-old history of military strategy by Carl von Clausewitz have to do with selling radio in the 1980's? Just about everything, according to Jack Trout, Trout & Ries Agency, whose address to the crowded closing session of last week's RAB Managing Sales Conference drew enthusiastic applause.

"The classic principles for winning war are the same as those for winning in the marketplace," said Trout. "The intense competition of the 80's will make that of the 70's seem like a tea party. Businesses in the 80's must begin to think militarily

and use military strategies. It's kill or be killed."

According to Trout, winners have two assets: force ("the heaviest artillery usually wins") and superiority of defense ("military forces avoid attacking a strong defense; business is beginning to learn that.")

Finding the right strategy for winning involves knowing the position in the field, be it leader, attacker, flanker or guerilla, according to Trout, and each of these has separate strategies for winning.

"Only leaders should play defense," he said, "and the best defense is a good offense. Leaders must block strong competitive moves in order to stay in the lead." Trout recalled as an example that the product Tylenol became much better known after effectively blocking competition from a challenger, Datril. "Power used at the right moment against the right adversary," he said, "brings more power."

Attackers must first know their enemies, he continued. They must launch their attack at the leader's weakest position and launch it on as narrow a position as possible. Trout recalled ABC's challenge to other networks on a narrow sports front. "Never launch an attack with a small effort," he continued, "give it your whole effort, and that effort might have to include a 'superior weapon.'" Trout recalled that Crest toothpaste's American Dental Association Seal of Approval squashed market leader Colgate's "Guardol shield" promotion years ago.

For attackers, the battle is more in "killing the enemy's courage than his soldiers," said Trout, recalling that it was not the taste of Scope mouthwash that allowed it to overtake Listerine, but its advertising campaign's accusations of "medicine breath."

Most marketplace action occurs among flankers, and their strategies apply particularly well to radio, according to Trout. A flanker's approach must be made into "uncontested areas where tactical surprises are important," he said. And promotion must be vigorous. "Benson & Hedges was not the first long cigarette, but they promoted themselves as such," he said.

For the flanker, "if absolute superiority is not available, you have to establish relative superiority, by taking advantage of what you have and keeping your forces concentrated." Trout used as an example how Volkswagen was the leader among small foreign car manufacturers until it diversified.

Once leadership is lost, it is difficult to retrieve, said Trout. "Then it's time to work out a new strategy, and now's the time for AM radio to develop a new strategy."

Guerilla fighters must find a segment of the market small enough to defend. "No matter how successful you become, never act like a leader," warned Trout, "or you'll be out of your defensive enclave and vulnerable to attack."

Finally, a guerilla must be "ready to

'bug out' at a moment's notice," said Trout. "Guerillas can't afford to take losses. Leaders can."

Companies that survived the marketplace war of the 1960's were production oriented, according to Trout. Those that survived the 1950's were customer-service oriented. Those that win in the 1980's will be competitor-oriented.

Keying for success in billings battles

Sunday RAB session hears speakers discuss professionalism, adequate remuneration and team organization for stations' sales staff

Winning the bout for billings involves professional salespeople and a record-keeping system that allows instant access to the current status of every account. It also involves a remuneration plan that motivates everyone. Offering details on how to build such a winning operation were participants in a Sunday-morning panel discussion entitled, "Organizing Sales Departments For Maximum Coverage."

Dwight Case, RKO Radio, moderated the panel, which drew and kept a standing-room only audience.

Addressing radio's need for more professional salespeople was the panel's first speaker, Ron Fischmann, Radio Sales Seminars, Durham, N.C. He advocated reorganizing sales staffs so that people perform specific functions, each adding up to a team that sells air time.

His "Sales Team of the Future," includes no salespeople as most stations know them today. It does include a sales coordinator, who selects accounts and oversees the rest of the staff; a research director and designer, who prepares marketing data and creative presentations for potential clients; a presenter, who deals one-on-one with or in the board room of potential clients, and a service person, who relieves the presenter of follow-up tasks and account maintenance.

Because the talent pool for professional salespeople is small, Fischmann advocates drawing upon graduates with marketing and art degrees as well as sales trainees to supplement fewer key salespeople. Turnover is lower on such a staff, according to Fischmann, because people do what they enjoy doing most.

"Radio's farm system, small- and medium-market stations, comprises more than 75% of all our facilities," said Fischmann. Because of this, "most stations are mired in the thankless tasks of seeking and training reluctant individuals."

Only five percent of salespeople respond significantly to cash incentives alone, according to Fischmann. The rest need other kinds of compensation, among them, working environments that offer useful training.

Following Fischmann's presentation,



"Organizing Sales Departments for Maximum Coverage." L. Ron Fischmann, Radio Sales Seminars, Dwight Case, RKO Radio, Mel Abramovitz, WSB-AM-FM Atlanta, Stephen Bellinger, WDZ(AM) Decatur, Ill. and Dan Tyler, KSXX(AM) Salt Lake City.

panelist Dan Tyler, KSXX(AM) Salt Lake City, addressed the need for efficiency, primarily in salespeople's use of their time. "The average salesperson spends 15% to 20% of his time actually selling," he said. "We have to use time more efficiently to increase selling time." Tyler advocated developing phone skills. "When you finally go out and meet the client, it should be to close the sale and sign the contract," he said.

How can a manager motivate the veteran salesperson with a client list "a mile long" and a comfort zone easily satisfied? Mel Abramovitz, WSB-AM-FM Atlanta, third panelist at the Sunday morning sessions, offered answers to that problem, by describing how his station recently reorganized its staff.

There, an eight-person staff with two such veterans and six underlings was reorganized so that six people and two trainees had more equitable lists, each of which included some advertising agencies. Veterans gave away valuable accounts, but commissions for new accounts were doubled, so an incentive was available to rebuild.

"Everyone should be trained to handle retailers and agencies, so you have viable backups if you lose a key salesperson," said Abramovitz. Sales people should also be taught to use Arbitron and other research service tools.

Stephen Bellinger, WDZ(AM) Decatur, Ill., closed the panel discussion by describing his station's method for keeping up-to-date minute records of where each account stands and how each salesperson is performing. His system is based on index cards entitled "call reports," filed for each call a salesperson makes each day. Cards retain information on when and what kind of contact was made as well as the result of the contact. Information on the cards is punched into a computer regularly.

Included in the card's information is the day the salesperson promised to call the client again and what he plans to present. It also allows the manager to go to the computer at any time and see when the last time a client was contacted and what kind of contact was made.

National radio's crystal ball: Cheap rates are part of the past

Radio executives see need for increased revenues to survive; regionalism and compensation changes likely components of business picture in years ahead

According to at least a couple of top radio executives, radio no longer should take pride in being both efficient and cheap. Efficient, yes. But cheap, no.

"Today our C-P-M's [costs-per-thousand] are still too low," said ABC Radio's Ed McLaughlin. McGavren-Guild's Ralph Guild agreed: "We've been the cheap medium long enough."

The expectation of increased network rates was among the subjects addressed during the RAB's "Future Shape of National Business" session, covering both wired and unwired networks. Joining McLaughlin and Guild as panelists were NBC Radio's Charles Renwick and Katz Radio's Ken Swetz.

Renwick, citing the estimate upon which NBC Radio is basing its 1981 business plan, claimed that the wired networks (such as NBC, CBS, ABC and others regularly interconnected) should take in \$180 million in revenues this year, up from \$157 million in 1980 and \$73 million in 1975. And the network slice, he added, amounts to only about 4.5% of the entire radio business.

McLaughlin said it's mandatory that the figures go even higher, claiming, "We can't survive without \$200 million." McLaughlin explained that ABC Radio no longer goes after newspaper and print accounts but rather "we position ourselves strictly against national television." A prime business target, he said, is advertisers with \$600,000 to \$2 million to spend because "they can't get radio's effectiveness on television for the same money."

As for pricing, McLaughlin said ABC is

soon to get its first \$10,000 *Paul Harvey* minute and that will be a positive sign that radio can bring in more than it currently is asking.

McLaughlin also claimed it would be shortsighted for radio people to wish that TV loses its dominance. If that occurred, TV rates would go down and "we all [would] suffer," McLaughlin said.

He encouraged new programming tactics to generate revenues and said that this year his network will present more than 100 music specials—84% of which have been sold out for some time.

Speaking on the business future for radio reps, Guild said he expects changes in the compensation received for station sales. "Static compensation is going to go out the window," he claimed, explaining that there will be more incentives and more bonuses.

Guild, whose firm just opened its 13th office, in Minneapolis, also said the future of reps will be toward more regionalism and by 1990, most large reps will have 18-20 offices.

On the prospect for spot radio sales, Katz Radio's Swetz sees 1981 as an "excellent year," with a 16% increase over 1980. Guild went even higher, projecting a 22% increase.

Serving as co-moderators of the session were Blair Radio's John Boden and Mutual Broadcasting System's Martin Rubenstein.

Boden said he believes the future will have fewer, but larger, rep firms and an increasing number of markets where, although "difficult," a single firm will serve more than one station. Guild concurred and said this likely will lead to different sales forces under the same rep firm umbrella.

Rubenstein commented on the ever-decreasing lead-time he said is available when placing spots but added that radio as a medium shows its strength there.

RAB offers ways to market different types of formats

Monday afternoon at last week's RAB conference offered a series of discussions on "How to Sell Your Format." Rock radio salespeople heard from Lee Abrams of Burkhart, Abrams, Michaels, Douglas & Associates, Atlanta.

Abrams theorized that rock music develops with a series of peaks and valleys of creativity, with musicians such as Chuck Berry, Elvis Presley and the Beatles appearing during peak periods while fads like nostalgia and dance crazes like the twist, go-go and disco occur during "lulls."

A rock music lull has frustrated rock programming in recent years, according to Abrams, but he warned those present to "get ready for another peak" soon. Stations that dismiss the next peak as just



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60 hours of live programming in 5 days. No other network came close.

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Nearly 300 ABC broadcast professionals were on hand at key spots around the globe to transmit the news to millions of anxious Americans.

Since the start of the hostage crisis, ABC Radio News provided our affiliates with an hourly service—"Iran Update". In addition, ABC provided live *continuous* coverage from everywhere at exactly the times when audiences wanted to follow *every* development.

So it's no wonder that with every network to choose from, American Forces Radio chose ABC almost exclusively to broadcast hostage news to U.S. personnel and dependents around the world.

It seems that Armed Forces Radio took a cue from our 1700 affiliates. When you need coverage that's as big as the story, you need ABC.



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RADIO
NETWORKS**
radio abc

Sell the sound, not the numbers. "It's been many years since a radio salesperson pitched one of our buyers by playing a tape of how his station sounds," said Larry Spiegel, Tracy-Locke Advertising and Public Relations Inc., Dallas. Spiegel addressed last week's RAB Managing Sales Conference at lunch on Monday. His humorous presentation urged broadcasters to sell their station's sound rather than its ratings. Following Spiegel's address, Robert Stanford, Stanford Agency, Dallas, played tapes of his company's radio campaign for 7-11 stores.

another fad will be left behind those that adapt to it, he said. He also said his company is preparing to launch a new rock format, targeted to adults over 25.

How can rock stations recognize the next creative peak? "Musical revolutions are always a direct evolution from the revolution immediately preceding it," said Abrams. Tomorrow's revolution will pick up where Led Zeppelin, Jethro Tull and Pink Floyd left off, he said.

While surviving lulls and recognizing creative peaks, rock radio broadcasters must be aware that their audience, often thought of as including 18-24-year-olds, actually includes many ages. Rock radio's audience has experienced an "accordion effect," in recent years, according to Abrams. The aging of the baby boom generation, which grew up on and continues to listen to rock, and the shift of top 40 stations to adult-oriented sounds, has resulted in both new older and younger listeners for rock radio. Among those listeners, according to Abrams, are 25-34-year-old blue-collar workers and "week-end hippies," 16-24-year-old "punks" and casual listeners anywhere from 12 to 34 years old.

■ Demographically, the rock format may draw younger listeners than, say, all-news and talk or popular music/personality, but in other format rooms, those with heavy 35-plus demographic targets were encouraged to stand tall in the marketplace as well.

KABC(AM) Los Angeles's George Green said that "everything is geared to the target audience" of 35-54 at his talk station and that "it's the class image" that shows up.

Speaking to a group of popular/personality salespeople, Buckley Radio Sales' Richard Buckley said: "There's nothing wrong with being 35-plus. I would flaunt it." Others asserted that an effective sales presentation can be made on the advantages an advertiser can gain by reaching that group.

■ For country radio, the message was that the format should not be sold as a "new" format, but as one that's been around for many years. Panelists stressed the need for salespeople to know their station's demographics. Small stations that can't afford expensive marketing surveys might try to convince a local college to conduct one for them, it was suggested.

How to use ratings to the best advantage

RAB session gives ideas on how to find new ways to present results for increased sales

With ratings, it's all in the interpretation.

That was the message, loud and clear, during an RAB panel on "Using Research in the Real World"—when rating experts explained how to deal with Arbitron books that show a change in a station's performance.

Even in those cases when the first reading of a rating report may seem to spell disaster, said Maurie Webster of The Webster Group consulting firm, "if you look hard enough, there probably is something that can save you." Through a detailed examination of the numbers, Webster explained, unexpected strengths may be uncovered, requiring "an entirely different strategy" in sales.

Webster, introducing his new computerized "Analyst" service, showed how it can check out overall demographic shares for all dayparts in the market, at the client's station and at the competition. Among other factors that can be explored are the stations' age profiles, time spent listening and turnover, he said.

Jhan Hiber, from Hiber & Hart consultants, took the hypothetical situation when ratings don't change from book-to-book at a station. Hiber advised: "Find out if the numbers are real" and "don't look at your numbers in isolation." Hiber related his experience investigating diaries, explaining, for example, that a "flat" station can downplay a competitor's success if higher numbers can be shown to be a one-time fluke. Similarly, he cautioned a surging station against starting to "ballyhoo" success before it finds out if its own numbers can be easily knocked down.

He added that stations should make sure rating changes are not the result of a change in Arbitron's methods and "statistical maneuvers." By not looking at a station in a vacuum, Hiber said, a station that does not change in the ratings may be able to show itself up if a leading competitor has gone down.

Sam Paley of Custom Audience Consultants took on the discussion of selling on an "up" book. She suggested that a station with an improved rating provide buyers with considerable research not only about its ratings but the market as a whole. Paley explained that, with credibility, the buyer may come to rely upon that station for market research. Paley explained various research materials her firm provides for clients such as "have you heard" one-or-two line briefs to "jazz up" the numbers and sales-targeted ratings comparison charts.

In situations when a station must sell on a new format before any numbers are in, Paley recommended using case studies from stations undertaking similar moves in other markets.

The bottom-line importance of ratings was pointed out by RAB's Dick Montesano who, at the start of the session, reported claims that a single rating point advantage can be worth \$300,000 per year in markets of more than one million people. In the largest markets, he added, it has been estimated to be worth \$1 million. Another on the panel was Alan Tobkes of Eastman Radio who showed and analyzed videotapes of a "buyer" and "seller" demonstrating situations.

Training the successful sales staff

RAB session gives ideas on techniques for educating new salespeople and then keeping them motivated

If the sessions at last week's RAB conference were rated for popularity, one entitled, "Sales Training that Works," moderated by Dean Sorenson, Sorenson Broadcasting, Pierre, S.D., would be a leading contender.

Although training of some kind often continues through a salesperson's career, it is breaking in the inexperienced beginner that small, medium and even big stations face almost continually. To kick off



"Using Research in the Real World." L-r: Dick Montesano, Radio Advertising Bureau, Alan Tobkes, Eastman Radio, Sam Paley, Custom Audience Consultants Inc., Jhan Hiber, Hiber and Hart Ltd., Maurie Webster, The Webster Group.

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the session, panelist Bernard Mann, Mann Media, High Point, N.C., outlined his company's two-week program for training beginners.

Mann's program includes assigning a senior salesperson to each beginner to demonstrate the station's presentation, rehearse sales pitches and accompany the beginner on the first calls. In return, trainees help senior salespeople with research or pursue a difficult account.

Trainees receive eight days of intensive training about the station, advertising, retailing, radio, competing media, selling and communicating, while observing a senior salesperson make different kinds of calls before attempting their own first call.

"The senior salesperson goes with the trainee on that first morning of calls," said Mann. "That way we're sure the trainee will come back." During the first few weeks on the job, trainees at Mann Media are also taught to plan and organize accounts and to set their own goals.

After good training, a positive attitude is the most important attribute a salesperson or manager can possess. Panelist Roy Mack, Be Fabulous Communications, Jacksonville, Fla., said salespeople must cultivate a positive attitude toward themselves, their station and the particular product, be it morning drive news, or another program, they are selling. Triggering motivation and keeping it alive are the jobs of every manager. Panelist Pam Lontos, local sales manager, KMGC(FM) Dallas, aimed her remarks at motivational techniques.

"The best motivation is the knowledge that your salespeople can double or triple your station's billings and their own income if they want to," she said. Salespeople must believe they can do that and they must know the basics of selling. Lontos has sold for stations that, she said, were near the bottom of their market in ratings but near the top in billings.

"Sell radio the way you'd sell anything else," she continued, saying that myths about radio salespeople's need to be more "service-oriented" in their techniques keeps many of them from selling as much as they could. Selling involves convincing a person of "what's in it for me," she said. "That's all they care about when they sign that contract."

RAB session offers sales meeting improvement tips

Most radio station operations now include sales meetings, some held as often as every day. But in the words of one of last week's RAB conference participants, "If I asked a random group of salespeople what they think of their sales meetings, too many would answer 'useless.'"

Because conducting more productive sales meetings is considered essential to creating more professional staffs, an RAB panel entitled "How To Run Productive



"How To Run Productive Sales Meetings." L-r: Thomas McKinney, Sheridan Broadcasting, John Gorby, Youngs, Walker and Co., Ken Greenwood, Greenwood Development Programs, Tulsa, Okla. Every meeting should have an objective, according to Greenwood, and the meeting's environment, be it a conference room, a restaurant or a park bench, should vary, according to the objective.

Sales Meetings" offered ideas to that end.

"A meeting is like a computer. You get out what you put into it," said panelist Ken Greenwood, Greenwood Development Programs, Tulsa, Okla. Every meeting should have an objective, according to Greenwood, and the meeting's environment, be it a conference room, a restaurant or a park bench, should vary, according to the objective.

How can a manager find out what his sales staff is really thinking? "Ask questions," said Greenwood, "but have your staff write their answers anonymously on pieces of paper. Then have your secretary retype the answers."

For panelist Robert Gorby of Youngs, Walker & Co., Rolling Meadows, Ill., the most effective meetings are those in which everyone is involved and can become more successful as a result of participating. A sales meeting can "motivate, develop shared commitment to station goals, train

or solve account problems and complete basic reporting," according to Gorby. Salespeople should take turns running a training session, presenting advance plans for pursuing an account or researching last year's newspapers so the staff can prepare in advance for this year's seasonal campaigns.

One innovative sales meeting format put forward during the session was one described by panelist Chuck Heiser, KOAX(FM) Dallas. Since 1973, Heiser has invited guest speakers to address the station's entire staff once a week.

Speakers have included the station's clients and other local retailers as well as people in other walks of life, including a fashion model, football and basketball coaches and a university professor. "After the model explained what personal appearance and poise can mean, the entire staff has been dressing more professionally," said Heiser.

How to set and meet radio sales goals

In a Sunday-morning RAB session described as one of the best, a consultant and three broadcasters shared ideas on "Setting and Achieving Goals."

The panel's first speaker, Norman Goldsmith, president, Radio Marketing Concepts, stressed the need for managers to solicit input from their staffs while setting station goals. "Do your people have a job, or do they run a business?" he asked.

The difference between the two, according to Goldsmith, is the difference between acting and reacting, merely achieving and growing, accepting limitations and overcoming them, and finding the easiest way to get the job done and looking for ways to do it better. "Salespeople who perceive themselves as businesspeople rather than salespeople will act as individual profit centers," said Goldsmith.

Goals should be specific, meaningful, attainable, challenging, measurable and profitable, and finally, remuneration should motivate people to fulfill station goals, not simply their own. "Remunera-

tion should penalize people who don't make an effort, establish accountability and should show people how they can make more money," Goldsmith concluded.

Craig Harper, WEZI(FM) Memphis, stressed the need for managers to solicit input from their salespeople. "Cash alone is rarely the best incentive," he said. "You have to get to know your salespeople personally to understand what motivates them and to help them set their personal goals."

Following Harper, David Ross, Metroplex Communications, shared his company's method of keeping track of accounts and salespeople. Metroplex salespeople keep daily, handwritten records of sales completed. This provides a manager daily information on where salespeople, stations and the whole company stand toward fulfilling goals. This information is distributed at daily sales meetings, so peer pressure weighs heavily in motivating the company's salespeople.

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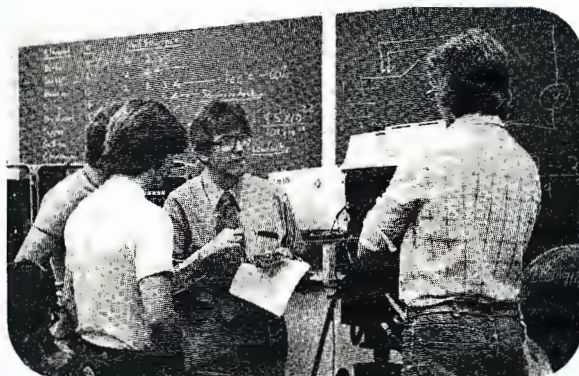
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With eye on qualities needed, care is stressed in hiring of potential salespeople

Empathy, motivation and ego-strength. Those were the three central qualities cited by Mark Friedman of the Personality Dynamics employment testing firm in describing what makes a good salesperson—and more particularly, the answer to an RAB panel session, "What Makes Radio Salespeople Winners?"

Friedman, citing previous research, stressed the need for care in hiring salespeople. He said that studies show that 55% of salespeople in any given industry "really don't have any sales ability at all" and that another 20-25% are selling the wrong product in the wrong market.

The key qualities to look for, he said, begin with empathy: the ability to relate to and understand a prospective buyer. Another vital characteristic, he said, is "launch power" or motivation. Friedman explained that this is an "inner tension that motivates an individual to conquer another by persuasion" in order to feel good. "Ego-strength," or the resiliency to cope with frustration, is another must, he said.

For Frank Gunn, another panelist, the answer is "professionalism" and the realization that selling is hard work. He scoffed at those prospective salespeople who think the only qualifications necessary are loving people and loving sales. "I, for one, hate to sell," Gunn said (adding, however, that he loves the sale after it's made). "I'd rather play tennis and I love coming to meetings like this."

Gunn questioned whether a good salesperson can be created. He said: "Maybe, just maybe, they make themselves," leaving it management's job to create the right environment for them to prosper.

Robert Biernacki of WOR(AM) New York addressed the subject in terms of compensation and explained how his station tries to make good salespeople by financial reward. Biernacki said 75% of the salesperson's pay comes from salary, with the

rest being incentives. A monthly bonus, he explained, is earned by the sales staff through group performance, adding that there is "point competition" on a quarterly basis as well. Since the bonus money comes through for the team and not just the individual, he said this allows a sales manager to put an account executive wherever management thinks best without staff dissension over who has the larger accounts.

For the "headhunting" perspective, Joe Sullivan of Joe Sullivan & Associates, offered advice on interviewing and checking references. During the first interview, Sullivan said, a relaxed environment is best to see if employer/employee rapport exists. A second interview leaves plenty of time for the pressure tests, Sullivan said.

In checking references, Sullivan said, a crucial question is: "Would you hire this person?" He said the prospective employer should be attentive not only to the answers given by references but also to voice inflection and what may be said between the lines. In checking many references for any given person, Sullivan said he has learned to disregard the extremes—both positive and negative—and warned employers: "Don't expect a clean slate" from anyone. He added that employers shouldn't be timid about asking references for further amplification of any comments they might make.

Secretaries, he said, make good references to check since they are "generally more honest than loyal."

RAB explores the problems and profits of co-op advertising

One of the themes of RAB's Management Sales Conference might have been summarized: There are millions of dollars in co-op advertising available but not being used by radio. The trend toward co-op advertising is growing. Although co-op planning is significantly more profitable for all involved than other forms of advertising, radio stations in general shy away from it, because too many managers don't under-

stand that arranging co-op deals is easier than it appears to be.

The key to co-op profits, according to panelists at a session entitled, "Organizing to Develop Co-Op Profitably," is careful planning and station organization.

Part of that planning, according to panelist Bill Harris, Sanger-Harris Stores, Dallas, is knowing the products a retailer sells. By staying in contact with manufacturers of those products, station salespeople can know when and how many co-op dollars are available.

"Co-op dollars offer promotional opportunities not available on a store budget," said Harris. A station becomes valuable to a retailer when it keeps him informed of co-op opportunities. Staying in touch with a manufacturer or its agency can also give a salesperson a head start on other media when competing for co-op dollars.

In addition to knowing a retailer's product line and maintaining contact with manufacturers, radio can nudge the retailer toward buying more co-op by assigning conscientious, knowledgeable sales people to co-op accounts and by providing a calendar of promotional activities that might tie in with co-op events.

"Keep those proposals flowing," said Harris, "and show us that market and media data, so we know why we're buying radio."

Organizing a station's staff is also a key to co-op success. Panelist Cheryl Goepfert, WCFL(AM) Chicago, recommended training all salespeople to handle co-op accounts, while panelist Phil Roberts, Torbet Radio, New York, recommended maintaining a co-op specialist who does no other kind of selling.

Even in small markets, where stations have only one retailer with which to work, co-op selling can be extremely profitable. "But most people in radio don't understand that," said Pat Coley, retail sales manager, Greater Media, "and the proof of that is the fact that this room should be packed, and it isn't."

Personnel psychology

A specialist in the psychology of motivation advised those attending his RAB session to create a work environment where mistakes are accepted.

"Anything worth doing is worth doing badly—at first," claimed James Newman of the Pace Organization. Newman said that the "common denominator" among people at the top is the ability to risk failure and use mistakes as a learning experience.

In running sales staffs, Newman suggested a coaching (positive) rather than coercing (negative) approach.

Among the characteristics of a good manager, according to Newman, are first a "personal commitment to your own growth"; a "commitment to be a people-grower"; the ability to communicate expectations to staff, and be an effective trainer.



"What Makes Radio Salespeople Winners." L-r: Joe Sullivan, Joe Sullivan & Associates; Fred Walker, Insilco Broadcast Group; Mark Friedman, Personality Dynamics; Robert Biernacki, WOR(AM) New York; Frank Gunn, KAKZ(AM) Wichita, Kan.

New times ahead for CBS News

With March 6 set as Cronkite's last 'Evening News,' and with change in executive ranks, department enters new era

The magic date for Walter Cronkite, Dan Rather and perhaps the long-running dominance of the *CBS Evening News* is Monday, March 9. That, CBS News announced last week, is when Rather will become *Evening News* anchorman and managing editor, replacing Cronkite, whose final appearance as anchor and editor of that series will take place Friday, March 6.

CBS News President William Leonard, announcing the dates, expressed "enthusiasm and delight" that Cronkite "will remain an integral part of our organization," and confidence that Rather, "a journalist of impeccable qualifications who embodies the great traditions of CBS News that go back more than 50 years," will "continue and expand" the leadership of *CBS Evening News*.

Despite the expressions of confidence, many observers wondered whether the audience size and loyalty that Cronkite has built over the years could in fact be maintained, much less extended, by Rather or anybody else. There were even reports—denied by CBS News—that efforts were being made to have Rather "tone down," or project a less aggressive image, more in line with the solid even-handedness perceived in Cronkite.

Actually, CBS News officials said, the effort was not to get Rather to "tone down" his appearance, but instead to "be more relaxed" on the *Evening News*. When he has substituted for Cronkite, they noted, he has appeared "intense," in contrast with the "relaxed" approach shown when he anchored portions of coverage of the former hostages' return from Iran. They'd like him to get more of that relaxed appearance into the evening



Changing of the guard. CBS announced March 6 as the last *Evening News* broadcast to be anchored by Walter Cronkite (r). Dan Rather will take over as managing editor/anchor on March 9.

newscasts.

Rather will be managing editor and anchor not only of the *Evening News* but also of CBS's coverage of election nights and similar events. He will also anchor an upcoming five-part *CBS Reports* on "Defense of the U.S."

Cronkite in his new role will take on assignments that cut across hard news, documentaries and special events and will include anchoring the *Universe* science series expected to start this summer. He'll also anchor one part of the five-part *CBS Reports* defense series for which Rather will be the overall anchor. Cronkite will anchor the evening dealing with Russia, and is slated to leave for Moscow about mid-March on that assignment.

Announcement of the Rather-for-Cronkite changeover date followed, by a few days, disclosure of plans for changes in senior management at CBS News (BROADCASTING, Feb. 2). The changes, unrelated to the Rather/Cronkite moves, fueled new speculation about the eventual

successor to Leonard as president of CBS News, although CBS officials insisted firmly that it was too early for any such speculation. Leonard reaches the normal retirement age of 65 in April but has received a one-year extension from CBS, running to 1982.

Most of the speculation focused on Edward Fohy, CBS News vice president, Washington, who was named vice president and director of news, based in New York, and Roger Colloff, vice president and assistant to Leonard, who will become vice president and director of public affairs broadcasts.

Without minimizing speculation about their future prospects, however, it was also noted that Robert Chandler, now vice president and director of public affairs broadcasts, steps up to a new, broader post: senior vice president, administration, with responsibility for planning, public information, policy administration, research and resources development. In effect, he becomes CBS News's number-two executive, in charge of the operation in Leonard's absence.

Fohy, moving into the key editorial post, succeeds Burton Benjamin, who, CBS News pointed out, has "long expressed a desire to return to production," which he will do in his new assignment as senior executive producer, hard news broadcasts. A part of that desire, it was understood, stems from a wish to avoid forced retirement. He will be 65 in October 1982 and would then be subject to mandatory retirement as an executive, but not as a producer. In addition to being responsible for overall creative content of all hard



Fohy

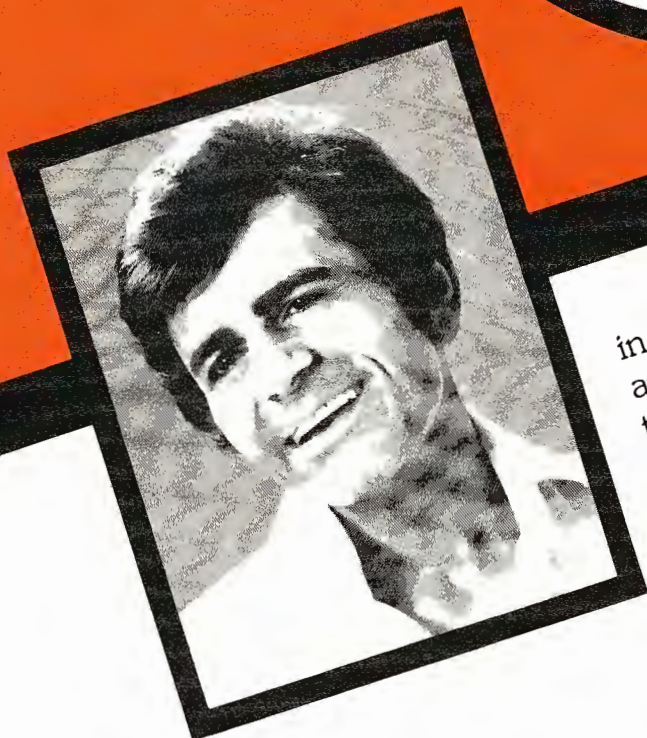


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news broadcasts, Benjamin will also produce specific broadcasts occasionally, especially specials involving Cronkite.

Colloff is a comparative newcomer to CBS News, which he joined in early 1979 as vice president and assistant to Leonard when Leonard was executive vice president and chief operating officer. Before that, Colloff had been special assistant to Energy Secretary James Schlesinger since October 1977. Earlier he was senior staff member of the Office of Energy Policy and Planning, and from November 1975 to July 1976 was director of government affairs for CBS Inc. in Washington.

Fouhy and Colloff, like Chandler, will report directly to Leonard in their new assignments.

Leonard had warm words for all three:

"Bob Chandler is probably the most experienced executive at CBS News, and once again it is time that his abilities range across the entire news business in this division. I expect him to be part and parcel of every major decision.

"Ed Fouhy has demonstrated in Washington his potential as a top news executive, and he will have full opportunity to expand that potential in one of the most important jobs at CBS News—running the hard news operation on a day-to-day basis, with the aid of John Lane, who will remain as vice president, deputy director, news, and Ernest Leiser, vice president, director of special events.

"Roger Colloff has made a major con-

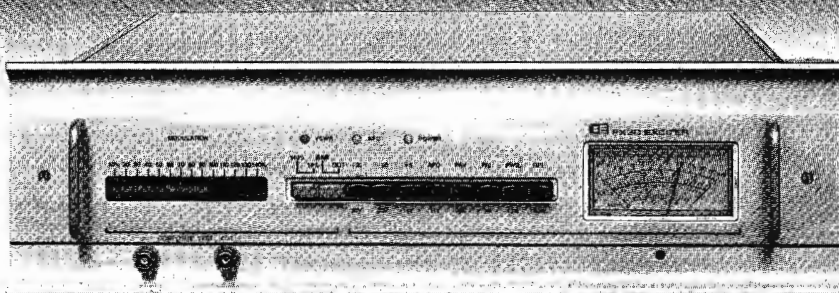
tribution to CBS News in the comparatively short time he has been with us, and his new responsibilities, in which he will supervise *60 Minutes*, *30 Minutes*, *CBS Reports*, *Universe* and all other public affairs programming, are a clear indication of the high regard in which he is held by me and the CBS News organization."

Leonard also had warm words for Benjamin: "... I am delighted that he wants to stay on to make what I know will be an enormous contribution once again in the creative side of our business. He is a dedicated and talented and, needless to say, experienced newsman, with great accomplishments still ahead of him."

In another change, Jack Smith, chief of the CBS News bureau in Chicago, was named to succeed Fouhy as Washington vice president. Smith's successor in Chicago remains to be named.

Chandler and Colloff take their new posts next Monday (Feb. 16). Benjamin, Fouhy and Smith move into their new assignments about April 1.

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White House relations with press should give more advantage to President

That's message of new book
published by Institute for
Contemporary Studies, which
lists ways chief executive can
best use media exposure

In a day when the President is being urged to meet frequently with the press and to maintain an open and candid Presidency, along comes a political scientist who suggests a little of that sort of thing goes a long way. Too much uncontrolled coverage, he believes, reduces the President's capacity for leadership.

What serves to focus particular attention on the views of Robert M. Entman, an assistant professor of public policy studies at Duke University, is that they are contained in a chapter to be included in a book—"Politics and the Oval Office"—to be published in about a month by an institute with ties to the Reagan administration. One of the founders of the Institute for Contemporary Studies was Edwin Meese III, now counselor to the President. Caspar Weinberger, now secretary of defense, is on the institute's board of directors.

Entman may not be antipress in his approach. He says the media "have a responsibility to report what they find and to criticize effectively the institutions of government." He also says reporters should be "alive to the hazards of manipulation"—though he subsequently suggests techniques of manipulation. But the heading chosen for the chapter is illuminating—"The Imperial Media." Ent-

man suggests a reduction in rank is appropriate. "On balance," he writes, "a chief executive would probably benefit from engineering a reduction in the media's inordinate obsession with him. Then he could work to reshape the character of the coverage remaining."

It is part of Entman's thesis that the kind of news the press focuses on serves neither the President nor the public. Reporters, he says, dwell on the dramatic, on the inside story of relationships in high places. When they are successful in ferreting out the information, he says, the result is a corrosion of the President's authority. And democracy, he says, "requires effective policy as well as pristine process."

He also says much of the attention focused on the President is wasted. Quizzing a President or his news secretary does not require many reporters or much work, he notes. But it produces mainly self-serving replies. "Better answers," he says, "could be found by digging about Washington, probing the innards of the bureaucracy, plowing through congressional hearings and reports."

One of Entman's principal recommendations—ironic, in that it comes shortly after the inauguration of a President regarded as a highly talented communicator—is that the President "not make a fetish of getting on television." He says that while reporters always cover media events, involving the President, they view them with cynicism—and transmit that cynicism.

Entman offers several other recommendations for shaping the character of White House coverage:

- "Reduce reporters' expectations." He would "tame White House beat reporting by decreasing reporters' expectations of full access to officials, by directly asserting that the demands of leadership require a modicum of confidentiality." That approach could be "legitimized" in terms of "the country's growing preference for strong leadership."

- "Shift reporters' attention from politics and plans to facts and figures." Instead of discussing the President's political motivations and strategies, Entman writes, "staffers should be open and accommodating" in dispersing "the technical policy analysis that undergirds decisions." That tactic, he writes, "should defuse complaints about total inaccessibility. It could [also] reduce the total volume of reporting, since dry data are often defined as unnewsworthy."

- "Discourage personal mingling between press officers, other White House staff, and journalists." While the President's aides may gain something from such mingling, Entman says, "the advantages of personal relationships dissolve when the news gets juicy." And reporters, he says, "may get more out of presidential staff (for instance, through 'off-the-record' backgrounders that can be used to frame on-the-record questions, or through alcohol- or fatigue-induced slips) than vice versa."

Entman notes that the President is not

without resources for managing the news. He can monopolize and selectively release information, control the timing and forum of contacts with the media, secrecy, and apply "licit and illicit pressure through government agencies"—the FCC, for instance. (Entman said last week he was not condoning such activities, only reporting.) Keeping news out of the media is the problem, he writes.

Implicit in the chapter is a plea for understanding of a President's need not to be always forthcoming and, indeed, of a need at times to be deceitful. He cites one journalist who expressed resentment at the Nixon administration's misleading statements during the India-Pakistan war, then adds: "Judged by norms of personal discourse, the administration's words were deceitful and offensive. But on the political level, it would have been an affront to intelligence for the administration to subvert its own delicate policy initiative by announcing its strategy openly." Indeed, Entman says, journalists "would have pounced on any such careless and unstrategic revelation," as they did during the Carter administration, when United Nations Ambassador Andrew Young "spoke too freely."

Entman heads that section of the chapter, "Machiavelli versus St. Francis," and leaves no doubt as to the source of his inspiration.

Entman, in an interview, described himself as a "specialist on the media." He has a book coming out later this month, "Media, Power, Politics," which is being published by the Macmillan Publishing Co.

But specialist or not, the evidence available from the actions and words of the Reagan administration in its first days is that the Entman prescription is not receiving much attention. White House deputy news secretary Karna Small last week said her boss, Jim Brady, "wants to be open. He has lots of options for the President to meet the press." She noted that there are plans for monthly televised press conferences, that the President will occasionally brief reporters in the briefing room and meet informally with small groups of them in the Oval Office. Small also said the White House is setting up machinery to serve the out-of-town press as well as foreign reporters. "We want all kinds of options," she said.

Kaiser turns down ABC rebuttal offer

Network changes mind on giving company time on '20/20' to rebut earlier piece and instead proposes slot on 'Nightline' which is promptly vetoed

Kaiser Aluminum Corp. has rejected the latest proposal advanced by ABC regarding the controversy between the two companies over a report on the safety of residential aluminum wiring that aired on ABC's *20/20* news series April 3, 1980.

ABC had taken the rare (for a network) step of offering Kaiser an opportunity to air on a later broadcast of *20/20* a four-minute "rebuttal" to the wiring report (BROADCASTING, Nov. 3). That arrangement, one accepted by Kaiser, resulted from negotiations that the parties entered following Kaiser's threat to bring suit against ABC as a result of the broadcast, if not provided response time.

Last Tuesday, it became apparent that the network had changed its mind. ABC News Senior Vice President Richard Wald announced that the news organization was instead offering Kaiser time on *Nightline* for both its reply and "to discuss the broader issue of business' access to the media." ABC called *Nightline* "the appropriate forum for a full airing of both the subject of aluminum wiring safety and the broader issues of 'response time' and 'access.'"

Kaiser has refused the offer in no uncertain terms. Its spokesman, Ron Rhody, while calling *Nightline* "a fine program" expressed Kaiser's belief that its audience was both smaller and of a different composition from *20/20*'s. "What it comes down to is that we want to be heard in the same court in which we were tried."

Kaiser says it feels the new offer represents a renege on the agreement the companies reached. The aluminum processor and fabricator says that as a consequence it plans to bring action before the FCC, requesting that the commission order ABC to provide time on *20/20* under the personal attack rule (ABC disputes the relevance of the rule to its report). Additionally, Kaiser has instructed its attorneys to institute slander action against ABC.

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Texas and points south. Southwest International News Service, Austin, Tex., has been formed to cover daily news from state capital for Texas TV stations and provide coverage of Southwestern U.S., Mexico, Central and South America for TV station groups and networks. General manager of Southwest is former Pentagon press officer, Dr. Kirk McManus, and executive producer is Bill Anderson, former news producer in New York, Washington and London. Address: Box 13486 Capitol Station, Austin, Tex., 78711. (512) 476-6204.

□
'60 Minutes' hardback. Transcripts of all *60 Minutes* programs broadcast during 1979-80 season have been published in "60 Minutes/Verbatim: Who Said What to Whom," by Arno Press, New York. Volume, filling 651 pages including index, carries introduction by CBS News President William A. Leonard describing program's genesis in 1968 and its slow rise to top of rating charts. Book is priced at \$20.

Down on DBS

Second round of comments finds broadcasters opposed to interim authorization proposed by Comsat because it would set standards and waste scarce spectrum space

Broadcasters—who staunchly rejected the idea last December of an interim direct broadcast satellite (DBS) service before the convening of the Regional Administrative Radio Conference in 1983 (RARC '83)—were not persuaded otherwise in light of the DBS application submitted to the FCC by Satellite Television Corp. (STC), a Comsat subsidiary (BROADCASTING, Dec. 22). In the second round of DBS comments due last Monday (Feb. 2), those filing found many aspects of the STC application disturbing and generally urged the commission not to authorize an interim DBS system.

STC did not file comments, but will respond to those who have in reply comments due Feb. 17.

Those commenting—CBS, ABC, NBC, the networks' affiliate associations, the National Association of Broadcasters, The Association of Maximum Service Telecasters and Cox Broadcasting Co.—contended that authorization of such a system would:

- Prejudge the entire framework of the yet-to-be-formed U.S.-direct broadcast satellite policy, as well as the U.S. position at RARC '83.

- Waste scarce spectrum in the 12 ghz band, where DBS systems would operate.

- By the sheer size of the investment alone, create a permanent DBS system.

CBS was critical of the STC application because it "neither advances technology nor expands diversity," William Lilley, vice president, CBS Inc., said last week. "The country has to be more prudent in the use of this scarce resource." He also called the STC proposal "technologically wasteful . . . The government would be giving them 30% of the available spectrum to service 4 million households, while low-power television or MDS or cable would provide the same service and with significantly less spectrum."

"If one is a realist," Lilley said, one must conclude that STC's half-billion-dollar investment in an interim DBS system would influence the decisions of DBS policy makers. "Call it interim," he said, "but it would be grandfathered and set a de facto standard."

Before any DBS grants are issued, CBS in its formal comments asked the FCC to "consider the recommendations of its as-yet-to-be-formed government/industry

advisory committee, and others filing comments concerning the role BSS [broadcast satellite service] ultimately should play in filling the telecommunications needs of the citizens of the United States." It said that interim authorizations "were inconsistent with the commission's statutory obligations to engage in reasoned decision-making and to promote the larger and more effective use of radio in the public interest."

CBS said that any DBS authorization before the conclusion of RARC '83 would "severely limit the flexibility" of the U.S. team in determining the various planning parameters related to DBS, including: the extent of orbital arc, orbital spacing of satellites, bandwidth and modulation, effective radiated power and antenna gain and beam width.

CBS disputed STC's claim that it could readily modify its system to conform with the parameters finally ironed out at RARC '83. "There are certain system parameters that could not be changed without resulting in the loss of large sums of money," it said, adding that, "this factor will constitute a severe restraint on the objectivity and flexibility of the U.S. delegation."

It also called on the commission to reserve part if not all of the broadcast satellite spectrum for "new and innovative services such as high-definition television." It said that developments in integrated circuitry (very large scale integration [VLSI]) and digital technology will make such services, "possible sooner than many would think," noting that the U.S.'s 525-line technical standard for a television picture "is now the one most in need of improvement among all existing color systems worldwide."

CBS also disputed STC's claim that its applications will meaningfully advance existing state of the art broadcast satellite service technology, one commission requirement for obtaining experimental authority. Specifically, CBS said, "STC's application fails to specify any significant technical experiments planned in the event authorization is granted. Moreover, STC's application envisions a narrow channel bandwidth and low-power BSS system which forecloses the higher quality services inherent in a wider channel bandwidth and higher-power BSS system."

On regulatory grounds, CBS said the commission should first determine how DBS systems will be treated—whether as a broadcast or common carrier entity or some combination of the two—before any is granted.

ABC and NBC were equally critical of STC's DBS application as were the networks' affiliates, NAB, Cox Broadcasting and AMST.

ABC maintained that any authorization

of direct broadcast satellite system—interim or permanent—"would be fundamentally at odds with the structure of local broadcasting embodied in the Communications Act." Therefore, no DBS system should be authorized, ABC contended, "until Congress, which has declared its intent to examine the matter, has authorized such services by legislation."

Senator Robert Packwood (R-Ore.), chairman of the Commerce Committee, indicated his intention to hold hearings on DBS, given the "profound" implications of that technology (BROADCASTING, Nov. 24, 1980).

ABC and NBC agreed that an interim DBS authorization would hamper U.S. negotiations at RARC '83, noting that the threshold question of whether there will even be any spectrum space allocated to direct broadcast satellites has yet to be decided. "Even if some allocations for DBS-type service are ultimately established for the United States, the existence of 'interim' DBS systems will inevitably prejudice both the opportunity of later applicants to enter the field and the commission's ability to accommodate new technologies incompatible with already authorized 'interim' systems."

NAB hammered home the point with its suggestion that, "careful evaluation of data might reveal that devoting the entire U.S. allocation to fixed services is the most efficient spectrum use. Interim authorization effectively precludes such rational decision-making."

"What is most needed now," ABC said, "is the development of a full record on which to base informed, meaningful regulatory judgments. The process has just begun."

ABC also came down hard on the STC proposal. It termed it "an offering functionally indistinguishable from terrestrial STV service," which doesn't contribute anything to the advancement of DBS technology.

As did CBS, ABC said that the commission would be hard pressed to make rational, unbiased DBS policy decisions that would destroy the financial investment committed to DBS by an interim operator.

NBC was more direct: "It is absolutely clear from STC's application that STC intends to operate its DBS service on a permanent basis. [STC] will not, and the public cannot expect it to, make the commitment required for an interim system unless there is a reasonable basis for believing that the organization will ultimately realize a profit, an outcome that is only consistent with a long-term operation."

NBC pointed to several references in the STC application as evidence that STC fully

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²Social Security was never

intended to be more than a basic system supplemented by private pensions and individual savings. The price for forgetting this has been high and promises to get higher: combined employer/employee FICA taxes on our grandchildren's salaries could reach 25%. Of course, there are alternatives. Social Security could increase the official retirement age,

pay benefits based on government-determined need, or simply ... *reduce benefits in general!*

³Two-thirds of small businesses surveyed in 1978 offered no pension plans at all. One reason: Typically, big employers can write off 46¢ in taxes for every pension dollar they contribute, while most small ones can only write off about 20¢. In some cases,

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⁴Our real estate and participating mortgage separate accounts, for example, are designed to offer larger returns in the face of double-digit inflation. We've also helped fund the Pension Research Council's study of pensions and inflation.



60 Minutes Pushes Legalization of Marijuana

By **Reed Irvine**
and
Cliff Kincaid

The past year has been marked by a noticeable turning of the tide in scientific thinking about the effects of marijuana on human beings. As the results of more scientific studies have come in, the weight of medical opinion has turned strongly against the tolerant or indifferent attitude that helped the drug epidemic get started in the 1960s.

The media have been slow to transmit the bad news about marijuana to the public. When the Senate Internal Security Sub-Committee held hearings in 1974 to ascertain what was then known about marijuana's effects, the media showed almost no interest in reporting on the testimony. The witnesses included eminent scientists from Canada, Jamaica, the U.K., Switzerland, Sweden, and Egypt. Even then, the evidence showed clearly that the belief that marijuana was a harmless drug was a dangerous myth.

This has been forcefully underlined by more recent studies, and it has become harder for the media to ignore the growing scientific consensus. NBC aired an excellent documentary, "Reading, Writing and Reefers," a couple of years ago which took account of the new findings. Since December 1979, Reader's Digest has published two excellent articles on the subject.

Those who are aware of these trends were shocked when on January 11, 1981, the CBS program "60 Minutes" came out with a segment promoting the legalization of marijuana. Not a single word was said on the program about the scientific evidence that this drug can cause serious damage to the brain, lungs and reproductive organs.

The program was narrated by Harry Reasoner and produced by Paul Loewenwarter, the same team that was responsible for the notorious hatchet job on Illinois Power. Harry Reasoner was shown visiting illegal marijuana farms in Northern California, being escorted by the growers

wearing hats that hid their faces. He claimed that marijuana is now California's largest agricultural crop, and he assured his audience that the growers "are not criminal types." Reasoner said, "They are golf players, little league coaches and good neighbors." He gave the impression that what they were doing was good for the economy, and that it was tolerated, if not welcomed, by the community.

Reasoner showed the head of the Drug Enforcement Administration talking about plans to take sterner measures against the marijuana growers, but he didn't bother to ask why the government was persisting in this effort. Instead of getting into the question of what these growers were doing to the health of their customers, Reasoner chose to hark back to the outdated argument of the 1960s. He ended the program with a young California district attorney arguing that the problem is the difference in the values of the older generation and our youth. The old folks, he said, think using marijuana is a sin, and the young people don't. He strongly advocated legalization of use, possession and non-commercial cultivation of marijuana.

We could find no evidence that 60 Minutes has ever done a segment that would tell young people exactly what the health dangers of using marijuana are. It is sad to see 60 Minutes spreading the illusion that the objections to legalizing marijuana are based solely on the notion that its use is a sin.

MEDIA MONITOR is a 3-minute radio commentary distributed free as a public service by Accuracy in Media. Five programs are provided each week on tape. AIM also distributes a weekly newspaper column, publishes the AIM Report twice a month, and provides speakers and guests for radio and TV talk shows. For a free sample tape of Media Monitor or for information about any AIM service call Bernie Yoh, (202) 783-4406, or write to 777 14th St., N.W., Washington, D.C. 20005.

intends to operate its DBS system on a long-term basis, including one where STC states its intention to produce new children's programs, "toward the end of the decade."

NBC said that STC expects an interim grant to force the commission "to accept the 'interim' system, as defined by STC, as the standard for later DBS service." In its application for a DBS system, STC said, "While pre-1983 systems will not necessarily be taken into account in the elaboration of the RARC plan, STC's system will become part of the DBS 'requirements' of the United States to be considered and satisfactorily met."

The three network affiliate associations (filing jointly) also held fast to their original position rejecting the idea of an interim system. The STC application only reinforced that position, given what they called its "vagueness and deficient analysis of crucial questions. . . . Comsat is proposing nothing less than a definitive permanent, commercial system which will largely determine the use of an enormous portion of U.S. orbital/spectrum space for years to come."

The NAB also criticized the STC application for hindering possible allocation of DBS spectrum in the future. "The courts have recognized that interim licensing does influence subsequent licensing decisions, and that interim operators tend to be favored over potential competitors in the quest for limited spectrum space."

AMST—although not in favor of an interim DBS system—urged the commission to consider such only in a separate rulemaking and not in a "truncated" adjudicatory fashion. Whatever the proceeding is labeled, said AMST, "it must be sufficiently rigorous to insure that the commission has adequate information concerning demand for and supply of orbital/spectrum space for all uses, not just video programming. . . . and authorization of any DBS system should await its outcome."

Cox Broadcasting Co.—which also rejected interim DBS authorization in the first round of comments—said the STC application serves to "emphasize the magnitude and extent of the issues to be resolved in that proceeding and the inappropriateness of doing so through action on a single, premature application." Cox also said there was no "compelling, provable need for the service to be offered," by STC before the adoption of a final DBS rulemaking.

FTC transition team would pull most teeth commission has left

**Agency Congress hobbled in
last administration should
be cut still further under
Reagan, recommendations hold**

The Reagan transition task force that reviewed the Federal Trade Commission has recommended that the President nar-

row the agency's authority and slash its budget 25% by fiscal 1982. Although Congress trimmed the FTC's horns in 1980, the task force called for a further blunting of the commission's authority.

"President Reagan can and should point this agency in a new direction," the task force said in its 86-page report. "A further narrowing of the agency's authority . . . is sorely needed."

Full text of the conclusions of the supposedly confidential report has circulated widely in Washington. James Miller, former co-director of the center for the study of government regulation at the American Enterprise Institute for Public Policy Research, was the task force's leader. Miller, who refused to comment on the task force's recommendations, is now administrator for the office of information and regulatory affairs at the White House Office of Management and Budget.

Although the task force said that it thought the "hallmark" of FTC policy should be the effects of its actions on "ultimate consumers," it also said that it did not think there "is never a justification" for intervening in the marketplace. "Quite the contrary," the report says, "we believe the cases of (horizontal) collusion, monopolization, and certain phenomena growing out of market imperfections should be pursued with vigor. But in all such cases, the commission should remain ever conscious that no intervention is without cost; that whether and how to intervene must rest upon a careful evalua-

Washington Watch

Staff additions. Senate Consumer Subcommittee, which oversees Federal Trade Commission, has hired two new staff members: Larry Fullerton, attorney with Washington firm of Kirkland & Ellis, and Marilyn Richmond, attorney for FTC.

Hearings set. Senate Commerce Committee plans to hold hearings on Feb. 18 on S. 271, bill introduced two weeks ago (BROADCASTING, Feb. 2) allowing Western Union to compete as international telegraph carrier.

Keynote announced. Richard M. DeVos, president, Amway Corp., will address opening radio assembly at National Association of Broadcasters convention, April 12-15 in Las Vegas. Among Amway's holdings is Mutual Broadcasting System.

Show consideration. Representative Larry Hopkins (R-Ky.) has called for restraint in media coverage of hostages' return to life in U.S. In letter to newspaper and broadcast industry heads, including presidents of major networks, Hopkins said he would not preclude coverage of hostages and their families, but would limit coverage to public appearances and returnee-initiated interviews.

Cox additions. Cox Broadcasting Corp. is expanding activities of its Washington news office. Changes include additional conversion to total electronic news-gathering equipment this year and the use of satellite for transmission of stories to Cox-owned stations.

Indy union ruling. National Labor Relations Board has accepted agreement resolving anti-union complaint filed against Indiana Broadcasting Corp. by International Alliance of Theatrical State Employees and Moving Picture Machine Operators. Under agreement, company promises not to discourage employees of its WISH-TV Indianapolis from engaging in activities of IATSE or other unions. Station also commits itself to "make whole" five employees for loss of pay they were said to have suffered because of their union activities. Payments ranged from \$80 to \$3,500. Agreement was in form of stipulation signed by licensee, IATSE local 30, station employee and NLRB general counsel. It ends dispute which went before administrative law judge on Sept. 23, 1980.

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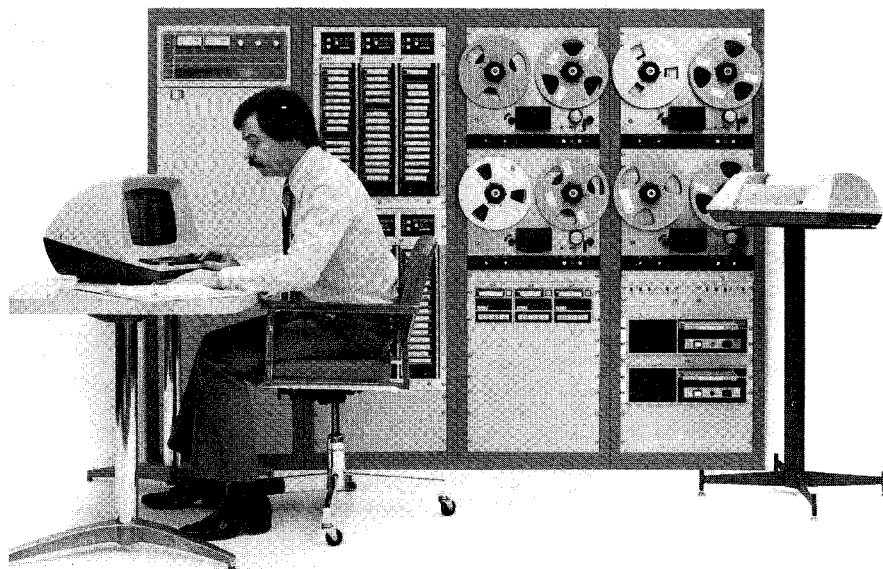
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tion of the ultimate ramifications of its proposed actions."

Moreover, the task force recommended that the commission shy away from shared monopoly cases, vertical merger and business practice cases, conglomerate merger cases and horizontal merger cases brought principally on "strictly 'structural' grounds." The task force also recommended that the commission terminate all cases based on "social theories."

"Whatever the merits of various 'social goals,'" the report says, "we believe that Congress is the appropriate forum for addressing these issues and deciding whether and how they should be achieved."

The task force also recommended that the commission declare unlawful only those advertising practices that deceive ordinary consumers. "Advertising is an important institution," the report says. "It conveys information to consumers with respect to options that are available and to producers concerning standards they must meet in order to compete. In recent years, the commission has failed to appreciate this important role," the report says.

The task force also recommended that the President bring in a new chairman from outside the agency to signal "Congress and the general public that the agency will take a new direction." And it recommended that the FTC:

- ☐ Rely more heavily on the monitoring of industry self-regulation and less on the setting of industry-wide standards.
- ☐ Institute a research program dealing with the problems of small business.
- ☐ Eliminate FTC regional offices.
- ☐ Provide increased guidance to businessmen.

Repeal of FCC cable-broadcast crossownership rules gets support

Marsh Media petition is backed by NAB, NBC, ABC and other broadcast groups; filings raise allegations of First Amendment conflicts

Marsh Media Ltd.'s petition asking the FCC to repeal its rule barring the cross-ownership of broadcast television stations and co-located cable TV systems received support from broadcasters in filings last week.

Marsh Media is the licensee of KVII-TV Amarillo, Tex., and owns 50% of a cable system in KVII's broadcast area.

The National Association of Broadcasters, NBC, ABC, General Electric Broadcasting Co. and Television Broadcast Licensees (a group of 23 that includes such group owners as Ziff-Davis Broadcasting, Forward Communications and

Buford Television Inc.) filed comments urging the FCC to act favorably on the Marsh petition.

In its petition, Marsh contended that the rule conflicts with the First Amendment, is beyond the scope of the commission's statutory authority and is "adverse to the sound economic development of cable television."

Noting that the rule was adopted to foster the growth of cable, Marsh argued that the technological and economic development of cable has "crumbled" the rules' foundations.

Marsh also noted that cable channels are not a "scarce resource" as are broadcast channels and are "thus constitutionally akin to printed publications." Therefore any attempt by the FCC to regulate cable channels is "squarely in conflict with the First Amendment. Neither the commission's purity of motive, nor the clearest intention to 'balance and diversify' cable communications, can justify federal infringement on the rights of individuals (including broadcasters) to explain their views through cable systems."

In its comments, NAB criticized the FCC for adopting the rule "without evidence of practical harm to the development of cable systems if crossownership of co-located broadcast and cable systems were permitted."

Moreover, NAB noted that changes in technological and economic development of cable since the rule was adopted in 1970 "have called into serious question the legal underpinning" of the rule. And the NAB noted that the commission itself has recognized that cable and broadcast television are "but two competitors in a diverse communications environment which also includes MDS, STV, DBS, videodisks, videocassettes and, most recently, low-power television service."

"The commission cannot ignore the First Amendment restrictions imposed on broadcasters by virtue of the crossownership rules," the NAB said. "Nor can the commission continue to ignore that it has a constitutional and statutory obligation to consider less restrictive alternatives than a flat ban on co-located cable-broadcast crossownership, if such alternatives exist."

General Electric Broadcasting noted that the FCC adopted the rule over the objections of major broadcast and cable interests, including the National Cable Television Association, and based its decision to implement the rule "neither upon studies nor careful analysis. Only the most general reasons were given in justification of the rule. It is not unfair to say that the rule appears to have been based principally upon the bare assertion that cross-media control is generally undesirable."

GE Broadcasting also called attention to a Jan. 8 National Telecommunications and Information Administration filing that noted: "The time is ripe for the commission to reconsider the wisdom of its limitations on broadcaster ownership of cable systems. Thorough re-evaluation of these policies should be promptly accomplished through rulemaking as requested in Marsh Media Ltd."

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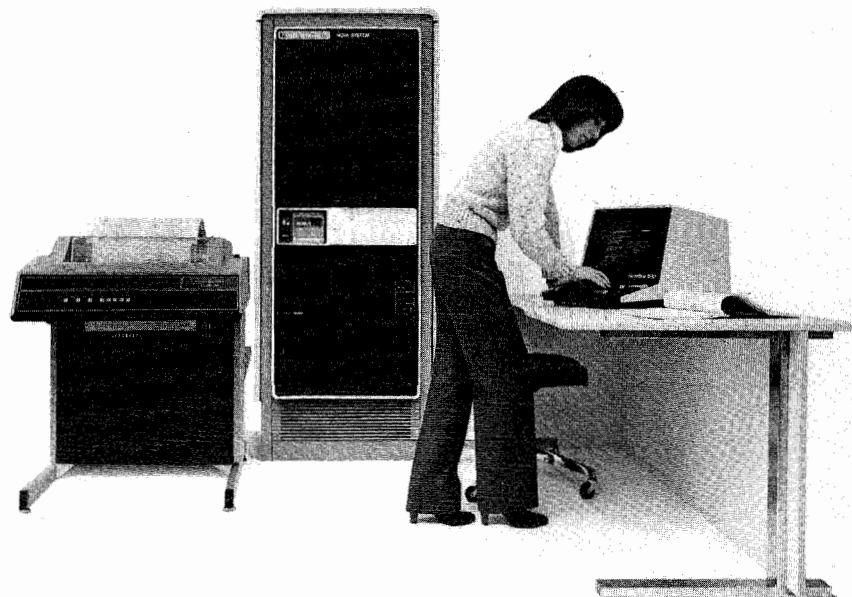
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Neighborhood TV's LPTV applications draw opposition

The National Black Media Coalition (NBMC) and the National Citizens Committee for Broadcasting (NCCB) have petitioned the FCC to deny various applications of the Sears-backed Neighborhood TV Co. for low-power TV facilities across the nation on grounds of character disqualification.

In addition, NBMC cited the "superiority" of black-owned applicants in mutually exclusive situations with Neighborhood TV and claimed that Neighborhood's use of the facilities NBMC seeks would constitute an inefficient use of the spectrum. NCCB contends that authorization of the Neighborhood applications would be anticompetitive and that Neighborhood has sought to "merely store a large quantity of TV broadcast facilities."

NBMC cited various suits now pending against Sears—initiated by the Equal Employment Opportunity Commission—alleging sex and racial discrimination in five states.

"Running a broadcasting station requires considerably more sensitivity than running a retail store," said NBMC. "Adding to our doubt that Sears will obey either the letter or the spirit of the FCC's EEO rules is the absence of an affirmative action plan in NTV's applications... or

any indication that it consulted with minorities and women in the communities it proposes to serve."

In response to the discrimination charges, Neighborhood said that those "issues are elsewhere drawn and are being litigated by other government agencies. It seems pointless to draw the FCC into the middle of complicated questions that are not related to the commission's customary areas of expertness."

However, Neighborhood did say that if the commission "wishes to be drawn into that tangle," it would accept grants conditioned on the outcome of that litigation.

NCCB's character charge stemmed from what it claimed to be misrepresentations by Neighborhood in the filing of its St. Petersburg, Fla., application. The application, NCCB noted, "represented to the commission that it will be able to secure antenna space at the *St. Petersburg Times* tower." However, an official at Times Publishing Co., owner of the tower, assured NCCB "that Neighborhood had not received such authorization."

Neighborhood's explanation: "[The] St. Petersburg application was amended almost three months ago to specify a new site... NCCB commits outright error and stirs up regulatory mischief."

NBMC said that use of scarce broadcast spectrum for a country-western format such as that proposed by Sears is inefficient since it "could just as easily be made available to the public through nonbroadcast technologies such as videotapes, cable and satellites or through syndication." It

also noted that in many of the markets in which Neighborhood filed for translators, mutually exclusive low-power applications were filed by blacks, "which generally propose services, including local origination, which are seldom available on television today."

Neighborhood responded that NBMC was "mistakenly reading the minority preference in a competitive situation as if it were an exclusion of all other groups."

In response to the NCCB charge that Neighborhood was hoarding spectrum space, Neighborhood simply noted that "the commission has adopted procedures to assure that stations are built on time (one year) or canceled."

Dept. of Education wants public TV to be responsive to hearing-impaired

The Department of Education has begun a rulemaking process that would require public television stations to give the hard of hearing access to their programs.

The action, the result of a complaint brought by the Greater Los Angeles Council on Deafness Inc., asks for comments on the advantages and disadvantages of the various methods available to aid the hearing-impaired—open captioning, closed captioning and sign language interpretation.

It also asks what differences, if any, there should be in the department's treatment of commercial and noncommercial broadcasters and whether the department should differentiate among various types of programs in setting standards for program accessibility—for instance, live and recorded programming.

The rulemaking notice is the start of a process promised on Oct. 5, 1979, when the Department of Health, Education and Welfare, of which the Department of Education was then a part, issued a policy statement asserting that Section 504 of the Rehabilitation Act of 1973—barring discrimination against the handicapped by agencies receiving federal funds—applied to public broadcasting.

The complaint was one of several actions taken by the council to obtain access to television by the hearing-impaired. Another was a class action suit brought against KCET(TV) Los Angeles, a public broadcasting station, the FCC, Corporation for Public Broadcasting and Public Broadcasting Service.

But HEW obtained permission from the U.S. District Court that has jurisdiction to promulgate regulations under the policy statement. The court directed the Department of Education to promulgate new regulations by Feb. 15—an extension of an earlier November deadline. However, the department, claiming it needed more time, appealed to the U.S. Court of Appeals for the Ninth Circuit, and obtained a stay of the district court's order.

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Business

Network sales bounce back

After slow start, first quarter now is very healthy in all dayparts, especially prime time

Network TV sales, after faltering badly in late December and early January, have regained strength to the point that the first quarter's prime time looks to be virtually sold out and second-quarter sales are moving solidly, with all dayparts benefitting from the resurgence (BROADCASTING, Feb. 2).

Some network sources put the first-quarter gross for prime time close to \$600 million, up 12%-13% from 1980's first quarter.

Network and agency sources agree that the first quarter didn't show promise at first. One agency executive called it "a disaster." But then network prices softened, more money moved into the market and prices firmed and started moving up.

From "disaster," the executive said, the scene has changed to one in which "they're all pretty well sold out for the first quarter" and costs-per-thousand-homes in the second quarter are moving in the \$5.50 to \$6 range, "which is pretty good for the networks, not so good for us."

Some network executives suggested that the C-P-M's in some cases were in fact getting beyond \$6, to around \$6.25, in second-quarter selling.

Robert Blackmore, NBC-TV sales vice president, said sales there were "going straight up," with prime time and other dayparts "approximately 98%-plus sold for the first quarter."

And the money is there for the second quarter, Blackmore said, adding that "we had a big up-front, the best in our history, so we have a good base to start with."

At ABC-TV, sales vice president H. Weller Kever said first-quarter prime time has been taken off the market: "Any availabilities we have are being held for possible pre-emptions." There are some first-quarter daytime avails, he said, but ABC is selling second-quarter daytime as well as second-quarter prime. "The second quarter is heating up," Kever said.

He cited an advertiser who told him "that he'd been locked out in the first quarter, at least at prices he wanted to pay," and suggested this kind of experience—or fear of it—was generating interest in second-quarter buys by other advertisers.

Sales are strong in all dayparts, Kever said, "except perhaps children's programming," where they have been sluggish for some time.

Overall, he said, ABC-TV's first-quarter

sales should approximate last year's, even though last year's got an extra boost from two weeks of winter Olympics.

At CBS-TV, sales vice president Paul Isacson said he had a few first-quarter prime-time availabilities left but that they're selling "at good prices" and are virtually gone.

First-quarter sales are ahead of last year's and second-quarter sales should be too, he said, adding that sales in other dayparts are also strong.

Cap Cities reports 14% revenue increase

Company records \$472 million in income for 1980; broadcasting gains 10% despite ad slowdown

Capital Cities Communications reported 1980 revenues were up 14% over the year earlier, setting a record at \$472.1 million. Consolidated income, before an extraordinary gain from the sale of an investment in an affiliate, was up 11% to \$70.8

million; after the gain, net income advanced 14.8% for a total of \$73.2 million. Revenues per share were \$5.38 pre-gain, \$5.56 post-gain.

Returns in broadcasting were also up for the year, 10.3% in revenues, for a total of \$166.9 million; 9.5% in operating income, to \$87.9 million. The company noted that for both broadcasting and publishing, "the slowdown in the demand for advertising experienced in the second half of 1980 is continuing into the first quarter of 1981." Sales to date in 1981 were said to be only marginally ahead of 1980. Broadcasting revenues in the last three months of 1980 were 8.8% ahead of last year, at \$48.3 million; income was \$26.9 million, up 10.7%.

In cable operations, with Cap Cities constructing systems in seven communities, the company experienced start-up losses for the year that totalled \$2.5 million, of which \$800,000 fell in the last three months. Cable revenues for the year were \$30,000, of which \$26,000 came in the last quarter. Cap Cities last year agreed to purchase Cablecom General for \$139 million.

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Public broadcasting hit by inflation

For the first time, public broadcasting income failed to keep pace with inflation, according to Corporation for Public Broadcasting figures for fiscal 1979 which ended Sept. 30, 1979.

Total income for that year amounted to \$603.5 million, a 9.3% increase over fiscal 1978, but the inflation rate (based on the Consumer Price Index) was 11.5%. However, nonfederal income for the year beat inflation. It increased 12.4% over fiscal 1978 to \$440.2 million.

Total television income for fiscal 1979 was \$504.8 million, while total radio income was \$98.6 million.

The television system raised 83.7% of the industry's total income; the radio system raised the other 16.3%. Television's share of the nonfederal income amounted to \$375 million, or 85.2%; radio's share of \$65.2 million accounted for the remaining 14.8%.

As has been the case in previous years, tax dollars proved to be the largest source of income for both television and radio. Combined state and local tax sources (which includes state colleges) provided the largest source of revenues for the systems.

Radio income increased 19.6% in 1979, while television income increased only 7.4%.

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Bottom Line

GT&R changes. M. Gerald O'Neil, president and chief executive officer, General Tire & Rubber, is expected to become chairman as well after shareholders meeting March 26. Chairmanship now is held by brother, Thomas F. O'Neil, who will continue as chairman and chief executive of RKO General subsidiary.

Bright times at GE. Sales in 1980 for General Electric were up 11% over 1979 figures, to \$24.96 billion, while net income rose 7% to \$1.51 billion, \$6.25 per share. Year earlier figures were \$22.46 billion in sales, \$1.41 billion earnings, \$6.20 per share.

Calling all debentures. Chris-Craft Industries has called for redemption of all \$2.5 million worth of 7% convertible subordinated debentures due 1989. Redemption price is \$1,035.86, current market value of shares should debentures be converted instead is \$1,981.05 (based on Jan. 20 price). Conversion deadline is Feb. 25. Redemption date for unconverted shares March 2.

Allbritton's world widens. Joe L. Allbritton, chairman of Washington-based Allbritton Communications Co., whose newspaper-broadcast holdings include WJLA-TV there, has completed purchase of more than 15% of stock of Riggs National Bank, Washington. Originally, Allbritton was to have acquired 397,545 shares at \$67.50 per share (BROADCASTING, Dec. 8, 1980). But in final deal, he acquired 386,645 shares putting worth of \$26.1 million on purchase.

Face is familiar, and so's name. Shareholders of Canadian Cablesystems approved proposal changing name of company to Rogers Cablesystems. Vice Chairman and CEO Edward S. (Ted) Rogers had secured controlling interest in company in 1979. Rogers told shareholders that company expects earnings decline for year ended Aug. 31, primarily because of cost of consolidating acquisition of Premiere Communications Ltd.

Tandem confronts Fox, again. Increasing its apparent bid to prevent 20th Century-Fox Film Corp. from succeeding in its announced plan to go private, Tandem Productions Inc. disclosed last week that it has demanded studio provide list of stockholders. Fox spokesperson indicated company had no immediate official response. Tandem, rebuffed in Fox takeover bid last fall, had earlier this month asked for critical rulemaking changes at scheduled April 23 annual board meeting. Tandem owns 5.4% of firm's common stock.

Projection projection. RCA is estimating sales in projection television market to hit \$175 million in 1981, thanks to its entry into field. Company plans February introduction of 50-inch, one-piece unit it claims is 50% brighter than best-selling current systems.

Rising STAR. Satellite Television Associated Resources (STAR), Santa Monica, Calif., has bought Media-point Inc. for \$1.9 million. Media-point has rights to MDS operation in three California counties. STAR has also entered agreement to buy two Universal Subscription Television subsidiaries for \$4 million. With purchase STAR picks up MDS rights for Detroit and San Jose, Calif.

Seed money. Minority Broadcast Investment Corp., established by Storer Broadcasting to finance minority purchase of broadcast and cable enterprises, made almost \$1 million in venture capital loans in its first year. Walter L. Threadgill, MBIC president and chief executive officer, said \$975,000 supported acquisition of three AM stations, one FM and one cable television franchise. Station purchases still await FCC approval. Threadgill said requests for \$1.5 million in additional loans are being processed.

Small change. Inflation's bite out of broadcasting is mere nibble, compared to gouge in other industries. That's conclusion of survey conducted by accounting firm, Ernst & Winney, which looked at 1979 results of 700 companies in 35 fields. Broadcasting/motion picture group (composed of ABC, CBS, Cox, Metromedia, MCA, Storer and 20th Century-Fox) showed drop of 17% in earnings when adjusted for inflation according to "constant dollar" method in experimental Financial Accounting Standard Board rules. That was lowest drop for any group of commercial companies surveyed. Earnings for 700 firms as group shrank 40% when "constant dollar" standard was applied.

RCA sale. RCA Corp. has reached agreement for sale of another subsidiary of CIT Financial. Raco Inc. is to be bought by Harvey Hubbell Inc. for \$40 million less credit for "certain liabilities." Harvey Hubbell is electrical products manufacturer. Raco makes switches and outlet boxes.

Closed caption deduction. Hearing-impaired persons may treat cost of closed-caption decoder as medical expense, according to Internal Revenue Service ruling. Ruling also applies to extra cost of TV set that comes equipped with built-in decoder.

Stock Index

Exchange and Company	Closing Wed. Feb. 4	Closing Wed. Jan. 28	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	27 3/4	27 3/4			5	777
N Capital Cities	59 3/4	60 5/8	- 7/8	- 1.44	12	786
N CBS	48 1/2	49 1/2	-1	- 2.02	7	1,351
N Cox	55	57 7/8	-2 7/8	- 4.96	9	742
A Gross Telecasting	27 3/8	26 1/2	+ 7/8	+ 3.30	7	21
O LIN	28 1/4	28	+ 1/4	+ .89	6	156
N Metromedia	92 1/2	91 1/2	+1	+ 1.09	10	414
O Mooney	7 1/2	7 1/2			10	3
O Scripps-Howard	47	46 1/2	+ 1/2	+ 1.07	7	121
N Storer	31	31 1/2	- 1/2	- 1.58	10	407
N Taft	25 1/4	27	-1 3/4	- 6.48	7	247

BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	23 7/8	24 3/8	- 1/2	- 2.05	19	78
A Affiliated Pubs.	28 1/8	28 3/8	- 1/4	- .88	12	144
N American Family	8	8 1/8	- 1/8	- 1.53	4	84
N John Blair	17	17 1/2	- 1/2	- 2.85	5	63
N Charter Co.	17	17 1/2	- 1/2	- 2.85	1	464
N Chris-Craft	32	33 3/4	-1 3/4	- 5.18	16	100
N Coca-Cola New York	9 1/4	9 1/4			21	163
N Cowles	29 1/2	28 5/8	+ 7/8	+ 3.05	20	117
N Dun & Bradstreet	58 1/8	58 7/8	- 3/4	- 1.27	18	1,621
N Fairchild Ind.	24 1/8	25 7/8	-1 3/4	- 6.76	7	275
N Fuqua	13 5/8	13 3/8	+ 1/4	+ 1.86	3	173
N Gannett Co.	58 1/4	57 1/2	+ 3/4	+ 1.30	15	2,050
N General Tire	20 3/8	20 5/8	- 1/4	- 1.21	8	481
O Gray Commun.	49	52	-3	- 5.76	10	24
N Harte-Hanks	32 7/8	32 3/8	+ 1/2	+ 1.54	16	310
O Heritage Commun.	12 3/4	14 1/8	-1 3/8	- 9.73	6	69
N Insilco Corp.	18 1/2	19 5/8	-1 1/8	- 5.73	8	199
N Jefferson-Pilot	24 3/4	25 1/2	- 3/4	- 2.94	5	542
O Marvin Josephson	13	12 5/8	+ 3/8	+ 2.97	8	30
O Kansas State Net	31 1/2	31 1/2			25	59
N Knight-Ridder	27	27 3/4	- 3/4	- 2.70	10	875
N Lee Enterprises	25	25 1/4	- 1/4	- .99	12	178
N Liberty	13 5/8	13	+ 5/8	+ 4.80	5	173
N McGraw-Hill	41 7/8	44	-2 1/8	- 4.82	13	1,040
A Media General	31 1/4	30 3/4	+ 1/2	+ 1.62	8	225
N Meredith	48 1/4	48 1/4			7	152
O Multimedia	29	29 1/2	- 1/2	- 1.69	15	291
A New York Times Co.	30 1/8	30 5/8	- 1/2	- 1.63	9	361
N Outlet Co.	29 3/4	30 1/2	- 3/4	- 2.45	43	75
A Post Corp.	22 3/8	21 3/4	+ 5/8	+ 2.87	11	40
N Rollins	35 5/8	36 3/4	-1 1/8	- 3.06	14	485
N San Juan Racing	18 7/8	18 1/2	+ 3/8	+ 2.02	21	47
N Schering-Plough	38 1/4	41	-2 3/4	- 6.70	9	2,029
O Stauffer Commun.	46	46			11	46
A Tech Operations	16 1/8	16 1/2	- 3/8	- 2.27	17	22
N Times Mirror Co.	43 1/4	43 1/2	- 1/4	- .57	10	1,467
O Turner Bcstg.	14 1/4	15	- 3/4	- 5.00		142
A Washington Post	19 3/4	20	- 1/4	- 1.25	8	277
N Wometco	17	17 5/8	- 5/8	- 3.54	8	225

CABLE						
A Acton Corp.	17 1/8	17 1/4	- 1/8	- .72	12	52
N American Express	43 7/8	42 1/4	+1 5/8	+ 3.64	9	3,127
O Burnup & Sims	12 1/4	13	- 3/4	- 5.76	15	109
O Comcast	24 3/4	26 1/2	-1 3/4	- 6.60	28	63
O Enton*	5	5			5	4
N General Instrument	77 1/2	80 7/8	-3 3/8	- 4.17	13	682
O Rogers Cablesystems	10 1/2	9 7/8	+ 5/8	+ 6.32	20	199
O Tele-Communications	23	25 3/4	-2 3/4	-10.67	22	547
N Teleprompter	33 7/8	33 3/8	+ 1/2	+ 1.49	28	576
N Time Inc.	53 3/8	58	-4 5/8	- 7.97	10	1,500
O Tocom	14 1/4	15 3/4	-1 1/2	- 9.52		46
O UA-Columbia Cable	56 3/4	60 3/4	-4	- 6.58	42	190
O United Cable TV	23 1/2	24 1/4	- 3/4	- 3.09	16	190
N Viacom	48 1/4	50 1/4	-2	- 3.98	18	215

Exchange and Company	Closing Wed. Feb. 4	Closing Wed. Jan. 28	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
O Chuck Barris Prods.	3 3/8	3 7/8	- 1/2	-12.90	3	10
N Columbia Pictures	39 1/8	40 7/8	-1 3/4	- 4.28	11	396
N Disney	55	51 3/4	+3 1/4	+ 6.28	14	1,789
N Filmways	5 3/4	5 5/8	+ 1/8	+ 2.22		36
O Four Star	1 5/8	1 5/8			16	
N Getty Oil Corp.	78 3/4	86 3/4	-8	- 9.22	9	6,469
N Gulf + Western	14 7/8	15 1/8	- 1/4	- 1.65	4	1,110
N MCA	46 3/8	47 1/4	- 7/8	- 1.85	8	1,090
O Medcom	7	6 7/8	+ 1/8	+ 1.81	25	12
N MGM Film	8 5/8	8 5/8			6	280
O Reeves Commun.	32 1/2	35	-2 1/2	- 7.14	23	117
O Telepictures	5 1/4	5 1/8	+ 1/8	+ 2.43	24	12
N Transamerica	18 1/8	18 1/4	- 1/8	- .68	5	1,184
N 20th Century-Fox	49	52 5/8	-3 5/8	- 6.88	8	527
O Video Corp. of Amer.	13 3/8	14 1/2	-1 1/8	- 7.75	28	13
N Warner	36 1/2	37 3/8	- 7/8	- 2.34	9	525
A Wrather	27	27 7/8	- 7/8	- 3.13		62

SERVICE						
O BBDO Inc.	42 3/4	43	- 1/4	- .58	9	107
O Compact Video	18 3/8	20	-1 5/8	- 8.12	17	57
N Comsat	43 5/8	43 3/8	+ 1/4	+ .57	9	349
O Doyle Dane Bernbach	18	17 1/2	+ 1/2	+ 2.85	5	22
N Foote Cone & Belding	29 1/4	29 3/8	- 1/8	- .42	7	80
O Grey Advertising	58	58			6	35
N Interpublic Group	31 1/2	31 1/4	+ 1/4	+ .80	6	140
N JWT Group	36 1/4	36 1/4			8	110
O MCI Communications	10 7/8	11 1/2	- 5/8	- 5.43	54	398
A Movielab	5 1/4	6	- 1/4	- 4.16	5	9
A MPO Videotronics	5	5			14	2
O A.C. Nielsen	35 1/8	35 7/8	- 3/4	- 2.09	15	394
O Ogilvy & Mather	26 1/4	26 1/2	- 1/4	- .94	8	108
O Telemation	1 3/4	2	- 1/4	-12.50	10	5
O TPC Communications	6 3/8	6 1/2	- 1/8	- 1.92	46	5
N Western Union	22 3/4	23 3/8	- 5/8	- 2.67		345

ELECTRONICS/MANUFACTURING						
O AEL Industries	13 1/8	13 3/8	- 1/4	- 1.86		21
N Ampex	33 3/4	33 3/4			16	392
N Arvin Industries	13 7/8	13 3/4	+ 1/8	+ .90	7	108
A Cetec	7 1/8	7 1/2	- 3/8	- 5.00	9	14
O Chyron	13 1/2	15 1/4	-1 3/4	-11.47	22	16
A Cohu	8 5/8	9 1/4	- 5/8	- 6.75	12	14
N Conrac	19	19 3/8	- 3/8	- 1.93	8	40
N Eastman Kodak	69 1/8	69 3/4	- 5/8	- .89	11	11,156
O Elec Missile & Comm.	5	7	-2	-28.57	63	13
N General Electric	60 7/8	62 1/8	-1 1/4	- 2.01	10	13,798
N Harris Corp.	45 1/2	47 5/8	-2 1/8	- 4.46	17	1,399
O Intl. Video*	5/8	5/8				1
O Microdyne	18 3/4	19 1/4	- 1/2	- 2.59	14	49
N M/A Com. Inc.	27 7/8	27 1/4	+ 5/8	+ 2.29	24	930
N 3M	58 3/4	58 3/4			10	6,842
N Motorola	65 1/2	67 1/2	-2	- 2.96	12	1,869
O Nippon Electric	69 1/4	69 3/8	- 1/8	- .18	53	2,274
N N. American Philips	40	39 5/8	+ 3/8	+ .94	6	481
N Oak Industries	44 1/2	45	- 1/2	- 1.11	15	242
A Orrox Corp.	9	8 7/8	+ 1/8	+ 1.40	29	14
N RCA	28	28 1/4	- 1/4	- .88	7	2,096
N Rockwell Intl.	37 1/2	35 1/4	+2 1/4	+ 6.38	10	2,783
A RSC Industries	4 1/2	4 5/8	- 1/8	- 2.70	11	10
N Scientific-Atlanta	45	43 1/8	+1 7/8	+ 4.34	39	468
N Sony Corp.	15	15 1/4	- 1/4	- 1.63	25	3,234
N Tektronix	54 3/4	56 3/4	-2	- 3.52	12	999
A Texscan	22 5/8	23	- 3/8	- 1.63	44	33
N Varian Associates	25 1/4	26	- 3/4	- 2.88	11	194
N Westinghouse	28 1/2	28 1/2			7	2,421
N Zenith	15 7/8	16 7/8	-1	- 5.92	14	299

Standard & Poor's 400 Industrial Average 145.53 148.19 - 3.66

Notes: A-American Stock Exchange, B-Boston, M-Midwest, N-New York, P-Pacific, O-over the counter (bid price shown, supplied by Shearson Loeb Rhoades, Washington). P/E ratios are based on earnings per share for previous 12 months as published by Standard & Poor's or as obtained by *Broadcasting's* own research.

Earnings figures are exclusive of extraordinary gain or loss. **Footnotes:** * Stock did not trade on given day, price shown is last traded price. ** No P/E ratio computed, company registered net loss. *** Stock split. + Stock traded at less than 12.5 cents.

Cablenet leads near Chicago

Preliminary voting by Chicago area Northwest Municipal Conference finds Canadian MSO out in front followed by Warner Amex; final decisions, due Feb. 28, are in hands of individual towns

A relatively unknown cable firm from Canada, Cablenet (see box), has come out on top in preliminary voting by the Northwest Municipal Conference, a consortium of suburban communities north of Chicago that decided to join together in the franchise process. The conference communities contain 200,000 homes.

Of the amalgamation of 20 communities that voted at a Jan. 31 meeting, 12 went with Cablenet, six with Warner Amex and two abstained. The voting does not lock in any awards, and the individual town councils do not have to vote the way their representatives did in the conference. Still, it indicates where preferences lie.

Conference delegates are scheduled to reconvene Feb. 28, after the individual towns have voted, for final voting on which company to start negotiations with. Any number of possibilities exist; a town could withdraw from the conference and complete the franchising process on its own. Indeed, a number of communities in the Northfield-Northbrook area have discussed the possibility. And, since each town will sign its own ordinance and franchise agreement, awards could go to both Cablenet and Warner Amex or any other company still in the running.

Walter Weckers, vice president and chief operating officer of Cablenet, found the vote "very encouraging." Although he was cautious that the vote "was not etched in stone," he was pleased that "some kind of preference was expressed."

Should the final vote reflect the preliminary numbers, Cablenet stands to gain 150,000 homes in the area, leaving Warner with 50,000. But Warner Amex's head of franchising, Richard Aurelio, said it was "quite evident that the vote was misleading."

Aurelio pointed to the half-dozen north shore communities totaling 60,000 homes that were not firmly in the Cablenet camp, based on those communities' expressed desire, at the Jan. 31 meeting, to go solo and invite a number of companies to make proposals.

In reflecting on the whole process, now two years old, Aurelio said, "nobody has been able to put a handle on it," in terms

New kid on the cable block. Cablenet is a Canadian MSO that operates 11 systems in Canada and five in southwestern Illinois, near St. Louis, with a total subscribership of 141,000.

Cablenet is wholly owned by a medical laboratory company, Cybermedix, which is 71% owned by Agra Industries. Agra Industries is a publicly traded company on Canadian exchanges which lists its principal businesses as food processing, engineering and cable television.

Cablenet originated in 1954 when it was awarded its Canadian franchises, the largest being Oakville and Burlington, suburbs of Toronto. In 1978 Agra Industries sold its cable arm, Cablenet, to Cybermedix, in exchange for 71% of the shares of the latter company, thus maintaining Agra's majority control.

In 1979 Cablenet bought 50% of five K-Rite Communications' systems near St. Louis, including Granite City and Collinsville, totaling 50,000 homes. The sale aided K-Rite, another Canadian firm that needed financial resources to complete the franchises it had been awarded.

Cablenet's ownership structure in the Northwest Municipal Conference area is split—80% owned by the parent and 20% by a local lawyer and a businessman.

Cablenet's approach can be seen in the reaction of Walter Weckers, vice president and chief operating officer, in discussing the problems of long franchise processes and the need to upgrade proposals as technology dictates. "Technology marches on," he said, and it is important "not to get caught with a low-grade proposal." In the NMC situation, Cablenet has added dual cable and addressable headends, and increased from 400 mhz to 440 in its proposal. "It is not a major departure," he said of the additions, "but merely an extension of the technology. Time has proved that 400 mhz is now ready," he said. And the same is true of 440, he added.

Cablenet has been active in franchising efforts in other communities near Chicago. It is in the race for Evanston and plans to join some 20 other companies in vying for the rights for Skokie.

of what will happen next and in what direction the conference or the individual communities may go. Already the drawn-out procedure has caused substantial additions to proposals as technology continues to develop and competition gets more fierce.

For instance, since the final rating by consultant Malarkey, Taylor & Associates, in which Cablenet and Warner Amex came out on top (BROADCASTING, Dec. 8, 1980), all the major contenders have moved to 400 mhz systems, Cablenet to a 440 mhz.

Archer Taylor, of Malarkey, Taylor, said the company likes to avoid changes in applications because it makes earlier comparisons somewhat moot. And he agreed with a conference vote on Jan. 31 not to give Malarkey, Taylor an extra 30 days for further assessment of some technical questions. Taylor said the process had "already been dragged out a long time" and "further details on interconnect (one of the items in question) wouldn't make much difference." Those questions could be rectified during the final negotiations, he said.

Aurelio did have some questions, including the feasibility of 440 mhz and the lack of documented financial backing for the latest additions to cable proposals.

According to Mary Magnuson of the NMC, the Cablenet and Warner proposals are similar. Cablenet is offering 60 channels and two-way capability. Warner is offering 58 channels with Qube service if

it attains 40,000 subscribers, Magnuson said.

During February, the cable companies will make their final sales pitches before the individual councils; Aurelio believes that Warner in one community has the vote of the council though not the vote of its representative to the conference. And, Aurelio cautioned, "It is tough to tell the roles politics will be playing" when final voting takes place.

NCTA upset over prospective AT&T settlement

Wheeler letter to attorney general says agreement should not be approved if it allows telco entry into cable business

The cable industry's concern over the Justice Department's proposed settlement of its antitrust suit against AT&T was reflected last week in a letter Thomas Wheeler, president of the National Cable Television Association, sent to Attorney General William French Smith. It urges the department not to "bless" the agreement which it says would mark a sharp departure "from the department's previ-

ABC, Hearst detail joint venture for cable programing

Alpha now followed by Beta: second channel for network organization aimed at women

ABC has made good its December promise to announce cable program plans in addition to its initial Alpha performing arts channel. ABC and Hearst Corp. have formed a joint venture, Hearst/ABC Video Service, "to produce and supply programming for specialized cable network services" (BROADCASTING, Feb. 2).

The announcement quoted ABC Chairman Leonard Goldenson and Hearst President Frank A. Bennack Jr. as calling the venture "both a natural extension and a unique union of ABC's video expertise and Hearst's long established print resources." Hearst publishes 21 magazines and 13 newspapers; owns Arbor House, Avon and Hearst books; has 10 broadcast stations and holds the King Features syndicate.

Hearst/ABC Video Services will be co-chaired by ABC Video Enterprises chief Herb Granath, and Hearst Cable Communications vice president and general manager, Ray Joslin. The search is on for a president to head a staff initially targeted at 50 people; Granath and Joslin say the selection will be made in the next month.

The first project announced by the partners has the working title Beta, and will be an advertiser-supported basic cable service, available at no charge to cable operators. It will feature programming for "today's woman." Initial plans call for four hours of programming five days a week, with the hours to be expanded later.

The new joint venture will also assume responsibility for the programming on Alpha, which is now being called ARTS—Alpha Repertory Television Service. ABC will continue to program ARTS under contract to the joint venture. The premiere of ARTS, carried in partnership with Warner/Amex Satellite Communications on its Nickelodeon transponder, is set for April 5.

Transponder space has yet to be secured for Beta, although Granath says negotiations are in progress with several holders of Cable Net 1 transponder space, which he declined to identify. However, according to Joslin, all the "transponder entities" with which the venturers are dealing have a base of at least three million subscriber homes from systems carrying current programming. That suggests the Beta approach will duplicate the ARTS method of getting



Marriage. Sealing the union between ABC and Hearst Corp. for new Beta programming venture are (l-r): Raymond E. Joslin, vice president and general manager, Hearst Cable Communications; Elton H. Rule, president and chief executive officer, ABC Inc.; Frank A. Bennack Jr., president and chief executive officer, The Hearst Corp.; Leonard H. Goldenson, chairman and chief executive officer, ABC Inc.; Gilbert Maurer, president, Hearst magazines division, and Herbert A. Granath, vice president, ABC Video Enterprises.

its foot in the cable door by piggybacking on Nickelodeon.

The programs to be carried on Beta are said to "focus upon such subjects as career, finance, fashion, health, and women's sports activities and life styles." "Service oriented features" and "frank discussions on topics of particular interest" are to be included.

The Hearst resources singled out as providing background for Beta are *Cosmopolitan*, *Good Housekeeping*, *Harper's Bazaar* and *House Beautiful*.

Joslin describes the intended Beta viewers as women of "a little above average education, with interests outside their main area of endeavor." Granath says they are part of the 40% of the population that ABC's much ballyhooed million-dollar research project identified as light viewers of broadcast television. That study, as he noted when ARTS was first announced, pointed to "six or seven areas

of specialty programming that would be viable"; ARTS being one, Beta another. This venture, he said, might be the means of developing some of the others (which he declined to name). But only "projects that make sense" for the two companies to do together will be "folded into the joint venture." ABC and Hearst retain their right to pursue projects on their own.

The pitch to cable operators, if conversations with Joslin and Granath are an indication, will be that cable currently lacks services "specifically pitchable to the woman of the house." They write off any suggestion that any cable program services already available offer competition to Beta.

The joint venture came about after Hearst "initiated contact six or seven months ago." Both partners will contribute equal portions of the funding, which they maintain will be adequate to sustain initial losses, although they won't disclose the figure.

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Columbia and Eller tie the knot

Announcement puts him at head of new media division; Columbia buys his subway ad company

Columbia Pictures Industries last week made official its appointment of Karl Eller to head a newly formed media division to be called Columbia Pictures Communications. Eller, who'll continue to operate out of Phoenix, where his Eller Media Inc. was based, will have the title of president of the new Columbia unit. In joining Columbia, Eller has sold his company to Columbia for an undisclosed sum; its principal asset is New York Subways Advertising Co.

News that the motion picture company and Eller were close to an agreement surfaced back in January, with many of the details confirmed by Columbia president Francis T. Vincent Jr. at the company's annual meeting (BROADCASTING, Jan. 19). At the time, it was noted that negotiations between the two parties were contingent

upon finalization of the split of a previous joint venture in which Eller was involved with Charter Oil. Charter separately released some details of those agreements last week.

According to Charter, Eller leaves the short-lived joint venture, Charter Media, with the transit advertising firm, which Charter values at \$10 million (the price Charter Media paid for the property last year). Charter further said it has renegotiated the purchase of the *Philadelphia Bulletin*, which the joint venture had also acquired, substituting a new security package for the \$29 million in notes that was part of a \$31-million purchase price. The new deal will reduce the overall cost of the *Bulletin* to \$18.5 million.

Columbia's Vincent said: "With the formation of Columbia Pictures Communications, we are implementing our intention to operate and expand aggressively in the communications field." In addition to the New York Subways firm, the division will

Ratings Roundup

With CBS-TV the consistent prime-time leader, the ratings news these days is not so much who's on first but who's on third. For four out of the past five weeks (including the period ended Feb. 1), ABC-TV has been slipping into the basement as NBC-TV makes its run for a steady second.

From Jan. 26 through Feb. 1, CBS continued on top with a 21.0 rating and a 32 share to NBC's 19.3/30 and ABC's 17.5/27.

A crucial ratings blow came to ABC on Wednesday when an updated special report, *The Secret Negotiations*, brought only a 12.9/20 for all of prime time. A week earlier, in its original play, the special had done considerably better for 20/20 and late-night *Nightline*. ABC's ratings loss apparently was NBC's gain. While its Wednesday lineup is a network strong point, it was even more so that week when the evening brought a 25.9/40 including all-time share highs for *Diff'rent Strokes* (29.4/43) and *Facts of Life* (27.4/41).

Across the nights, long-form served NBC better than ABC. NBC, for example, scored 30-or-above shares with *TV Guide: 1980 The Year in Television* (20.1/31), and the movie, "Joe Dancer" (20.0/31), while ABC suffered with its news special and *American Music Awards* (14.4/22). The same Sunday night that NBC's two-hour movie, "Gauntlet," brought a 20.5/30, ABC's three-hour *Whale for the Killing* scored a 19.1/27.

ABC also was hurt in its Tuesday lineup (beginning with *Happy Days* and ending with *Hart to Hart*) when CBS scheduled a three-hour *Bunker* special on Adolf Hitler. For the night, ABC earned a 19.5/29 and CBS a 23.4/35 (NBC trailed at 18.1/27).

The First 20

1.	<i>Dallas</i>	CBS	34.8/55
2.	<i>60 Minutes</i>	CBS	30.7/45
3.	<i>Diff'rent Strokes</i>	NBC	29.4/43
4.	<i>Facts of Life</i>	NBC	27.4/41
5.	<i>Dukes of Hazzard</i>	CBS	26.5/41
6.	<i>Little House on the Prairie</i>	NBC	25.5/36
7.	<i>M*A*S*H</i>	CBS	25.3/35
8.	<i>Love Boat</i>	ABC	24.8/39
9.	<i>Quincy, M.E.</i>	NBC	24.7/41
10.	<i>Real People</i>	NBC	24.6/37
11.	<i>Alice</i>	CBS	24.5/34
12.	<i>The Jeffersons</i>	CBS	23.9/34
13.	<i>The Bunker</i> (made-for-TV movie)	CBS	23.4/35
14.	<i>Archie Bunker's Place</i>	CBS	22.7/33
15.	<i>One Day At A Time</i>	CBS	22.6/32
16.	<i>Magnum, P.I.</i>	CBS	21.8/32
17.	<i>CHiPs</i>	NBC	21.6/31
18.	<i>Enos</i>	CBS	21.3/32
19.	<i>Trapper John, M.D.</i>	CBS	21.0/32
20.	<i>House Calls</i>	CBS	20.9/30
20.	<i>Happy Days</i>	ABC	20.9/30

The Final Five

63.	<i>Nero Wolfe</i>	NBC	14.2/22
64.	<i>ABC News: The Secret Negotiations</i>	ABC	12.9/20
65.	<i>Those Amazing Animals</i>	ABC	11.8/17
66.	<i>CBS Reports: The Toyota Invasion</i>	CBS	10.3/17
67.	<i>NBC Magazine</i>	NBC	9.5/15

PlayBack

Return to the scene. NBC Radio's "The Source," its young adult network, has revived "Screen Scenes," life style segment focusing on movies and movie personalities. Feature was discontinued last September and resumed this month with new host, Laura Davis. One-minute feed is sent six times each week.

Bouncing back. New version of *Your Hit Parade*, popular radio show of '30s and '40s, is being offered by Radio Arts Inc. of Burbank, Calif. One-hour re-creation will be hosted by program's original announcer, Andre Baruch, and featured singer Bea Wain. Program will spotlight top hits of big band era, while including 12 minutes of commercials and five minutes of news.

APR's WKRP. Associated Press Radio has announced signing of 800th affiliate, WKRP(AM) Dallas, Ga., country music station that shares call letters with fictitious CBS Entertainment FM, *WKRP in Cincinnati*.

First fives. The top five songs in **contemporary radio airplay**, as reported by BROADCASTING'S *Playlist*: (1) *The Tide Is High* by Blondie on Chrysalis; (2) *Nine To Five* by Dolly Parton on RCA; (3) *Celebration* by Kool & The Gang; (4) *I Love a Rainy Night* by Eddie Rabbitt on Elektra; (5) *Hey Nineteen* by Steely Dan on MCA. The top five in **country radio airplay**: (1) *I Feel Like Loving You Again* by T.G. Sheppard on Warner Bros.; (2) *Who's Cheatin' Who* by Charly McClain on Epic; (3) *Nine To Five* by Dolly Parton on RCA; (4) *Southern Rains* by Mel Tillis on Elektra; (5) *I'll Be There* by Gail Davies on Warner Bros.

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initially consist of Columbia's five radio stations: WWVA(AM)-WCPI(FM) Wheeling, W.Va.; WYDE(AM) Birmingham, Ala., and KCPX-AM-FM Salt Lake City.

According to Vincent, "It took us a while to get Karl to agree to join us." It had previously been reported that Eller initiated contact with Columbia in an effort to secure a purchaser for the financially troubled *Bulletin*, before the Charter Media venture came apart.

BBC and ITV buy American films for near record

'Gone With the Wind' and 'Jaws' among purchases; each network accuses other of overpaying

Two major film packages have been purchased by British television in deals totaling \$20 million.

The larger package was headed by the first British television rights to "Gone with the Wind," along with the reissue of 55 other films. It was purchased by the BBC for \$10.5 million, following an auction in London with the competing ITV commercial network. The package came from MGM.

ITV purchased a package of 33 Universal films, including "Jaws," "Jaws II," and "The Electric Horseman" for \$9.75 million.

The purchases continued the recent acrimonious exchanges between the two networks, with each accusing the other of paying too much for American feature films.

Following the acquisition of the "Jaws" package in Los Angeles three weeks ago, the BBC released a statement that "the BBC refused to react" to the ITV bid. It also quoted Gunnar Rugheimer, the BBC managing director of purchased programs, as saying: "We do not believe the program value of this particular package is sufficient to warrant this sort of money."

ITV accused the BBC of trying to create an image of poverty to gain an increase from the British government in the annual license fee that finances the BBC (BROADCASTING Jan. 12).

Leslie Halliwell, chief film buyer for ITV, claimed the "Jaws" package was superior to the BBC purchase because it includes 13 first-run films, some of which are still on general release, and 20 reissues, including "Airport," "The Sting," and "Day of the Jackal."

He said the package had been offered hurriedly by MCA because of concern that if "Gone with the Wind" were sold first, it would leave one of the networks short of money, and reduce the bidding for the Universal package.

According to Halliwell, he is paying \$3.5 million for four runs of "Jaws," as part of the package.

The BBC said that the "Gone with the Wind" package will be paid for over a period of four years.

Monitor

Sharing the 'Bonanza.' David Dortort, creator of the western TV series, *Bonanza*, has filed multimillion-dollar antitrust suit against NBC and National Telefilm Associates Inc., program's syndicator. Among suit's allegations: that buyers of *Bonanza* were coerced by NBC and NTA to buy rights to other programming as condition for obtaining western series. Dortort seeks up to \$50 million for each of 13 counts in civil action, and under federal law those damages could be tripled if charges are proved. Dortort made "block-booking" accusations under names of two of his production companies, Aurora Enterprises and Xanadu Productions Inc.

Mystery buys. *Hardy Boys/Nancy Drew Mysteries*, former ABC series, have been sold in 50 markets, says syndicator MCA-TV, including eight of top 10 markets. Forty-six hours are available for fall airing.

Roof over their heads. Time-Life Films, which recently announced intention to move bulk of operations to West Coast, has secured 20-year lease for Los Angeles office building. Three-story building at 10301 West Pico Boulevard will house television division, production and business affairs groups of motion picture division, plus independent producers affiliated with company. Late spring occupancy is expected.

Miniseries announced. NBC Entertainment has announced plans to produce TV miniseries based on "Princess Daisy," best-selling novel by Judith Krantz. Adaptation will be broadcast during 1982. NBC recently announced plans to produce another best-seller, Sidney Sheldon's "Rage of Angels," as miniseries. No air date was mentioned in announcement.

Trigger? Washington-based National Coalition on Television Violence claims that 15 Americans killed themselves in 1980 after watching feature film, "The Deer Hunter" on commercial television or pay cable (Home Box Office). Coalition's statements on subject were accompanied by newspaper articles linking killings in various parts of country with viewing of "The Deer Hunter," which has suicide scenes. Organization said it has asked TV stations not to carry motion picture but added stations "have continued showing the film."

'Death of a Princess' issue won't die. Texas attorney general's office is appealing ruling of U.S. district court requiring University of Houston's KUHT-TV Houston to show controversial two-hour PBS drama on executions of Saudi Arabian married princess and her lover. State attorney general's office also plans to ask U.S. Court of Appeals for Fifth Circuit to stay order of U.S. Judge Gabrielle McDonald. She has refused request for stay, contending that delay would "perpetuate the continued violation of the First Amendment." Station had canceled film, carried by many other PBS stations last May, because of university's concern that showing it would harm relations with Saudi Arabia. Judge McDonald, acting on request of former member of board of trustees, said cancellation violated public's First Amendment rights. Her order was overturned by appeals court. New order was issued after former trustee sought permanent injunction requiring showing of film.

ESPN ratings. Entertainment and Sports Programming Network says diary-based survey conducted last August and September by Mediastat shows it pulls average 2.0 rating in prime time in certain cable homes. (Survey sample was drawn from systems carrying Cable News Network and was later trimmed to homes in that group also receiving ESPN.) CNN prime-time average rating was put at 0.5; "all other cable networks" prime-time figure was 1.8; ESPN says it rated as high as 4.5 in prime time, put its 11-11:30 p.m. ET average at 2.1 and Saturday afternoon average at 1.5.

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U.S. to get study of both 9 khz plans

IFRB will probably proceed with comparative analysis of options U.S. faces in reducing spacing

Some representatives of western hemisphere nations returning from meetings in Fortaleza, Brazil, last week may have felt they had obtained a promise of the best of two worlds, in preparing for the second session of the Region 2 conference on AM broadcasting. The International Frequency Registration Board has all but agreed to do comparative studies on three conflicting channel-spacing plans (BROADCASTING, Feb. 2).

As a result, the second session of the conference, scheduled to begin next Nov. 9 and run for six weeks in Rio de Janeiro, will have a sounder basis than otherwise to decide whether to retain the 10 khz plan now in effect or, if not, which of two 9 khz plans to adopt. One, advanced by the U.S., would require stations to move no more than 4 khz in frequency; the other, proposed by Canada, would require a shift of up to 9 khz.

U.S. representatives who attended two weeks of meetings in Fortaleza—the first, of a CITEL (International Telecommunications Conference) working group, and the second, of the panel of experts of eight countries with IFRB representatives—were satisfied with the results.

Wilson Lafollette, chief of the FCC's technical and international branch, who was a key member of the U.S. delegation, had made clear in a number of meetings with other delegations and with the IFRB that if only one 9 khz plan were to be compared with 10 khz, it would be the 9/4 plan. The first session of the conference, in Buenos Aires last year, in effect granted any country the right to veto a study of a plan requiring a shift of more than 4 khz. And the FCC has yet to complete studies that would enable it to adopt a position on 9/9.

However, the representatives of 14 countries participating in the CITEL working group meeting had a number of questions about both 9 khz plans. While both plans would provide for the creation of many new stations, Canada was promoting its proposal as one that would allow for more stations in major markets than would the U.S. plan, and the U.S. was contending it would be less expensive for existing stations. In addition, Argentine representatives showed up with a study concluding the 9/4 plan would better suit Argentinian needs.

Finally, the working group recommended to the panel of experts that both 9 khz plans be studied, and the panel concurred. The IFRB board had insisted it had the resources and time only to study one of the plans. But U.S. representatives, including William Jahn, of the State Department, finally prevailed upon IFRB board member A. Barrada.

They argued that the question of which plan should be compared with the 10 khz system was a contentious one that could divide the second session of the conference as much as the initial controversy over the U.S.'s proposal to reduce channel spacing had divided the first session, last year. "If they wanted a successful conference, we told the IFRB representative," Jahn said, "they would have to find the resources to study the three plans." Barrada said he would discuss the matter with his board in Geneva, but no one doubts that the board will agree to do the three studies. The IFRB will require additional help, however, and Brazil will provide the services of an engineer. The FCC will be

asked if it can supply another engineer to aid in the preparation of the computer programs.

The study of the three plans will be undertaken at an eight-week meeting of the panel of experts and the IFRB in Geneva beginning April 22. But it was not clear last week when the U.S. will reach a final decision on which 9 khz plan it will support. It had championed its 9/4 plan because its studies on 9/9—involving costs and benefits—were not completed.

Wallace Johnson, former FCC Broadcast Bureau chief who represented the industry at the meetings in Fortaleza and who was pleased with the results, assumed the FCC would await the conclusions of the meeting of the IFRB and the panel of experts in Geneva. He said the commission then would have "enough information" on which to base a decision as to which of three plans, including 10 khz, to support at the Rio conference. Broadcasters and their consulting engineers have bitterly complained that the commission adopted the 9 khz plan without ade-

InSync

Swiss oppose private DBS. Swiss television network is objecting to plan for privately financed direct broadcasting satellite, proposed by Swiss publishing interests with British Aerospace. Plan is for satellite using orbital position and frequency allocated to Switzerland to broadcast English-language programs (mostly British and American) along with commercials. Because of satellite "footprint" signal would also reach populous regions of France, Germany and Italy, Swiss network, SRG, argues that satellite plan must be considered as part of total broadcasting policy. It has also criticized programming and financial details of DBS plan.

Gateway to data. Computer services company, Aregon Group Inc. of Anaheim, Calif. has introduced new software package, International Viewdata System-5, said to provide "gateways" (access) to data bases on other computers. Applications Aregon looks for are in teleshopping, telebanking and related fields.

Inaugural first. President Reagan's inauguration marked first for BBC, in providing live subtitling of inaugural speech for deaf using teletext system, Ceefax. Computer used contains "dictionary" of 70,000 words which it converts from palantype (a mechanical shorthand used in court reporting) to normal spelling. System has been tested before but never used in regular broadcasting.

Earth stations in Washington. Bob Cooper, Satellite Television Technology's home earth station pioneer, takes his show to Washington Shoreham hotel on April 17. Three-day satellite seminar will feature about 20 sessions on technical and marketing aspects of low-cost earth stations, designed primarily for individual use. There will also be exhibit of manufacturers and distributors of such equipment. Based on attendance at Houston seminar last November (800 attendees and 35 exhibitors), STT is expecting 1,000 attendees and 50 exhibitors for its fifth seminar, first in Northeast.

New feathers. Westar III can now be known as cable satellite. Satellite Program Network, which moved from Satcom I to Western Union bird at beginning of year, reports that 185 systems, serving over two million subscribers, are now picking up advertiser-supported service.

quate study.

However, LaFollette last week said the commission may not wait for the results of the Geneva meeting. It might act on the basis of its own information, which will include the cost and benefit studies that are due to be in hand by mid April. A decision reached before the results of the IFRB studies are completed would be between the 9/4 and 9/9 plans. However, LaFollette noted that the FCC could still support 10 khz if the IFRB studies indicated that would be best for the U.S.

Those studies will first determine how well each of the three plans would resolve "incompatibilities" among the inventories of real and proposed stations submitted by the countries of the hemisphere. (The studies would assume use of directional antennas, changes in power and shifts in frequency.) Costs of conversion—in technical (service gains and losses) and economic terms—will also be considered. Then the plans will be examined to determine how many additional assignments each could accommodate. IFRB's hope is

that the results will clearly identify one or the other of the 9 khz plans as superior; in that case, the choice in Rio would be between that plan and the existing systems. If a consensus cannot be reached, the conference will find itself choosing among the three plans.

Along with the comparative studies, the IFRB has been charged with establishing an order of priorities that would be used to resolve conflicts among countries' actual or proposed stations. For instance, an existing station would have priority over one proposed in another country.

Whether the studies the FCC will receive in two months and those to be done in Geneva resolve all differences in the U.S. over the channel spacing issue remains to be seen. The National Association of Broadcasters, for instance, has finally come out publicly in opposition to the proposal to reduce channel spacing to 9 khz (BROADCASTING, Feb. 2).

And the issue is not politically sensitive in the U.S. alone. Canadian officials also find it necessary to tread cautiously. Com-

munications Minister Francis Fox told the House of Commons two weeks ago that Canada will continue to oppose the U.S. proposal to reduce channel spacing to 9 khz; he noted that Canada had played a leading role in heading off U.S. efforts to win approval of its 9 khz proposal in Buenos Aires last year. He spoke in response to a member's comment that a 9 khz plan would adversely affect the technical quality of Canada's radio service.

But outside the house, Fox told reporters that Canada would probably find it necessary to follow suit if other countries in the hemisphere supported a 9 khz proposal. The Department of Communications has not yet formulated the government's policy on the issue. That will not emerge before Canada, along with the other countries in the region, submits its position, in March, on the final proposals to be considered at the second session. In fact, an official of the department last week said Canada may await the results of the Geneva meeting before deciding what channel-spacing plan it will support.

For the Record

As compiled by BROADCASTING Jan. 26 through Jan. 30 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aural.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. 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 application

■ Beaufort, S.C.—Radio Station WSIB seeks 1490 khz, .25 w-N, .5w-D Address: 1210 Boundry St. Beaufort, S.C. 29902. Format: MOR. Principals: Ronald J. Prohaska (80%), and wife Patricia P. (20%). Applicants seek assignment of CP. Ronald is general manager of WSIB-AM Beaufort (not on air). Patricia is general employee at station; applicants will lease station at \$1,500 month from Sea Island Broadcasting Corp. of S.C. They have no other broadcast interests.

TV application

■ Kalamazoo, Mich.—West Michigan Family Communications Inc. seeks ch. 64; ERP: 201 kw vis., 20 kw aural, HAAT: 498 ft.; ant. height above ground: 445 ft. Address: 3724 Lovers Lane, Kalamazoo. Estimated construction cost: \$201,000; first-quarter operating cost: \$51,000; Legal counsel: McCampbell & Young; consulting engineer: Scott Baxter & Associates. Principals: Thomas E. Pace, president, and eight others. Pace is minister in Kalamazoo. Applicant is non-stock

corporation. Principals have no other broadcast interests.

AM action

■ Mishawaka, Ind.—Mid-America Broadcasting Inc. granted 910 khz, 1 kw-full time. Address: 1129 North Hickory, South Bend, Ind. Estimated construction costs \$156,200; first year operating cost \$149,000; revenue \$188,000. Format: MOR. Principals: Ralph Gregory (63%) and Charles S. Hayes (37%). Action Jan. 29.

FM action

■ Bandera, Tex.—Paloma Blanca Broadcasting Corp. granted 98.3 mhz, 3 kw. HAAT: 264 ft. Address: 218 Carle San Antonio, Tex. 78204. Estimated construction cost: \$30,650; first quarter operating cost: \$7,800; revenue: \$9,000. Format: CW & contemporary. Principals: Applicant is minority controlled by John A. Pedraza, Mexican American (51%) and Patricia A. DeWerff (49%). Pedraza is financial/social counselor with Texas Department of Human Resources. He is also part time announcer for WOAI(FM) San Antonio, Tex. DeWerff is metro director for National Alliance of Business, San Antonio. She is also producer/moderator of community service program on KMOL(TV) San Antonio. They have no other broadcast interests. Action Jan. 27.

Ownership Changes

Applications

■ WPXC(AM) Prattville, Ala. (AM: 1410 khz; 5 kw-D, 1 kw-N)—Seeks assignment of license from JMR Communications Inc. to Ed and Mary Martin for \$190,000, plus \$10,000 for noncompete agreement. Seller: T.O. McDowell and Al Finch. They have no other broadcast interests. Buyer: Ed Martin is executive with Southern Railroad. Mary is housewife. They have no other broadcast interests. Ann. Jan. 29.

■ WAIV-AM-FM Jacksonville, Fla. (AM: 600 khz, 5 kw-U; FM: 96.9 mhz, 100 kw)—Seeks assignment of license from Robert W. Rounsaville to Affiliated Broadcasting Inc. for \$3,000,000. Seller: Rounsaville owns WBJW(FM) and WLOF(AM), both Orlando, Fla. Buyer is subsidiary of Affiliated Publications Inc.

of Boston, a publicly held co. It owns four AM's and four FM's and also is publisher of Boston *Globe*, and *The Transcript* (North Adams, Mass.). See "Changing Hands," Oct. 6, 1980. Ann. Jan. 29.

■ WCAS(AM) Cambridge, Mass. (AM: 740 khz, 250 w-D)—Seeks assignment of license from Melvin L. Stone to Boss Communications Corp. for \$500,000. Seller: Stone is also president and 55% owner of WGUY-AM-FM Bangor and WRUM-AM-FM Rumford, both Maine. Buyer is owned by Talbert T. Gray (38.5%) and Robert P. Wotiz (38.5%) with six others. Gray was general manager of WILD(AM) Boston. Wotiz has been chief engineer at WILD. They have no other broadcast interests. Ann. Jan. 29.

■ KEYY(AM)-KRMQ(FM) Provo, Utah (AM: 1450 khz, 1 kw-D; FM: 94.9 mhz, 50 kw, ant. 2730 ft.)—Seeks transfer of control of Mid-Utah Broadcasting INC. from David S. Grow et al (100% before; none after) to Bruce E. and D. Dean Rhoads (0% before; 100% after). Consideration: \$1,290,000. Principals: Sellers are D.S. Grow (34.7%), and brother, Steven L. Grow (24.7%); Larry V. Bell (18%), and three others. Buyers are Bruce E. Rhoads, and his father D. Dean. Principals are 50% owner each of new FM applicant in Port Sulfer, La. Bruce is president of radio consulting firm. D. Dean is president of Worldmark Corp., Palm Beach, Fla. investment firm. They have no other broadcast interests. See "Changing Hands," Ann. Jan. 29.

■ WPVA(FM) Petersburg, Va. (FM: 95.3 mhz, 1.7 kw)—Seeks transfer of control of Atlantic Broadcasting Corp. from A. Thomas Joyner, Sanford Korsehun, David Weil (100% before; 0 after) to Allan R. and Bonnie R. Brill (0% before; 100 after). Consideration: 1,450,000. Principals: Sellers also own WPVA(AM), one third each. Buyer: A. R. Brill owns 10% Worrell Broadcasting Inc., which through subsidiaries owns WHSV-TV Harrisonburg, Va.; WJFR-TV Rockford, Ill. and WBNB-TV Charlotte Amalie, V.I. Ann. Jan. 29.

■ WSAU(AM) - WIFC(FM) Wausau, Wis. (AM: 550 khz, 5 kw-U; FM: 95.5 mhz, 98 kw)—Seeks transfer of control of Forward Communications Corp. from W.F. McCormick et al (100% before; 0 after) to Dave Raven et al (0% before; 100% after). Consideration: 2,250,000. Principals: Seller: W. F. McCormick. John C. Stuartvant and Stanley F. Staples, Jr. are majority

principals. Forward also owns 5 AM's 6 FM's and 6 TV's (see "Changing Hands", Nov. 24, 1980). Buyer: D. Raven (55%) and Manson Insurance Company (45%). Manson is owned by David R. Scholfield (50%) and his brother Charles (50%). Raven has been president of WIFC since 1976 and president of WSAU since 1975. Scholfields are Wausau businessmen and have no other broadcast interests. Ann. Jan. 29.

Actions

■ WPOM(AM), Rivera Beach, Fla.—Riviera Broadcasting Corp. Dismissed application for assignment of license to L. J. Communications, Inc. Action Jan. 23.

■ WEVD(AM) New York (1330 khz, 5 kw)—Granted assignment of license from The Forward Association Inc. to Stuart Epperson and Edward G. Atsinger III for \$1.1 million. Seller publishes *Jewish Daily Forward*, Yiddish-language daily newspaper. It also owns WEVD-FM New York. Buyers also owns KMFM-FM San Antonio, Tex., and WEZE(AM) Boston. In addition, Epperson owns WRBS(AM) Chapel Hill, N.C., and WKBA(AM) Vinton (Roanoke), Va., and with his wife, KDFO(FM) Tulsa, Okla. Atsinger also owns KDAR(FM) Oxnard, Calif. Action Jan. 27.

■ KBAL(AM) San Saba, Tex.—Hill Country Broadcasting Inc. Dismissed application for assignment of license to Rocky Horse Broadcasting Inc. Action Jan. 26.

■ KQPD(FM) Ogden, Utah (FM: 101.9 mhz; 96.3 kw; ant. 39 ft.) granted assignment of license from R.C. Mohr (50%) and D.C. McIntyre (50%) to Wireless Associates for \$1.15 million. Sellers have no other broadcasts interests. Buyer is owned by seven individuals, four who own voting interests: C.T. Robinson, William Moyes and Michael Hesser (18.4% each) and Robert Magruder (10%). They also have interests in KVOR(AM)-KSPZ(FM) Colorado Springs; KQED(AM)-KZZX(FM) Albuquerque, N.M., and KFYE(FM) Fresno, Calif., and are waiting FCC approval on purchase of KTLS (FM) Oklahoma City. Action Jan. 23.

■ KOA-TV Flagstaff, Ariz. (ch. 4, 35 kw vis, 15.6 kw aur, ant. 3610 ft.)—Granted transfer of control of Grand Canyon Television Inc. from shareholders (100% before; 20% after) to Capitol Broadcasting Corp. (none before; 80% after). Consideration: \$1.4 million. Principals: Seller is Wendell Elliott, Jr. et al. He also owns 14.6% of KULY(AM) Ulysses, Kan. Buyer: Mississippi Publishers Corp. and Standard Life Insurance are principal owners of Capitol; Owens Alexander is president. Capitol owns KKTU-TV Colorado Springs; WSLI(AM), WJFR(FM), and WJTV-TV, all Jackson, Miss. Action Jan. 7.

Facilities Changes

AM applications

■ KSXO(AM) Redding, Calif.—Seeks CP to increase D power to 5 kw. Ann. Jan. 28.

■ KYSN(AM) Colorado Springs, Colo.—Seeks CP to increase D power to 5 kw, DA-N and change TL, SL & RC. Ann. Jan. 28.

■ WMVG(AM) Milledgeville, Ga.—Seeks CP to increase ant. height and change TPO. Ann. Jan. 23.

■ WQTV-TV St. Josephs, Mo.—Seeks CP to change ERP to 100 kw; change TL to Oak Mills Rd; change type of trans. and HAAT to 2,000 ft. Ann. Jan. 23.

■ KCBN(AM) Reno—Seeks mod. of CP to change type of ant. and ant. current. Ann. Jan. 23.

■ WTTH(AM) Mineola, N.Y.—Seeks CP to make changes in ant. sys., change TL to 150 ft. E. of the termination of 2nd St. and 61 Liberty Ave. Ann. Jan. 23.

■ WACK(AM) Newark, N.Y.—Seeks CP to increase D power to 5 kw and install DA-2. Ann. Jan. 28.

■ WOLD(AM) Maion, Va.—Seeks CP to increase power to 5 kw. Ann. Jan. 23.

■ KWIQ(AM) Moses Lake, Wash.—Seeks CP to change freq. from 1260 khz to 1020 khz; increase power to 5 kw and change SL. Ann. Jan. 23.

■ WAWA(AM) West Allis, Wis.—Seeks CP to change hours of operation to U by adding N service with 2.5 kw; increase D power to 5 kw; install DA-2; change freq. from 1590 khz to 1200 khz and make changes in ant. sys. Ann. Jan. 23.

FM applications

■ WCKS(FM) Cocoa Beach, Fla.—Seeks CP to relocate TL and increase HAAT to 1482 ft.; change type of trans. and change ant. sys. Ann. Jan. 23.

■ WMVG(FM) Milledgeville, Ga.—Seeks CP to change type ant.; increase HAAT to 300 ft.; change TPO. Ann. Jan. 23.

■ *WTDR(FM) Detroit—Seeks CP to make changes in ant. sys.; change type of trans; change type of ant. and TPO. Ann. Jan. 23.

■ WGAT(FM) Gate City, Va.—Seeks CP to change name to: Radio Station WKIN Inc.; change TL; decrease HAAT and change ant. sys. Jan. 23.

■ *WMUL(FM) Huntington, W.Va.—Seeks CP to

make change in ant. sys. and increase HAAT. Ann. Jan. 23.

■ KTAK(FM) Riverton, Wyo.—Seeks CP to change freq. to 93.3 mhz; change TL 24 miles S.E. of Riverton; increase ERP to 50 kw; HAAT to 950 ft.; make changes in type of trans. and ant. sys. Ann. Jan. 23.

TV applications

■ KMOV-TV Sacramento, Calif.—Seeks CP to change ERP to 1963 kw vis. and 196.3 kw aur.; make changes in type trans. and ant. sys.; change HAAT to 1024 ft. Ann. Jan. 23.

■ WKST-TV San Jose, Calif.—Seeks CP to operate trans. by RC from 2349 Bering Dr., San Jose. Ann. Jan. 23.

■ WKPI-TV Pikesville, Ky.—Seeks authority to operate trans. by RC from 1.6 miles E. of Morehead. Ann. Jan. 23.

■ KLPB-TV Alexandria, La.—Seeks mod. of CP to change ERP to 2090 kw vis., 209 kw aur.; change HAAT to 1210 ft. Ann. Jan. 23.

■ WTVG-TV Toledo, Ohio—Seeks authority to operate trans. by RC from 136 Huron St., Toledo. Ann. Jan. 23.

■ KCPQ-TV Tacoma, Wash.—Seeks authority to operate trans. by RC from 4400 Steilacoom Blvd., Tacoma. Ann. Jan. 23.

■ WEBC(AM) Duluth, Minn.—Midwest Radio of Duluth, Inc. Granted request for waiver of rules to identify as: WEBC Duluth-Superior, Minn. Action Jan. 19.

FM actions

■ WAIV(FM) Jacksonville, Fla.—Rounsaville of Jacksonville Inc. granted mod. of CP to make changes in ant. sys.; change TL to Newton at Duval Street, Jacksonville; change type trans. and ant.; increase ant. height 920 ft., and change TPO. Action Jan. 23.

■ WQXI(FM) Smyrna, Ga.—Jefferson-Pilot Broadcasting Co. granted CP to install new aux. ant. to be located at main ant. location, to be operated on ERP 18 kw; ant. height 950 ft., and change TPO. Action Jan. 23.

■ KDUK(FM) Honolulu, Haw.—Sudbrink Broadcasting of Hawaii granted CP to make changes in ant. system; decrease ERP 83 kw; increase ant. height 46 ft., and change TPO. Action Jan. 23.

■ KHOM(FM) Houma, La.—La Terr Broadcasting Corp. granted CP to change type trans., increase ERP 100 kw, ant. height 430 ft., and change TPO. Action Jan. 21.

■ WHUE(FM) Boston, Mass.—GCC Communications of Boston Inc. granted CP to change TL to: John Hancock Tower, Boston; to be operated on ERP 6.6 kw; ant. height 760 ft., and change TPO. Action Jan. 23.

■ KYBS(FM) Livingston, Mont.—Yellowstone Broadcast Services Inc. granted CP to change freq. to 97.5 mhz; make changes in ant. sys.; change TL to Atop Bozeman Pass; change studio and remote control location to 108 N. Main Street, Livingston; change type trans and ant.; increase ERP 100 kw; increase antenna

Bill Adams (918) 661-5224
Dick Robinson (918) 661-5204
Jere Smith (918) 661-4982
Dan Harrison (918) 661-4974
Susan Stoffle (918) 661-5946



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Summary of broadcasting

FCC tabulations as of Dec. 30, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,584	3	2	4,589	111	4,700
Commercial FM	3,279	2	1	3,282	143	3,425
Educational FM	1,090	0	2	1,092	71	1,163
Total Radio	8,953	5	5	8,963	325	9,288
Commercial TV	518	1	0	519	9	528
VHF	234	0	0	234	92	326
UHF	101	1	4	106	6	112
Educational TV	155	2	5	162	15	177
VHF	1,008	4	9	1,019	122	1,143
UHF	345	0	0	345	181	526
Total TV	2,525	0	0	2,524	252	2,826
FM Translators	1,389	0	0	1,389	478	1,867
TV Translators						
UHF	2,572	0	0	2,572	251	2,823
VHF	1,362	0	0	1,362	498	1,860

*Special temporary authorization

**Includes off-air licenses

height 245 ft., and change TPO. Action Jan. 22.

■ WALK(FM) Patchogue, N.Y.—Horizons Communications Co. granted CP to increase ERP 18 kw; increase ant. height 530 ft; change type trans. and ant., and change TPO. Action Jan. 23.

■ KTLS(FM) Oklahoma City, Okla.—granted CP to make changes in ant. sys.; change TL to near Kelly Avenue and NE. 93rd Street, Oklahoma City; change studio and RC location to 7301 N. Broadway, Oklahoma City, change type ant.; decrease ERP 48 kw, increase ant. height 1100 ft., and change TPO. Action Jan. 21.

■ KEUA(FM) Pampa, Tex.—Pampa Broadcasting Inc. granted CP to make changes in ant. sys.; change TL; locate remote control at 1701 N. Banks Street, Pampa; change type trans. and ant.; decrease ERP 32 kw; increase ant. height 290 ft., and change TPO. Action Jan. 22.

■ KNOX(FM) Sweetwater, Tex.—Stein Broadcasting Inc. granted CP to make changes in ant. sys.; increase ERP 2.9 kw; increase ant. height 155 ft., and change TPO. Action Jan. 23.

TV action

■ WXIA-TV Atlanta, Ga.—CP granted to commercial TV broadcast station to change ERP to 295 kw vis (V), 316 kw vis (H), 29.5 kw aur; and change type ant. Action Jan. 6.

In Contest

FCC Decisions

■ Commission has denied application for license renewal of WMJX(FM) Miami, Fla., for false and deceptive broadcasting. Commission affirmed 1978 decision by ALJ T.B. Fitzpatrick. Judge recommended denying renewal because of failure to abide by representations made to commission in its 1975 letter regarding deceptive broadcasting in connection with series of station contests. Commission stated WMJX(FM)'s attempt to characterize misconduct as "frolic and detour" was not persuasive. Action Jan. 20.

■ ALJ Thomas B. Fitzpatrick granted application of City of New York, Municipal Broadcasting System for renewal of WNYC-TV and dismissed the competing application of True Witness Ministries, Inc. Although City of New York was found to be qualified to operate the station, True Witness filed a mutually exclusive application. Nearing was required to determine which proposal would better serve public interest. Issues to be resolved included whether True Witness was financially qualified to operate station and its efforts to ascertain needs and interests of community to be served. In dismissing True Witness' application, ALJ Thomas B. Fitzpatrick said he was responding to motions by City of New York and by Broadcast Bureau to dismiss with prejudice True Witness' application for failure to prosecute. Also, judge dismissed motion by Office of Communication of the United Church of Christ to intervene in the proceeding. Action Jan. 23.

■ Commission upheld its decision allowing United Cable Television Corp. of Connecticut to carry WPIX, a New York City station of five cable systems in Connecticut. Last August Commission found United had shown that its carriage of WPIX would not harm local TV stations in the Hartford-New Haven-New Britain-Waterbury television market. Post-Newsweek Stations, Connecticut, Inc., licensee of WFSB-TV Hartford, opposed this waiver and asked commission to reconsider and withdraw it. Action Jan. 23.

■ Commission extended temporary authority to Cable News Network Inc. to utilize one Satcom I satellite transponder to transmit CNN's all-news cable TV program to subscribers in continental U.S., Hawaii, Puerto Rico, and Virgin Islands. Extension allows RCA American Communications Inc. to lease transponder to Southern Satellite Systems Inc., used by CNN, for six month period. CNN asked FCC to extend for three years its access to one transponder on Satcom I, and successor to Satcom III. Commission said CNN presented no grounds to justify reversing its decision. Action Jan. 29.

■ In accordance with determination made last November 20, Commission has affirmed initial decision denying renewal application for WWLE(AM), Cornwall-on-Hudson, N.Y., and granted application for a new license from WMVI Mechanicville, N.Y. Commission concluded principals of WWLE had deliberately made misrepresentations and concealed facts from Commission regarding

WWLE's ownership. Action Jan. 29.

■ The Commission granted Warner Amex Cable Communications Inc. waiver of rules to permit it to add AFFT-TV at Ft. Wayne, Ind., to its cable systems serving communities located within Lima, Ohio, despite opposition by Lima Communications Corporation, licensee of WLIO(TV) at Lima. Action Jan. 29.

■ New Continental Broadcasting Co. has been authorized to operate new AM on 990 khz with 5 kw at Miami, Fla. Station is 100% minority owned. ALJ Walter C. Miller denied competing applications and found New Continental was "decisively superior" in plan to integrate ownership with management. Action Jan. 30.

Translators

Applications

■ San Antonio, Tex.—Jeffrey D. Nightbyrd seeks CP for new VHF translator on ch. 7 (TPO: 10w, HAAT: 30 ft.) to rebroadcast the signal of KBDI-TV Broomfield, Colo. Ann. Jan. 23.

■ Richmond, Va.—V.G.H. Communications seeks CP for new VHF translator on ch. 2 (TPO: 1w; HAAT: 183 ft.) to rebroadcast the signal of WRBV-TV Vineyard, N.J. Ann. Jan. 23.

Actions

■ K05HA Glennallen, Alaska—State of Alaska granted CP for new VHF translator on ch. 5 to rebroadcast KTVA-TV Anchorage. Action Dec. 22.

■ K47AE Inyokern, Calif.—Indian Wells Valley TV Booster Inc. granted CP for new UHF translator on ch. 47 to rebroadcast KBSC-TV Corona, Calif. Action Dec. 22.

■ W69AT Hinkley, Minn.—Channel 10 Inc. granted CP for new UHF translator on ch. 69 to rebroadcast WDIO-TV Duluth, Minn. Action Dec. 22, 1980.

■ K53AU Babbitt, Nev.—Mineral Television District No. 1 granted CP for new UHF translator on ch. 53 to rebroadcast KBEQ-TV San Francisco. Action Dec. 22, 1980.

■ K55CV Montoya & Newkirk, N.M.—Hubbard Broadcasting Inc. granted CP for new UHF translator on ch. 55 to rebroadcast KOB-TV Albuquerque. Action Dec. 22, 1980.

■ K65CH Arlington, Ore.—Board of Education of the State of Oregon granted CP for new UHF translator on ch. 65 to rebroadcast KOAP-TV Portland, Ore. Action Dec. 22, 1980.

Allocations

Actions

■ Santa Fe, N.M.—Assigned 104.1 mhz and 105.1 mhz to Santa Fe, effective March 23 (BC Doc. No. 80-195). Action Jan. 22.

■ Goose Creek, S.C.—Dismissed the petition by William K. Durst proposing the assignment of 101.7 mhz to Goose Creek (BC Doc. No. 80-202). Action Jan. 22.

■ Milbank, S.D.—Assigned 104.3 mhz to Milbank as its first FM assignment, effective March 23 (BC Doc. No. 80-107). Action Jan. 22.

■ Yakima, Ellensburg, and Quincy, Wash.—In response to a counterproposal filed by Tri-County Broadcasting proposed assigning 99.3 mhz to Yakima as its fifth FM assignment, 103.1 mhz to Ellensburg as its second FM assignment; and substituting 96.7 mhz for ch. 276A at Quincy (BC Doc. No. 80-285). Action Jan. 22.

Satellites

Applications

■ Iowa Beef Processors Inc. for Thayer, Hutchinson, Emporia, Colby, all Kansas (4.6m; MSC; E2894, 5, 6, 7).

■ Vitalink Corp. for Mountain View, Calif. (4.5m, Prodelin, E2898).

■ Cox Cable Communications for Minising, Mich. (5m; S-A; E2899).

■ Cox Cable Communications Inc. for Maywood, Ill. (4.5m; Andrew; E2990).

■ Cox Cable Communications Inc. for Jacksonville Beach, Fla. (10m; S-A; E2901).

■ American Telephone and Telegraph Co. for Coram, N.Y. (12m; Andrews; E2902).

■ American Telephone and Telegraph Co. for Des Plaines, Ill. (7m; S-A; E2903).

■ American Telephone and Telegraph Co. for Houston (7m; FCC ref; E2904).

■ American Telephone and Telegraph Co. for Burbank, Calif. (10m; Andrew; E2905).

■ Times Mirror Satellite Programming Co. for Laguna Nigel, Calif. (10m; S-A; E2906).

■ Cox Cable Communications for Lock Haven, Pa. (5m; S-A; E2907).

■ Johnsonburg Community TV Inc. for Johnsonburg, Pa. (5m; S-A; E2908).

■ Satellite Business System for Atlanta (5.5m; Nippon Electric; E2909).

■ Alaska Public Radio Network for Homer, Alaska (4.6m; S-A; E2910).

■ Alaska Public Radio Network for Barrow, Petersburg, Ketchikan, Wrangell, all Alaska (10m (Barrow), others 4.6m; S-A; E2911, 2, 3, 4).

■ Eastern Microwave Inc. for Highland Lakes, N.J. (10m; S-A; E2887).

■ Association for Higher Education of North Texas for Richardson, Tex. (10m; S-A; E2888).

■ Luling Cablevision Corp. for Luling, Tex. (5m; S-A; E2899).

■ Cylux Communications Network Inc. for Germantown, Md. (4.6m; S-A; E2890).

■ Clay Video Inc. for Orange Park, Fla. (5m; AFC; E2891).

■ Gulf Communications Inc. for Poinciana, Fla. (5m; Microdyne; E2892).

■ Iowa Beef Processors Inc. for Mankato, Kan. (4.6m; MSC; E2893).

■ Alaska Public Radio Network for Eagle River, Alaska (4.6m; S-A; E2915).

Call Letters

Applications

Call	Sought by
New AM	
WJOK	Barto Communications Inc., Gaithersburg, Md.
New FM's	
KFMM	Payne Broadcasting Inc., Thatcher, Ariz.
KAJJ	J. Robinson Communications, Greenwood, Ark.
KJOL	Columbus Evangelical Free Church Radio Committee, Grand Junction, Colo.
WTLG	Starke Christian-Educational Radio & TV Commission, Starke, Fla.
KFIS	Thomas W. Mathis, Soad Springs, Idaho.
WFLQ	Willtronics Broadcasting, French Lick, Ind.
KIDS	Palmyra Broadcasting Co., Palmyra, Mo.
KFMY	Northern Sun Corp., Great Falls, Mont.
KFXZ	Glacier Country Broadcasters Inc., Kalispell, Mont.
WANH	Saint Anselm's College, Manchester, N.H.
New TV	
WVCY	Wisconsin Voice of Christian Youth Inc., Milwaukee
Existing AM's	
KCBF	Northern Television Inc., Fairbanks, Alaska
WONQ	Mid-America Broadcasting Inc., South Bend, Ind.
KKOW	American Media Investments Inc., Pittsburg, Kan.
WJKX	WGUD Stereo Inc., Moss Point, Miss.
Existing FM's	
WRCK	WTLB Inc., Utica, N.Y.
KKRZ	Thomas E. Ingstead, Sioux Falls, S.D.
KWYX	KTXJ Radio Inc., Jasper, Tex.



WASHINGTON'S RESPONSIVE CHORD

For 34 years we've known just how to hit it.

Since 1947 WJLA-TV has echoed the thoughts and moods of the Washington, D.C. community. We've been entertaining, innovative, thought-provoking and controversial. But, we've never been dull and we've never ducked the issues that are relevant to our community. For this we've drawn its approval and its anger. And we've always provided a forum for its response.

From the beginning, the people at WJLA-TV have had the conviction to try the unproven or untested. We were the first to televise a presidential speech live from the White House. The first to successfully maintain a seven-nights-a-week schedule. And the second station in the country to join the ABC Television Network. In 1954 WJLA-TV covered the entire Army-McCarthy hearings and fed the telecast directly to the ABC and Dumont networks. In 1957, we originated our own "impromptu network" to telecast the Senate Teamster Union hear-

ings coast-to-coast.

This innovative tradition continues today at WJLA-TV. With impetus from its local ownership and management, the station is focusing on its own production of quality public affairs television. The spearhead of this effort is its new monthly "Assignment 7: Special" series—the area's only hour long prime-time public affairs program. To date the station has aroused public interest and critical acclaim with efforts like "Doin' Time"—an insightful look at the futility of the prison system—and "Frankly Black and White"—a show that revealed the prejudices deeply rooted in the people of both races.

Washington D.C. is the country's most news and issue sensitive city. WJLA-TV's success is predicated on defining and responding to the community's responsive chord.

Hitting it is what makes for good television.



An Allbritton Communications Station, WJLA-TV Washington, D.C.; WCIV-TV Charleston, S.C. WSET-TV Lynchburg, Va.

THE FIRST 50 YEARS

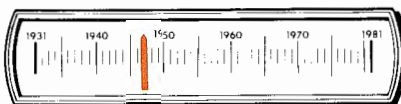


OF BROADCASTING

The postwar proliferation of radio stations began to worry the FCC in 1947. The commission issued "An Economic Study of Standard Broadcasting" that cited increasing competition for advertising. The FCC forecast the siphoning of advertising revenue from the older stations by the newer ones, and envisioned the capture of markets by the first station in a new area and a lockout of subsequent stations. According to the FCC, factors favorable to the greatly expanded postwar broadcast industry were the potentials for increased business, greater advertising volume, more disposable income, and bigger radio audiences. The FCC's list of factors unfavorable to the radio industry was longer. It included the potential for a recession, for a "fractionating" of the radio audience, for a "more critical comparison of the cost and effectiveness of broadcast" with other media, for an increase in newspaper advertising, for a cost-revenue squeeze caused by rising purchase prices of stations, and for rate cutting because of the increased inventory of time that would be available for sale.

The FCC declared 28% of an anticipated 1,063 U.S. radio communities (by 1948) would be "over-expanded, should the present high level of business activity decline." With more than 400 new stations (AM and FM) going on the air in 1947, bringing the total near the 2,000 mark, the FCC predicted a sizable number would fail.

Broadcasters questioned the commission's right to issue any economic study and feared that the FCC's next step might be the proclamation of rate book. Speaking for many in radio, BROADCASTING answered: "Some stations will fail, of course, as we have repeatedly insisted. Others will trail red ink for months or years before they consistently turn a profit. Those that survive will be stations which, competitively, render superior service to their listeners, and, consequently, to the advertisers. . . . The question of survival in a highly competitive art hinges to a great extent on the ingenuity of individual stations both in programing and in selling time. . . . These factors are considered in the economic report, but they are intangibles which, despite their importance, do not show up in charts and graphs."



Great Britain took over its coal industry, but relinquished its grasp on India; the latter country re-emerged in August as Hindu India and Moslem Pakistan. U.S.-Soviet relations worsened, prompting financier Bernard Baruch to describe the stand-off as a "Cold War." In America, the supersonic age became a fact: A Bell X-1 was flown faster than sound. Motorists got the news that B.F. Goodrich had developed a tubeless tire. The House and Senate overrode President Truman's veto to pass the Taft-Hartley Act. The Los Angeles Rams painted horns on headgears to become the first pro football team with helmet insignia. Other 1947 news out of California: Navy veteran Richard M. Nixon was elected to his first term in the U.S. House of Representatives. And in BROADCASTING . . .

Despite the FCC pessimism, there was no mass failure of radio stations in 1947. Radio as a whole prospered, gained audience and revenues—1,962 stations on the air by Dec. 31 and 37 million radio homes in the U.S. Total net time sales for broadcast advertising reached a new high of \$374,086,686, a healthy 12% more than in 1946. (Net time sales represented gross billings less frequency and promotional discounts. These receipts were before deduction of agency commissions, considered an expense of sales). Estimated radio gross billings in 1947 were \$555,400,000.

For the first time, the money Americans spent for receivers, tubes, batteries and

parts topped \$1 billion. There was a boom in car radios, as Americans—after wartime restrictions on the production of such equipment—could take radio with them down the highway. The number of car radios sold in 1947 jumped to 2.5 million, worth \$150 million up from the 150,000 sold in 1946, worth \$9 million.

Network radio was beginning to change. Bing Crosby's 1946 coup in which he won the right to transcribe his ABC network program in advance created an aftershock in 1947. *Fortune* magazine in January declared that none of Crosby's past performances "measures up to the magnitude of his assault on the established framework of radio," and labeled Crosby's change to transcriptions "a direct attack on the radio business . . . or at least on the two biggest networks, NBC and CBS . . . [which] have an absolute ban on transcribed shows for big-name stars." *Fortune* wondered: "If complete top-caliber programs can be recorded and sold directly to individual stations, what is to become of networks as networks?"

What became of them in 1947 was all good news for them. They prospered and expanded their reach. With the numbers in inverse order to their ratings rank, MBS had 488 affiliates by Dec. 31; ABC, 265; CBS, 174, and NBC, 167.

The cold war was taking on a deeper chill. Along with popular songs introduced in 1947, such as Alan Jay Lerner's "Almost Like Being In Love," Hoagy Carmichael's "Ivy," and Oscar Hammerstein's "So Far," radio audiences were introduced to the perceived threat of the Soviet Union. There

Probers Warn Petrillo Not to Strike

Hearings Recessed Pending Study Of Evidence

By J. FRANK BEATTY

AN ARM of Congress—the House Labor subcommittee investigating James Caesar Petrillo, AFM president—has assumed the role of unofficial mediator in the threatened strikes of musicians against networks and recording companies.

Plainly shocked at the audacity of the union czar in hurling the strike threats during an investigation into his domination of the AFM, the subcommittee members last week warned him of the public's rights and suggested he examine labor laws carefully before taking any drastic action.

With this Congressional advice to ponder, President Petrillo awaits recall at further hearings to be held after a 60-day recess. Meanwhile, the subcommittee will watch his actions closely and go into standby, featherbedding and other AFM practices.

Recess of the hearing was announced Friday afternoon. Subcommittee members denied that the postponement amounted to a death blow for the whole investigation, insisting that more time is needed



"IT'S LIKE this, gentlemen," says James C. Petrillo at House probe.

union leader and to study the committee's findings to date.

When the subcommittee resumes hearings it plans to meet in cities around the country as well as Washington, it was indicated Friday. Back of the investigation is the expressed desire to learn whether the AFM leader's tactics



HOUSE PROBERS hung on every word during two-day grilling of James C. Petrillo, AFM president. L to r: Rep. Richard M. Nixon (R-Calif.); Chairman Carroll D. Kearns (D-Pa.); Rep. Graham A. Barden (D-N. C.); Rep. O. C. Fisher (D-Tex.); Rep. Wingate H. Lucas (D-Tex).

sions of the Taft-Hartley and Lea statutes.

The probers' exposure of Mr. Petrillo's tactics occurred during a Monday-Tuesday session at which the AFM president, in a brilliant setting of klieg lights, newsreel cameras and microphones, used all the tricks in his bag to stage the best performance in his career.

Good Time for All

He was the star witness against himself, and saw to it that everybody had a good time—especially the subcommittee. Through the long grilling he gave quick and pointed answers to nearly all questions, most of them adding up to the fact that technology is taking work from his boys and he is going to do something about it. Much of the

AFM control over use of film sound tracks in television. He absolutely controls recording. He wants to get many new jobs out of FM and television.

AFM head was described as "dictator" and also praised for patriotism in accepting Lea Act decision and Taft-Hartley law.

He admitted in effect that he had threatened a network strike to compel affiliates to hire musicians they don't need because local strikes wouldn't be effective. This was considered a possible Taft-Hartley Act violation.

Mr. Petrillo is toying with a plan to slap a 5 or 10-cent royalty charge on

—Broadcasting, July 14

were anti-Communist alarms and calls to ostracize Communist sympathizers.

Experts and journalists discussed the Soviet threat on such special shows as CBS's four-day series, *You and the Russians*.

Commentator Walter Winchell, once a liberal, issued this attack on the Soviet Union: "The third World War is already being fought . . . We are losing it . . . When the Communists are ready, there will be 50 Pearl Harbors, atomic explosions erasing our cities . . . Trained Communist spies are among us locating targets for the sneak attack. . . . We must start rearming now."

Harold Stassen, the former governor of Minnesota and a perpetual presidential hopeful, used an NBC broadcast, *America versus Communism in One World*, to issue a 12-point program "to clear Communist infiltration," which included exposing "the identity of all known Communists," prosecuting "them vigorously for their violations of law," urging "our fellow-citizens to refuse to associate with them," and removing Communist sympathizers from federal, state, and local payrolls.

H. V. Kaltenborn, expressing opinions based upon a 42-day tour of 14 countries, issued this warning in an NBC four-part series: "The one controlling impression of my trip around the world is the ever-present Communist menace. In France it dominates the political situation. . . . Pope Pius made Communism the principal theme of what he said to me. . . . Greece is in turmoil because of Communism. In

Egypt they explain the street riots in terms of Communist agitation. . . . China faces economic ruin because of the unending internal strife caused by Communists. Japan's leaders want some kind of military occupation to continue until there is no Red menace. . . . There is no peace. The war we thought we won has not been won. Two world wars have left the world less safe for democracy than it was. . . . A militant, aggressive Communist Russia has its spies, agents, saboteurs hard at work in every country, including our own."

Blacklists, secret FBI files, and special hearings proliferated in the U.S. On March 22, President Truman ordered an examination into the loyalty of all government employees. *The New Republic* charged that since the war the networks fired 24 so-called left-of-center commentators in a protective purge. Admirers of William L. Shirer felt that CBS's move of Shirer's broadcasts to a less prominent time slot precipitated his quitting and sprang from the same source as the other network firings. The Red scare was dominant as innuendo and rumor fueled the fires and affected lives.

The scare touched but didn't destroy FCC Commissioner Clifford Durr who had objected to FBI reports to the commission on radio personalities, owners and employees. He asserted that the reports were unsolicited and based on "gossip, rumor, and nonexpert opinion on political, economic or social philosophies." Durr incurred the wrath of a Senate bent on a

hunt for fidelity. Senator Homer Capehart (R-Ind.), a member of the Foreign and Interstate Commerce Committee, labeled Durr's criticism "a brazen effort to sabotage the FBI in its lawful duty and responsibility to uncover Communists and other disloyal persons." He declared that Durr should be investigated.

Amid growing apprehension over Communism, President Truman launched a campaign to win allies for America through economic aid. In March Truman spoke on the networks in behalf of \$400 million in aid for Greece and Turkey, explaining that "the seeds of totalitarian regimes are nurtured by misery and want. They spread and grow in the evil soil of poverty and strife. . . . The free peoples of the world look to us for support in maintaining their freedoms. If we falter in our leadership, we may endanger the peace of the world—and we shall surely endanger the welfare of our own nation."

At a Harvard university commencement in June, Secretary of State George C. Marshall unveiled the European Recovery Program (the Marshall Plan) and used radio to promote this plan to fight "hunger, poverty, desperation, and chaos." The U.S. made the Marshall plan available to Communist as well as non-Communist countries on the premise that a stable Europe would choose freedom and democracy.

It was also in the name of freedom and democracy that Justin Miller, National Association of Broadcasters president, agi-

**34 Years Ago Maryland's 1st TV Station
Telecast Our First Sports Remote.**

IT WAS OUR FIRST DAY ON-THE-AIR!



October 27, 1947. Maryland viewers saw their first TV broadcast "live" from the races at Pimlico.

Within months, WMAR TV added more sports to our programming lineup: the International League Baltimore Orioles, the Baltimore Bullets, and Navy Football, to name a few.

Today our commitment to the Maryland Sports community is even stronger.

With Baltimore Orioles baseball, Colts pre-season football, Baltimore Blast indoor soccer, Maryland ACC basketball, SportScene Magazine, and CBS sports, we bring more home teams home.

No wonder we're known as the "Leader".

2

Maryland's Leader in Sports Broadcasting.

WMAR-TV, BALTIMORE / A CBS AFFILIATE



PICTURE OF THE CONVENTION according to a consensus of BROADCASTING editors was taken at a rollicking CBS affiliates dinner. Three of the most divergent winds in radio were caught blowing with

phenomenal singleness of purpose when (l to r) Justin Miller, NAB president, Frank Stanton, CBS president, and Chairman Charles R. Denny, of the FCC inflated toy balloons.

—Broadcasting, Sept. 29

tated for the repeal of the Mayflower ruling of 1941 that banned the airing of editorials. The edict, Miller persisted, "violates the First Amendment of the Constitution and the Communications Act." With the majority of the broadcasters endorsing editorializing, the FCC was moved to promise an inquiry in early 1948 to see whether station editorializing would meet the twin objectives of serving the public interest and affording balanced perspective.

The FCC's Blue Book of 1946 continued to rankle both those who felt its program standards unmet and those who feared government intrusions into programming. FCC Commissioner Durr charged his colleagues with "laxity in the enforcement of the principles" of the Blue Book since "many renewals have been granted, without a hearing, on the basis of programs which ... fail to meet any reasonable standards of public service."

Shortly thereafter, the NAB retaliated with a 34-page rebuttal to the Blue Book in the form of a letter to Representative Harris Ellsworth (R-Ore.) It condemned the Blue Book as illegal, punitive, and im-

proper, stating that "the effort of the commission ... to indict broadcasting licensees on the theory that they are making too much money is an unwarranted indirect attack upon freedom of speech." To buttress its position, the NAB released a study of member stations' programming, documenting that the average station aired 66% commercial time and 34% sustaining time, a record well within the Blue Book's 80-20 guidelines.

"The result of the NAB's survey," BROADCASTING argued, "clearly points up the weakness of two main Blue Book contentions: (1) that larger stations carry fewer sustainers than small stations, and (2) that fewer sustainers are carried during choice evening hours than at other times. The cardinal weakness, of course, is in the FCC's assumption of the right to intrude in such matters."

While the Blue Book storm raged on, a new format for musical programs, built around the disk jockey, was gaining quiet but strong acceptance. Long before the war, radio had found success with morning shows and late night shows built around personalities and recordings, but in a

limited way and only at certain times of the day. Martin Block's *Make Believe Ballroom* on WNEW(AM) New York was one of the more successful prewar favorites that continued in the postwar period. However, advances in recording techniques, low overhead and a growing audience for this fare combined to make it more profitable for stations in the late '40's.

By the fall of 1947, a BROADCASTING trends survey found that nine out of 10 stations currently had disk jockey programs, with the average station broadcasting locally produced DJ shows 2.2 hours daily. It also found that 35% of those stations reported disk jockey programs harder to sell to national accounts than other locally produced shows, but 60% of the stations found disk jockey programs easier to sell locally than other locally produced shows.

Network comedy programs, however, still held most of the top 15 rated spots. *Bob Hope*, (NBC) *Jack Benny* (CBS), *Fiber McGee & Molly* (NBC), *Charlie McCarthy* (NBC) and *Amos 'n' Andy* (NBC) occupied the top five slots.



WMPS MEMPHIS announced promotion plans in connection with its forthcoming increase in power from 1 kw to 10 kw at luncheon for timebuyers and trade press Aug. 26 at New York's Ritz-Carlton. Group includes (l to r): Harold Krelstein, WMPS general manager; Joseph Lincoln, Young & Rubi-

cam; Frank Palmer, Kenyon & Eckhardt; Linnea Nelson, J. Walter Thompson Co.; Chester Slaybaugh, Morse International; Jean Lawler, Sullivan Stauffer, Colwell & Bayles; Thomas McDermott, N. W. Ayer & Son Inc.; Frank Silvernail, BBDO; Terence Clyne, The Biow Co. Inc.

—Broadcasting, Sept. 8

NBC's Fred Allen was next in popularity, but he outdrew all his competitors in the national press following an incident in the spring. Allen often was given to impromptu and caustic remarks about the business of broadcasting during his programs. After network criticism of his jokes about network vice presidents as "people who find molehills on their desks in the morning and must make mountains of them before they go home at night," Allen had 35 seconds of his show cut off when he attempted to air a similar jibe that had been censored by NBC. The advertising agency demanded a rebate and Allen, who had been chastised the week before for running overtime, delivered his rebuttal through newsprint: NBC has a vice president in charge of program ends who saves up the seconds and minutes that programs run overtime and when he accumulates two weeks of time, takes a vacation.

New in 1947 and ranked 12th was *My Friend Irma* in which Marie Wilson, as an earlier-day Marilyn Monroe, played the beautiful "dumb blonde" legal stenographer. For example, asked about compulsory military service, Irma responded that "a girl shouldn't have to go out with a sailor unless she wants to." When Cathy Lewis, playing Jane Stacy, Irma's sensible roommate, asked her why she went out with Al who "has no job, no money, no clothes, no car, no prospects and no future," Irma characteristically replied, "I have to stick with him in case things get tough."

For FM, special progress seemed ahead in 1947. Roy Hofheinz, FM Association president, predicted 1947 would be the "FM year." By the end of 1947, 238 FM stations were on the air, 680 more had been authorized, and 431 applications were pending.

Continental on March 26 broadcast the first program of an exclusive FM network. By September the network had grown to 27 stations but had only one commercial sponsor. To lessen interference created by stations drifting off their assigned channel, the FCC in April proposed a reallocation of FM channels based upon a four-channel separation. Although this plan would affect 90% of the approximately 200 stations licensed by April, the FCC supported the change because, in its view, "the limited number of FM stations that have completed full construction ... [allowed] changes in frequency assignments ... [to] be made at this time without causing substantial expense to the stations now on the air or under construction."

Television gained space in more living rooms. By the end of 1947, 12 television stations broadcast to 14,000 American households. They were reaching a penetration level of .04%. The average black-and-white television receiver in 1947 cost buyers \$274.

Television in 1947 grew to the extent that the Television Broadcasters Association drafted a program code to guide the

mediums before "self-appointed outsiders" pressed their codes. Coaxial cable linked New York to Boston in November through AT&T, but, despite such basic foundations, network television waited. When AT&T filed a proposed intercity coaxial-cable base rate of \$40 per mile per month for an eight-hour day, broadcasters balked at the high cost. One video broadcaster reacted to the news by describing those fees as "the best sales argument for programing television by film that has been advanced so far."

To cut costs, Zenith proposed "Phonevision," then an experimental system of "pay-as-you see" video whereby subscribers could receive the show selected with the cost added to their phone bill. While newspapers supported such a "juke box vision," as BROADCASTING entitled an applicable editorial, practically all broadcasters rejected the idea on

the premise that on-air television, supported by advertising, should continue to be free to audiences.

To end uncertainty of black and white or color at that time, the FCC, to RCA's delight, denied CBS's petition for commercial color video in the 480-920 mhz band. The commission said there was inadequate testing and that "there may be other systems of transmitting color which offer the possibility of cheaper receivers and narrower bandwidths that have not yet been fully explored." The decision spurred production of black and white equipment and rekindled interest in television licenses now that the standards had stabilized.

Late in 1947, the FCC heard arguments from FM, TV, and nonbroadcast services as to whether television should relinquish the portion of the band assigned to TV channel 1. Although the FCC issued no

RECORD RADIO GIVE-AWAY

Prizes for Women Who Guessed Identity

of 'Mrs. Hush' Total \$17,590

WHEN Mrs. William McCormick, a Lockhaven, Pa., housewife, answered her telephone on March 15, and told Ralph Edwards, m. c., of NBC's *Truth or Consequences* show, that the mysterious "Mrs. Hush" was Clara Bow, she became the winner of prizes totalling \$17,590, an all-time high for radio give-aways. Not only did this fabulous contest make Mrs. McCormick happy, but it raised more than \$400,000 in contributions to the "March of Dimes" campaign.

Last Jan. 25 *Truth or Consequences*, sponsored by Procter & Gamble Co. for Duz, began broadcasting a mysterious voice of a woman called "Mrs. Hush" who, each week, recited a four-line verse which contained clues to her identity. To be eligible for the competition, listeners had to write a letter in 25 words or less on "We should all support the March of Dimes because" and enclose a contribution to the campaign along with the entry. Three letters were picked each week and the writers were phoned during the broadcast to give their opinions on who "Mrs. Hush" was. The first week of the contest three prizes were offered, and by the time Mrs. McCormick guessed the answer on March 15, there were more than a dozen.

Mrs. McCormick, her sister, and a neighbor had gotten their heads together and figured that "Mrs. Hush" was Clara Bow. They had sent in a total of 24 letters during the time the contest was in progress at the rate of one a week. It

was Mrs. McCormick's eighth letter that was picked as one of the three best for the week ending March 15.

Three Share Prizes

The prizes, which Mrs. McCormick and the two other women are still trying to split three ways were: A 1947 Ford Sportsman convertible automobile; Bendix washer; United Airlines trip to New York for two with a week-end suite at the Waldorf-Astoria Hotel; a \$1,000 I. J. Fox full length silver fox coat; a Columbia trailer which sleeps four and includes stove and refrigerator; a \$1,000 diamond and ruby Bulova watch; a 1947 RCA Victor console radio phonograph with a \$100 library of Redseal records; a Jacobs home freezer filled with Birds Eye frozen food; a Tappan gas range; Electrolux vacuum cleaner with all attachments; a Crosley Shelvador refrigerator; a week's vacation for two at Sun Valley, Ida., with transportation paid; a Brunswick billiard table installed in the home; an Art Carvel \$1,000 diamond ring; a complete Hart, Schaffner and Marx wardrobe for each adult in the immediate family; a Fitzgibbons residence steel heating boiler; free maid service for one year; a 144-piece set of American china; a Remington-Rand typewriter; a Luscombe Silveira airplane worth \$2,500; a complete house painting job inside and out by Sherwin-Williams.

More than one million entries were received by the program.

—Broadcasting, March 24

Wayne Coy Appointed FCC Chairman

Truman Also Selects Sterling To Succeed Retiring Jett

TERMINATING months of speculation about future makeup of the FCC, President Truman last Friday announced the appointment of Wayne Coy, director of the *Washington Post* stations, as chairman of the FCC. Chief Engineer George E. Sterling, Maine Republican, was elevated to a commissionership in succession to the veteran E. K. Jett, who resigned the same day to become vice president and director of radio of the *Baltimore Sunpapers* on Jan. 1. The *Sunpapers* have WMAR (TV) on the air and hold grants for both AM and FM.

Messrs. Coy and Sterling assume office as recess appointees. They will be nominated formally when Congress convenes Jan. 6, and their appointments will be subject to Senate confirmation.

Mr. Coy will be sworn in promptly—probably today (Monday). Because Mr. Jett's resignation does not become effective until Dec. 31, Mr. Sterling will not assume his post until after the first of the year.

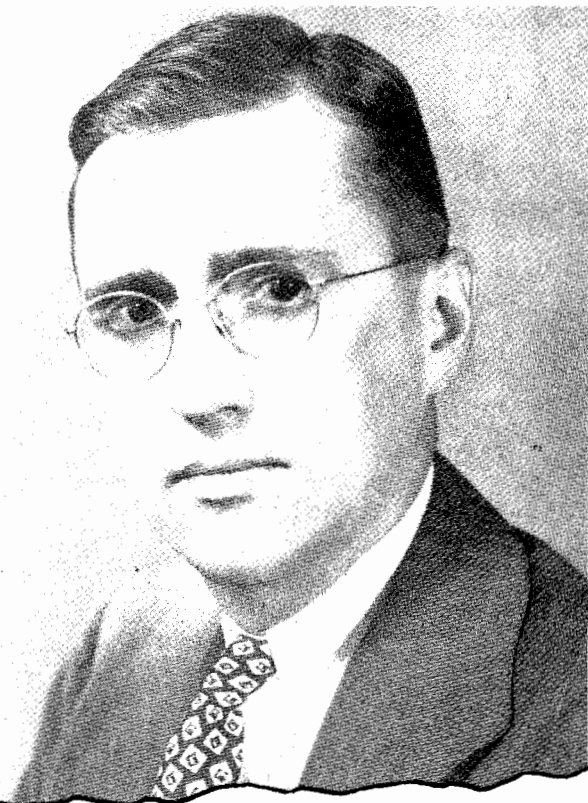
White House Secretary Charles

Ross announced the Jett resignation and the Sterling appointment in the President's name Friday afternoon, shortly after Mr. Jett had conferred with the President. Later that day, the President announced Mr. Coy's appointment to the chairmanship along with a statement outlining his reasons for the recess appointment (See page 4).

The new appointments came a fortnight ahead of predictions. It would not surprise observers to see another resignation—that of Left-Wing Commissioner Clifford J. Durr, Alabama Democrat—occur within a few weeks. He has been at loggerheads not only with fellow commissioners, but with FBI Director Hoover and with the Republican and conservative Democratic wings of Congress.

Served Under Roosevelt

Mr. Coy, 44, a Democrat who served two years as one of the late President Roosevelt's anonymous assistants and was Assistant Director of the Budget from 1942-44, was named to succeed Charles R. Denny, who left the Commission chairmanship Oct. 31 to become vice president and general counsel



—Broadcasting, Dec. 29

final edict at the time, BROADCASTING in November headlined: "Death Knell Impends for TV Channel One"—a prophecy that eventually was to come true.

With or without channel 1, television remained the big about-to-be. Television delivered, albeit somewhat delayed, such 1947 visual extravaganzas as a total eclipse of the sun on May 20 as filmed in Bocayuva, Brazil, and the November wedding of Princess Elizabeth and Lieutenant Philip Mountbatten, Duke of Edinburgh, in Westminster Abbey.

NBC sent Ben Grauer with a crew of engineers and cameramen to film the eclipse and to fly the film back to the states. When NBC telecast the film less than 60 hours after the eclipse, network executives labeled the feat "a scoop."

With the help of the BBC, NBC telecast films of the royal wedding two days later; trans-Atlantic video didn't exist. Radio, however, described the event as it occurred, while NBC-TV on the wedding day presented such background material as films of Princess Elizabeth as a little girl.

If radio still scooped television in on-the-spot presentation of far-away events, television surprised radio with the ebullience of some of its new shows. *Howdy Doody* had arrived along with *Kukla, Fran and Ollie*, and, for adults, Kraft presented its *Television Theater*. On Dec. 27 for NBC *Howdy Doody* first brandished his freckle-faced mystique for a

whole generation of peanut-sized patrons. He was backed by Buffalo Bob Smith, Clarabell Hornblow, Princess Summer-Fall-Winter-Spring, Phineas T. Bluster and Dilly Dally of the wiggly ears. It captured the children's imagination, initiating a new genre in children's programming. *Kukla, Fran, and Ollie* began as a 15-minute, local program for WBKB-TV Chicago on Oct. 13. The Kuklapolitan Theater presented such durables-to-be as puppet Ollie, the one-tooth, scatterbrained dragon; puppet Kukla, his bald-headed friend; live hostess Fran Allison and the voices of puppeteer Burr Tillstrom. When adults finished giggling at these contrived antics, they could watch Kraft's hour-long adaptations of famous writers' comedies and dramas being played by Broadway veterans. The *Kraft Television Theater* premiered for NBC on May 7.

When the FCC in June approved the first station sale according to the Avco rule (KMED[AM] Medford, Ore.), broadcasters accused the commission of once again interfering in station business, causing station prices to inflate, and of adding auctioneer duties to the FCC's already overdeveloped regulatory domain.

When James Petrillo, president of the American Federation of Musicians, in late summer forbade duplication of network musical programs on FM without separate contracts with locals, angry broadcasters met with one another and with the Justice

Department. When Petrillo, in October, ordered AFM members to stop recording transcriptions as of Dec. 31 and "never again to make them," AM and FM broadcasters tightened their coalition to stop Petrillo. In the meantime, following the Supreme Court's June action upholding the Lea Act, which forbade union featherbedding, the government was preparing Petrillo for violation.

Stay Tuned

1. Who was the first woman to become an FCC commissioner?
2. Which network was successful in its talent raids through capital gains deals?
3. Whatever became of TV's channel one?
4. Who was the Texas broadcaster that combined wire reports and sound effects to effectively re-create baseball broadcasts?
5. Why did Edwin H. Armstrong sue RCA and NBC?

The answers next week, in "1948."

Classified Advertising

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

RADIO

HELP WANTED MANAGEMENT

Take charge Sales Manager needed for major Southeast station. Excellent opportunity for well experienced sales management expert. Excellent base, incentives and fringe benefits. Send complete resume immediately. EOE. Box A-63.

Religious Radio General Manager needed immediately for top twenty market in lower midwest, experience in local commercial sales. Managing sales force a must. We are the largest inspirational chain in the country. This is a once in a lifetime opportunity. Contact Dick Marsh, Vice-President Universal Broadcasting at 3844 East Foothills Boulevard, Pasadena, CA 91107 213-577-1224. I will be at the NRB convention. Universal is an Equal Opportunity Employer.

General Manager—Corporate promotion creates an opening at Northwest AM/FM group operation for sales oriented G.M. with prior track record. Excellent opportunity with a growing broadcast/entertainment company. No calls. Resume in confidence to: Cliff Hunter, SRO, P.O. Box 1723, Bellevue, WA 98009.

Station manager—small market AM/FM eastern North Carolina. Strong background sales. EOE. Send resume to Box A-169.

California—General Manager with strong sales background for AM/FM in central California. Excellent growth market. Must have successful management record. Salary plus percentage. Immediate opening. Box B-16.

General manager major market radio wishes to relocate to East, Southeast or South. Excellent record with top references. Broadcasting Box B-62.

Sales Manager for aggressive south Florida news and sports station in booming market. Will consider top biller looking for management. Lead, motivate and train. Box B-52.

Manager—for suburban Philadelphia—500 watt contemporary station. Sales managers will be considered for position. Salary, profit sharing—a full charge opportunity. Box B-53.

Sales Manager—who can become station manager within 3-months—needed for Macon, Georgia. Plenty of growth potential for the right person. If you are now, a well-organized/top biller and want to move up to management—Let's talk. We'll give you plenty of responsibility and direction. You'll need to give us 100% effort and you will be well compensated (\$\$) E-O-E. Box B-56.

Assistant Manager, southeast, announcing and sales skills necessary, perfect opportunity for person on way up, contact Bob Manning, WSBL Sanford, N.C. 919-774-6313. EOE.

Can you do it? Prove it and make yourself eligible for a new sales manager's position with our young aggressive chain of stations. New AOR FM formatted station with state of the art equipment. Programming and promotional budget top shelf. All sales tools and beautiful compensation package will be given to person chosen to lead new sales staff. Send resume and salary requirements first letter. Box A-51.

GM, strong consultant sell and interested in partial ownership. New Northern Illinois station. Send resume to: B.E.A.M. P.O. Box 2252, Des Plaines, IL 60016.

Ready to move into sales management? We've got an opportunity for someone that has proven themselves as a Professional Salesperson. An opportunity for someone who can continue to sell and also manage a Sales Dept for a Class C FM and a Full Time AM, both programmed separately. CBS and ABC affiliates, three person full time News Dept, our own Weather Radar, Sports Dept, Professional Music Services. A proven product waiting for the proven Salesperson to take charge. Located in the beautiful Ozark Hills of South Central Missouri. Write Terry King, V.P. & General Manager, KTTR & KZNN Radio Stations, P.O. Box 727, Rolla, Missouri 65401. Equal Opportunity Employer.

Operations Manager: 1979 Billboard's Station of the Year congratulates Jim Roberts on his career move to Viacom's WRVR in Memphis. It will take one heck of an Ops. Mgr. to replace him after six years with this Adult Contemporary FM. Just moved into our new \$1.1 million studios and have the welcome mat out for the right mgr. Send resume and your station's best tape, in confidence, to G. Scantland, Pres., WDIF, Box 10,000, Marion, O. 43302.

HELP WANTED SALES

Michigan resort area powerhouse needs three additional salespeople, each capable of billing over \$150,000 per year. Great opportunity to grow with established market leader. EOE Respond immediately to Box P-173.

Retail Sales Professionals. Sell AM or FM in Southern California's fastest growing market. Good base. 20%. Benefits. Fabulous living conditions. Desire to manage expected. E.O.E. Contact: David Rickman, KOWN AM/FM, P.O.B. 398, Escondido, CA 92025. 714-745-8511. Do it now!

Experienced Radio Salesperson, good draw, expenses and Commission based on sales, in Charlottesville, Va. Resume to: General Sales Manager, P.O. Box 1230, Charlottesville, VA 22902. EOE.

Street Salesperson—Immediate opening for an experienced, aggressive person. 1000 Watt station in the beautiful Golden Isles of Georgia. Base plus commission. Please send resume to WMOG P.O. Box 100 Brunswick, GA 31521 or call William Powley 912-265-5980. EEO.

KROK (FM 94), Shreveport, LA is looking for two people to join our growing staff. Must be personable, ambitious, able to provide own transportation, and have minimum two years experience in radio sales. Mail resume to Gene Dickerson, General Manager, P.O. Box 31130, Shreveport, LA 71130. Equal opportunity employer.

Opening in sunny south Georgia for self starter. Valdosta's leading country station is looking to give established account list to salesperson with on air ability, too. Salary plus commission and fringes. Send tape and resume to: WJEM P.O. Box 368, Valdosta, GA 31601.

California Outstanding adult MOR in beautiful growth market has opening for local sales pro. \$1300 per month versus 20 per cent. EOE/M/F Resume to Sales, Greentree Group, Box 68, Moraga, CA 94556.

Sales Pro.... We are a one year old company, with three stations, owned and managed by broadcast professionals with major market and group experience. Our goal is to grow rapidly into multi-market ownership. We are looking for a sales professional who understands that real success comes from hard work and professional growth, regardless of market size. We want a sales manager to start by challenging the existing sales staff with his own performance and then grow into station management with us. If your experience and objectives match ours, I'd like to talk to you. We offer a good base salary, excellent commission on your own sales and an override on station collections. Resume and salary requirements to William J. Clark, President, General Communications, Inc., 622 Hudson Avenue, Jonesboro, LA 71251. No phone calls.

If you've got at least three years experience in radio, with a proven track record, we need you. You'll be selling two different kinds of stations, an MOR, personality FM plus a news/talk station. Full benefits. Compensation is flexible. Send resume and sales figures to Bob Staley-KLYD/KNTB, P.O. Box 1499, Bakersfield, CA 93302. EOE.

AOR Superstar expanding sales department. Solid growth market, established station, excellent earning potential and benefits. Experienced self-starters only. No calls. Send resume to: Sales Manager, WROQ, 400 Radio Road, Charlotte, NC 28216. EOE.

Immediate Opening for experienced salesperson, or announcer-sales combination. Excellent opportunity for individual with good overall skills in copy writing, production, face-to-face selling (and preferably, on-air capabilities for conversational-style talk show.) Mail tape and resume to Buddy Peeler, KPAN, Drawer 1757, Hereford, TX 79045. EEO Employer.

General Sales Manager, good pay, lovely New England, small market (county coverage) AM/FM, fast growing area. Experience a MUST. Send detailed resume to Box B-25.

Experienced Salesperson needed immediately at successful regional AM/FM in western Kansas. Excellent commissions and work environment, incentives. Established list. E.O.E. Contact Scott Smith, KBUF, Garden City. 316-275-2131.

Radio Times Sales—Beautiful central California town of Fresno. Warm climate, good family area—close to mountains, lakes, and ocean. \$1,000 draw against commission. Call KXEX Radio 209-233-8807 or send resume to P.O. Box 12223, Fresno, CA 93777.

WLNH AM & FM, Laconia, NH needs aggressive young Salespersons (2) established list, good guarantee, potential to \$20-22,000 excellent working conditions, life style; send resume to Scott McQueen, Parade Rd., Laconia, NH 03246.

WIBX-AM, Eastman OAO offers you an opportunity to join the sales staff of Central New York's top rated AM radio station as of March 1st. Previous radio sales experience required. This is a once in a lifetime opportunity to join this winner. A CBS affiliate news, talk and information format. 56 years in the market. Do yourself a favor, send in an application and resume today to W. J. Heiderich, WIBX, P.O. Box 950, Utica, N.Y. 13503. EOE, male or female.

We are Casey Radio in Clinton, Oklahoma with a coverage population of almost 200,000 and a primary service area of more than 50,000. Our format is adult contemporary and it is our goal to be the most successful AM-FM between Oklahoma City and Amarillo. We have a sales staff of 5 full time people and have recently experienced strong growth with a lot more to come! You are perhaps the individual we seek for the position of General Sales Manager, a position that should lead to General Manager within a year. You are probably a sales manager of a small station and we would be the interim stop on your way to a major market. You are an experienced street-fighter, skilled in organizing, administrating and training others. Preferably, you have been "Jennings trained", know the Jennings system, and have been successful with it. Compensation includes a base salary of \$20,000, liberal car allowance, and a generous bonus/commission program. Please submit your resume in complete confidence to KKCC Radio Sales Manager, 106 Redhill Circle, Tiburon, CA 94920. Finalists will be contacted within 10 days.

You are hard working, you adhere to goal, you're well educated and have a successful business appearance. Several of our clients need people like you. Positions available for top markets in Indiana, Michigan, Ohio, Florida and South Carolina. Send resume in confidence to Continental Broadcast Consultants, Inc., 31113 Manchester Lane, Bay Village, OH 44140.

We are looking for a creative self-motivated person with leadership qualities. Market is Central California-GROWING! Salary, car, commission, excellent benefits. Send resume, salary history, references to KCOK/KJUG, ATTN: Larry Woods, 3205 S. Mooney Blvd., Visalia, CA 93277. 209-625-5265.

South Dakota-Minnesota group radio broadcaster is expanding by adding an AM-FM combo plus three new FM's in 1981. Need additional sales people. Ongoing sales training and personal development, keys to success. Growth oriented and want to be successful in a dynamic company? Send your resume, including salary history, to: Don Sciel, Sales and Marketing Coordinator, Sorenson Broadcasting Corporation, 10016 Chown Avenue South, Bloomington, MN 55431. Equal opportunity employer.

HELP WANTED SALES CONTINUED

WIBQ-FM, Eastman OAO, Utica, N.Y., 25,000 watt stereo Beautiful Music Station, (Schulke) format, number one cume rated by Arbitron, is adding to sales staff beginning March 1st. Radio sales experience is required. Send application and resume today to Dennis M. Ryan, WIBQ, PO. Box 950, Utica, N.Y. 13503, EOE, male or female.

Big Bucks. Akron Ohio's new radio station, WNIR has big bucks to be made by an aggressive, energetic and creative individual who enjoys sales. Position includes excellent draw plus commission, expenses and benefits. Call Bill Klaus, 216-673-2323. EOE.

Immediate opening for experienced announcer. Good facilities and pleasant working conditions (West Texas town of 20,000 population.) (Or would consider announcer—sales combination: above-average compensation for person with good qualifications.) Mail tape and resume to Buddy Peeler, KPAN, Drawer 1757, Hereford, TX 79045. EEO Employer.

General Sales Manager, good pay, lovely New England, small market (county coverage) AM/FM, fast growing area. Experience a MUST. Send detailed resume to Box B-25.

Retail Sales Professionals. Sell AM or FM in Southern California's fastest growing market. Good base. 20%. Benefits. Fabulous living conditions. Desire to manage expected. E.O.E. Contact: David Ruleman, KOWN AM/FM, P.O.B. 398, Escondido, CA 92025. 714-745-8511. Do it now!

Michigan resort area powerhouse needs three additional salespeople, each capable of billing over \$150,000 per year. Great opportunity to grow with established market leader. EOE. Respond immediately to Box P-173.

Eastern Pennsylvania—1000 watt needs sales experienced manager who will take complete control. Sales managers should apply Excellent growth potential. Box B-57.

Clean air, good family environment, excellent recreational opportunities. Pacific northwest religious format AM/FM seeking one aggressive salesperson. Active account list. EOE. Send resume and salary requirements to Box B-58.

Immediate opening for experienced sales pro. Bring your proven track record, writing/producing ability and work with established list. Excellent station/community relations, professional staff, super benefits. On beautiful Lake Michigan. Resume to: Randy Jung, Sales Manager, WHFB, PO Box 608, Benton Harbor, MI 49022.

Aggressive sales manager wanted for small market stereo FM. Must carry accounts and manage sales staff. Send resume to WFSB, 14 South Paint Street, Chillicothe, OH 45601.

Like money? AC full power FM wants hustlers who like success. Experience or beginners. Huge exciting potential. EEO. Details to Ed Spang, 513 American Bank Building, Odessa, TX 79761.

South Florida coastal stations have sales opening for experienced radio sales person. Excellent growth market defies northern recession. Trading area population in excess of 200,000 with over a billion dollars in buying power. Aggressive company offers guaranteed draw of up to 25K against lucrative commissions and car expense. Send resume and example of track record to Randolph Millar, WOVB/WIRA, FL Pierce FL 33450. Apply now, equal opportunity employer.

Sales person with 2 to 3 years broadcast experience. Good communication skills. Media research experience desired. Send resume to Mr. Victor Sansone, WKBW Radio, 695 Delaware Avenue, Buffalo, New York, 14209. An Equal Opportunity Employer.

Successful Chicago suburban FM looking to expand sales department. Need aggressive, streetwise salesperson. Unlimited potential. Great compensation package. EOE, women encouraged to apply. Send resume and letter of intent to Vince Andrade, 2915 Bernice Road, Lansing, IL, 60438.

Salesman with broadcast experience willing to travel and looking to join the world's largest supplier to the broadcast industry. Contact David Tyler at the William B. Tanner Company, 901-320-4340.

Do you: know and have a proven track record in radio sales? Have on the air and production experience? Know the importance of community involvement? Want to live in a small market, but are professional? Want personal career growth which will lead to management? If yes, then we want to talk to you. WTUN is modern country with lots of growth potential. We need an experienced radio person immediately to, start selling, and learn management. If you are the right person, we can agree on your financial requirements. Send resume and specifics on your track record to: George Swift, station manager, WTUN Radio, PO Box 1055, Selma, AL 36701. We are an equal opportunity employer. Deadline for receiving application is February 28, 1981.

Live in paradise. Successful sales manager wanted to lead dynamite staff. Co-op experience important. KRUZ, Santa Barbara, 93101. 805-963-1831.

Madison, WI and two other mid-west family markets offer entry sales opportunity for bright problem solvers strong on creativity with ability to write, sell imaginative campaigns. Fourteen station group seeks recent college grad with commercial selling experience and/or 1-2 years street sales with outstanding records. If you want to make sales your career, we'll teach you a new exciting, profitable way to sell radio. Phil Fisher, WISM, Madison, WI 53701 Mid-West Family Station (EOE).

HELP WANTED ANNOUNCERS

Our midwest group needs top talent for immediate and future openings requiring experience in one or more of the following formats: adult contemporary, modern country and album rock. Send tape, detailed resume and a letter outlining your career and salary expectations to R. B. Rogoski, 710 Hackley Bank, Muskegon Mall, Muskegon, MI 49440. EOE.

Anticipate an opening in our announcing staff. Minimum 3 years experience. Adult Personality. Medium market mid-Atlantic. Very involved station. Don't apply if you're afraid of hard work. Box A-127.

Experienced disc jockey needed for small market country music station. Production skills required. Send tape, resume and salary requirements to WAFL, Box 324, Milford, DE 19963. EOE.

KROK (FM 94) Shreveport, LA has an opening for an experienced air personality. We're looking for someone with good production skills, wants to work hard, willing to take direction, and can talk to today's adult audience. Minimum three years experience. We're a young, fast growing company, with the best broadcast facilities in the area. Send complete resume and an honest air check to Hal Harrison, Program Director, PO. Box 31130, Shreveport, LA 71130. No calls. Equal Opportunity Employer.

Mature night announcer needed for one of the most reputable stations in Iowa. Shift is a/c music, heavy on sports. PBP helpful. Good benefits. Experience necessary. Tape and resume to KMA, Box 500, Sheandoah, IA 51603. No calls. EOE, M/F.

Morning drive personality—Immediate opening for morning announcer. MOR 1000 Watt station. Please send resume to WMOG PO. Box 100 Brunswick, GA 31521 or call Mr. William Powley 912-265-5980. EEO.

50 KW Southern AM Country powerhouse has immediate opening for an all night host 6 days a week. If you are looking for your final move send air check, resume, references and salary requirements to Tom Williams, Program Director, KWKH, PO. Box 31130, Shreveport, LA 71130 or call 318-688-1130 after 1 p.m. Apply now if you would like to join an organization committed to doing it right! Equal Opportunity Employer.

Religious middle-of-the-road music and information station has opening for professional, personable, all-night announcer seeking stable employment. WNWC is part of the nine station northwestern college radio network headquartered at KTIS, Minneapolis. WNWC is an Equal Opportunity Employer. Send resume, references, and tape to Carl Ramsey, WNWC, 3250 Gammon Road, Route No. 2, Madison, WI 53711.

Classical Announcer/Producer for public station near Los Angeles. Salary range \$908-\$1,107 mo. plus full benefits. One year full-time, paid, experience required with classical music background. Applications must be postmarked by February 14, 1981. Apply to Winston W. Carl, Personnel Officer, San Bernardino Community College District, 631 So. Mount Vernon Ave., San Bernardino CA 92410. An equal opportunity affirmative action employer.

PD/morning D.J.!! I want the best! If it's you, send tape, resume and salary requirements. Bob Parks, KELD, 2525 North West, El Dorado, AR 71730 (EOE)

We have an immediate need for an experienced personality, must be bright and personable. We would like M.O.R. experience, however if your ready to make the move up to M.O.R. we welcome your resume and tape. Larry Crawford, KLYD PO. Box 1499, Bakersfield, CA 93302. EOE.

No. 1 rated AOR powerhouse seeks morning personality to work with outstanding staff of air people at WTUE, Dayton. Group owned operator provides great benefits and atmosphere, plus longevity with full promotional support. EEO M/F—be ready with tape and resume to Chuck Browning, Operations Mgr., WTUE, 11 South Wilkinson Street, Dayton, OH 45402 513-224-1501.

WWQT AM, 5000 watts covering Clearwater, Florida market seeks mature talkative communicator to chat with 50+ audience. Some sales ability means higher salary. Send tape and resume to L. Paxson, 2633 Enterprise Road, Clearwater, FL 33515.

Q 107/Charleston has 7 til midnight available immediately for self-motivated person who can make it happen. Must be self starter with dazzling production and ability to blend their energy with strong CHR format. Q 107 is the low country's 100,000 kw powerhouse with limitless future. Tapes and resumes to Tracy Mitchell, Box 903-904, St. George, S.C. 29477.

Morning personality wanted for an exciting medium sized upper midwest market. Someone who can build a name and a career! Our adult contemporary station knows how valuable you can be, so we are going to take our time and find the right man. It's a 6 station town that you won't leave once you get here! Send resume to Broadcasting Box B-59.

Experienced morning anchor. Top 50 news/talk station has immediate opening for anchor/reporter. EEO. Send salary requirements & resume to Box B-60.

North Carolina AM/FM needs morning drive and midday personalities. Good voice and strong production a must. Write Box B-61.

If you sound mature and natural, and relate to your listeners, we need you for our fm mor music station in one of the southeast's most liveable markets. We believe in good compensation, great radio, and an enjoyable working atmosphere. Resume to Box B-64.

Immediate opening for experienced announcer. Good facilities and pleasant working conditions (West Texas town of 20,000 population.) (Or would consider announcer—sales combination: above-average compensation for person with good qualifications.) Mail tape and resume to Buddy Peeler, KPAN, Drawer 1757, Hereford, TX 79045. EEO Employer.

Hot Springs Ar. Need adult contemporary jock experienced in production-copy writing. Must be flexible regarding schedule and responsibility. Past experience will be carefully checked. Resume to KXOW-KACO, Hot Springs, AR 71901. EOE.

Our midwest group needs top talent for immediate and future openings requiring experience in one or more of the following formats: adult contemporary, modern country and album rock. Send tape, detailed resume and a letter outlining your career and salary expectations to R. B. Rogoski, 710 Hackley Bank, Muskegon Mall, Muskegon, MI 49440. EOE.

Dynamic talk show personalities. MOR announcers and production experts: Send tapes and resumes to Tom Krimmsier, WWL, New Orleans, LA 70176.

Announcer-Production for AM Adult Contemporary in Central Vermont. Solid creative production skills essential. Tapes, resume & salary requirements to Joel Najman, WJOY, Box 369, Burlington, VT 05402. EOE.

HELP WANTED ANNOUNCERS CONTINUED

WTUE, an album oriented rock station has immediate opening for an all night announcer with production duties. Tapes and resumes to: Chuck Browning, WTUE 11 S. Wilkinson St., Dayton, Ohio 45402. An equal opportunity employer.

Top rated northern Indiana station looking for mid-day personality who can entertain. Will need at least two years commercial experience to handle this MOR personality format. E.O.E. Send aircheck and resume to WTRC, Allen Strike, PO Box 699, Elkhart, IN 46515.

HELP WANTED TECHNICAL

Chief engineer needed for two New England A.M.'s located within 40 miles of each other. Must have knowledge of automation and be able to maintain good equipment. Send resume immediately to: WIKF Box 377, Newport, VT 05855 E.O.E.

High ranking FM is looking for a crackerjack audio and RF chief and willing to pay crackerjack wages. Send resume to Box B-65. Equal Opportunity Employer.

Future Opening for Chief Engineer at KALE/KIOK-FM, Tri-Cities, WA. Excellent pay and benefits. Solid background in Automation preferred. Equal Opportunity Employer. Send resume to: Mike Russell, Operations Manager, KALE/KIOK-FM, 310 West Kennewick Avenue, Kennewick, WA 99336.

HELP WANTED NEWS

New England AM/FM automated station seeks experienced News Director to handle all phases of news, including a morning air shift and meetings. Send resume and tape to: Dawn P. Gaffka, Operations Manager, WSME, PO. Box 1220, Sanford, ME 04073. 207-324-7271. Equal Opportunity Employer.

No. 1 Medium Midwest News Dept. needs full-time Farm Director. Exp., NAFB affil. pref. Salary negot. Tape and resume to: Mike Waring, KWVL Radio, Box 1330, Waterloo, IA 50704. EOE.

News Reporter needed. Early morning shift. Some experience. AM/FM Station, Three man News Department. Good salary and fringe benefits. Send resume or call 319-263-2512. KWPC/KFMH, Box 116, Muscatine, IA 52761. Vince Beckey or Iris Hahn.

Radio News Reporter. Must be able to gather, process, write, and deliver local news. Journalism degree, minimum two years on-air experience, and good voice quality required. Mail resume to John Lee, News Director, PO. Box 31130, Shreveport, LA 71130. Equal Opportunity Employer.

Wanted... lifestyle-oriented newspeople for possible future openings. Send tape, resume to Mark Elliott, KEYN/KQAM, 2829 Salina, Wichita, KS 67204.

Heavy-hitting newsroom needs aggressive afternoon anchor/reporter. Work hard, exercise creativity, style and judgment. Grow with 13 station group. Local news makes our name, join us and make a name for yourself. 90 miles from Chicago. 85,000 metro, 175,000 TSA. Tape to Mark Belling, ND, WSJM-WIRX, Box 107, St. Joseph, MI 49085. 616-983-3991. EOE. M/F

News Director/Anchor—For 24 hour, AM-FM, CBS affiliate, 2 person department, Cynthia Georgina, WKNE, Keene, New Hampshire. 603-352-9230. EOE.

Large Midwest Radio-TV News operation expanding its staff. Immediate need for radio news personalities, radio-TV sports personality. Send complete resume, work samples, air-check and salary requirements first letter, to Carl Dickens, News Director, WAKR, Box 1590, Akron, Ohio 44309. EOE m/f.

Excellent opportunity. Metro-NY area AM/FM now accepting applications for future openings. Award-winning news staff looks for top-notch reporters. No beginners. We're good. If you are, Box B-66. EOE.

Central Virginia College Town seeks experienced news director who is aggressive and imaginative, with good voice, to lead established news team. Send tape, resume and references to WXAM, PO Box 1294, Charlottesville, VA 22902. E.O.E.

News Director for aggressive news and information station. Must know how anchor, dig and live by the actuality. Tape and resume to WAYK, Rafters Mail, 3858 College Parkway, Ft. Myers, FL. 33907.

Immediate! WGBB, Long Island needs an experienced hard working Pro, to direct its locally oriented news operation. Send tapes and resumes to WGBB, 1240 Broadcast Plaza, Merrick, NY 11566. E.O.E. M/F

The flagship station of an aggressive midwest group needs a strong, authoritative newsperson now! Salary corresponds to ability. Send resume and tape to Mike Hawkins, WDBQ/KIWI, 1170 Iowa, Dubuque, Iowa 52001.

Newsperson entry level. Write, gather, announce. Great opportunity for recent college graduate. Train and learn in all areas. Tape/resume to WATS/WAVR Box 188, Waverly, N.Y. 14892.

Growing company wants dependable, aggressive, news persons. Experience and Mature sound. NO DRIFTERS. Send tape and resume to PO. Box 1290, Cumberland, Maryland 21502.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Creative and enthusiastic copywriting, production person wanted for New England AM/FM automated station. Position includes air shift, serious applicants need only apply. Send resume and tape to: Dawn P. Gaffka, Operations Manager, WSME, PO. Box 1220, Sanford, ME 04073 207-324-7271. Equal Opportunity Employer.

Program Director for radio station in the beautiful Napa Valley of California, 45 miles from San Francisco. Station enjoys number one share of market. Seeking sound management and leadership ability plus quality on air performance. Salary requirements in first letter to Tom Young, KVON, PO Box 2250, Napa, CA 94558. Phone 707-252-1440. EEO.

Program Director for WKMS-FM, stereo radio station of Murray State University. M.A. preferred. Experienced program director desired for 100 kw station serving five-station region (station offers state of the art facilities and program schedule concentrating on fine arts, jazz, and news). Good voice and the ability to work in university environment required. Experience in management and writing grants desirable. Position begins July 1, 1981. Salary dependent upon qualifications and experience. Send resume, tape, and references by March 1, 1981 to: Bruce Smith, General Manager, WKMS-FM, Box 3227, University Station, Murray, Kentucky 42071. An Equal Opportunity/Affirmative Action Employer. (M/F).

Creative and enthusiastic copywriting, production person wanted for New England AM/FM automated station. Position includes air shift, serious applicants need only apply. Send resume and tape to: Dawn P. Gaffka, Operations Manager, WSME, PO. Box 1220, Sanford, ME 04073 207-324-7271. Equal Opportunity Employer.

Program Director. Religious format, Portland, Maine. Call Fred Miller or Jane Graffam. 207-883-9596. EOE/MF

WKBW Radio is looking for a Production Director with background in some type of copy or commercial writing. Radio experience helpful but not necessary. Send tape and/or resume to Victor Sansone, WKBW Radio, 695 Delaware Avenue, Buffalo, NY, 14209. A Capital Cities station—Equal Opportunity Employer.

KAZY, Denver—Powerful AOR/FM seeks production expert. Outstanding benefits go with tremendous opportunity. EEO/MF. If you want to create and have fun with a new state-of-the-art production equipment, send tape of your work and some air work to Marvin Rosenberg, General Manager, KAZY, 2149 South Holly Street, Denver, Colorado 80222.

SITUATIONS WANTED MANAGEMENT

General Manager available. Documented performance, demonstrated ability in major markets. Currently employed, and seeks change with total P and L responsibility. Experience in Country, AOR, Rock and MOR. Heavy experience in programming, local and national sales. Previous position, 50,000 country giant. Salary commensurate with responsibility. Available on short notice. Great references. Reply Box P-181.

Tune your station into your market. I offer the high-level programming expertise you may have thought was only available through the services of a consultant. My concept and methodology will work in any music format. My nationally-recognized name will strike fear in the hearts of your competitors. For ratings action, invest a call to Jack, 317-923-6710. Phone answered 24 hours.

Eight year professional in management, DJ production, critique with degree (West) Box A-172.

25 year experienced General Manager willing to relocate in midwest or west. In 9 months I have increased present station gross from 270K to 400K plus. Present salary \$40,000, plus percent of net. Reason for leaving, station being sold. Box A-160.

Revenue production spoken here. Young broadcast professional with successful background in ownership, management, sales, and programming available, now. Also experienced in print and video. Mike Hassan 413-584-0934.

Aggressive and hungry—ready for major group. Let me take your challenge with respectable salary and incentives. I run a business operation with financial, administrative, and programming expertise. If you're looking for someone to shake up your market, you need to write. Box A-191.

Seeking Number Two position in small/medium market. Offering leadership, motivation, teaching experience, successful small market management, first phone. Familiar all phases, strong sales and community involvement. Family man seeking long term relationship, prefer west. Currently with number one in major western market. Adequate notice required. Excellent references. Box B-31.

Operations/Programing. Administration, programming, promotions, budgeting, public affairs/news commitments, TV/Radio talk producer/host. Detailed ten year resume/references. Employed. Box B-28.

Dedicated, hard-working pro seeks GM or SM position, small or medium market. 2 yrs. management, 5 yrs. sales (Jennings trained), NAB experience. College grad. Box B-67.

Program Director/Operations Manager. 10 years experience. If you want your station organized, your format targeted and polished, I'm ready to make a move. Stable. Family man looking for company that believes in quality radio and plays to win. Tape and Resume available. Box B-68.

Looking for Manager, Sales Manager, Salesman! Try me! Over 20 years radio, 6 sales. Now in Nebraska small market. Box B-69.

General Manager who's expertise in broadcasting covers 16 years managing AM & FM stations in all size markets. Interested in an opportunity with progressive and growing company. Skills include superior sales and sales promotions, programming, dedicated leader and motivator. Excellent credentials. Box B-70.

Proven country programmer! Formats, promotions, supervision, traffic, copy, production, air-sales experience. Seek southern home. 615-889-3609 or Box B-71.

General Manager available. Documented performance, demonstrated ability in major markets. Currently employed, and seeks change with total P and L responsibility. Experience in Country, AOR, Rock and MOR. Heavy experience in programming, local and national sales. Previous position, 50,000 country giant. Salary commensurate with responsibility. Available on short notice. Great references. Reply Box P-181.

Price-Waterhouse figures indicate our most recent client increased their market ranking from 6 to 3 in five months time. Marketing analysis and six to twelve month plans catering to new survey methods. Davis & Wardell, 11 Wright Street, Dunkirk, New York 14048.

Operations/Programming. Administration, programming, promotions, budgeting, public affairs/news commitments, TV/radio talk producer/host. Detailed ten year resume/references. Employed. Box B-28.

General Manager: A self-starter with the ability to set both short and long range goals and then reach those goals. Excellent track record, in sales, programming and administration in major and small markets. For a results oriented GM, write Box A-91.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Team organizer, motivator, producer. Background sales, programming, engineering, FCC, accounting. Seeks equity GM position, top 100 east-southeast. Let's make your station a respected winner in the community. Box B-50.

We win the ratings an and revenue game ... one client at a time. Syndicated marketing plans or market contracts available. References available. For information contact Roy Bergman, 716-366-6999.

SITUATIONS WANTED ANNOUNCERS

Female 22 AOR. Dependable hard working. 3rd will locate immediately. Tape and resume available. Carrie Robin 312-376-5843. Hours 2pm-8pm Monday thru Friday. 4354 So. Kedvale Ave. Chicago, IL 60632.

To Northeast U.S. and Texas Gulf Area Stations: How 'bout a trade? Hard work, dedication and talent for decent pay and working conditions? Interested? Call 414-769-6966.

Honest, dependable, man seeks job as D.J., for tape and resume write: Fred Denton, 5756 S. Monitor Chicago, IL 60638 (or) call: 312-585-3542.

What happened? I have a superior tape, excellent training and you still haven't called. Remember! The last thing a fish sees is salt water. Don't overlook. Call Dwight 516-422-3599.

Twenty three year old experienced broadcaster can take heat, cold and extreme pressure, will work for PD who is a storm trooper that won't settle for mediocrity. Andy 516-781-6288.

Dependable, Aggressive, good pipes, A.O.R. preferred. Call for resume and tape. Mark 219-844-3431 or 219-844-2849.

On Your Radio Hard-working, dependable person with good pipes wants to bring personality and higher ratings to your station. Call Tom Nolfi at 312-455-4904-5, for tape and resume.

Versatile Announcer Five years experience. Music, news, sports, talk, production. First phone southwest U.S. John Comforti 401-596-2992.

Attention Small Markets. Broadcast Journalist—Newscaster D.J.—sales oriented. Will produce audience and sponsors. Light experience—professionally trained. For resume-tape call Roy 201-549-7333 eves.

Experienced announcer. First phone. Dependable and stable. Will relocate. Call Bernard Kaye 415-763-4747. Box B-44.

Major-Market Talker with Ratings. Seeks professional growth with progressive management. Award-winning news foundation. Box B-34.

No-nonsense Newscaster. Trained in New York—Prefer small market that insists on keen productivity, including weekends, holidays and graveyard shifts. Call Garry, 212-987-6891 mornings.

Talk Show Host seeks opportunity. 10 year veteran in midwest & West. Call 1-801-375-6939.

Certified Public looney Experienced pro. Great musical knowledge excellent references. Top 40, oldies, aggressive adult contemp. Joe Bartosch. 4701 N. Ozanam, Norridge, IL 60656. 312-456-4219.

The tiger is back from teaching. News, Sports, Announcing. Experienced, energetic. Rod Morrison, 25 Harriet Avenue, Belmont, MA 02179.

Adult Contemporary Personality, 6 yrs. experience, MD and ass't PD, ready to move up to respected, professional medium market operation. Box B-72.

Twenty years of extraordinarily successful management. Total knowledge of radio. Superb reputation, significant references—many awards. Ready this fall to voluntarily resign high pressure top-ten market G.M. position for right announcing situation. Small community in southwest preferred. Exceptional voice with numerous radio, TV and commercial credits. First phone. Consummate professional, in early 40s, of whom you'd be proud; can represent your facility with dignity on and off the air. Salary open—Tell me about your station and area. Box B-73.

Award winning sportscaster/3-hour weeknight sports program. Number one in market. Prefer medium or major market opportunity. Tape, resume, picture and numbers available. Box B-74.

Talk Show Host—top rated (latest arbitron)—national award winner—mature proven personality—versatility, humor, education—world travelled—international political/historical expert—outstanding resume—desirous of permanent re-location (currently employed in north east)—will consider all offers—Box B-75.

Eight year pro. Currently in 38th ADI. Good pipes, good production, educated, dedicated. Interested in top 65 markets. Box B-76.

I'm extremely interested in small market radio. Ready to relocate and give it my all. Resume and audition tape are available. Let me hear from you. Box B-76.

Honest, dependable, man seeks job as D.J., For tape and resume write: Fred Denton, 5756 S. Monitor Chicago, IL 60638 (or) call: 312-585-3542.

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Major-Market Talker with Ratings. Seeks professional growth with progressive management. Award-winning news foundation. Box B-34.

Young, dependable female will relocate ANYWHERE to do Top 40 show. For tape, resume, call Diana Marz 312-636-4350, 312-636-0925.

Young announcer with one year experience, also experienced in production and news. Would prefer AOR or Rock format in the Maryland—Pennsylvania area. Call 717-264-1936 for aircheck and resume.

C & W/MOR announcer, Production. 5 yrs experience. Looking from Colo. to Calif. Box 891, Lamar, Colo. 81052.

Look at me look at you we're both looking I'm a hard worker creative and know what is happening musically 312-525-4614 ask for Johnny and end our looking.

Dependable Exp. Female Jock Soft Rock or Top 40, oldies a specialty, for tape and resume. Call Chris Casey anytime from 6 PM to 8 AM 312-298-4775.

All night disc jockey three years experience in a medium market, tight board, smooth delivery, looking for a all night position with a top 40 rocker, will relocate anywhere, phone 704-545-4630 or 377-2545.

Enthusiastic young jock with medium market experience looking for medium market work. First phone. Strong sports interest. Excellent PBP. 414-233-6829.

ATS, NYC Grad, Eager to Start AOR or A/C Preferred, Mature For Resume & Tape, Call Frank Mon-Fri, 9-5 212-PL3-8000 Ext 230 All other times 212-456-0201.

The Impersonator. Man of many voices and faces. Celebrity and non-celebrity. Talented and versatile. Write 1025 Union St. Reading, PA 19604 215-373-3381.

SITUATIONS WANTED TECHNICAL

Don't Hire a butterfly when you need a "hawk". FCC. first phone, audio-visual experience, communications degree. Clean-cut worker (no funny cigarettes) excellent references. Call Andy Coleman after 6 p.m. 215-972-0149.

First Phone Engineer. 10 years of experience as engineer and announcer. Phone 319-634-3852.

SITUATIONS WANTED NEWS

Award Winner on the legal beat, 5 yrs Radio/TV experience, and BA. Streetwise, dependable, aggressive. Will relocate. Doug Cummings, 1025 Hill Rd. Winnetka, IL 60093. Or try Topeka KS 913-272-5765.

Dedicated Radio Newsmen seeks full-time job as reporter/writer/anchor. Great tape gathering, solid copy, A-1 delivery. Aggressive NYU journ. School grad with studio and field experience. Full-time intern at CBS all-news flagship. Will relocate. For resume/tape, contact: Dan Cohen, 5C, 225 West 12th Street, NY, NY 10011 212-243-4715.

Award Winner on the legal beat, 5 yrs Radio/TV experience, and BA. Streetwise, dependable, aggressive. Will relocate. Doug Cummings, 1025 Hill Rd. Winnetka, IL 60093. Or try Topeka KS 913-272-5765.

Female, 26, dependable, experienced news reporter/DJ seeking position in large or medium market. Prefer Texas on Michigan. Will consider all other areas. 2 1/2 years experience, 1 AS ND. Can relocate immediately. Box B-77.

Sportscaster, Former Pro player with the Kansas City Royals. Experienced, A hard-working, Sports Winner. Send or call for Tape and Resume John Rockwell, 1907 W. Nelson, Chgo., Ill. 60657 or call before 1 PM. 312-777-8304.

Aggressive/enthusiastic beginning female reporter w/some experience in no. 3 market seeking medium to small market station to expand and refine skills. Assets: news reporting/writing, editor/researcher-assignment desk, producing, ENG editing. Will consider internship. Carmen Carter 202-363-7515.

Newsman with 3 years experience looking for reporter spot. Call Gregory Bresiger 717-264-1936.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Major Market PD with successful track record getting back into programming after short vacation. Strong research background. Available immediately. Call 303-366-3934.

Creative Music Director—Very experienced in Adult Contemporary, Soul and Top 40 formats. Multi-award winner. Mature and out-going on-the-air personality. Excellent Copywriter. Jerry "DJ" Strothers 814-269-3708.

Experienced traffic manager seeks position with a midwestern station call Diane at 414-675-6607 after 5:30 p.m.

Down 'N Dirty or intelligent and uptown ... Major market, sales-oriented, money-making News/Talk Program Director and Talk Host available for the "right" offer in the East. Now trapped as Program/News Director at a major southwestern station playing music. Only information oriented stations need reply. Please call 717-547-6289.

Serious minded, young black announcer with 7 years all around top 40/R&B experience. Now looking for my 1st chance to program a professional oriented facility. Currently on air. Excellent references. Serious inquiries only. Contact Ken in NY after 11 am at 716-873-3258 or 891-5980.

Experienced Program Director available with administrative background, good track record and references. Seeking "team-effort" station with a future. Box B-19.

Sports director/PBP. Medium-major market. 29, 8 years experience. 4 years college football and basketball. M.S. communications. 316-231-9200. Box B-24.

Inflation fighter! Experienced take charge operations pro. (Country) "occupant" 952 Colfax Dr, Nash. TN 37214.

Looking for fulltime entry level position. Preferable copywriting/production/announcing. Two years educational radio. Contact Rick at 618-585-4753.

Been in the city for years, want medium or small market. Fine Top 40/AC programmer/operations. Superb promotion/graphics know-how. Excellent people-mover. An asset. Need \$ and/or deal. 12n-4pm. 502-426-3449.

TELEVISION

HELP WANTED MANAGEMENT

National Sales Manager—Group owned NBC affiliate seeking a professional sales person with minimum 2-3 years successful experience in local and/or national TV sales. Previous management experience is preferred. Please send resume to John Livoti, WIS-TV, Post Office Box 367, Columbia, SC, 29202. An Equal Opportunity Employer.

Account Executive—Excellent opportunity for experienced professional. Dominant CBS affiliate in upscale market. E.O.E. Resumes to T. Brown, General Sales Manager, WHEC-TV, 191 East Ave., Rochester, N.Y. 14004.

Account Executive, Top 20 Sun Belt Market. Established list offered for outstanding aggressive applicant who can work both with agencies and direct clients. E.O.E. Box B-17.

News Director—No. 2 person ready to move up to network affiliated group operation in southeast top market. Must be able to supervise effectively, teach news fundamentals, and be strong administrator. Send resume (no tapes) to Box B-78.

Public Television director of development. The Iowa Public Broadcasting Network is seeking qualified candidates for the position of Director of Community Relations and Development. Candidates should possess five years experience in broadcasting, public information, public relations, or fund raising, and a minimum of three years management and/or supervisory experience. Salary range is \$24,793 to \$33,072. Closing date March 23, 1981. Address correspondence to: Development Office, Iowa Public Broadcasting Network, Attn: Larry Patten, Executive Director, P.O. Box 1758, Des Moines, IA 50306.

Director of Radio-TV Center. Director of Radio-TV Center as laboratory for media-journalism students. Responsible for (1) planning, budgeting, equipping, staffing, and putting into operation a color television studio and FM radio station; (2) operating studio and station to serve laboratory needs of related academic areas; (3) developing advisory bodies from campus and community; (4) developing, directing and participating in daily 30-minute TV news program by students; (5) developing regional CATV outgrowth for studio production; and (6) seeking private and public support of Center facilities and programs. Requires master's degree with background and professional experience in television-radio direction and production. On-camera news experience desired. Must have demonstrated managerial ability, thorough knowledge of public broadcasting, and ability to provide creative leadership. Salary range \$20,000 to \$30,000 depending upon qualifications. Position available immediately. Send application and complete resume no later than March 20, 1981, to Ken Hesler, Director of University Relations, Eastern Illinois University, Charleston, IL 61920. An Equal Opportunity, Affirmative Action, Title IX, Section 504 Employer.

General Manager KLRN-TV/KLRU-TV. Duties: Duties will include budget formulation and fund raising. Coordinates functions of Station Managers and operation of the stations. Represents the station within the communities of Austin and San Antonio. Functions as a liaison between the station's staffs and the Board of Trustees of the licensee, Southwest Texas Public Broadcasting Council. Applicants may also be required to serve as Station Manager at KLRN/San Antonio or KLRU/Austin. Minimum Requirements: Ten years experience in the broadcast industry, the last five of which should be in high-level station management. Must have working knowledge in all areas of station organization and operation. PBS experience desirable. Salary: Commensurate with experience and qualifications. Position Closes: March 15, 1981. Send resume and salary requirements to: Mr. Paul Braymen, KLRN-TV 9, P.O. Box 9, San Antonio, TX 78291. EOE/Affirmative Action Employer.

HELP WANTED SALES

National Sales Manager—Group owned NBC affiliate seeking a professional sales person with minimum 2-3 years successful experience in local and/or national TV sales. Previous management experience is preferred. Please send resume to John Livoti, WIS-TV, P.O. Box 367, Columbia, SC, 29202. An Equal Opportunity Employer.

Regional Sales Reps to syndicate a daily consumer news magazine. We have national advertisers and need strong salespeople to clear local markets. Reply Box B-79.

HELP WANTED ANNOUNCERS

11 o'clock Anchor—If you have strong journalistic credentials and love news, we're the place to work. We are looking for an experienced anchor with a strong reporting background. Send tape and resume to News Director, WDBJ Television, call service 7, Roanoke, VA 24022. No phone calls. EOE/MF.

Weekend Sports Anchor and weekday sports reporter. Need a solid number two person in an aggressive sports operation. We cover NFL football, baseball spring training, and every other sport under the sun. Degree, on-air experience, and ENG skills required. EOE. Tape and resume to Bill Perry, News Director, WBBH-TV, 3719 Central Avenue, Fort Myers, FL 33901.

HELP WANTED TECHNICAL

Exp. E.N.G. Maintenance Engineer to repair TK76 cameras, Sony BVU 50 recorders, BVE 500 editing equipment and operate news van. Must have 1st phone license and valid drivers license. Major market EEO employer. Send resume and references to: Chief Engineer, KXAS-TV, P.O. Box 1780, Ft. Worth, TX 76112.

Chief Engineer, Reno, Nevada. Would you like the opportunity to install a new UHF TV station from the ground up? If you believe you can handle this kind of challenge call Bill Kessel at 817-731-8637 or write: Business Communications Inc., Suite 910, Ridglea Bank Building, Fort Worth, TX 76116.

Asst. Chief Engineer for Rochester, N.Y. Must have strong experience with RCA equipment, VT's, TCR-100 STL & XMTR. Must be good manager and have first phone. Contact Chief Engineer, WROC-TV, 201 Humboldt Street, Rochester, N.Y. 14610 or call 716-288-8400.

Chief Maintenance Engineer, Assistant Chief Engineer, Truck Driver-Technician. Needed for new state-of-the-art, 45 ft. remote truck, finest truck available in the Eastern section of the country; three experienced versatile maintenance pros. All equipment top-line, moderate travel, competitive salary, growing youthful company. Will hire by mid-March. If you enjoy working with the best equipment available and understand that it must be taken care of properly, reply to: V.P. Production and Engineering, TCS Productions, 890 Constitution Boulevard, New Kensington, PA 15068.

Experienced Video Tape Operator with 1st class FCC license. EOE. Contact: Chief Engineer, P.O. Box 510, Palm Beach, FL 33480. Ph. 305-655-5455.

Asst. Chief Engineer for Rochester, N.Y. Must have strong experience with RCA equipment, VT's, TCR-100, STL & XMTR. Must be good manager and have first phone. Contact Chief Engineer, WROC-TV, 201 Humboldt Street, Rochester, N.Y. 14610 or call 716-288-8400.

Engineering-Television Technician—A minimum of 2-5 years experience preferred in studio broadcasting and an FCC 1st Class license is required. The ideal candidate should have a background in electronics as well as strength in maintenance. RKO offers a liberal compensation package. For prompt consideration, forward your resume, including salary requirements, to Personnel Department, WNAC-TV Boston. A CBS Affiliate. RKO General Building, Government Center, Boston, MA 02114. An Equal Opportunity Employer M/F/H/Vets.

TV Studio Engineer. Background in maintenance and repair of videotape, film and live TV cameras. Must have FCC first class license. Call Paul Bohrer, WTTV, 317-787-2211. An equal opportunity employer.

HELP WANTED NEWS

Meteorologist for radio-tv station in medium market where weather is very important. Well equipped weather lab. Strong station commitment to providing the best weather information. AMS seal (or ability to obtain it) required. Box A-171.

Bureau Chief. We are a major market sunbelt station looking for an exceptional person. Must have

Weathercaster—Anchor two prime shows daily for Top 100 market station. Must be strong communicator with personable delivery and visual program. Broad knowledge of weather essential. Meteorologist preferred. Salary negotiable. EOE. Send resume immediately to Box A-144.

We need aggressive, self starting journalists who realize every story is an investigative story. No beginners, please. If you are interested in joining a station with a large staff, hour of local early news, live capabilities and much more, send resume to: Michael Bille, News Director, WQAD-TV, 3003 Park 16th Street, Moline, IL 61265.

Co-Anchor/Reporter. Minimum 2 years commercial TV anchor experience. Resume and audition tape to Robert Allen, News Director, KOTV, PO Box 6, Tulsa OK 74101. No phone calls. E.O.E. M/F.

Electronic News Gathering Shooter. Qualified candidates should have a thorough knowledge of ENG tape production and techniques along with considerable experience in a daily television news operation. Applicants should have experience in cinematography and be able to work well with producers and reporters. Must also be able to respond to spot news pressure and have the ability to work on highly produced specials for the news department. Applicants must have a working knowledge of all ENG equipment presently used in the news department, and must also be able to edit tape pieces. An EEO employer. M/F Letter and resumes to: Box A-150.

Anchor needed to join aggressive East Coast news team. Experienced broadcaster only need apply. Tape and resume to Bob Palmer, Box 2429, Savannah, GA 31402. EOE.

Anchor for weeknight 6 & 10 p.m. newscasts at mid-west ABC affiliate. Competitive salary, growing news operation, great quality of life area. Send tape and resume to WXOW-TV, Box 128 LaCrosse, WI 54601. 507-895-4433.

Serious about news? WILI has an immediate opening for a news person/reporter. Position involves anchoring drive time newscasts, plus reporting. Journalism background plus air experience required. Must also be familiar with broadcast equipment, and be able to cut up and produce audio. Small New England market, a nice place to live. Contact Richard Hoffman, News Director, WILI, 948 Main Street, Willimantic, Ct. 06226.

Reporter. Aggressive, creative self-starter with journalism degree and two years television news experience. Send tape and resume to: Phil Thomas, WHO-TV, 1100 Walnut St., Des Moines, IA 50308. An Equal Opportunity Employer.

Weathercaster—Anchor two prime shows daily for Top 100 market station. Must be strong communicator with personable delivery and visual program. Broad knowledge of weather essential. Meteorologist preferred. Salary negotiable. EOE. Send resume immediately to Box A-144.

Reporter—Midwest medium-sized network affiliate seeks a strong enterprising reporter to join progressive news operation. We need a self-starter to help us pull ahead in a highly competitive news market. Experience preferred. Send resume and salary history to Box B-80. An equal opportunity employer, M/F.

Sports Director. No air work. Minimum five years experience. ENG & film. Editing and strong production. Field reporting. Ability to direct four man department. Send letter and resume to: News Director, P.O. Box B-81. Equal Opportunity Employer.

Producer—6 and 11 PM newscasts. M-F Responsible for building newscast. Will work with news anchor and director. Strong production background combined with good news sense. Experienced only. Medium mid-Atlantic station with top rated news. EOE. Box B-82.

Medium Midwest Affiliate looking for combination news director/anchor. Must have reporting, writing and producing experience. Will consider strong anchor with management potential. Salary negotiable. EOE M/F. Send tape and resume to Joe Norris, Station Mgr., WICD-TV, 250 Country Fair Dr., Champaign, IL. 61820.

HELP WANTED NEWS CONTINUED

Major market wants to hire experienced sportscaster. E.O.E. Send resume to Box A-120.

Assistant News Director PBS station at Texas A&M University. Co-anchor, assistant producer for radio and TV newscast. Some reporting, ENG experience required. BA or MA in Journalism; 1 1/4 time in teaching Broadcast News. Contact: Employment Manager, Personnel Department, Texas A&M University, College Station, TX 77843, 713-845-5154. EEO/MF.

Assignment Editor requires extensive experience as an assignment editor/producer or desk assistant. Contact: News Director, KOTV, PO Box 6, Tulsa, OK 74101. Equal opportunity employer M/F.

ENG Photographer We have an immediate opening for ENG photographer for News Documentary Unit. Applicants should have experience as television news photographer with skills relating to minicams, recorders and ENG editing. Interested applicants should apply to Mr. Fran Lucca, News Department B, WNED-TV, PO. Box 1263, Buffalo, NY 14240. An Equal Opportunity Employer.

General Assignment Reporter—Minimum one year experience. Send tape and resume to the Personnel Director-Broadcasting, Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

10:00 anchor M-F, includes some reproting, experience preferred, send tape and resume to: News Director, WISC-TV, 7025 Raymond Road, Madison, WI 53711. EOE.

Co-anchor to join Southeast CBS Affiliate News team for 6 and 11 PM newscast. Strong on air presence a must. Send resume and tape to Dick McMichael, News Director, WRBL-TV, Box 270, Columbus, GA 31994. Equal Opportunity Employer.

We are looking for a hungry, aggressive, energetic reporter who wants to make a mark in a competitive sophisticated low-fourties market. Send resume/tapes to P.O. Box 2009, Durham, NC 27702.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Program Director: For Midwest ABC Affiliate. Responsible for budgets, Network and syndicated programing, personnel, production, buying and license requirements. Must have good ability to guide and motivate air talent. Strong personal commitment to producing excellent local shows. Salary commensurate with background and market size. Send resume and salary requirements to Geoffrey Pearce, General Manager, WYTV, 3800 Shady Run Rd., Youngstown, OH 44502. An Equal Opportunity Employer.

TV Program Director. Denver's PTV station seeking qualified person to manage TV programing and TV production. Need a seasoned professional with PTV experience. \$34,000-\$38,000 depending on experience. No phone calls, write a letter and resume to: Harold Stetzler, Executive Director, Department of Personnel Services, 900 Grant Street, Denver, CO 80203.

TV Operations Manager—International firm seeks a full-time, top-notch manager for its team oriented television operation. He/she will be responsible for a staff of 30 professional writers, directors, and production assistants and an annual budget in excess of one million dollars. The successful candidate must have a proven track record of leadership and exceptional creativity, but need not have previous full-time managerial experience. Qualifications include: heavy experience in film and/or TV writing and high-level business training. The production facility utilizes a 1-inch recording system and Mac I computerized editing. Should be available soon but no later than August 1. Only qualified applicants should apply. We are an Equal Opportunity Employer. Send resume to Box A-189.

Cameraperson and Editor: Two (2) positions; outstanding people wanted for variety of program production. Cameraperson must be able to handle all aspects of field lighting and fast-paced production. Editor must be familiar with DATATRON and able to utilize large amount of music. Heavy experience only. Send resumes only. E.O.E. Box A-193.

Writers, Producers for new nationally distributed kids' show. Please send resumes to Box B-49.

Production Manager wanted for television station and its sophisticated video production operation. Our studio and production facilities are outstanding, and we produce everything from live, in-studio and remote programs to national-quality commercials and post-production. This is an excellent opportunity for applicants with administrative and marketing credentials who are experienced in all facets of production. Send resume to: Operations Manager, KAKE-TV, Box 10, Wichita, KS 67201. KAKE is a division of The Chronicle Broadcasting Co. and an EOE.

Television station needs experienced traffic manager. Applicant should be familiar with computer input system, preferably BIAS system. Send resume to Edie Brackeen, WPTV, PO. Box 510, Palm Beach, FL 33480. Phone 305-655-5455, Ext. 38. EOE.

Pacific Northwest prime time magazine strip in the top 25 market seeks feature reporter with strong human interest reporting, writing and VTR editing background. Send audition cassettes and resumes to production manager, KATU, PO Box 8799, Portland, OR 97208. An Affirmative Action and Equal Opportunity Employer.

Program Director: For Midwest ABC Affiliate. Responsible for budgets, Network and syndicated programing, personnel, production, buying and license requirements. Must have good ability to guide and motivate air talent. Strong personal commitment to producing excellent local shows. Salary commensurate with background and market size. Send resume and salary requirements to Geoffrey Pearce, General Manager, WYTV, 3800 Shady Run Rd., Youngstown, OH 44502. An Equal Opportunity Employer.

Production Manager. Minimum of two years experience as Production Manager, plus three additional years as producer and director. Top Ten, Major Group, network affiliate. Person will have responsibility for all studio production, plus extensive 3/4-inch programing field production. Must be experienced in scheduling, budget control, and have superior people management skills. Minority candidates are especially encouraged to apply. An equal opportunity employer. Box B-83.

Producer/Director—Responsibilities include commercial and promotion production. Two years experience required. Send resume to Robert Gray, Production Manager, Buffalo 29, 951 Whitehaven Rd., Grand Island, NY 14072. WUTV is an Equal Opportunity Employer.

On-air Promotion Supervisor/Producer: Creative individual with a solid background in tape and film production wanted for No. 2 position in advertising department of television station with strong in-house production capabilities. Experience in location work and post-production in all tape and film formats is essential. Print experience also helpful. Send resume to Promotion Manager, WJAR-TV, 111 Dorrance Street, Providence, RI 02903. No phone calls please. An Equal Opportunity Employer.

Producer/Writer/Director position available at award-winning broadcast production center. Plan and execute a wide variety of programing for local, state, and national distribution. Must be able to demonstrate advanced production ability through examples of work. Instructional production experience important. Film and EFP experience highly desirable. Salary dependent upon experience. Send credentials, salary requirements, and work samples to: Lee O'Brien, Center for Television Production, University of Wisconsin-Green Bay, Green Bay, WI 54302 (work samples will be returned). Equal Opportunity Employer.

Host/Producer for new, daily, half-hour, community-oriented, entertainment program. Must be mature, have comfortable presence, be able to generate ideas, write, produce, and interview a wide range of people. Ability to think is more important than a handsome face. Send resume and videotape (NLT 2-13-81) to: Executive Producer, WTVN-TV, PO. Box 718, 1261 Dublin Rd., Columbus, OH 43216. EOE.

Wanted: TV control switcher. Some technical experience preferred, but not necessary. Call or send resume to Rod Wilson, production manager, KMOT TV, Box 1120, Minot, ND 58701. Phone 701-852-4101. KMOT is an equal opportunity employer. Duties: operation television control board (includes all switching operations), taking transmitter readings, setting up all slides, films and video tapes as required. Responsible to production manager.

SITUATIONS WANTED ANNOUNCERS

TV/Hostess/Weather/Reporter: Presently employed as fashion reporter on television's PM Magazine in midwest, traffic and weather reporter radio, professional model. Seeking new challenge in TV. Any size market. 216-429-2888, messages 216-391-1260.

SITUATIONS WANTED SALES

TV/Hostess/Weather/reporter: presently employed as fashion reporter on television's PM Magazine in midwest, traffic and weather reporter radio, professional model. Seeking new challenge in TV. Any size market. 216-429-2888, messages 216-391-1260.

Account Exec seeking move to major agency. Experienced, creative, aggressive, motivated leader. Box B-84.

SITUATIONS WANTED TECHNICAL

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.

FCC 1st Class Licensed Technician 27. Creative, versatile, artistic, experienced with maintenance of audio broadcast equipment, Audio-Visuals, TV receivers, TTL digital, programing & production, stage lighting, produced successful Rock & Roll Oldies program. Desires work in TV-Radio combo, relocate to warmer climate. Resume available. Charles Weisel, 232 Wayne Avenue, Springfield, PA 19064, 215-543-3848.

Xmtr Babysit. Full/Parttime. Rural area. Bob Bare. 25 9th St., Lebanon, PA.

SITUATIONS WANTED NEWS

Sports Director. Talented professional seeks new challenge in productive operation. Currently holds similar position in medium Midwestern market but willing to relocate. Creative, personable, and energetic. Impressive "involvement" packages. Tape shows versatility. Box A-62.

News Director currently managing a staff of 30 at a strong middle-market radio/television station. Good organizer and budget manager able to improve air product. Stable work record. Current employer best reference. Box B-47.

Here's One! Time for this Evansville, Indiana sports reporter/anchor to relocate. Creative, super production, strong writing. Numbers prove it! Top 20 experience. Degree. NBA-Pro Hockey, baseball coverage. Let's talk. Bill 812-476-7901.

Sports Director. Talented professional seeks new challenge in productive operation. Currently holds similar position in medium Midwestern market but willing to relocate. Creative, personable, and energetic. Impressive "involvement" packages. Tape shows versatility. Box A-62.

Experienced newswoman with excellent credentials in top market, plus some p.r. background, seeks promotion opportunities in film, broadcast or cable industries. Box B-89.

Hardworking female reporter looking for spot in Top 50 market. Currently, reporter/anchor in medium midwestern market. Versatile, aggressive, mobile. Box B-88.

News Talk Show host/news producer (BS/BA) top 10 market seeks position as reporter—all markets considered. Write Box B-87 or call 301-899-1945 after 6 PM.

Black, Female, with radio news background, and knowledge of how television news operates is seeking a way to break into the television news profession as a reporter. Aggressive and eager to get started. Ready to travel anytime, say when. Send replies to Box B-86.

Sports Triple Threat anchor, reporter, play-by-play man now a free agent and looking for the right club. Five years experience, the last two as medium market station sports director. For tape and resume call Steve at 402-426-2202.

SITUATIONS WANTED NEWS CONTINUED

Professional, dynamic TV meteorologist seeking challenging position in large market. My dedication, accuracy and personality has made me outstanding in my area. Have AMS seal. Time to move up. Box B-85.

Sportscaster with PBP experience seeks new opportunity. Young, knowledgeable and hard working. All markets considered. 305-763-1686 mornings.

SITUATION WANTED PROGRAMING, PRODUCTION, OTHERS

Woman, 12 years on-air exp., DJ & News in NYC Market, produced Cable TV shows, seeks challenge, prefer NY metro area. 212-752-8067.

Non-DGA TV Director Emmy winner and his favorite producer available for cable assignments, either coast. Variety, music, dance, magazine or talk shows. Strong in Chroma and special effects. 212-397-5887.

USC Broadcasting graduate, First phone, seeks production or engineering position. Bob 412-835-0545.

Creative! Tenacious! Washingtonian diligently seeks responsible position in TV production/programming. Will relocate. Jan 14217 Piccadilly Rd. Silver Spring, MD 20906 301-871-8018.

Videographer/production technician. Three years experience; photography, lighting, studio and theatrical staging. Looking to expand career in larger market. Box B-90.

Challenge Me! Temple University Radio-Television Graduate May 1981. Five years Medium Market radio: News & Public Affairs Director, Promotions Director, Disc Jockey. Capable and qualified. I will relocate anywhere if position is right. Robert J. Heim, 2022 North Broad Street, Philadelphia, PA 19121. 215-235-5055.

Aggressive and eager to work. B.A. degree in Television/Radio with an Associate Degree. Interested in all phases of television. Willing to relocate. Write Lawrence Kaplan, 7940 Springvalley, Cincinnati, OH 45236 or call collect 513-631-7496.

CABLE

HELP WANTED TECHNICAL

Production Engineer: Management position. Responsible for the development, management and operation of engineering services for the production department of the Southwest's newest and largest cable TV franchise. Production facilities will include three (3) cable television studios, two (2) mobile units, extensive cablecasting equipment, plus portable equipment for use by public access personnel. Qualifications desired: 1st Class FCC License, experience with RCA TK 760/76, C Type 1" or equivalent, experience and knowledge of remote microwave facilities. Will not be responsible for cable operations. Salary commensurate with experience. Qualified applicants send resumes to Bob Wilson, Director of Personnel, UA-Columbia Cablevision of Texas Inc., San Antonio, TX 78205. No phone calls, please.

HELP WANTED SALES

Marketing Director: Regional MSO based in S.E. New York seeks an aggressive, experienced individual to coordinate all phases of marketing for a rapidly growing company. We are upgrading existing systems with new program services and building new ones while also winning additional franchises. Individual must be a pro with at least a year of experience, must be creative, a strong manager, and able to lead our corporate and system marketing staffs into the 1980's. Send letter and resume to Michael Egan, Cablevision Industries, Box 311, Liberty, N.Y. 12754.

SITUATIONS WANTED MANAGEMENT

Cable Sales Manager on West Coast, experienced, in Sales, Video Systems, Production and Television sales. FCC First, Broadcast Background. Box B-4.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Executive Officer. Experienced journalist to direct activities and programs of Society of Professional Journalists, Sigma Delta Chi. Will supervise and coordinate Chicago headquarters and 310 professional and campus chapters nationwide. Expected to act as spokesman for the Society, to be knowledgeable about journalistic issues, to design and implement programs, and be able to speak and inspire support within and outside the Society. Salary negotiable. Send letter of application, resume and references to Search Committee Chairman Jean Otto, Milwaukee Journal, P.O. Box 661, Milwaukee, WI 53201. Deadline for applications is March 20, 1981.

HELP WANTED INSTRUCTION

Mass Communication: Assistant Professor to teach courses in broadcast management and other areas of expertise. Terminal Degree, professional experience, and demonstrated teaching ability at undergraduate and graduate levels. Interest in cable TV and corporate communication. Position begins August, 1981. Apply by February 15, 1981 to Chairman, Broadcast Search Committee, Department of Communication, P.O. Box 248127, University of Miami, Coral Gables, FL 33126. AA/EEO Employer.

Broadcast News Faculty Position: University of Illinois at Urbana-Champaign seeks experienced broadcast newscaster to teach courses in television news production and editing. Teaching experience and research interest Chairperson, Broadcast News Search Committee, 119 Gregory Hall, University of Illinois, Urbana, IL 61801. Phone 217-333-0709. For full consideration, applications must be received by March 1, 1981. The University of Illinois is an Affirmative Action/Equal Opportunity Employer.

Instructor or Assistant Professor of radio-TV to teach television news, production. Courses include video production, reporting, and broadcast news. Also will work with RTV students in producing a 30-minute newscast aired over local cablevision channel. Ph.D. preferred. Professional and teaching experience essential. Salary competitive. Position open beginning fall semester (August, 1981). Application deadline: Feb. 15, 1981. Send up-to-date resume, college transcripts, and three current references to: Chairman, Department of Journalism and Radio-TV, Box 2456, University Station, Murray State University, Murray, KY 42071. An Equal Opportunity/Affirmative Action Employer.

Instructor. Duties: teach television production and produce daily cable TV news program. Supervise extensive internship program and student television club. Requires M.A. in mass communication or television production; professional TV experience or teaching experience desired. Salary: \$13,000-\$17,000 for nine months depending upon qualifications. Strong possibility of two months summer work. Starting date: August 18, 1981. Send letter of application, three letters of recommendation and resume to: Dr. William Semlak, Chairperson, Department of Communication, Illinois State University Normal, IL 61761 Deadline: March 30, 1981. AA/EEO Employer.

Transmission Supervisor: Available immediately; \$15,295 minimum, to supervise 2 UHF PTV and AM/FM transmitters, related microwave systems and translators. Call Jerry Carmean, 614-594-5374, Ohio University, Athens, Ohio.

Mass Communication: two faculty positions (tenure-track) available Fall 1981, contingent upon State funding. 12/hr. teaching load. Minorities and women are encouraged to apply. 1) Duties include: teach graduate and undergraduate courses in media management, media criticism, cable TV management, TV and radio production. Ph.D. and professional experience required. Rank: instructor or assistant professor; salary to \$22,800. 2) Duties include: teach broadcast announcing, broadcast writing, radio and TV production. Master's degree and professional announcing and production experience required; Ph.D. and FCC first class license preferred. Rank: instructor; salary to \$17,000. Send complete credentials, including letters of recommendation, by March 15, 1981, to Dr. Irene Shipman, Chairperson, Dept. of Speech and Mass Communication, Towson State University, Baltimore, MD 21204. An Equal Opportunity, Affirmative Action Employer.

Communications—expanding program. Media generalist with a knowledge of writing for the mass media, graphic design and media production. M.A. required. Professional experience and prior college level teaching experience highly desirable. Assistant Professor rank. Tenure track position. Begin Fall, 1981. Deadline for applications is March 9, 1981. Send vita, with letters of reference and transcripts to: Dr. Denton B. May, Academic Dean, King's College, Wilkes-Barre, PA 18711. Equal opportunity/affirmative action employer.

The School of Journalism at Drake University, Des Moines, IA, seeks a faculty member in radio-television. Candidates should have at least a master's degree and professional experience. Tenure-track position. Resumes and inquiries: Dr. Herbert Strentz, dean, School of Journalism, Drake University, Des Moines, IA 50322.

Radio—Instructor. Minimum of Master's degree in communication. Teaching or commercial experience desirable. Supervise student FM station and teach courses in radio and communication. Credentials by Feb. 28, 1981 to: Dr. C. E. Peterson, Jr., Provost, Baker University, Baldwin City, KS 66006, an AA/EEO Employer.

San Francisco, FCC License 6 weeks 3/9/81. Results guaranteed. Veterans Training Approved. School of Communication Electronics, 612 Howard St., SF 94105 415-392-0194.

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 needed transmitters, antennas, towers, cameras, VTRs, color studio equipment. Call toll free 800-241-7878. Bill Kitchen, Quality Media Corporation (In Georgia call 404-324-1271.)

Wanted high band VHF TV antenna, state condition & price. Box B-91.

Wanted 2 C.C.U.S. for Norelco PCP70P in working conditions. Call Rubiano 809-723-6276.

Wanted: Used Equipment for FM, XMTR 92.1, tower antenna. Need everything. Must work and price important. 613 East Nopal, Walde, TX 78801.

Wanted 2 C.C.U.S. for Norelco PCP70P in working conditions. Call Rubiano 809-723-6276.

FOR SALE EQUIPMENT.

RCA-5 10 kw usable for parts. Easily accessible for truck shipment. Assumed to be 10-B circa 1948. Will accept reasonable offer. Call Broadcast Consultants Corp. 703-777-8660.

Collins Stereo Generator new 786-VI for only \$1,498.50. Was originally \$1,665.00. Call Art Reed at Broadcast Consultants Corp. 703-777-8660.

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.

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

Satellite Television Equipment. Antennas, receivers, Low noise amplifiers. In stock. Immediate delivery. Delstar Systems, 713-776-0542.

10 KW FM RCA 10D w/exc. & ster. gen., exc. condition, spares. M. Cooper 215-379-6585.

3 RCA TR-600 video recorders with AE-600 edit controller, internal time code generators and readers, monitor bridges, HB/SHB option, five headwheel panels, air compressor. Machines have less than 1000 hours on head meters. Three of the five heads have been recently refurbished by Spin Physics. Available immediately. Will consider cash or equipment trades. Will sell one at a time for \$60,000 or \$152,000 for all three. Let's talk. Contact Bob Olsen—Chief Engineer, Fred Niles Communications, 1058 West Washington Blvd., Chicago, IL 60607. 312-738-4181.

FOR SALE EQUIPMENT CONTINUED

GE TT-25 UHF-TV Transmitter, 2 ea \$35,000.
RCA TT-10AL VHF Transmitter—\$5,000.
RCA TT-35CC VHF Transmitter—\$20,000.
RCA TT-50AH VHF Transmitter—\$12,000.
Complete film island—\$30,000.
Sharp XC-700 Color Cameras—\$11,950 (New).
IVC 500A Color Cameras—ea. \$7,500.
Panasonic AK920 Color Cameras—\$15,000.
GE PE-350 Color Cameras—ea. \$4,000.
GE PE-240 Film Camera—\$8,000.
CVS 520 Time Base Corrector—\$8,500.
CVS 504B Time Base Corrector—\$5,500.
CDL VSE-741 Switcher—\$2,500.
RCA TK-27A Film Camera—\$12,000.
RCA TP-6 Projectors—\$1,000.
Ampex 1200 A VTR's—ea. \$22,000.
New Garrard Turntables, \$100.
New Edutron CCD-2H Time Base Corrector—\$5,800.
TR-22 RCA Hi-Band \$16,000.
BUP-100 Sony New-Call.
UHF Antennas—Various Models and Prices.
New 1000 foot TV Towers—best 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. In GA call 404-324-1271. Frank Frolick or Bill Kitchen, Quality Media Corporation, Box 7008; Columbus, GA 31908.

For Sale: 700' of rigid 6 1/8" transmission line. 19 1/2 foot sections. E McClellan 419-684-9496.

IGM 740 Automation, Instacart, 2 Scully 270, 4 carousels, Revox, time announce with 2 cart decks, 2 ASR teletypes, 5 racks, storage cabinet. Presently in operation, LeRoy Wolniakowski 414-453-4130.

Continental 5 kw A.M. & RCA 10 kw FM., solid-state exciter. Other 1 kw-5kw-10kw A.M. & FM's. All units in stock—ready for delivery. Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600.

Complete computer terminal for Groton program logging and bookkeeping system. Considerable savings. LaVern Garton 714-885-6555.

(4) RCA TR600's complete with AF600 editors and remote edit panels. Machines have monitor bridges (2) with r-mods. Contact Howard Zuckerman, Prime Time Post, 6410 Santa Monica Boulevard, Los Angeles, 90038. 213-464-7151.

Fidelipac No. 300 Carts—All lengths—re-wound with new tape and new pads. In stock. Guaranteed. 601-563-4664.

Ampex VR-2000 Videotape Recorders. Contact Jim Richards, ABC, 40 West. 66th Street, 3rd Floor, New York, NY 10023. 212-887-4906.

Equipment For Sale: 5 JVC 8500 LU, 3/4" Machines, 2 JVC RM 85 U Control Units. Total Price: \$22,500. Contact Tom Wise, WOWK-TV, PO. Box 13, Huntington, WV 25706. 304-525-7661.

Chyron III, 8K Titling system. Single Disc Drive. Ten Discs, 18 different font style capability. (colorizer Keyer available). Font compose system for Chyron III. Keyboard, power supply, disc drive, camera & esil. Complete unit. Combined offer only. Price \$21,500. Television Graphics 201-444-2911.

Videocassettes—top quality single-pass ideal for additions, production. 5-min tapes, \$5.50; 20-min tapes \$8.50. Postage and handling \$2.00 per tape. Box B-40.

IGM 740 Automation, Instacart, 2 Scully 270, 4 carousels, Revox, time announce with 2 cart decks, 2 ASR teletypes, 5 racks, storage cabinet. Presently in operation, LeRoy Wolniakowski 414-453-4130.

3 RCA TR-600 video recorders with AE-600 edit controller, internal time code generators and readers, monitor bridges, HB/SHB option, five headwheel panels, air compressor. Machines have less than 1000 hours on head meters. Three of the five heads have been recently refurbished by Spin Physics. Available immediately. Will consider cash or equipment trades. Will sell one at a time for \$60,000 or \$152,000 for all three. Let's talk. Contact Bob Olsen—Chief Engineer, Fred Niles Communications, 1058 West Washington Blvd., Chicago, IL 60607. 312-738-4181.

For Sale. 700' of rigid 6 1/8" transmission line. 19 1/2 foot sections. E McClellan 419-684-9496.

Collins Stereo Generator new 786—VI for only \$1498.50. Was originally \$1665.00. Call Art Reed at Broadcast Consultants Corp. 703-777-8660.

Harris System 90 program automation—4 go-carts, encoder, logger, several extras. Used approximately 1 year. \$39,950. Contact: Kenneth Mathews, 506 Second Street, Cochran, Georgia 31014. 912-934-4485.

RCA TK-76 Mini/Cam w/Cannon 10:1 lens... \$19,995.00 415-676-7260.

5 Kw, AM, Gates BC 5-P2. Tuned to 1290 khz. \$7,500. Contact Vito Lanzillo, 814-483-3712.

1 KW AM CSI T1-A, 1 1/2 yrs. old, mint condition. **5 KW AM Collins 820 E-1**, 3 yrs. old, 125% mod, spares, excellent condition. **5 KW AM RCA 5U-1**, 11 yrs old, \$2000 in spares, excellent buy. **10 KW FM GEL** with many spares, guaranteed. **10 KW FM RCA 10D**, exciter and stereo, spares, proof. **20 KW FM Collins 830-H**, 12 yrs. old, exciter, stereo with proof and guarantee. We also buy used equipment as well as supplying new cable and towers, antennas and studio gear. For more information, call M. Cooper 215-379-6585.

Z-6 Videomedia surplus, brand new, under warranty, cost sale. Call Dyma 505-758-8686.

Ikegami 350 with Canon J13x9BIE F/1.6 auto iris servo zoom, 2x extender, surplus, brand new, under warranty. Cost sale. Call Dyma 505-758-8686.

Remote Production Cruiser: Beautiful condition, full air-conditioning, camera platform on top, new diesel engine and drive train. Equipment includes: (3) GE PE-350 cameras (can upgrade), minicam, motorized cable reels, full monitoring, full audio and video switching. Quad VTR and 3/4" e-iting system. \$145,000 takes it all. Call Frank Frolick, Quality Media Corporation 404-324-1271 for further details.

COMEDY

"Comic Relief!" Just for laughs. Bi-weekly. Free sample. Whilde Creative Services, 20016 Elkhart, Detroit, MI 48225.

Guaranteed Funnier! Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

Free Sample of radio's most popular humor service! (Request on station letterhead) O'Liners, 1448-C West San Bruno, Fresno, CA 93711.

Now! Weekly! Topical! "The Dongman Report"—Rita Jenrette dates Thom McCann; Nixon enters World of Amway; "Keelhauling" reinstated at Annapolis; Cantalope mating ritual revealed; Fanta Narbeth; radioactive pig farmer; U. Heep & I. Block Tax Specialists. Two Sample Issues, \$3.00. Sea Star Inc., Suite 323, Rt 1 Box 271C, Rehoboth Beach, DE 19971.

MISCELLANEOUS

Artist Bio Information, daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801. 213-438-0508.

Call letter items—Jewelry, mike plates, banners, car plates, bumper strips, decals, audience building promotions. Broadcast Promotion Service, Box 774, Fort Payne, AL 35967.

Low power TV and FM frequency searches from \$200. Larry D. Ellis, PE. Box 22835, Denver, CO 80222.

Back Issue Magazines. Free list. Over 200 titles. 1890 to 1978. Send stamped envelope: Dept BR Everybody's Bookshop, 317 West 6th Los Angeles, CA 90014.

Broadcast news operations audits. Guaranteed exclusive. "No-frills" packages. MSO News Associates, Box 11043, St. Louis, MO 63135. 314-522-6325.

Spots voiced, major market pros. Fast service. 60's \$12.00. 30's \$9.00. Copywriting add \$3.00 per spot. Send check with instructions. Quad Sun Productions, Box 8348, Jacksonville, FL 32139.

Satellite Television buyers guide. Home or professional Send \$1.00. Enberg Electronics, Box 55311, Indianapolis, 46205.

Paralegal with degree in broadcasting seeks position in broadcast industry. Richard Agard, 5739 N. Fairhill Street, Phila., PA. 19120 215-549-4330.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

Radio and TV Bingo. Oldest promotion in the industry. World Wide Bingo—PO. Box 2311, Littleton, CO 80160, 303-795-3288.

Want to have the competitive edge for your next ARB? Call us today 216-861-8511.

Professional voicing of your commercials. Details and sample, write: Bruce Kayser, 215 Apache Trail, Columbia, TN 32401. 615-381-0930.

Having trouble making vital programing decisions? Want to be on target for your next ARB? Call us today 216-826-1433.

RADIO PROGRAMING

"Photo Tips" radio feature. Five new 1 1/2 minute shows per week. Listeners love it. Remember, 75% of adults take pictures. Sell to local sponsor Barter basis. Call 800-547-5995 ext. 181. Reynell Associates, Inc., Box 10250, Chicago, IL 60610.

Bill's Car Care, 260 2-minute shows of car repair on the air. Exclusive. For audition write or call Fuller, 68 N. Dover, LaGrange, IL 60525. 312-579-9578.

From Jerusalem to you—including live Q&A with news people at your station. One of Israel's most respected English-language radio journalists—proven track record in major markets such as Boston, Los Angeles and Washington, D.C. First come get the exclusive for market area. Rates and tape from The Israel Connection, Box A-92.

Radio Jobs!!! Jobs!!! Jobs!!! "Anywhere in the U.S." guarantee placement service write: NYMO Consultants, Box 852, Saco, ME 04072.

Professional voicing of your commercials. Details and sample, write: Bruce Kayser, 215 Apache Trail, Columbia, TN 38401. 615-381-0930.

EMPLOYMENT SERVICES

Radio Jobs!!! Placement!!! "Anywhere in the U.S.A." Guarantee: Write: NYMO Consultants, Box 852, Saco, ME 04072.

PUBLICATIONS

Farm Broadcasters! Hundreds of stories about more than 1200 farm broadcasters and their unique contributions to their profession. Order your copy of *Farm Broadcasting: The First Sixty Years* today. Send \$17.95 plus \$1.00 per book for handling charges to Box 229, ISU Press, Ames, IA 50010.

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" manual! Free information: Command, Box 26348-B, San Francisco 94126.

INSTRUCTION

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin April 20 and June 15. PO. Box 2808, Sarasota, FL 33578. 813-955-6922.

San Francisco, FCC License 6 weeks 3/9/81. Results guaranteed. Veterans Training Approved. School of Communication Electronics, 612 Howard St., SF 94105 415-392-0194.

KIIS Broadcasting Workshop in Hollywood. Announcing, Disc Jockey, News. Plus top rated account executive program—all taught by top LA, radio-TV teaching broadcasters. Evenings or day sessions. KIIS Broadcasting Workshop, 1220 N. Highland, Hollywood 90038. 213-462-5600. "Where tomorrow's broadcasters are today."

RADIO Help Wanted Management

Looking for **Religious Radio Executives**

We now own religious radio stations in three major cities (Kansas City, Fort Wayne, Oklahoma City), and we are continuing to expand. If you have solid sales and administrative experience and would enjoy working with a broadcasting company that features fine quality, Bible-centered programs and conservative religious music, get in touch with us by phone or mail today.

We are offering outstanding permanent opportunities and excellent pay for people with the qualifications we seek. Successful sales and executive experience is required, along with the ability to "take charge and assume responsibility".

Write: Mr. Richard Bott,
Bott Broadcasting
Company,
10841 East 28th Street
Independence, MO 64052
or Phone 816-252-5050

Help Wanted Sales

GREAT SALES OPPORTUNITIES

TM Productions needs highly motivated sales representative for the West. Extensive travel and sales performance will earn you top dollars in '81. Resume and track record to Buddy Scott—1349 Regal Row, Dallas, Texas 75247

Help Wanted Technical

BROADCAST ENGINEER

Qualifications: Valid first class FCC license and driver's license. Three to five years experience required in maintenance of broadcast transmission equipment, studio, and control room equipment. Knowledge of satellite, microwave, and digital technology desirable. Remote classical recording experience and program production experience required. On-Air announcing desirable.

Duties: Perform routine and required adjustments, maintenance, repair, and checks of all broadcast transmitting and audio production equipment. Prepare and set up equipment for regular and special programming and act as production engineer. Write required maintenance reports.

Salary: \$13,150 minimum

Deadline: May 1, 1981

Contact: Send letter of application, resume, and references to:

Doug Howe, Chief Engineer WMUK
Western Michigan University
Kalamazoo, MI 49008
WMUK is an Affirmative Action/Equal Opportunity Employer

Help Wanted Programing, Production, Others

TALK HOSTS

WXYZ Radio, ABC's O&O in Detroit is searching for an additional Talk Host. Interested parties should send in confidence a resume and 2 unedited airchecks on cassette: one interview and one openline to: Michael Packer, WXYZ Radio, Box 789, Southfield, Michigan 48037. EOE/MF. No phone calls please.

PROGRAM DIRECTOR

WBNS, full-service Adult Contemporary, and WBNS-FM, Schulke Beautiful Music, need highly motivated leader for these major Columbus, Ohio, powerhouses.

Send resume, tape, and salary requirements to: Christian R. Caggiano, General Manager, WBNS AM/FM, 62 East Broad Street, Columbus, Ohio, 43215. NO CALLS PLEASE.

An EOE/M/F employer.

Situations Wanted Management

WORKING MANAGER

For 10 years I worked for a major group with medium and major market stations. They always sent me to solve problems. "If anyone can do it, you can," they said. I never asked for a large salary, just a way to make money for myself if I made it for them. But as soon as I pulled one station out, they sent me to another loser. So I never made anything substantial for myself. If you're willing to pay a manager on performance, I'd like to talk with you. Box B-105.

G.M.

Successful track record in two highly competitive major markets. 17 years experience in all phases of station operations. Box B-107.

Situations Wanted Technical

DIRECTOR OF ENGINEERING

Presently D.O.E. for group in N.E. Audio expert with 18 years major market experience including: Budgeting, construction, signal improvement, facility upgrading, purchasing, planning, operations, and organization. Sunbelt preferred, but all replies considered. Box B-46.

Situations Wanted Programing, Production, Others

Pro For Hire

College degree and five years experience as jock, News Director, Music Director, Copy writing and production, talk show host and sales. Looking for Program Director position in small or medium market. Contact Dan Linden, 5128 N. 15th St., Apt 113, Phoenix, AZ 85014, or phone 602-274-4950.

TELEVISION Help Wanted Technical

TELEVISION MAINTENANCE ENGINEER

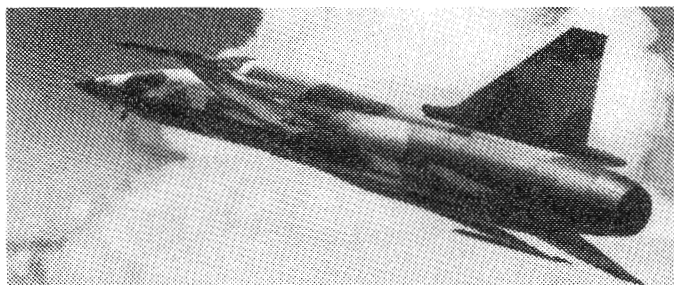
Immediate opening at STV Facility in South Florida. Applicant should have previous maintenance in studio and/or transmitter systems. Send resume & salary requirements to: Personnel Dept., WKID TV, P.O. Box 200, Hollywood, FL 33022, Equal Opportunity Employer, M/F/H.

TELEVISION TECHNICIAN

Major market station seeking TV technician. Must have FCC 1st class license and technical school background.

Direct all inquiries to:

Nancy Fields
Personnel Mgr.
WMAR-TV
6400 York Rd.
Baltimore, MD. 21212
E.O.E. M/F



NEWEST NORTHROP FIGHTER ADVANCES F-5 FAMILY

Announced in March of 1980, the new generation of Northrop's F-5 family of low cost tactical fighters, the F-5G, is already on the drawing boards. The single-engine F-5G was conceived to meet world defense needs with an affordable, economically supportable defensive system. The result is a fighter offering higher performance, achieved at lower cost, a 60% increase in thrust, an innovative flight control system, and the application of advanced graphite composite structure. The design effort on the F-5G is underway. As we have for 40 years, we are developing technologies today for the advanced aircraft of tomorrow. You can be a part of Northrop's future, and advance your own.

TELEVISION ENGINEER SENIOR

Will be responsible for the technical operation of broadcast-quality television equipment. Will set up video equipment for remote and studio productions. 5 years experience or equivalent as a television engineer, with production and maintenance experience desired. B.S. degree/FCC first-class license also desired.

Now is the time for you to become part of our success. For immediate consideration, please call:

Gloria Daniels
(213) 970-2424

Or, send your resume to:

Gloria Daniels
Dept. 1221/80 NAS-BM 2/9T
2815 El Segundo Blvd.
Hawthorne, CA 90250

Equal Opportunity Employer M/F/H

Aircraft Division

NORTHROP

Making advanced technology work.

Help Wanted Management

LOCAL SALES MANAGER

Dominant sunbelt group owned affiliate looking for experienced tough-minded, aggressive, action-idea oriented Local Sales Manager to lead team of 6. Successful candidate should have extensive local sales/management experience. Send history and personal profile in confidence E.O.E. Box B-37.

Help Wanted News

NEWS PHOTOGRAPHERS

Top 20 market searching for News Photographers. Minimum of 2 yrs. television news photography exp. preferred. Must be familiar with ENG gear. We have all the latest state-of-the-art equipment, including several microwave vans and live helicopter. Please send resume to Box B-94. EEOE, m/f.

POLICE BEAT REPORTER

Top 20 market station seeking experienced police beat reporter. Journalism degree preferred. Salary & fringe benefits above average. We have all the latest state-of-the-art equipment, including live helicopter. Please send resume to Box A-161, EEOE, M/F.

METEOROLOGIST

38th market ... immediate opening. Degree and experience in broadcasting required. Join two other professional meteorologists. Send resume, VTR, salary requirements to News Director, WOTV, Box B, Grand Rapids, MI. 49501. EOE/MF.

ENG Photographer

For central Virginia's number one news station. All ENG operation, CBS affiliate, minimum one year experience. Send resumes and tapes to: Jay Moore, News Director, WTVR-TV, 3301 W. Broad Street, Richmond, VA. 23230.

Help Wanted Sales

"GROWTH OPPORTUNITY"

WTMJ-TV IS SEEKING CANDIDATES FOR GENERAL SALES MANAGER. APPLICANTS SHOULD BE SKILLED IN LOCAL/REGIONAL SALES AND DESIRE UPWARD MOBILITY. WTMJ-TV IS AN E.O.E. COMPANY. RESUMES TO: GENERAL MANAGER WTMJ-TV, P.O. BOX 1927, ALTOONA, PENNSYLVANIA 16601.

SALES TV. OPTICS

Canon USA, Inc. is a major supplier of optical products to TV stations and OEMs. Our lenses and systems are well known for their quality and cost effectiveness.

We're seeking a sales representative with practical and broad experience in the broadcast industry to demonstrate and present our products to stations and manufacturers.

Exceptionally attractive salary plus commission. Outstanding benefits.

Please send resume including salary history and requirements to: Mr. Barry Kittredge, Personnel Manager.

Canon U.S.A., Inc.
One Canon Plaza,
Lake Success, New York 11042
An Equal Opportunity/Affirmative Action Employer

GENERAL MANAGER

former G.S.M., S.M. & street fighter with additional background in radio & print. I can make your station a winner the first year by motivating your staff or can bring one with me. Looking for big towns & big bucks. Interested? Write today Box B-102.

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

GENERAL SALES MANAGER

Medium Market. Don't apply unless you are fully experienced in all areas. Complete supervision of all local, national and regional sales. Compensation commensurate with experience and background. Equal opportunity employer. Send resume to Box B-104.

Help Wanted Programing, Production, Others

COMPUTER VIDEO EDITOR

For state of the art production facility, requiring commercial; broadcast and industrial program experience. Sony or CMX computer, 1" VTR and Squeezezoom abilities desired. Contact Steven Wild, (313) 477-6066, at

MAGNETIC VIDEO CORPORATION
A TWENTIETH CENTURY FOX
COMPANY



Major market PM is rebuilding

and needs the best the country has to offer for the following positions:

1. Co-hosts
2. Photographer/Editor
3. Associate Producer

Magazine experience preferred but not required. Equal Opportunity Employer. Send resumes to Box B-103.

CABLE

Help Wanted Technical

DIVISION MANAGER

Cable System Construction

American Television & Communications Corporation is one of the nation's leading multiple system cable television operators serving over one million subscribers throughout the country. Our prospects for continued growth are supported through a combination of franchise expansion, new programming services and advanced technological development.

We are currently seeking a DIVISION MANAGER to assume responsibilities for managing all aspects of system construction, including supervision of subcontractors, monitoring of all work under contract to ensure technical and FCC compliance, budgeting, work flow scheduling and long range planning.

The successful candidate for this position must possess experience in the construction of multiple projects or systems and installation of telecommunication lines or electronic facilities, combined with practical exposure to the staff functions of budgeting, scheduling materials flow, estimating and pricing.

Our company offers an attractive compensation plan, comprehensive benefits and opportunities for continued career advancement. For confidential consideration, please forward salary history and detailed resume to Daryl W. Crawford.



AMERICAN TELEVISION & COMMUNICATIONS CORPORATION

160 INVERNESS DRIVE WEST
ENGLEWOOD, COLORADO 80112

An Equal Opportunity Employer M/F/H/V

ALLIED FIELDS Help Wanted Sales

SALES COORDINATOR

We are a high technology electronics manufacturing systems and service company with an opportunity available for a highly motivated individual to assume responsibility for bids and proposals, and serve as liaison between our regional sales staff and engineering.

This position clearly has personal and professional growth opportunities within our sales team.

The successful applicant will have experience with bids and proposals, and video/telecommunication systems. Must have good communication and organizational skills.

We offer an attractive benefits and salary package. If your background matches our requirements, please send resume and salary history to:

PERSONNEL DEPARTMENT
P.O. Box 7760
Burbank, CA 91505

Public Notice

NOTICE OF AVAILABILITY OF A REQUEST FOR PROPOSAL FOR A CABLE COMMUNICATIONS FRANCHISE

The City of Ada and the Township of McDonaldsville, all in the County of Norman, Minnesota, invite proposals for a cable communications franchise. A standard proposal form shall be completed and submitted in accordance with the system design and services as specified in the "Request for Proposals" both of which are available from the undersigned.

Proposals will be accepted until April 1, 1981 at the City Clerk's office in Ada, Minnesota, and will be available for public inspection during normal business hours of said office. Each such proposal shall be accompanied by a \$25.00 non-refundable filing fee payable to the City of Ada, mailed to the attention of Gordon Skretvedt, City Clerk, Ada, Minnesota 56510. Phone (218) 784-2211 for further information.

By Order of the City Council
City of Ada, Minnesota
Gordon Skretvedt, City Clerk.

VILLAGE OF LAWRENCE

The Incorporated Village of Lawrence, in Nassau County, New York invites applications for a cable television franchise. Applications shall be prepared and submitted in accordance with a Request For Proposals available from the undersigned. Applications will be accepted until 3:00 PM., April 20, 1981 and all applications received will be available for public inspection during normal business hours at Village Hall, No. 196 Central Avenue, Lawrence, New York 11559.

Peter W. Owers, Administrator
Incorporated Village of Lawrence
196 Central Avenue
Lawrence, New York 11559
(516) 239-4600

February 18-19, 1981 Public Broadcasting Service, Task Force on Technology Applications meeting in Washington, D.C. Meeting begins at 8:30 PM on February 18 at Loew's L'Enfant Plaza Hotel. Reconvenes at 9:00 AM on February 19 at the PBS offices, 475 L'Enfant Plaza, S.W. Consider satellite services, cable services, home video, teleconferencing, extension of public television services.

Public Notice Continued

March 4, 1981 BOARD OF TRUSTEES

The National Association of Public Television Stations Trustees will meet in the Presidential Room of the Mayflower Hotel, in Washington, D.C., from 9:00 a.m. to 4:00 p.m. In addition to general business and Committee and staff reports, the agenda will include the NAPTS budget and the Association agenda for 1981, including federal legislation.

Radio Programing

The MEMORABLE Days of Radio

30-minute programs from the golden age of radio
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION
...included in each series



Program Distributors
410 South Main
Jonesboro, Arkansas 72401
501-972-5884



Miscellaneous

XINHUA NEWS AGENCY

China News Service is offering to hold seminar in Beijing, PRC for news editors and writers. The seminar will be on news gathering techniques within the PRC and how to increase the news flow between the two countries. Held April 12, 1981, cities visited Shanghai, Nanjing and Beijing. Takes 12 days from U.S. west coast, total cost \$3,200. Contact tour coordinator John E. Felber, editor International Intertrade Index, Box 636, Newark, NJ 07101, phones 201-623-2864 or 201-686-2382.

"Want To Own a Station?"

Full day, individual seminar for broadcast investors, given to you and your associates privately by an experienced owner-operator. Property selection, negotiation, financing, FCC requirements, takeover, among the topics. Find out how to buy your next or first station through my personal experience.

Robin B. Martin, President, Deer River Broadcasting Group, Suite 1001 141 East 44th Street, N.Y. N.Y. 10017 212-599-3303.

Consultants

LOW POWER TV!

Broadcast engineer will assist you with engineering portion of FCC form 346, help you choose equipment, etc. Fee is only \$1,000 plus travel expenses (If required). Write: Meyer Gottesman, PO Box 4234, Napa, CA 94558. (707) 253-2220. Try anytime.

*Our success stories belong to our clients;
they made the decision to hire us.*

J. J. RYMAN
COMPANY

214-696-1353

RADIO PROGRAMMING & MANAGEMENT CONSULTANTS
5944 Luther Lane • Suite 505 • Dallas, TX 75225

Business Opportunity

(M/F) ANNOUNCERS, DJ'S.

To make music product promotional tapes using your facilities. Write Album Auditions Int., P.O. Box 2296, Walnut Creek, CA 94595 giving personal and facilities data.

Services

JP ASSOCIATES, INC.

LOW POWER TV/
TRANSLATORS
Turnkey Construction
Equipment Sales
Frequency Search
FCC Licensing
Testing/Maintenance
3115 Kashiwa Street
Torrance, CA 90505
(213) 539-8533

For Sale Equipment

MICROWAVE SYSTEM FOR SALE

Complete Microwave System servicing
West Texas, with cash flow of
\$125,000 yearly. Brokers protected.
Write Box B-100
1735 DeSales St. N.W. Washington, D.C. 20036

For Sale

—Automation Equipment: IGM Model 740 w/8000 Event Memory-w/2 VT05B Terminals, 1-Teletype, 1-Extel Printer, 1-Instacart, 1-Go-cart, 2-Carousels, 3-Single PB, 1-1450 Encoder and 1-RC9CE Encoder, Excellent Condition in 24 hour service prior to change to live format. Call C.B. King-GEBCO (518) 385-1234.

Wanted To Buy Stations

SUN BELT STATION OWNERS

Currently employed \$1,000,000+ major market network O&O local biller with impeccable track record and working habits is desirous of relocating and investing with a station or small group in need of a top flight sales professional and manager. I will bring to this partnership total dedication coupled with a superb sales record which encompasses all phases of local and national radio sales. If you own a property in a larger Sun Belt City and wish to increase your profits dramatically, please write in total confidence to: Box B-38.

For Sale Stations

FOR SALE BY OWNER

AM&FM Combo in Southeast. Good established market. Only station in the county. owner will finance—attractive terms. If you are interested in a good investment and financially responsible. Write Box B-45.

FOR SALE:

Southwestern United States. Regional full-time AM. 1980 billings over \$400,000. Price \$850,000. Write Box B-95.

For Sale Stations Continued

THE KEITH W. HORTON COMPANY, INC.

For prompt service
contact

Home Office: P.O. Box 948
Elmira, N.Y. 14902
24 hr Phone: (607)733-7138

Bob Kimel's office:
P.O. Box 270,
St. Albans, VT 05478
24 hr Phone: (802)524-5963
Brokers and Consultants

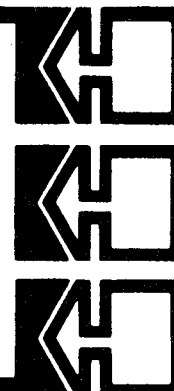
Dick's Picks for February

Eastern major market religious/ethnic AM.
Asking price of \$700,000 is a favorable multiple of cash flow.
Terms available to a qualified buyer.

New England coastal AM. Attractive community. Real estate included
at \$340,000. Some terms available.

Upstate New York AM has profitable history and is priced at just \$250,000
with 29% down to qualified buyer.

Dick Kozacko and his associates will be glad to discuss these and other
available properties with you. Call or write to Dick at the Elmira office.



AM/FM MAJOR MARKET

Unusual opportunity for the purchase of
a major combination facility in a top
twenty five market. The AM is a 5000
watt regional fulltimer with excellent full
market coverage. The FM is a full power
station with total parity with the other
FMs in the market. The equipment is
totally "state of the art" and both the AM
and FM transmitters have been replaced
within the last two years. All real estate
is owned and there is a larger than nor-
mal amount of depreciable assets. Ask-
ing price of \$8,250,000 bears more re-
lationship to the market and the
facilities than revenue or profit figures.
This station is perfect for a group opera-
tor with programming and sales knowl-
edge ready for the larger market
challenge. For complete information
please direct inquiries with indication of
financial ability to: Box B-92.

DISTRESS SALE

Television Construction Permit
Box B-101

Dan Hayslett
a associates, inc.
Media Brokers
RADIO, TV, and CATV
(214) 691-2076
11311 N. Central Expressway • Dallas, Texas

MID-WEST PROFIT MAKER

Profitable daytimer, includes real estate, billing
has doubled in 2 years and still climbing. Cash
sale as present owners negotiating on larger
market property. \$590,000, principals only
with financial qualifications in first correspon-
dence. Box B-106.

Lee Wilkins AND ASSOCIATES
MEDIA BROKERS
P.O. BOX 850 3500 S. PHILLIPS
ALBANY, GA. 31702 SIOUX FALLS, SD 57105
PHONE (912) 883-4917 PHONE (605) 338-1180

FOR SALE BY OWNER

Underdeveloped full time AM, Growing,
Southeastern Capital City. \$500,000.
Terms to qualified principals only.
Box B-108.

NC	Daytime AM	186K	Small
SC	Daytime AM	400K	Small
TX	AM & FM	750K	Small
NC	Daytime AM	405K	Medium
OH	Daytime AM	525K	Suburban
NY	FM	700K	Small
OH	FM	450K	Medium
AR	FM	350K	Suburban
KY	Daytime AM	120K	Small
WV	Daytime AM	168K	Small
OK	AM & FM	975K	Small
CO	Daytime AM	300K	Small
MS	Daytime AM	295K	Medium
SC	AM—Down payment \$25,000		
TN	AM—Down payment \$30,000		

FOR SALE:

Southwest AM-FM combination. Good
growth potential. \$400,000 including
real estate. Terms. Write Box B-93.

Rocky Mountain Energy Belt

Fulltime AM
\$180,000

Priced less than 1½ times last 3 years
Average Billing, and this includes the Build-
ing! Absolutely No Brokers. Qualified Buyers
only! Write Box B-96.

E B EDEN 919-623-3000
B BROADCAST P.O. BOX 647
S SERVICES MEDIA BROKERS
A DIVISION OF EDEN REALTY COMPANY INC.

628 WASHINGTON ST., EDEN N.C. 27288

DAYTIMER AM

Upper Mid-west; 2 x gross,
\$245,000, Real Estate. Single sta-
tion market.

Box B-98

MIDWEST FM

250,000 CASH, less than 2 X gross.
No brokers, please.

Box B-99

 **CHAPMAN ASSOCIATES®**
media brokerage service

STATION

S	Small	AM	\$165K	\$165K
W	Small	AM	\$265K	Terms
S	Small	Fulltime	\$350K	\$75K
W	Small	FM	\$600K	25%
S	Metro	Fulltime	\$400K	\$116K
S	Metro	Fulltime	\$1100K	\$319K

CONTACT

Paul Crowder	(615) 298-4986
Greg Merrill	(801) 753-8090
Bill Cate	(904) 893-6471
Ray Stanfield	(213) 363-5764
J. T. Malone	(404) 458-9226
Bill Chapman	(404) 458-9226

To receive offerings of stations within the areas of your interest,
write Chapman Co., Inc., 1835 Savoy Dr., N.E., Atlanta, GA 30341

For Sale Stations Continued

- AM/FM covering 300,000 or more near eastern coal mining area. Sales over \$1,000,000. Good cash flow. \$3,000,000 cash.
- Ethnic daytime in Cleveland metro area. \$490,000.
- Daytimer. N.E. Texas city. \$600,000. Terms.
- Class C in large Oklahoma town. \$3,400,000.
- AM/FM in Mississippi city within 100 miles of Memphis. \$360,000. Terms.
- S.E. Missouri. 100,000 watts. \$780,000.
- Daytimer and weekly newspaper in greater Charlotte. N.C. area. \$580,000. Terms.
- E. Ky. 1000 watt daytimer. \$280,000.
- FM in Texas. \$250,000. Terms.
- Spanish speaking S.C. California. \$520,000.
- VHF-TV in Wyoming. \$740,000. Terms.
- South Carolina. SE daytimer. \$220,000. C.P. for fulltime.
- Sales oriented working partner to buy minority on terms in big town. FM in NW AL. \$50,000.
- 1000 watt daytimer. SE KY. \$300,000.
- 1000 fulltimer. Tenn. Chattanooga area. \$250,000.
- 5,000 watt daytimer. E. Tenn. \$340,000. \$40,000 down.
- Fulltimer. West Virginia. \$275,000.
- Daytimer. Middle Tenn. Medium size town. \$290,000.
- Daytimer. Fort Worth powerhouse. \$1,000,000.
- AM/FM Eastern Kentucky. \$360,000.
- Daytimer. N.C. Missouri. \$380,000.
- Fulltimer near Charlotte, NC. \$600,000. Terms.
- Daytimer. Good dial position. Central Florida. \$280,000.
- NW Florida. C.P. - \$100,000 at cost.
- Atlanta area. 5,000 watts. \$470,000.
- 3,000 watt FM. Southern Arkansas. \$380,000.
- AM/FM in NE Oklahoma. \$1,100,000.
- 250 watt daytimer. NE La. \$250,000.
- Cable TV Southern Alaska. Small. \$110,000. Terms.
- AM/FM. N.E. Louisiana. \$25,000 down.
- 500 watt daytimer. Single market station. CA resort area. \$430,000.
- Fulltimer. Major market Idaho. \$660,000 terms.
- Daytimer. NC. About 50 miles from coast. \$240,000. Terms.
- AM/FM in No. Mich. \$190,000.
- VA. Coastal. Attractive. \$800,000.
- Powerful daytimer in Northern Michigan. \$430,000. Terms.
- Fulltimer. Dominant. Metro. TX. \$1,200,000.

Drop by our hospitality suite No. 811 at the NABOB, ClearWater Beach Hilton Inn

Let us list your station. Confidential!
BUSINESS BROKER ASSOCIATES
 615-756-7635 24 HOURS

WZZI 1250 Madisonville, TN.

Profitable operation with good facilities on 4.7 acres. Attractive building. Excellent terms, owner must sell for personal reasons. \$150,000.00. 29% Down-Balance at 10%. Contact: Mary Hall & Gary Hall at 615-442-2902. Serious inquiries only.

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MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS
"Specializing in Sunbelt Broadcast Properties"
 5050 Poplar Ave. • Suite 816 • Memphis, TN. 38157
 700 New Hampshire Ave., N.W. • Watergate South
 Suite 1003 • Washington, D.C. 20037

R.D. HANNA COMPANY

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Las Vegas, NV 89107 6257 Garwood St., 702•870•7106
 Denver, CO 80237 8340 E. Princeton Ave., 303•771•7675
 Dallas, TX 75225 5944 Luther Ln., Suite 505, 214•696•1022

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

RALPH E. MEADOR

Media Broker
 AM - FM - TV - Appraisals
 P.O. Box 36
 Lexington, Mo. 64067
 Phone 816-259-2544

CENTRAL TEXAS

Small Market powerhouse daytimer A.M. New equipment, 80' gross plus \$90,000.00. \$200,000.00 cash or \$60,000.00 and debt assumption. G.W. McClarin, Box 592, Hamilton, Texas 76531.

Stan Raymond & Associates

Broadcast Consultants & Brokers

Has stations available in Ga., Fla., N.C., & S.C. Call or write now.

404-351-0555 1819 Peachtree Road, N.E.
 Atlanta, Georgia 30309

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AT YOUR SERVICE WITH OVER 20 YEARS EXPERIENCE

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SHAHEN INC.
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WALKER MEDIA & MANAGEMENT, INC.

William L. Walker
 President
 Suite 417, 1730 Rhode Island Avenue, N.W.
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 Brokers-Consultants-Appraisers

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



Christiano

Peter Christiano, VP-general manager of Omnicom, Capital Cities Communications' CATV system in Detroit suburbs, named VP-director of corporate development for Capital Cities at its Bloomfield Hills, Mich. office. **Robert Longwell**, general manager, WJR-FM Detroit, **Ronald Pancratz**,

general sales manager, WJR(AM) Detroit, and **Frank Woodbeck**, general manager, WKBW(AM) Buffalo, named VP's of licensee, Capital Cities.

Richard Kale, president, Golden West Broadcasters' Radio Division, Los Angeles, resigned citing undisclosed personal reasons. Announcement was made by Golden West president and chief operating officer, **John T. Reynolds**, who has assumed responsibility for radio division pending announcement of Kale's successor.

Max Andrews, program manager, KAUZ-TV Wichita Falls, Tex., named general manager. **Roger Hensley**, production manager, KAUZ-TV, named operations manager.

John Wilson, general sales manager, KCOH(AM) Houston, joins WKKE(AM) Pearl, Miss., as general manager.

Douglas Shull, general manager, WJNO(AM)-WRMF(FM) Palm Beach, Fla., named VP of licensee, Fairbanks Broadcasting, based in Indianapolis.

John Miller, station manager, WQRC(FM) Barnstable, Mass., named VP-general manager, succeeding **Donald Moore**, who remains with station as president and board chairman.

J. Mitchell Russell, general manager, WWWC(AM) Wilkesboro, N.C., joins WEGO(AM) Concord, N.C., in same capacity.

Robert Hart Jr., VP of McGraw-Hill Broadcasting and general manager of company's KMGH-TV Denver, plans to retire March 1 to pursue personal interests. Hart's successor has not yet been named.

Jay Satterfield, general manager, ATC's CATV systems in Versailles and Monroeville, Pa., named general manager of ATC's subsidiary, Erie Telecommunications Inc., Erie, Pa., which recently won franchise.

John Sebaste, operations director, WSAY(AM) Rochester, N.Y., named station manager.

Larry Bevins, account executive, WVOW-AM-FM Logan, W. Va., named station manager.

Robert Zitter, corporate secretary, Schurz Communications, South Bend, Ind.-based station group and cable MSO, named VP responsible for Schurz's one AM, one FM, and two TV stations and CATV operations in Florida and Maryland.

Richard Clark, marketing manager of Manhattan Cable TV, New York, named director of marketing and programming.

Advertising

William E. Phillips, chairman of Ogilvy & Mather U.S., New York, named chief executive officer of parent, Ogilvy & Mather International there. **John (Jock) Elliott** continues as chairman but relinquishes chief executive title upon reaching age of 60. Named VP's at Ogilvy & Mather, New York: **Gary Baron**, art supervisor; **Ed Kleban**, head of TV production; **Ann Marcato**, art director/producer; **Linda Mevorach**, producer, and **Robert Smith**, senior art director.



Neuman

David Neuman, VP-management supervisor, Warwick, Welsh & Miller Advertising, New York, joins D'Arcy-MacManus & Masius/deGarmo's SAMS division there as executive VP-operations. SAMS is Spanish-language advertising agency.

Philip Pearlman, senior art director, Stiefel/Raymond Advertising, New York, named VP-art director.

Shirley Findsen, senior art director, Freedman Advertising, Cincinnati, joins Sive Associates there as art director.

Mary Harrington, and **Alyson Henning**, account supervisors, Compton Advertising, New York, named VP's.

Richard Villante, management service director and board member, and **Art Wilen**, senior VP-management service director, Marschalk Co., New York, named executive VP's.

Daryl Scott, media research director, Marschalk Co., New York, joins Foote, Cone & Belding there in same capacity. **Hallee Lo Grasso**, media supervisor, FC&B, New York, named associate media director. **Madelyn Baker**, senior planner, Ogilvy & Mather, New York, joins FC&B there as media supervisor.

Susan Smollens, associate media research director, Kenyon & Eckhardt, New York, named director of corporate media research.

Ann Eggers, office manager, Bloom Agency, Dallas, joins Earle Palmer Brown & Associates, Washington, as operations manager.

Janet Goldberg, with Amdrex International, New York barter-media service, named director of broadcast media services, responsible for spot television and radio operations.

Edgar Roll, president and chief executive officer, Advertising Research Foundation, New York, resigns. Roll hasn't announced plans, and ARF hasn't named successor.

John Hubbell, sales manager, Blair Television's CBS/red sales team, New York, named

VP. **Kenneth Castelli**, account executive, CBS/red sales team, named assistant sales manager. New account executives, Blair Television, New York: **Barry Goppman**, from RTVR, New York, to Blair's CBS/red sales team; **Kristin Long**, from Evans Broadcasting, St. Louis, to CBS/green sales team, and **Thomas McGarrity**, account executive, Blair's St. Louis office, to NBC/Green sales team.

Tom Koon, local sales manager, KPLR-TV St. Louis, joins Katz American Television there as sales manager.

John Washington, sales manager, Independent TV Sales' Los Angeles office, named manager of ITVS's New York lancers sales team. **Sam Ashenofsky**, account executive, ITVS, Los Angeles, succeeds Washington.

Gerald Bixenspan, research supervisor, RKO General Television, New York, named director of research for Avery-Knodel Television there. **Jack A. Firestone**, account executive for Firestone Syndication, New York, joins Avery-Knodel there as director of programming.

Kei Takahashi, account executive, CBS Radio Spot Sales, Los Angeles, joins New York office in same capacity.

Nina Gootnick, sales trainee, Harrington, Righter & Parsons, New York, named account executive in HR&P's Chicago office.

John Gaston, general sales manager, KWK(AM)-WWWK(FM) St. Louis, joins KOAX(FM) Dallas in same capacity.

David LaFrance, local sales manager, KOA-TV Denver, named general sales manager. **Don Perry**, national sales manager, KOA-TV, succeeds LaFrance, and **Randy Oswald**, with KOA-TV's local sales staff, succeeds Perry.

R. Mark Cortner, account executive, KOTV(TV) Tulsa, Okla., joins KGCT-TV there as general sales manager. KGCT-TV plans to go on air later this month.

Don Waiker, general sales manager, KMJC(AM) San Diego, joins KFAC-AM-FM Los Angeles as national sales manager.

Margaret Dempsey, account executive, KTAC(AM) Tacoma, Wash., named general sales manager.

Gregory Bone, marketing and agency sales manager, WQRC(FM) Barnstable, Mass., named VP-director of marketing and sales. **Beverly Cummings**, account executive, WQRC, named local sales coordinator.

Richard Hayes, national sales manager, WANE-TV Fort Wayne, Ind., named general sales manager.

Charles Edwards, sales consultant, KXLR(AM) Little Rock, Ark., named sales manager.

Russ Haberle, account executive, KFSD-FM San Diego, named sales manager.

Jeffrey Lyon, account executive, WTMA(AM) Charleston, S.C., named sales manager. **Susan Dwork**, manager of new business development, co-owned WPXI(FM) Charleston, named sales manager.

Tim Kenner, national sales manager, WHIO-AM-FM Dayton, Ohio, named sales manager.

Bill Mack, manager, WDME(AM) Dover-Foxcroft, Me., named sales manager.

Sharlene Kyle, district manager for Consolidated Biomedical Laboratories, Dublin, Ohio, joins WPTN(FM) Pittsburgh as account executive.

Dan DuVall, account executive, WPCQ-TV Charlotte, N.C., joins WBTV(TV) there in same capacity.

Perry Sook, from WHIV(AM) Orlando, Fla., joins WOWK-TV Huntington, W. Va., as account executive.

Kenn Brown, sales manager, KEZE-AM-FM Spokane, Wash., joins KUIK(AM) Hillsboro, Ore., in same capacity.

Grace Gilchrist, local sales manager, WDIV(TV) Detroit, joins WSB-TV Atlanta in same capacity.

Barry Levin, account executive, WZGC(FM) Atlanta, joins WSB-TV as director of retail services. **Bill Mills**, special unit news photographer, WXIA-TV Atlanta, joins WSB-TV as production photographer for retail services.

Walter Broadhurst, account executive, KDKA-AM-FM Pittsburgh, joins WKWK-AM-FM Wheeling, W. Va., as local sales manager.

Paul Wyckoff, account executive, KSBY-TV San Luis Obispo, Calif., named local sales manager.

Gay Garrett, account executive, KCOY-TV Santa Maria, Calif., joins KSBY-TV in same capacity.

Jim Birschbach, executive director, Oakbridge Sports Camp, San Diego, joins KSDO(AM)-KEZL(FM) there as local sales manager.

H. Thomas Hicks, with WNNR(AM) Beckley, W. Va., named local sales manager.

Kathy Tierney, from WOCB(AM)-WSOX(FM) West Yarmouth, Mass., joins WROR(FM) Boston as retail sales executive.

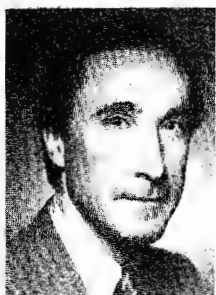
David Carney, recent graduate, Michigan State University, East Lansing, joins www(FM) Detroit as account executive.

Michele Fry, account executive, WLOK(AM) Memphis, joins WREG-TV there in same capacity.

Andrew Hoffman, account executive, WJAR-TV Providence, R.I., joins WLIV-TV Cambridge, Mass., in same capacity.

Harry Spieker, sales manager, KCEE-AM-FM Tucson, Ariz., joins KGUN-TV there as account executive.

Programming



Jacquemin

Robert Jacquemin, VP, sales for domestic syndication, Paramount Television Distribution, New York, joins Warner Bros. Television Distribution, Los Angeles, as VP-worldwide marketing.

Alan Cohen, director of early morning programming, ABC-TV, New York, joins Time-Life Television there as

VP of development.

Jack Donahue, Western sales manager, Time-Life Films, Los Angeles, joins Lorimar Televi-

sion there as VP-regional sales manager.

Lucie Salhany, VP-programing, Taft Broadcasting, Cincinnati, slated for promotion ("Closed Circuit," Jan. 12), named VP of television and cable programing, responsible for Taft-TCI Programs, joint venture of Taft and Tele-Communications to develop programing for both pay and basic cable industry. She'll be based in Boston and continues duties as head of programing for Taft's seven TV stations.

Larry Ramsdell, director of purchasing, American Television and Communications Corp., Denver-based MSO, named manager of its newly formed STV operation in Cleveland, in addition to its STV operations in Denver and Miami.

Mark Kaner, director of international operations, Columbia Pictures Television Distribution, Los Angeles, joins PolyGram Television there as VP responsible for international sales, acquisition and co-production activities in U.S. and abroad.

Richard Atkins, assistant director of programing, Benton & Bowles, New York, appointed manager of program development, Telecom Entertainment Inc., newly formed broadcast programing subsidiary of B&B.

Edward Murphy, director of administration, Viacom International, New York, joins Warner Amex Satellite Entertainment there as VP of personnel and administration.

Dan Brown, rental manager, City Animation Co., Troy, Mich., joins General Television Network, Detroit-based video production facility, as manager of field services department.

Terry O'Rourke, independent documentary producer, based in Pelham, N.Y., joins Reeves Teletape, New York, as account executive and sales representative.

Barbara Malinowski, continuity director, KCBS(AM) San Francisco, named director of program practices for parent, CBS Radio Division, New York.

Sandra Carnegie Baker, director of events, budget and planning, NBC Sports, New York, named director, administration and event budgeting, NBC Sports. **J. Karl Bell**, director of production administration, NBC Sports, named director, financial planning and control for unit. **Terry Ewert**, associate producer, NBC Sports, New York, named producer.

Greg Gumbel, sportscaster for WMAQ-TV Chicago, joins staff of Entertainment and Sports Programing Network in Bristol, Conn.

Gail Sikevitz, freelance producer based in Chicago, joins WMAQ-TV there as manager of program administration.

Ted Schroeder, operations manager, KFBB-TV Great Falls, Mont., named operations-production manager.

Ralph Robison, creative director and account executive, Larry Smith Advertising Agency, Oklahoma City, joins KBCB(FM) there as production director.

Bob Knight-Adams, operations manager, WGAN-AM-FM Portland, Me., joins WHDH(AM) Boston as program director.

Anne Coleman, director of advertising-marketing, WAVE-TV Louisville, Ky., named program director.

Jane Wallace, program manager, WTOL-TV

Toledo, Ohio, joins WAVY-TV Portsmouth, Va., as program-operations manager.

Wally Sale, program director, KSLM(AM) Salem, Ore., joins WTAR(AM) Norfolk, Va., in same capacity.

Larry Whitt, production director, noncommercial KSHU(FM) Huntsville, Tex., named program director.

Barbara Foley, air personality, WSNF(FM) Philadelphia, assumes additional duties as programing assistant.

Allan Peck, air personality, KBOX(AM) Dallas, joins KIXX-FM there in same capacity.

Mark Addy, air personality, www(FM) Detroit, joins WRIF(FM) there in same capacity.

Andrew Airriess, commercial writer-producer, CKPG-TV Prince George, British Columbia, joins WISC-TV Madison, Wis., in same capacity. **Donna Kirner**, national sales secretary, WISC-TV, named traffic manager.

News and Public Affairs

Larry Klaas, anchor, WCIX-TV Miami, named managing editor.

George Wilson, former news anchor, WJLA-TV Washington, joins WOFL-TV Orlando, Fla., as news director-anchor.

Mary Laney, producer, writer and reporter, WBBM-TV Chicago, joins WMAQ-TV there as director of editorial services.

William Yeager, executive news producer, KYW-TV Philadelphia, named assistant news director.

Jim Randle, capitol correspondent, WXEX-TV Petersburg, Va., joins Independent Network News, Washington, as assignment editor.

Joe Mittiga, investigative reporter, WDBO-TV Orlando, Fla., named assignment editor. **Chester Glover**, from WDIV(TV) Detroit, joins WDBO-TV as photographer.

Ron Koehler, reporter, UPI, Chicago, named manager of UPI's Grand Rapids, Mich., bureau.

Judi Stern, producer for 6 and 10 p.m. newscasts on WBBF-TV Rock Island, Ill., joins WMAR-TV Baltimore as 11 p.m. news producer.

Dorothy Ball, 11 p.m. news producer, WDBO-TV Orlando, Fla., named executive producer. **Cynthia Scott**, weekend producer, WDBO-TV, succeeds Ball. **Clifton Oliver**, weekend producer, WFTV(TV) Orlando, joins WDBO-TV as weekend and field producer.

Chris Clackum, government-investigative reporter, WIS-TV Columbia, S.C., joins WBTV(TV) Charlotte, as news reporter. **Myra Joines**, acting assignment editor, WBTV, named assignment editor. **Paul Cameron**, sports director, WJXT(TV) Jacksonville, Fla., joins WBTV as sports anchor for 6 and 11 p.m. newscasts.

Richard James Bremer, weekday sports anchor, WMIT-TV Cedar Rapids, Iowa, joins WTCN-TV Minneapolis as weekend sports anchor.

Ed Arnold, sports anchor, KABC-TV Los Angeles, joins KHTZ(FM) there as sports reporter.

Dennis Kirkpatrick, assistant sports information director, University of Southern California, Los Angeles, joins Cable News Network there

as sports correspondent.

Nellie King, sports information director, Duquesne University, Pittsburgh, joins KDKA(AM) there as sports reporter.

Jeff Cullen, news director, KECC-TV El Centro, Calif., joins KSBY-TV San Luis Obispo, Calif., as sports anchor-reporter.

Robert Wechter, intern news writer-production assistant, KFMB-TV San Diego, joins WRC-TV Washington as news aide.

Chuck Wilson, weekend sports anchor, WHEC-TV Rochester, N.Y., joins WSAY(AM) there as sports director.

John Sears, reporter-anchor, KPTV(TV) Portland, Ore., joins KOIN-TV there as assignment editor. **Christie Mueller**, anchor-reporter, KBCI-TV Boise, Idaho, joins KOIN-TV as general assignment reporter.

David Rickey, reporter, WSFA-TV Montgomery, Ala., named assistant news director.

Jim Miller, producer-reporter, noncommercial WSRE(TV) Pensacola, Fla., joins WAAY-TV Huntsville, Ala., as producer for 6 and 10 p.m. newscasts.

Michael P. Allen, news director and morning anchor, WBMX(FM) Oak Park, Ill., joins WABC(AM) New York as news anchor and reporter.

Denise Baker, NBC News correspondent in Pittsburgh, assigned to New York bureau.

Kevin McCullough, business and economics reporter, KRON-TV San Francisco, named anchor for midday newscasts.

Rory Markas, reporter, KTUC(AM) Tucson, Ariz., joins KOAI(TV) there as reporter-anchor.

Eric Eifrig, reporter-anchor, WHFB-AM-FM Benton Harbor, Mich., joins WNCI(FM) Columbus, Ohio, in similar capacity.

Kevin Howard, reporter-anchor, KGUY(AM) Palm Desert, Calif., joins KVEN(AM)-KHAY(FM) Ventura, Calif., in same capacity.

AP broadcast executives named: **Gene Manning**, former general sales manager, WICK(AM)-WWDL-FM Scranton, Pa., to be responsible for Pennsylvania, Delaware, Washington, Maryland and New Jersey; **John Schweitzer**, AP broadcast executive for Kansas and Missouri, to be responsible for Minnesota, North Dakota, South Dakota and Wisconsin, and **Patricia Adsit**, from WISN(AM) Milwaukee, succeeds Schweitzer.

Suzanne Huffman, from KCOY-TV Santa Maria, Calif., joins WFLA-TV Tampa, Fla., as reporter.

Bernie Wagner, former elementary school teacher in Richmond, Calif., joins KSFO(AM) San Francisco as community affairs director.

Jane Mitchell, reporter, WTCN-TV Minneapolis-St. Paul, joins WCAU-TV Philadelphia in same capacity.

Jerry O'Laughlin, news director, WDVH(AM) Gainesville, Fla., joins WKRQ-TV Mobile, Ala., as reporter for its Pensacola, Fla., bureau.

Colleen Marshall, news director, WEIR(AM) Weirton, W.Va., joins WWVA(AM)-WCPI(FM) Wheeling, W.Va., as regional reporter.

Marietta Mackevich, production assistant, WXYZ-TV Detroit, joins WFYR(FM) Chicago's public affairs department.

Craig Shubert, reporter-photographer, KIVV-

TV Deadwood, S.D., joins KCRG-TV Cedar Rapids, Iowa, as ENG photographer.

Keith Fuller, president and general manager, AP, New York, named to receive 1981 William Allen White Foundation Award for journalistic merit from University of Kansas at Feb. 10 luncheon there. Fuller, native Kansan, receives award that honors late *Emporia* (Kan.) *Gazette* editor.

Technology

William Butler, business management-marketing strategy consultant, based in San Jose, Calif., joins Fernseh Inc., Salt Lake City, as president. **Edward Hippe**, director of engineering, Hubbard Broadcasting, Minneapolis, joins Fernseh as product manager responsible for development and improvement of TCF-3000 telecine camera system and precision color monitors.

Charles Rothers, president, WGN Electronic Systems, Chicago MSO, and VP-manager of engineering for WGN Continental Broadcasting, Chicago group owner (both are subsidiaries of Tribune Co.), named manager of technical planning, Tribune Co. He will be based in Chicago and will be responsible for research and planning of communications technology for Tribune Co. Rothers continues as WGN Electronic Systems president.

Thomas Keenze, manager of engineering, United Video, Tulsa, Okla., named VP-engineering operations.

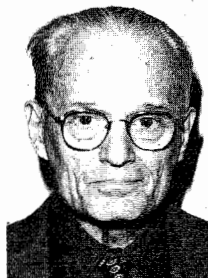
Joseph Perez, acting chief engineer, KTXL(TV) Sacramento, Calif., joins KSTS(TV) San Jose, Calif., as chief engineer.

Dennis O'Dell, chief engineer, WKQQ(FM) Lexington, Ky., named assistant director of engineering for parent, Village Co., based in Chapel Hill, N.C.

Alvin Leeman, chief engineer, WKBT(TV) La Crosse, Wis., retires after more than 50 years of service. Leeman joined WKBH(AM), now WIZM La Crosse, in 1926 as chief engineer and moved to WKBT in 1954 when it went on air. He will re-



Alvin Leeman



Wilson Leeman

main with station as consultant. **Wilson Leeman**, Alvin's brother and engineer with WKBT, retires. He joined WKBH in 1934 and WKBT in 1954.

Harold Null, VP-engineering, Eastern region, Storer Cable Communications, based in Atlanta, assumes same post for entire company. He will be based at Storer headquarters in Miami.

Christopher Hall, technical director, WXKS-AM-FM Boston, joins General Cinema Communications, Boston group owner, as director of engineering.

Velda James, engineering trainee, WDTN(TV) Dayton, Ohio, named broadcast technician.

Promotion and PR

Allison Frazier Jackson, former associate state director, New Jersey Department of Education, Trenton, joins RCA, New York, as VP for state and local government relations.

Charles Blake, director, design, NBC Television Network, New York, appointed VP, print and design.

Connie Kiernan, promotion manager and retail development coordinator, WVKX(AM)-WPKX(FM) Alexandria, Va., joins Mutual Broadcasting, Washington, as director of advertising and promotion.

Jack Sellati, information systems manager, Insilco Broadcast Group, New Haven, Conn., assumes additional duties as director of information systems and government relations.

Joseph Dyer, director of community on-air coordination, KNXT(TV) Los Angeles, named director of community affairs department.

Sherry Frank, VP-director of public relations, Lane Golden Phillips, Philadelphia advertising firm, joins KYW(AM) there as promotion manager.

Judith Learner, communications supervisor, public relations division of Western Bancorporation, Los Angeles, joins KABC(AM) there as creative services director.

David LaFountaine, director of advertising and promotion, WRTV(TV) Indianapolis, joins WSB-TV Atlanta as creative services manager.

Sharon Sellers, programing assistant, WBBF(AM)-WMJQ(FM) Rochester, N.Y., joins WSAY(AM) there as public relations-promotion director.

Janice Minton, president of own public relations firm in South Holland, Ill., joins non-commercial WCAE(TV) St. John, Ind., as director of public information.

Wilma Hill, national publicist, Public Broadcasting Service, Washington and New York, named associate director of promotion for non-commercial WGBH-TV Boston. She will be based in New York.

In reorganization of national press relations group, Public Broadcasting Service, New York, **Doc Jarden**, director of development-underwriting, named director of development-national press relations; **Betsy Vorce**, with PBS, named senior publicist and **Donna Williams**, with PBS, named national publicist.

John Lewinski, promotion assistant, WRKO(AM) Boston, named promotion director.

Terry Ehler, announcer, KACO(AM) Bellville, Tex., joins noncommercial KSHU(FM) Huntsville, Tex., as promotion director.

John Murphy, account executive, Hill & Knowlton, Chicago, named director of news media relations.

Ronald Kuykendall, management supervisor, **Linda Packer**, **Erica Preiss**, and **James Williams**, account executives, all from public relations staff of J. Walter Thompson, Chicago, join Hill & Knowlton there as account executives.

Alan M. Wiernasz, promotion director of Heublein Spirits Group, New York, named to new post of director of sales promotion for Backer & Spielvogel, New York.

Allied Fields



Bean

Gerald Bean, publisher of Gannett Co.'s *Rockford (Ill.) Register Star*, named executive VP-general manager of Gansat, Gannett satellite information network based in Washington. Gansat, formed in December plans to lease satellite transponder time from American Satellite Co. to transmit news programming to Gannett's 81 daily newspapers, seven TV stations and 13 radio stations. Bean is responsible for research and development of new information services and delivery systems.

Dr. Norman Morrison, VP of Knight-Ridder subsidiary, Viewdata Corp., Miami, named executive VP. **Mort Goldstrom**, advertising manager, Viewdata, named marketing manager.

John C. Ranck, VP, sales, Allied Entertainment Corp., New York, named senior VP and director of sales for Lexington Broadcast Services, New York media buying and planning firm.

Bill Brown, creative services manager, WSB-TV Atlanta, joins The Media Associates, Dallas television news research and consulting firm, as advertising consultant. **Cathy Rose**, administrative assistant, Media Associates, named talent search director.

Patricia McDonough, manager of Nielsen Television Index data applications department, New York, named service executive on NTI's marketing staff. **Steven Scott**, account executive, Campbell Mithun, Chicago, joins Nielsen's scanning trade service as development manager.

Pam Baxter, director of Telmar Communications Ltd., London, named sales manager of Midwest division of Telmar Media Systems, computer research firm. She will be based in Chicago. **Dick McMahon**, local sales manager, KOST(AM) Denver, joins Telmar Media Systems, Denver, as Western division sales manager.

Matthew Leibowitz, attorney with FCC's Broadcast Bureau, Washington, opens own communications law office in Miami.

Ron White, program director, WGRD-AM-FM Grand Rapids, Mich., resigns to devote full time to his radio program consulting business.

Harvey Harkaway, executive VP of Standard Rate & Data Service, Skokie, Ill., retires after 33 years of service.

New officers, Ohio Association of Broadcasters: **Dan Morris**, WCOL(AM)-WXGT(FM) Columbus, president; **Tom Moore**, WBCO(AM)-WBCQ(FM) Bucyrus, VP; **Clark Pollock**, Nationwide Communications, Columbus, corporate secretary, and **Thomas Sawyer** remains executive VP and treasurer.

International

John Loney, head of programs for London Weekend Television, joins D. L. Taffner, U.K.,

newly-formed offshoot of Don Taffner Associates in U.S., as managing director.

John Bromley, controller of sports for London Weekend Television, named chairman of sports for ITV Network. He replaces **Bryan Cowgill**, managing director of Thames Television.

Patrick Cox, executive vice chairman of Radio Luxembourg (London), named managing director. Cox succeeds **Alan Keen**, who leaves to form own company.

John Cain, assistant controller of BBC educational broadcasting, named controller, corporate affairs. **Alan Hart**, head of BBC television sports, named controller of BBC-1, main television network. Hart succeeds **Bill Cotton** who becomes deputy managing director of BBC Television.

John Wilson, editor, BBC radio news, named editor, news and current affairs, BBC Radio.

Simon Patch named to newly created post of manager, Southeast Asia, for news syndication company, Visnews. He will be based in Hong Kong and serve as bureau manager. **James Lee**, current Hong Kong bureau manager, named Visnews representative in Singapore.

John Suchet, reporter, ITN, named Washington correspondent. Suchet succeeds **Norman Rees**, who returns to London as ITN reporter.

Vivian White, industrial editor, Independent Radio News, named political correspondent, Granada Television.

Deaths



Allen

Len Allen, 65, managing director, Radio-Television News Directors Association, Washington, died Feb. 5 of heart attack at Sibley hospital, Washington. Allen had been with RTNDA since association established Washington headquarters in 1976. He was newsman with NBC from 1949 until he retired as assistant Washington bureau chief in 1976. He is survived by his wife, Ruth; son, David, and daughter, Sherry.

Martin J. Cohen, 39, vice chairman of Pyramid Enterprises, New York programming company, died of cancer in New York Dec. 24. He is survived by his wife, Jane, and two daughters, Debra and Lindsey.

Bill Lee, 44, producer of ABC-TV comedy show *Fridays*, and partner with John Moffitt in Moffitt-Lee Productions, died of cancer Feb. 3 at Cedars-Sinai Hospital in Los Angeles. Lee began his career as cue card boy at NBC for the *Tennessee Ernie Ford Show*. He later served as road manager for Tommy Sands before heading music department at William Morris Agency. In the early 70's he joined Dick Clark Productions, eventually becoming vice president of creative development. In 1978, Lee formed Moffitt-Lee partnership, which has produced *The Helen Reddy Special*, *The 1979 Emmy Awards*, and *Weekend With the Stars*. Late-night *Fridays* series was first Moffitt-Lee production under exclusive two-year contract. Lee is survived by his wife, Pat, one child and two stepchildren.

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Ed Taylor of SSS: down-to-earth attitude toward satellites

"I guess if you went all the way back to day one," says Ed Taylor, "Ted Turner created a company called Southern Satellite Systems [in 1975] and it was going to lease a transponder and put his television station [now WTBS(TV) Atlanta] up on a satellite and take it out to cable."

"He rapidly found out the FCC rules would not allow such a thing to happen . . . He called me up after he found out it was illegal and said he'd sell me the company for one dollar if I'd get in there and run it right."

Taylor, who was then a marketing vice president for Western Union trying to sell Turner space on the Westar system, paid the dollar, took over the company and turned the foundering independent into a "superstation." Although the FCC severed the bond of ownership between the broadcaster and common carrier, Taylor says, it created another equally secure one: "mutual self greed." "We both had to succeed or the other guy was in trouble."

Five years later the evidence is that Taylor has run the company "right." Both companies have prospered as a result of the symbiosis. The superstation, despite competition from United Video (WGN-TV Chicago) and Eastern Microwave (WOR-TV New York) now serves 10.4 million cable subscribers, almost all on a 24-hour-a-day basis.

As the carrier, Southern makes its money from the fees charged the cable operators, which, at 10 cents per subscriber per month, amount to about \$500,000 per month. WTBS profits from the increase in advertising rates it can charge as a result of its increased reach. Few, if any, stations can boast of reaching the more than 12 million homes that WTBS claims.

Taylor's company has been anything but static, expanding from the common carrier business into cable programming and subscription television broadcasting. Under the umbrella company, Satellite Syndicated Systems (SSS), distinct divisions and subsidiaries pursue the parent's various businesses, tied together by the common thread of satellite communications.

Southern Satellite Systems remains the carrier of WTBS and in June 1980 began performing the same job for another of Turner's enterprises, the Cable News Network. Both services are transmitted over Satcom I, the primary cable satellite. The Satellite Program Network division pulls together a miscellany of programming and distributes it to cable systems over Westar III. Finally, Satellite Television Systems,



Edward Leon Taylor—president, Satellite Syndicated Systems Inc., Tulsa, Okla.; b. Dec. 21, 1932; Camden, N.J.; BS, Lehigh University, Bethlehem, Pa., 1954; joined American Telephone & Telegraph and worked there from 1954 to 1970 in various capacities, becoming satellite project engineer in 1967; president, Creative Consultants, 1970-1972; president, United Video Inc., 1972-75; regional vice president, Southern Pacific Communications, Co., 1975; vice president, sales and market development, Western Union, 1975-1976; present position since 1976: m. Nancy Smaller, June 26, 1954; children—Edward, 25; Stephen, 22, and Suzanne, 8.

permittee of two television stations, and applicant for numerous low-power stations and translators, plans to market subscription television.

Taylor has a solid background in the common carrier business, most of it (16 years) with AT&T which he joined out of college in 1954. It was there he got his first exposure to satellite communications, first as a design engineer on the first Telstar earth station in the early 1960's, and, in 1967, as head of a 70-man task force assigned to investigate the technology and lay the groundwork for AT&T's participation (with Comsat) in the launch and operation of the Comstar satellite system.

Upon leaving AT&T, Taylor headed a consulting firm that suggested ways of mixing video and satellites. In 1972, he returned to earth, accepting the presidency of United Video, then an exclusively terrestrial carrier. When the voice and data portion of that company was sold to Southern Pacific Communications in 1975, Taylor went with it, but didn't stick. He jumped to Western Union, then accepted Turner's offer in 1976. He is still the principal owner of SSS.

There is widespread belief that for a cable programming venture to succeed it must procure a transponder on Satcom I—the primary cable satellite. Somewhat of an iconoclast, Taylor preaches heresy, in word

and especially in deed. He sold his rights on transponder 21 to Premiere for \$5 million last year and moved SPN from it to a transponder on Westar III, a satellite virtually no cable system had access to. Using some of the money from the Premiere deal, Taylor subsidized the purchase and installation of three-meter earth stations by cable systems to enable them to receive SPN. Although SPN moved less than two months ago, Taylor reports that 185 cable systems, serving more than 2 million subscribers, now receive the service and that SPN is just about breaking even. There is nothing sacred about a Satcom I transponder in Taylor's view. "Our position is that two years from now you'll be able to get a transponder from Hughes or Southern Pacific (domestic satellite applicants) and go into business—if your service is good enough."

Not every programmer could get away with Taylor's scheme. The reason Taylor was successful is that SSS has virtually no production costs associated with SPN. The network is made up of independent producers who buy time for as little as \$100 per half hour on the satellite and support themselves by selling advertising time. The service is free to the cable operators who get a bonus of two minutes every hour for local advertising. It's not in the league with broadcasting ad revenue.

With broadcasters rushing to become cable programmers or to join the ranks of the MSO's, it is unusual to find a company moving in the opposite direction—from cable programming to broadcasting. But it is precisely the direction Taylor and SSS have taken. Satellite Television Systems' WRHT(TV) Ann Arbor, Mich., went on the air Jan. 12 (STV programming began last week) and the turn-on of KGCT(TV) Tulsa, Okla., is planned for Feb. 21. The STV programming in both instances is being supplied by SelectTV of Los Angeles.

Taylor sees more growth for his company. He says SSS already has transponders lined up for 1982 and 1983 and many ideas for their use as cable programming vehicles. Regardless of which of the many programming options SSS chooses, Taylor knows a company like SSS, unsophisticated in program production, cannot go it alone. "We would prefer to program with somebody else expert in the field, a partner who would share in the revenues."

There is one other related business venture that has just recently attracted Taylor's attention. He says he is negotiating to buy a classic 12-channel cable system (900 subscribers) in Oklahoma. Besides being a good investment, Taylor says the system will provide a "way for us to view ourselves and view the whole cable industry and where it is going."

Editorials

First things first

Testers of the winds on Capitol Hill are beginning to detect a possibility of radio deregulation that would go beyond the deregulation adopted last month by the FCC. Not only would it extend deregulation; it would also remove the possibility of court reversal that could queer the FCC's more modest relaxation of the rules.

The bill from which broadcasters are taking encouragement was introduced two weeks ago by Senator Harrison Schmitt (R-N.M.) with a distinguished list of co-sponsors (BROADCASTING, Feb. 2). The sincerity of Senate interest is demonstrated by the scheduling of two days of hearings, Feb. 26-27.

The Schmitt bill is an emancipation proclamation for radio. It would take the FCC entirely out of program control and commercial surveillance. It would make license terms indefinite. Federally supervised ascertainment and log keeping would be eliminated. If there is vagueness in the bill's provisions for license revocation and random selection of winners in contests for unoccupied facilities, it can probably be clarified by redrafting after the hearings.

Senator Schmitt has promised other bills on television regulation and political broadcasting. If they reflect the same marketplace philosophy that is reflected in his radio deregulation bill, broadcasters can rush to their support.

Everybody seems to be agreed now that deregulation must proceed separately for radio and television if it is to proceed for either. Whether radio is to be first and television second doesn't matter if both come out well at the end.

Fourth commercial network

The detailed plan of the "grand alliance" that Lawrence K. Grossman, president of the Public Broadcasting Service, made public last week contains an interesting feature hitherto undiscussed. The "Public Subscriber Network" that the alliance is supposed to create will sell advertising.

Well, advertising isn't quite the word that the president of the noncommercial, educational PBS can bring himself to use. In the language of the prospectus: "Subscriber fees, supplemented by revenues earned through the sale of institutional messages to corporate underwriters, will pay for the nighttime presentations." Just in case that advertising exposure isn't enough to attract the accounts PSN wants, the "underwriters" will be given the conventional public television credit when the programs are later played on PBS or individual stations.

The excuse that the grand alliance would presumably give to justify its acceptance of advertising is that PSN is not to use conventional public television stations in its distribution system, which is expected to use just about anything else—cable, pay TV stations, low-power TV, whatever can be lashed together. Clearly public stations would be forbidden by law to carry PSN programs with advertising.

But even without public stations in the system, there is at least a question whether PSN will have the right to compete for advertising in the commercial marketplace. For one thing, its network will be fed by the satellite system that also feeds PBS. Contrary to the statement in last week's prospectus that PSN "is designed to operate without any government financing or investment," much of the PBS satellite system was built by government funds.

Not only that, the grand alliance expects to sell its programs—complete with underwriter credits—to the noncommercial system

for broadcast after they have played on PSN. The relationship between the frankly commercial PSN and supposedly noncommercial PBS is something less than antiseptic.

The grand alliance and PSN could not come into being without the facilities of a noncommercial system that has been built largely at government expense and dedicated to stay out of the marketplace. Not quite what the designers of the "noncommercial, educational television system" had in mind.

The vigilantes

The leaders of the Coalition for Better TV, which materialized in a Washington press conference last week, are in the tradition of American reformers, certain of their moral judgments, troubled by standards that diverge from theirs, convinced the republic can be debauched by pictures of a female breast or smoking gun. Theirs is a divided world, Tupelo, Miss., against Sodom and Gomorrah, for which New York and Hollywood are merely modern pseudonyms.

Television, of course, is the devil that delivers Sodom and Gomorrah to Tupelo these days. Television must be exorcised.

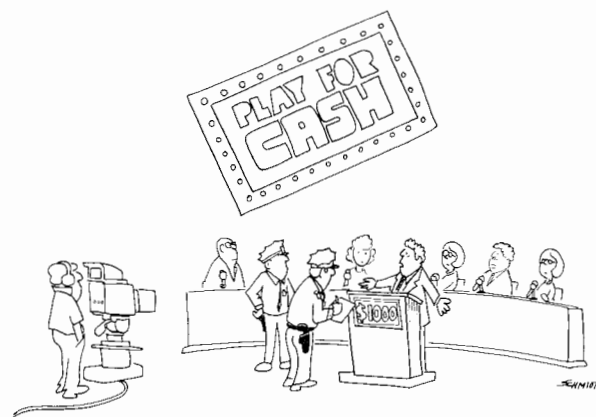
The process of exorcism that the Coalition for Better TV has chosen is the financial boycott. The coalition's followers will be exhorted to avoid products advertised in programs that the coalition deems offensive. If the advertising messages themselves fall out of favor, that will be another reason to shun a product in the marketplace.

Does this constitute organized coercion? Oh, no, explains the Rev. Donald Wildmon, whom the hand of Jerry Falwell touched to lead the search for sin. "As concerned parents and citizens," said Wildmon last week, "we have have an obligation to practice not only selective viewing but also selective buying."

All true, reverend, if the choice of what to view and buy is made privately. When it is dictated by someone else with a mission on his mind, it is coercion and censorship.

The Association of National Advertisers has issued a brave statement of resistance to the coalition's threats, as have the television networks. The general public will benefit if that solid line is held and the networks refuse to concede responsibility for program content to someone else.

In time the Wildmons and Falwells will go the way of the forgotten reformers who 30 years ago made national causes of Dagmar's bust and Faye Emerson's neckline, when television was just beginning to deliver Sodom and Gomorrah to Tupelo.



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*Source: Arbitron Oct. Nov 1980 M-Sun 6am-Mid. AQH subject to limitations stated by Arbitron.

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